

Sponsorship and  
exhibitor opportunities

# National Tax Conference

**Nov. 17–18, 2025**

Washington Hilton, Washington, DC, and live online

CELEBRATING  
**50**  
YEARS

# About the conference

For tax practitioners, there's no better place to get immersed in current events than the AICPA® & CIMA® National Tax Conference. Our coverage of the federal tax ecosystem — the key players, new legislative action, practice implications — will be critical to positioning their firm's future success.

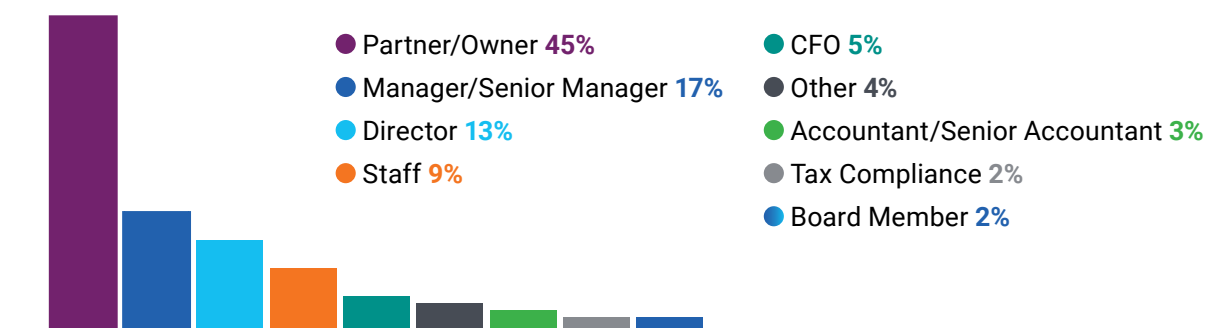
You'll have direct exposure to partner and managing partner-level decision-makers, thought leaders and tax and accounting professionals when buying decisions are being made.

Over 900 attendees are eager to exchange ideas, talk with solution providers, explore the latest products and learn new processes. We invite you to keep your revenue channel active while elevating your organization's visibility among this key audience.

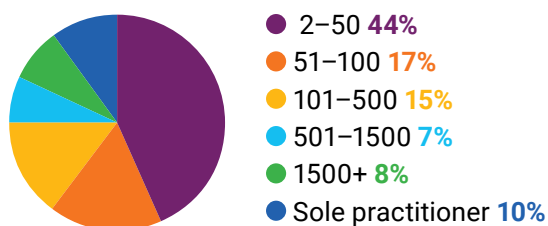
## Attendee demographics

540 Attendees

### Top titles



### Company size



### Business category



# Elevate your brand.

## Be a sponsor.

Create visibility and brand awareness for your organization by becoming a National Tax Conference sponsor. We offer sponsorships that will increase your organization's visibility and create valuable connections.

### Sponsor benefits

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

## Executive-level status

How do I become an executive-level sponsor?

Strategically build your executive-level sponsorship package from our à la carte offerings!

**Platinum**  
Starting at \$18,000

**Gold**  
Starting at \$15,000

**Silver**  
Starting at \$12,000

### Executive-level sponsor benefits

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



# Speaking sponsorship

\$12,000

Solution session

Present an educational topic in your area of expertise.

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

## 50th Anniversary Enhancement

Sponsor a commemorative activity or event. Please call for details.



# Technology sponsorships

\$12,000

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) sponsor banner ad on Handouts page, and Archives page
  - Logo with hyperlink in pre-event access email to all attendees
- Music 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 include ten (10) online sessions (*excludes keynotes/ general sessions*)
- Two (2) CPE badges

\$9,000

Wi-Fi

EXCLUSIVE

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

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

\$8,000

Mobile app

EXCLUSIVE

Increase your visibility pre-event with the launch of the app and post-event with year-long access.

- Logo on the app splash screen
- Logo in pre-event app download instruction email
- One (1) rotating banner ad (*to rotate with other conference ads and sponsor ads, if applicable*)
- Two (2) CPE badges

# Technology sponsorships

\$7,500/per room

Power zone

3 AVAILABLE

Increase exposure while attendees recharge devices during general sessions.

- Sponsor recognition displayed on charging tables located in the power zone area of the session room (*does not include keynotes*)
- Sponsor ad transition slide displayed before all sessions
- Sponsorship recognition in mobile app
- Full conference exclusivity available for \$20,000
- Two (2) CPE badges

\$6,500

Accessibility

EXCLUSIVE

Ensure equal access to conference information, resources, services and sessions (printed agenda, closed captioning, 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 one (1) session streamed to the virtual audience (*commercial subject to approval*)
- One (1) CPE badge

# 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

\$8,000

Notebook

EXCLUSIVE

Promote your brand as attendees take session notes.

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

# Networking sponsorships

\$20,000

An evening of trivia

## EXCLUSIVE

Following our opening reception, continue to mix and mingle without leaving the hotel. Knowledge is power, a fun opportunity to test your memory banks and network. There will be two hours of “bar” trivia, with brain food and beverages provided.

- 2024 was our inaugural trivia event and the results are in, this tax tradition is here to stay — Professionally hosted trivia designed to take a break from technology and connect with your peers. The rounds of trivia are creative and fun (*additional fees apply to customize a round of trivia dedicated to sponsor-specific questions and/or provide sponsor-branded prizes*)
- Sponsor recognition throughout the reception
- Sponsor’s logo in pre-event access email listed under On-Site Events & Opportunities
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Sponsorship recognition in attendee portal promoting event
- Two (2) CPE badges

\$15,000

Opening networking reception

## EXCLUSIVE

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

- Sponsor recognition throughout the reception
- Sponsor’s logo in pre-event access email listed under On-Site Events & Opportunities
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on the mobile app promoting reception and sponsor
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$9,500

Lunch

Gain exposure while on-site attendees network over lunch.

- Sponsorship recognition throughout lunch
- Sponsor’s logo in pre-event access email listed under On-Site Events & Opportunities
- Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- One (1) reserved table for the sponsor to invite conference attendees
- Two (2) CPE badges



# Networking sponsorships

\$9,000

## Specialty bar

**Get creative with an on-site specialty bar named after your company.**

- Custom cocktail or beverage served during an attendee networking opportunity
- Specialty bar placed near your exhibit space (*when available*)
- Sponsorship recognition on specialty bar
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$9,000

## Breakfast

**Kick off the day with brand exposure before the start of on-site sessions.**

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

\$8,500

## Afternoon specialty break

**Stay top of mind by keeping on-site 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 space (*when available*)
- Mobile app push notification promoting sponsorship
- 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*)
- Exclusivity option available. See your sales representative for detail and special pricing.
- Two (2) CPE badges



# Reserve your exhibit space

## Exhibit space and virtual listing

\$4,600

Tabletop

### ► Tabletop space:

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

### ► Includes virtual listing!

## Virtual listing only

\$2,000

Virtual listing only

### ► Virtual listing:

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

## Additional exhibitor benefits:

- Company profile on mobile app with link to the company website
- 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

# Celebrating 50 Years of Conference Excellence

Sponsor a commemorative activity or event:

\$12,000

Pre-registration farmers market

## EXCLUSIVE

Be the brand that welcomes attendees with eco-friendly flair.

- Recognition in pre-event attendee email
- Logo-branded recycled cotton tote bags for attendees
- Logo placement in the mobile app agenda
- Recognition on snack displays at the market
- One (1) push notification promoting your brand to all app users
- Option to provide collateral and branded items to be included in the Farmers Market Tote Bag
- Two (2) CPE badges

\$7,000

Graphic meeting recorder experience

## EXCLUSIVE

Align your brand with creativity history, and attendee engagement.

- Logo-branded board(s) featured in the artwork
- Sponsorship recognition next to the artist and board
- Mobile app push notification promoting your brand
- Option to display pop-up banner near the Graphic Recorder artwork for added visibility
- One (1) CPE badge

\$7,000

First timer happy hour lounge

## 3 AVAILABLE

Help first-time attendees feel welcome and connected!

- Sponsor selects lounge topic (*subject to AICPA approval*)
- Sponsor selects signature drink
- Sponsorship recognition in each lounge
- Logo in the agenda on mobile app
- Sponsorship recognition on the bar
- Mobile app push notification promoting sponsorship
- Participant contact information (*includes email addresses*) to be provided one (1) week post-conference
- Option to provide branded collateral and branded keepsakes
- Option to display pop-up banner
- One (1) CPE badge

\$6,000

50th Commemorative  
toast

**EXCLUSIVE**

Be the face of this milestone celebration—an exclusive branding opportunity tied to legacy and prestige.

- Branded signage outside of the General Session
- Mobile app push notification promoting sponsorship
- Sponsor recognition during the toast by the moderator or host
- Logo placement on cocktail napkins
- Option to provide branded keepsake (e.g., *drink stirrers, branded glasses*)
- Participating attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- One (1) CPE badge



# Virtual branding & lead generation

Digital sponsorship opportunities:  
Reach close to 300 virtual attendees

\$8,000

Snack box

#### EXCLUSIVE

- Logo with hyperlink in pre-event access email to all virtual attendees (*tracking link to be provided by the sponsor*)
- Dedicated Snack Box Sponsor recognition on the conference's attendee portal
- Custom branded email to virtual recipients with credit details (*limited redemptions*)
- Custom recipient landing page messaging
- Menu Top Banner on featured page
- Two (2) Menu Mid Banners on featured page
- One (1) 45-second commercial streamed online before one (1) general session
- Dedicated Snack Box Sponsor transition slide displayed before all sessions
- One (1) CPE badge

\$4,000

Virtual experience  
activity

- Custom activity (*options include virtual headshots, caricaturists.*)
- Premium options available at an additional cost (*caricatures, hosted trivia, etc.*)
- Sponsor recognition throughout activity (*if applicable*)
- Logo on virtual experience page promoting sponsorship
- Logo on activity page in attendee portal
- One (1) one-minute commercial play during activity (*if applicable*)
- Dedicated virtual activity slide with sponsor logo displayed before all sessions
- Participating attendee contact information (*includes email addresses*) to be provided one (1) week post-conference

\$2,000

Gamification

#### EXCLUSIVE

- Banner ad on gamification page
- Logo in pre-event access emails to all attendees
- Logo with hyperlink in post-event email to attendees
- Sponsorship recognition in prize winner announcement email
- Participant contact information (*includes email addresses*) to be provided one (1) week post conference



\$2,000

### Learning on-demand

3 AVAILABLE

- Connect with attendees through branded content, including a 10-minute pre-recorded video webinar, workshop, or session.
- Dedicated Recognition listed on on-Demand page in the platform (*sponsor logo included recognition included*)
- Sponsored recognition in pre-event information email to attendees
- Dedicated recognition on intermission slide promoting page
- Video title and content subject to AICPA® and CIMA® pre-approval

\$2,000

### Wellness on-demand

3 AVAILABLE

- 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
- Option to upgrade to exclusive sponsorship (*lock in all three sessions and receive elevated branding across all wellness virtual content*)



# 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 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](mailto:SPEXevents@hq.cpa.com)



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