



# 2025

## Prospectus

**Underwriter opportunities**

### Conference on Current SEC & PCAOB Developments

Dec. 8–10

The Washington Hilton

Washington, DC, and live online



# About the conference

At the AICPA® Conference on Current SEC and PCAOB Developments, attendees obtain the latest and most comprehensive SEC and PCAOB updates directly from the regulators. The conference covers the latest accounting and reporting issues that affect SEC reporting entities and their auditors. Networking opportunities exist throughout the conference, allowing you to reach many senior financial professionals and CPAs.



# Reimagine leadership.

## Be an underwriter.

Strategically build your custom package from our à la carte offerings!

### Underwriter benefits

- Logo on intermission slides played between sessions on-site and online
- Underwriter recognition on-site and online
- Company profile on mobile app with link to company website
- Underwriter placement and recognition on the Underwriter Directory
- Pre- and post-conference attendee list with USPS mailing addresses only (no email addresses) for one-time use
- Promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions and online activities with attendees (does not include private events)
- Option to purchase additional discounted CPE badges
- Kiosk and virtual listing (please see below)

## Turnkey kiosk and virtual listing

### Turnkey kiosk:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) turnkey kiosk with company branding
- Two (2) chairs
- One (1) wastebasket

### Virtual listing:

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

# Technology opportunities

\$25,000

Power zone

## EXCLUSIVE

**Increase exposure while attendees recharge.**

- Underwriter 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

\$25,000

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
- Underwriter selects customized Wi-Fi password (*subject to hotel guidelines*)
- Logo listed in mobile app with Wi-Fi information
- Two (2) CPE badges

\$25,000

Virtual streaming

## EXCLUSIVE

**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) rotating banner ad to rotate with other conference ads and underwriter ads on virtual platform digital lobby
- Logo with a hyperlink in pre-event access email to all attendees
- Two (2) CPE badges

\$20,000

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 opportunities

\$20,000

Closed captioning

**EXCLUSIVE**

**Maximize your brand with this multi-channel package providing visibility in all online sessions.**

- Underwriter recognition in closed captioning messages before every online session
- One (1) 30-second commercial play per day streamed on-site and online
- Logo with the hyperlink in Virtual Conference Lobby
- Logo with a hyperlink in pre-event access email to attendees
- *Commercial session selection is subject to availability and approval*
- Two (2) CPE badges

\$18,000

Archives

**EXCLUSIVE**

**Stand out to prospective clients as attendees re-visit their favorite sessions.**

- Logo with a hyperlink in pre-event access email to attendees
- Logo with a hyperlink in post-event archive email to attendees
- Banner ad with a hyperlink on *Archives page*
- Two (2) CPE badges

\$18,000

Music

**EXCLUSIVE**

**Increase exposure to online and on-site customers and prospects through music.**

- Underwriter recognition in a text welcome window of each online session
- Dedicated music underwriter slide displayed before all sessions
- Logo with a hyperlink in pre-event access email to attendees
- Playlist with underwriter recognition will be available for attendees to download
- Two (2) CPE badges

\$15,000

Handouts

**EXCLUSIVE**

**Reach attendees each time they reference event materials.**

- Logo with a hyperlink in pre-event access email to attendees
- Banner ad with a hyperlink on the *Handouts page*
- Two (2) CPE badges

\$15,000

Session alertness checks

**EXCLUSIVE**

**Provide highly visible branding in select online sessions.**

- Logo featured on CPE alertness pop-up, four to six times per session
- Eight (8) pre-selected sessions (*excludes general sessions*)
- Two (2) CPE badges

# Material opportunities

\$27,000

Hotel key card

**EXCLUSIVE**

**Maximize message visibility 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 room block
- Two (2) CPE badges

\$20,000

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

\$20,000

Lanyard

**EXCLUSIVE**

**Promote your brand throughout the entire event with one of the most popular underwritings.**

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

\$18,000/day

Professional  
headshots

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

- AICPA to provide a professional photographer for headshot photos
- Underwriter 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
- List of participating attendees (*includes email addresses*) to be provided one (1) week post-conference
- One (1) push notification on mobile app
- Dedicated intermission slide displayed between sessions on day of headshots
- Two (2) CPE badges

\$18,000

Guest room drop

**Elevate your company with a gift delivered to each attendee guest room.**

- One (1) sponsor-provided promotional item placed in guest rooms
- Item provided to all attendees in AICPA room block
- Two (2) CPE badges

# Networking opportunities

\$32,000

Themed networking  
reception

## EXCLUSIVE

**An engaging night of excellence designed for networking, knowledge-sharing, and brand visibility.**

- Custom event (options include theme night, local culinary reception, attendee competitions, etc.).
- Underwriter recognition throughout reception
- Underwriter's logo in pre-event access email
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and underwriter
- Underwriter recognition in attendee portal promoting event
- Two (2) CPE badges

\$20,000/day

All-day coffee

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

- Underwriter recognition on each beverage station
- Logo printed on coffee sleeves placed on each station
- Logo in agenda on mobile app
- Placement near exhibit space (*when available*)
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) CPE badges

\$22,000

Local flavors  
luncheon

## 2 AVAILABLE

**Gain unparalleled exposure to attendees, positioning your brand at the forefront of this premium event.**

- Host a branded lunch experience that aligns with the local cuisine of Washington, DC.
- Underwriter recognition throughout lunch
- Underwriter's logo in pre-event access email
- Logo in agenda on mobile app
- Mobile app push notification promoting underwriting
- One (1) reserved table for the underwriter to invite conference attendees
- Two (2) CPE badges

# Networking opportunities

\$20,000

Breakfast

2 AVAILABLE

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

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

\$20,000

Mid-day dessert

2 AVAILABLE

**Stay top of mind by keeping on-site attendees refueled and refreshed.**

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

\$17,000

Specialty bar

**Get creative with a specialty bar named after your company.**

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

## Attendee activity

Looking for a unique way to encourage community? Underwrite an attendee activity and make a lasting impression!

For more details, please contact our sales team.



# Increase your exposure.

## Underwriter add-ons:

\$3,000

### Commercial package

#### Deliver your targeted message to a captive audience.

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- One (1) 30-second commercial play before one (1) session streamed on-site and online (excludes keynotes)
- Commercial visible by all attendees via the *Archives* page (added 4–6 weeks post-event)
- Logo on a post-session email sent to all online session participants
- *Commercial is subject to availability and approval.*

\$1,000

### 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.

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- Attendees receive a passport upon registration used to collect “stamps” from participating underwriters to become eligible for prize drawings.
- Prize drawings are scheduled to take place at the final networking reception held in the exhibit hall.
- Underwriter recognition on signage to be placed at their exhibit space
- Logo placed in intermission slide played between sessions
- Underwriter recognition on signage promoting activity
- Each participating underwriter must supply a prize of \$100 value
- AICPA is not responsible for prize drawings
- Underwriter must notify AICPA Expo Services via email of the prize winner by the close of the conference

# Underwriter experience benefits — What AICPA provides

## Enhancing the underwriter experience



### Ready to get started? Have questions?

Other underwriting  
concepts you'd like  
to explore?

Contact your sales  
representative today!

✉ [SPEXevents@hq.cpa.com](mailto:SPEXevents@hq.cpa.com)

The AICPA is excited to offer turnkey exhibitor kiosks that make showcasing your brand easier than ever! Each kiosk is fully equipped and ready to go — just bring your message and your team. You'll have the opportunity to design and submit custom graphics, giving you full creative control within a streamlined setup.

- **Fully Assembled Turnkey Kiosk:** No need to worry about booth construction — your kiosk will be set up and ready when you arrive.
- **Graphic Design Support Materials:** Access helpful resources including file format guidelines, dimensions, and submission instructions.
- **Streamlined Logistics:** The AICPA handles all setup and teardown, allowing you to focus on networking and engagement.
- **Consistent, Professional Look:** The uniform kiosk design ensures a polished and cohesive show floor appearance.
- **Basic Electrical Included:** Power needs are covered — just plug in and go.
- **Dedicated Exhibitor Portal:** Centralized access to all important deadlines, specs, staff registration badges, and support contacts, etc.
- **Complimentary Wi-Fi:** Provided throughout the conference area to keep you connected.
- **Overnight Security:** Security will be provided after hours; however, please note that individual kiosk spaces cannot be completely secured.
- **Design File Due Date:** Submit your personalized kiosk graphics by **Oct. 1, 2025**, to guarantee timely production and installation.



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