



CELEBRATING  
**5**  
YEARS  
OF LEAD

# 2026

Sponsorship opportunities

## LEAD Symposium

March 11–13  
Adolphus Hotel  
Dallas, TX



# Become a sponsor

The AICPA® LEAD Symposium is the premier event for learning, development, and compliance professionals seeking to stay ahead of the curve. With timely updates, dynamic breakout sessions, and peer-to-peer networking, this event attracts a highly engaged audience committed to driving excellence within their organizations.

Showcase your brand in our curated exhibit hall, where vendors are hand-selected for their relevance and value to our audience. Your presence positions you as a key resource in helping attendees meet their organizational goals. Sponsorship opportunities include options for session involvement, branded content, and more — allowing you to demonstrate your expertise and align your brand with the future of professional development and compliance.

**Join us as we mark the fifth LEAD Symposium — a milestone moment for connection, innovation, and leadership.**

All sponsorship packages include:

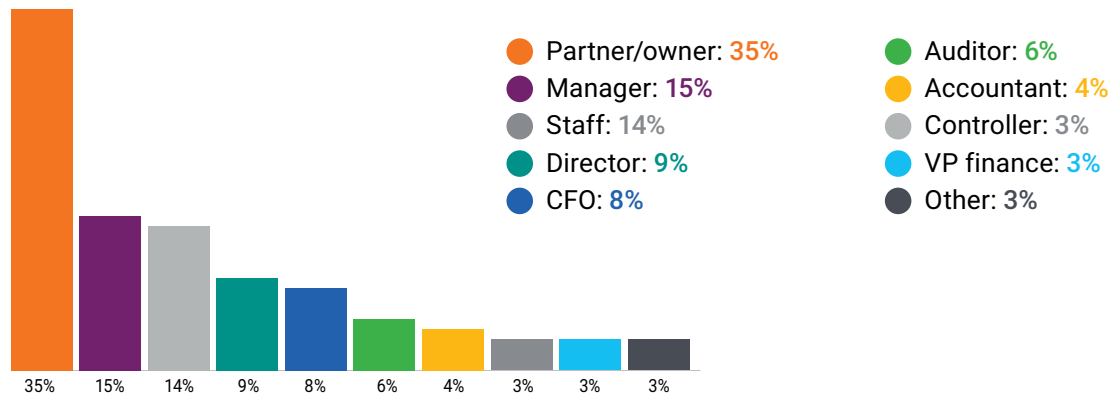
- Logo on intermission slides played between sessions.
- Tabletop exhibit space (please see page 7 for details).
- Sponsorship recognition on signage.
- Participation in Wooden Nickel Challenge (please see page 8 for details).
- Sponsor placement and recognition on conference Sponsor & Exhibitor directory.
- Two (2) exhibit hall staff registration badges.

All items are subject to change.

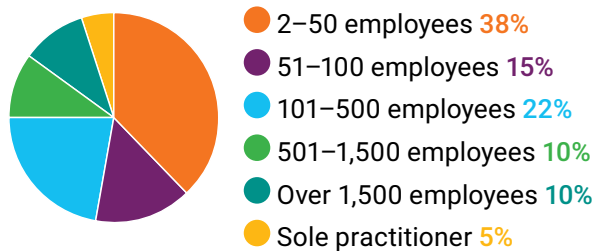
# Attendee demographics

Expected attendance: over 280

## Top titles:



## Firm size:



## Business category:





# Sponsorships

\$9,000

Solution session

**5 available**

Present an educational topic in your area of expertise.

- 50-minute live speaking opportunity
- Featured on main agenda
- Session attendee contact information for one-time use (*includes email addresses*) to be provided one (1) week post conference
- Session listed on main agenda on website and mobile app
- Session recording available on Archives page for six (6) months post-event post-event (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- One (1) complimentary registration badge
- One (1) speaker registration badge

\$8,000

Keynote Sponsor

**3 available**

Kick off the event with high-impact visibility.

- Sponsor Representative Introduction: A company representative will have the exclusive opportunity to introduce the keynote speaker to the audience.
- Sponsor recognition on main agenda (*website and mobile app*)
- One (1) 30-second promotional video played before keynote begins (*subject to approval*)
- Dedicated mention in pre-event email promoting keynote speaker and sponsor
- Option to provide branded giveaway at the entrance or on attendee chairs
- One (1) complimentary registration badge

\$8,000

Guest room drop

**Exclusive**

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

- One (1) sponsor-provided promotional item placed in guest rooms
- Dedicated sponsorship recognition slide played on the day of the room drop
- Item provided to all attendees in AICPA room block
- One (1) complimentary registration badge

\$7,500

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
- Customized Wi-Fi password (*subject to hotel guidelines*)
- Logo listed in mobile app with Wi-Fi information

# Sponsorships

\$7,000

Coffee break

## Exclusive

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*)

\$6,800

Mobile app

## Exclusive

Be in every attendee's pocket by sponsoring the official event mobile app — the go-to resource for attendees to access the agenda, speaker bios, session details, and more.

- Logo on app splash screen
- Logo in pre-event app download instruction email
- One (1) banner ad to rotate with conference ads on app home screen

\$6,500

Reception

## Exclusive

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site exhibit hall.

- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Mobile app push notification promoting sponsorship

# Sponsorships

\$6,500

**Tuesday Night Reception**

## Exclusive

**Shine at our Tuesday Night Reception and make a lasting impression on all attendees.**

- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Mobile app push notification promoting sponsorship

\$6,000

**Lunch**

**Gain exposure while on-site 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

## Sponsor the fun!

Looking to make a memorable impact at LEAD26? Sponsor an off-site attendee activity and connect with attendees in a relaxed, engaging setting beyond the conference walls.

**Contact us for details and availability – this opportunity won't last long!**

# Reserve your space.

## Exhibit space

\$4,500

### Exhibit space:

- Two (2) exhibit hall staff registration badges
- One (1) skirted table
- Two (2) chairs
- One (1) wastebasket
- Company profile on mobile app with link to the company website
- Option to purchase additional discounted Expo-only badges



# Boost engagement & track results.

Enhance your booth visibility and drive traffic with our Wooden Nickel Challenge! This fun and interactive activity encourages attendees to visit participating booths, scan QR codes, and engage with your brand while competing for prizes.

## Wooden Nickel Challenge participation

\$500

- Inclusion as a participant in the Wooden Nickel Challenge game during the opening night reception
- Lead capture through SocialPoint: The AICPA will provide each exhibitor with a unique QR code for attendees to scan, enabling seamless lead collection
- Exhibitor name and prize featured in the game instructions (e.g., mobile app and event signage)
- Exhibitor must provide a prize valued at \$100 or more, which will be awarded during lunch the following day.
- *To be included in event signage, the exhibitor's prize must be submitted to the AICPA Exhibitor Manager by **Jan. 15, 2025***



# 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



Be part of the experience that keeps growing year after year.

Let's make this year the most impactful yet. Celebrate with us!

Contact your sales representative today!

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

## Important notice regarding exhibitor events

To preserve the integrity of the attendee experience and ensure alignment with AICPA and CIMA® programming, exhibitors are not permitted to host events that conflict with official attendee activities. This includes receptions, dinners, or other gatherings scheduled during conference sessions, networking events, or other AICPA-sanctioned functions.

We appreciate your cooperation in maintaining a cohesive and engaging environment for all participants. If you are considering hosting an event, please coordinate with our team to ensure timing and content do not overlap with official programming.

Thank you for your understanding and support.



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