



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants®

Sponsorship and
exhibitor opportunities

Employee Benefit Plans Conference

May 5–7, 2025

Caesars Palace, Las Vegas, NV, and live online

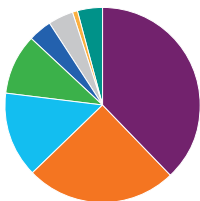
About the conference

The AICPA® & CIMA® Employee Benefit Plans Conference is an unprecedented event that brings together more than 1,000 participants for a rare opportunity to network with some of the industry's highest-level professionals. This conference brings auditors, tax professionals and plan sponsors together to discuss and debate issues of the day. This is one of the few events where attendees will hear directly from the Department of Labor and IRS on changes impacting both the tax and auditing sides of employee benefit plans. Reach attendees of this well-attended event through one of the many networking opportunities throughout the conference.

Attendee demographics

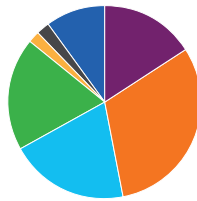
1,500 attendees

Top titles



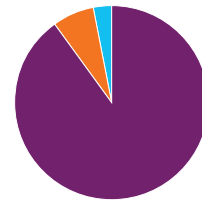
- Partner/owner **38%**
- Manager/senior manager **25%**
- Staff **14%**
- Director **10%**
- Auditor **4%**
- Accountant/senior accountant **4%**
- Sole practitioner **1%**
- Other **4%**

Firm size



- 1–10 employees **16%**
- 11–50 employees **31%**
- 51–100 employees **20%**
- 101–500 employees **19%**
- 500–1,000 employees **2%**
- 1,001–1,500 employees **2%**
- 1,500+ employees **10%**

Business category



- Public accounting **90%**
- Business and industry **7%**
- Other professional organization **3%**

Reimagine leadership

Become a sponsor.

All sponsorship packages include:

- Logo on intermission slides played between sessions on-site and online
- Sponsor recognition on-site and online
- Company profile on mobile app with link to the company website
- Sponsor placement and recognition on AICPAConferences.com Sponsor & Exhibitor Directory
- Promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- Option to purchase additional discounted CPE badges

Executive-level status

How do I become an executive-level sponsor?

Platinum
Starting at \$18,500

Gold
Starting at \$15,500

Silver
Starting at \$12,500

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Additional Expo-only badges (1 per exhibit space)
- ▶ Tabletop exhibit space (platinum and gold only)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Speaking sponsorship

\$11,500

Solution session

LIMITED

Present an educational topic in your area of expertise.

- 50-minute live speaking opportunity worth 1 CPE credit
- Featured on main agenda, reaching attendees on-site and online
- Session attendee contact information (*includes email addresses*)
- Session listed on the main agenda on the website and mobile app
- Session recording available on *Archives page* for one year post-event
- Two (2) CPE badges
- One (1) CPE speaker registration
- Session title, speaker and content subject to committee pre-approval
- Executive-level sponsor only



\$10,000

Wi-Fi

EXCLUSIVE

Gain digital recognition for helping on-site attendees stay connected.

- Logo on back of each attendee badge with Wi-Fi information
- Customized Wi-Fi password (*subject to hotel guidelines*)
- Logo listed in mobile app with Wi-Fi information
- Two (2) CPE badges

\$9,000

Power zone

EXCLUSIVE

Increase exposure while attendees recharge devices during general sessions.

- Sponsor recognition displayed on charging tables located in the front of the general session meeting room
- Logo listed in mobile app with power information
- Two (2) CPE badges

\$8,000

Digital marketing bundle

EXCLUSIVE

NEW

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional commercial plays throughout the event
- One (1) banner ad to rotate with other conference ads and sponsor ads on *Handouts page*, and *Archives page*
- Logo with the hyperlink in pre-event access email to all attendees
- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Playlist with sponsorship recognition will be available for attendees to download
- Logo featured on CPE alertness pop-up, 4–6 times per session
- Alertness pop-ups includes ten (10) online sessions (*excludes keynotes/general sessions*)
- Two (2) CPE badges

\$8,000

Accessibility

EXCLUSIVE

NEW

Ensure equal access to EBP information, resources, services and sessions (printed agenda, live captions, mother's room, etc.).

- Sponsorship recognition throughout all accessibility services
- Logo in agenda on mobile app
- Sponsorship recognition in attendee portal
- One (1) 30-second commercial played before (1) session streamed to the virtual audience
- Sponsorship recognition in pre-event information email to attendees
- Two (2) CPE badges

Material sponsorships

\$14,000/day

Professional headshots

EXCLUSIVE

Offer attendees a chance to update their headshot while increasing traffic at your booth.

- AICPA & CIMA to provide a professional photographer for headshot photos
- Sponsor may supply invitations/cards to be distributed to attendees from booth
- Logo included in email sent to attendee to download one (1) headshot photo
- Customized pre-download landing page
- One (1) push notification on mobile app
- Dedicated intermission slide displayed between sessions on day of headshots
- Two (2) CPE badges

\$12,000

Guest room drop

Elevate your company with an item delivered to each on-site attendee guest room.

- One (1) sponsor-provided promotional item placed in guest rooms
- Sponsorship recognition in mobile app push notification on the day of the room drop
- Item provided to all attendees in AICPA® & CIMA® room block
- Two (2) CPE badges

\$10,000

Hotel key card

EXCLUSIVE

Maximize message visibility on-site every time attendees use their key cards.

- Customized branding on the front of two (2) key cards provided at hotel check-in
- Key cards provided to all attendees in AICPA & CIMA-room block
- Two (2) CPE badges

Material sponsorships

\$10,000

Lanyard

EXCLUSIVE

Promote your brand throughout the entire event with one of the most popular on-site sponsorships.

- Logo displayed on AICPA & CIMA provided lanyards
- Two (2) CPE badges

\$10,000

Notebook and pens

EXCLUSIVE

Promote your brand as attendees take session notes.

- Logo on notebook and pen provided to on-site attendees
- Two (2) CPE badges

Networking sponsorships

\$15,000

Themed networking reception

EXCLUSIVE

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall.

- Priority bar placement near on-site exhibit booth (*when available*)
- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$10,000

Healthy EBP

NEW

EXCLUSIVE

Cultivate a culture that encourages the well-being of mind, body, and community.

- Wellness activity (options include yoga, morning workouts, run or walk, Zumba, step challenge, etc.)
- Sponsorship recognition throughout activity
- Logo in agenda on mobile app promoting sponsorship
- Dedicated wellness activity slide displayed before all sessions
- Participating attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Two (2) CPE badges

\$9,500

Lunch

Gain exposure while attendees network over lunch.

- Sponsorship recognition throughout lunch
- Logo in agenda on the mobile app
- Mobile app push notification promoting sponsorship
- One (1) reserved table for the sponsor to invite conference attendees
- Two (2) CPE badges

\$8,500/day

All-day coffee

Build brand recognition as on-site attendees grab a beverage between sessions.

- Sponsor recognition on each beverage station
- Logo printed on coffee sleeves placed on each station
- Logo in agenda on the mobile app
- Placement near exhibit booth (*when available*)
- Two (2) CPE badges

\$8,000

Breakfast

Kick off the day with brand exposure before the start of sessions.

- Sponsorship recognition on breakfast stations
- Logo in agenda on the mobile app
- Priority food station placement near the exhibit booth (*when available*)
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$7,500

Mid-day dessert

Stay top of mind by keeping attendees refueled and refreshed.

- Themed food station (ice cream, popcorn, assorted cookies, trail mix, etc.)
- Sponsorship recognition on each station
- Logo in agenda on the mobile app
- Placement near exhibit booth (*when available*)
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

Reserve your exhibit space.

Exhibit space and virtual listing

\$4,500

Tabletop:

- Two (2) CPE badges
- One (1) skirted table
- Two (2) chairs
- One (1) wastebasket

Includes virtual listing!

Virtual listing only

\$1,500

Virtual listing:

- Company description
- Logo
- Link to website
- Contact information
- One (1) Online CPE Badge (not included with exhibit space package)

Additional exhibitor benefits:

- ▶ Company profile on mobile app with link to the company website
- ▶ One complimentary Lead Retrieval app download to receive real-time attendee lead information.
- ▶ Promotional marketing code offering \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- ▶ Option to purchase additional discounted CPE badges and on-site Expo-only badges

Increase your exposure.

Exhibit space add-ons:

\$3,000

Commercial package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial plays before one (1) session streamed on-site and online (*excludes general sessions*)
- Commercial visible by all attendees via Archives page (added 4–6 weeks post-event)

\$3,000

Healthy EBP virtual

Position your brand as a champion of well-being and positive lifestyle changes as a sponsor of one of our virtual wellness series activities.

- Virtual wellness activity (options include yoga sessions, guided meditations, fitness challenges, and wellness workshops conducted by renowned experts.
- Exclusive branding rights displayed on virtual platform
- Dedicated email blast to virtual attendees
- Participating attendees contact information (*includes email addresses*) to be provided one (1) week post-conference

\$3,000 / per day

Coffee e-card

Build brand recognition as virtual attendees grab a beverage at a time convenient for them.

- Complimentary coffee credits available for a limited amount of virtual attendees (Starbucks, Dunkin', etc.)
- AICPA to send a custom-branded email to attendees with credit details

\$300

Passport to prizes

NEW

Want a simple and easy way to direct attendees to your booth? This is a great icebreaker to attract and keep attendees on the exhibit floor.

- Attendees must complete the entire Passport to be eligible for the prize drawing held each day before exhibits closing.
- Participant supplies prize of \$100 value.
- Participant recognition on on-site signage

General information



- Tabletop exhibits **must** fit on top of your table or be freestanding behind it. Trade show booths are not permitted. Pipe and drape are not provided.
- Electricity is not included, but may be purchased in your exhibitor portal.
- Complimentary Wi-Fi is provided throughout the conference area
- Overnight security will be provided; however, spaces cannot be completely secured



Ready to get started?
Have questions?

Other sponsorship concepts
you'd like to explore?

Contact your sales representative today!

✉ SPEXevents@hq.cpa.com



Founded by AICPA & CIMA, the Association of International Certified Professional Accountants® powers leaders in accounting and finance around the globe.

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