

Sponsorship and  
exhibitor opportunities

# ENGAGE 2026

June 8–11

ARIA Resort, Las Vegas, NV, and live online



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# Celebrating the 10th year of **ENGAGE** excellence

## Conference overview

**ENGAGE** offers the most innovative and comprehensive education on topics affecting accounting and finance professionals. More than 5,000 attendees are eager to exchange ideas, talk with solution providers, explore the latest products, and learn new processes.

**ENGAGE 2026** is a hybrid event, offering you the opportunity to build long-lasting relationships and reach on-site and online attendees. It combines eight prestigious focus areas, allowing you to gain qualified leads from a variety of fields within the accounting profession.

5,000+

expected attendees

80%

of attendees represent  
decision-makers at  
their firms.

**ENGAGE** is the most prominent tech ecosystem  
among the U.S. accounting conferences.





# Your brand, our milestone — Let's celebrate together.

## Become a sponsor

Create meaningful visibility and brand awareness by sponsoring **ENGAGE 2026**.

Our sponsorship opportunities are designed to elevate your organization's presence and foster valuable connections with thousands of accounting and finance professionals. Align your brand with the energy and excellence of ENGAGE's 10-year celebration.

All sponsorship packages include the following:

- ▶ Logo on intermission slides played between sessions on-site and online
- ▶ Sponsor recognition on-site and online
- ▶ Company listing and logo on ENGAGE website
- ▶ Company profile on mobile app
- ▶ Sponsor placement and recognition on virtual listing
- ▶ Access to ENGAGE promotional marketing kit with code offering a \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all public food and beverage functions with attendees
- ▶ Option to purchase additional discounted CPE All-Access badges and/or on-site 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 \$90,000

Gold  
Starting at \$70,000

Silver  
Starting at \$50,000

### Executive-level sponsor benefits

- ▶ 10'x10' corner booth (*subject to availability*)
- ▶ Logo placement in pre-event emails sent to thousands of attendees, with special sponsor spotlight designation
- ▶ Recognition on ENGAGE website as executive-level sponsor
- ▶ Sponsor ad featured in intermission slides played before welcome remarks and between sessions — on-site and online — commemorative 10-year design
- ▶ Additional on-site Expo-only badges (1 per 10'x10') for your team to maximize on-site engagement
- ▶ Bonus CPE All-Access badges (3 platinum, 2 gold, 1 silver)

# What drives attendance at **ENGAGE**

77%



Continuing education  
(CPE) credits

77%



Content & session  
speakers

69%



Ability to attend  
sessions from multiple  
areas of focus

28%



Networking

19%



High profile keynotes

5%

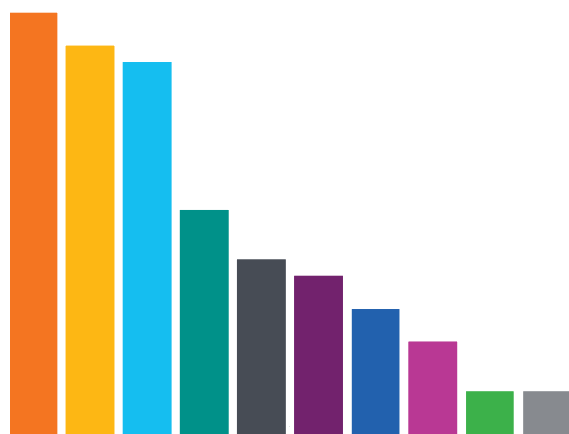


Other

# Attendee demographics

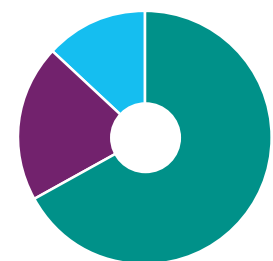
2025 | On-site attendees: **3,970** | Virtual attendees: **882**

## Attendee primary focus



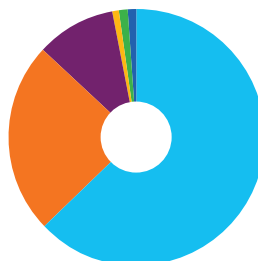
- Advanced Accounting & Auditing: **26%**
- TECH+/Accounting & Finance Technology: **24%**
- Tax Strategies for High-Income Individuals: **23%**
- Advanced Personal Financial Planning: **14%**
- Practitioners/Practice Management: **11%**
- Corporate Finance & Controllers: **10%**
- Advanced Estate Planning: **8%**
- CPA Firm Management Association: **6%**
- EDGE Leadership: **3%**
- SOC & Third-Party Risk: **3%**

## Size of organization

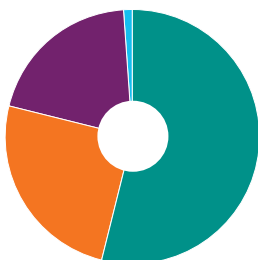


- Small (1–100): **67%**
- Medium (101–1,000): **20%**
- Large (over 1,000): **13%**

## Business category



- Public accounting: **63%**
- Business & industry (including NFP): **24%**
- Consulting firm: **10%**
- Education: **1%**
- Government: **1%**
- Other professional organizations: **1%**



## Top titles

- Executive/partner: **54%**
- Senior manager/controller: **25%**
- Manager: **20%**
- Staff/non-manager: **1%**

# Sessions & speakers overview

Explore the tracks that power **ENGAGE 26**

Number of sessions: **304** | Number of speakers: **357**

**ENGAGE** brings together a vibrant mix of professional communities across accounting and finance, each with its own focus and learning journey. Every attendee receives a color-coded lanyard that represents their selected track – making it easy to identify and connect with peers who share similar interests. These track colors are thoughtfully woven throughout the conference experience, appearing in networking events, breakout sessions, signage, and interactive activities. This visual system not only fosters community but also encourages cross-track collaboration and discovery.

## Track breakdown & focus areas

Track	Focus
Audit & Assurance	Best practices, risk assessment, internal controls, and compliance
Tax	Federal, state, and international tax strategies, planning, and updates
Corporate Finance	Financial planning, analysis, budgeting, and strategic decision-making
Technology & Innovation	AI, automation, blockchain, and digital transformation in finance
Leadership & Development	Team management, communication, DEI, and career growth
Estate Planning	Trusts, wealth transfer, charitable giving, and tax-efficient strategies
Practice Management	Firm operations, client service, staffing, and succession planning
Personal Financial Planning	Retirement, investments, insurance, and holistic financial advice

2025

# Exhibitor & sponsor highlights

**ENGAGE** continues to deliver unmatched visibility, connection, and ROI for sponsors and exhibitors.

- ✓ **200+ exhibitors, 126 returning** exhibitors & sponsors
- ✓ Exhibit hall — **SOLD OUT**
- ✓ Tech demos — **SOLD OUT**
- ✓ Receptions — **Packed & buzzing**
- ✓ Tech Tours — **Highly attended**

## Virtual experience at a glance

**ENGAGE's** virtual experience continues to expand reach, deepen engagement, and deliver value to attendees and sponsors alike.

### ENGAGE 25 virtual experience highlights

- **Virtual attendance:** 882 participants joined remotely.
- **ENGAGE Studio:** 26 dynamic segments with strong viewership and engagement
- **Wellness Week:** 110 participants
- **ENGAGE+ (post conference sessions):**  
Over 350 attendees extended their learning.
- **Previous sponsors:** ADP, Sandy Bay Partners, and SafeSend supported key virtual activations.

Digital reach and engagement snapshot

- **160,000+** website visits
- **110,000+** unique visitors

**Top pages:** agenda, hotel, registration, speakers, exhibitor & sponsor listing



# Professional development

---

\$30,000

Solution session

Present an educational topic in your area of expertise.

---

- 50-minute live speaking opportunity worth 1 CPE credit
  - Featured on main agenda on ENGAGE website, mobile app, and signage
  - Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
  - Session recording available on AICPAConferences.com *Archives* page for six (6) months post-event (*speaker permission required*)
  - Presentation posted on AICPAConferences.com *Handouts* page for six (6) months post-event (*speaker permission required*)
  - Session title, speaker, and content subject to committee preapproval
  - Two (2) Sponsor Speaker CPE All-Access badges
  - Four (4) CPE All-Access badges
  - Available to executive-level sponsors only
- 

\$18,500

Education lab

Host a TED Talk-style presentation with an educational focus.

---

- 25-minute live speaking opportunity worth 0.5 CPE credit
  - Featured in exhibit hall during networking event on-site and live online
  - Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
  - Session listed on agenda on ENGAGE website, mobile app and signage
  - Session recording available on *Archives* page for one year post-event (*speaker permission required*)
  - Presentation posted to AICPAConferences.com *Handouts* page for six (6) months post-event (*speaker permission required*)
  - Session title, speaker, and content subject to committee preapproval
  - One (1) Sponsor Speaker CPE All-Access badge
  - Two (2) CPE All-Access badges
- 

\$12,000

TECH demo

Host a demonstration to share the advantages and highlights of your product or services.

---

- Live product demonstration (*no CPE credit*)
- Featured in exhibit hall during a networking event on-site and live online
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on agenda on ENGAGE website, virtual platform, mobile app and signage
- Session recording available on AICPAConferences.com *Archives* page for six (6) months post-event (*speaker permission required*)
- Presentation posted to AICPAConferences.com *Handouts* page for six (6) months post-event (*speaker permission required*)
- Session title, speaker and content subject to committee preapproval
- One (1) Sponsor Speaker CPE All-Access badge
- Two (2) CPE All-Access badges

# Professional development

\$7,000

Exhibit hall  
tech tour

This unique sponsorship provides your brand with high visibility and direct engagement with industry professionals seeking innovative solutions and services.

- 10-minute live speaking opportunity worth 1 CPE credit
- A dedicated stop on the tech tour to showcase your latest tech innovations and solutions.
- A list of tour attendees' contact information (*includes email addresses*) to be provided one (1) week post-conference
- Content subject to committee preapproval
- Logo placement on all promotional materials, tour signage, and dedicated space in the mobile app.
- One tour per hall
- One (1) Sponsor Speaker CPE All-Access badge
- Two (2) CPE All-Access badges



# Professional development on demand

\$10,000

Lunch & learn  
online

NEW

LIMITED

VIRTUAL

Align your brand with the content that matters most to your target virtual audience.

- 25-minute sponsor-led session worth 0.5 CPE credit
- Topic selected in collaboration with AICPA® and CIMA® to ensure audience alignment
- Branded intermission slide promoting Lunch & Learn session displayed during the conference
- Session recording available on AICPAConferences.com *Archives* page for 4-6 weeks post event
- Session highlighted in pre-event email sent to all all-access and virtual attendees
- Featured on main agenda, reaching attendees online
- Meal delivery credit or gift card sent to a limited number of attendees (*limited to a sponsor-selected track or audience*) for additional investment (*See sales representative for details*)
- Sponsor-provided 30-second commercial played before or after the session
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- This opportunity is virtual-only; sponsors are solely responsible for providing their own equipment, securing studio space, and managing all technical production needs.
- One (1) Sponsor Speaker CPE All-Access badge
- Two (2) CPE All-Access badges

\$6,000

Small business  
spotlight

NEW

LIMITED

VIRTUAL

Designed exclusively for small businesses, this opportunity offers a powerful platform to showcase your expertise through a branded virtual session.

- **Eligibility: This opportunity is available only to small business owners and is designed for virtual-only speakers**
- 25-minutes virtual speaking opportunity on a topic aligned with your expertise worth a half of a CPE credit
- Featured for All-Access and virtual only attendees
- Promotion in pre-event emails and social media shout-out
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session recording available on AICPAConferences.com *Archives* page for six (6) months post-event
- Featured on main agenda, reaching attendees online
- One (1) Sponsor Speaker CPE All-Access badge
- Two (2) All-Access CPE badges



# Professional development on demand

\$4,000

Virtual spotlight session

NEW

VIRTUAL

Position your brand as a thought leader with a 10–15 minute TED-style presentation.

- 10–15 minute branded TED-style presentation streamed during ENGAGE Studio
- Topic selected subject to AICPA approval to ensure alignment and audience relevance
- Sponsor and speaker recognition on dedicated ENGAGE Live studio page on the virtual platform
- Featured on main agenda, reaching attendees online
- Session recording available on AICPAConferences.com *Archives* page for six (6) months post-event
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- One (1) Sponsor Speaker CPE All-Access badge

\$3,000

ENGAGE on-demand

NEW

VIRTUAL

Empower knowledge and seize the opportunity to position your brand at the forefront of industry knowledge.

- Connect with attendees through branded content, including a 10-minute prerecorded video webinar, workshop, or session.
- Dedicated on-demand page in the platform (*sponsorship 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 preapproval

# Speaking sponsorships

\$15,000

Daily virtual studio

## VIRTUAL

Take this opportunity to market your company and leave a lasting impression with conference attendees virtually and on-site.

- Exclusive 15-minute broadcast to virtual audience, format to be decided by sponsor and AICPA team
- Script material must be received by the virtual team four weeks prior to the event.
- Content subject to AICPA and CIMA virtual team approval
- Your 30-second commercial played four (4) times on the virtual platform throughout the conference, with the option to submit multiple commercials for rotation
- Presented by logo on dedicated ENGAGE Studio page
- Dedicated on-site signage at studio location on your sponsored day
- Logo inclusion in marketing emails (*if applicable*)
- Logo inclusion with hyperlink to sponsor website in pre-event access email to all attendees
- *Commercial session selection is subject to availability and approval*
- All materials must be received no later than April 30, 2026
- Two (2) CPE All-Access badges



# Technology sponsorships

\$25,000

Agenda jumbotron

**EXCLUSIVE**

Elevate your brand visibility on the jumbo agenda video walls placed within the conference meeting space.

- Sponsorship branding placed on three (3) agenda video walls strategically positioned to capture the attention of thousands of attendees
- Visual displays creates a lasting impression, boosting brand recall and recognition
- Monitor provides current and upcoming session information
- Four (4) CPE All-Access badges

\$25,000

Wi-Fi

**EXCLUSIVE**

Gain digital recognition for helping attendees stay connected.

- Logo on 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
- Four (4) CPE All-Access 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 app home page
- Logo in pre-event app download instruction email
- One (1) rotating banner ad (*to rotate with other conference ads and sponsor ads, if applicable*)
- Three (3) CPE All-Access badges

\$15,000

Virtual streaming

**EXCLUSIVE**

**VIRTUAL**

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed online before ENGAGE keynotes with the option to submit multiple commercials for rotation
- Three (3) additional commercial plays online throughout the event
- Sponsorship recognition in digital lobby
- Logo with hyperlink in pre-event access email to all attendees
- Logo placed in intermission slide played between sessions
- Two (2) CPE All-Access badges
- Commercial session selection is subject to availability and approval



# Technology sponsorships

\$15,000

Email deployment

Maximize your outreach and drive impactful results through our sponsored email deployments!

- AICPA and CIMA to send a custom email deployment on the sponsor's behalf to attendees
- Insightful metrics and email delivery rates to measure success and optimize future campaigns
- Two (2) CPE All-Access badges

\$15,000

Keynote alertness checks

EXCLUSIVE

VIRTUAL

Maximize your brand online with this highly visible opportunity.

- Logo featured on CPE alertness pop-up during streamed keynote sessions
- CPE alertness pop-up 4–6 times during keynote
- Two (2) CPE All-Access badges

\$12,000

Music

EXCLUSIVE

Increase exposure and prospects through music.

- Dedicated music sponsor slide displayed before all sessions featuring sponsor's logo
- Onsite signage acknowledging sponsor placed in high-traffic areas
- Sponsor recognition in chat welcome window of each online session
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE All-Access badges

\$10,000

Handouts

EXCLUSIVE

VIRTUAL

Reach attendees each time they reference event materials.

- Logo with hyperlink in pre-event access email to attendees
- One (1) banner ad with hyperlink on AICPAConferences.com *Handouts* page for six (6) months post-event
- Available on AICPAConferences.com *Handouts* page during the conference and for up to six (6) months post-event
- Logo placed in intermission slide played between sessions
- Two (2) CPE All-Access badges

# Technology sponsorships

\$10,000

Session alertness checks

EXCLUSIVE

VIRTUAL

Stretch your branding across this multi-session package of online sessions.

- Logo featured on CPE alertness pop-up, 4–6 times per streamed session
- Includes ten (10) sessions (*excludes keynotes*) within one (1) desired area of focus
- Two (2) CPE All-Access badges

\$8,000

Archives

EXCLUSIVE

VIRTUAL

Stand out to prospective clients as attendees listen to the recording of their favorite sessions.

- Logo with hyperlink displayed on official archives page for six (6) months post-event
- Logo with hyperlink in pre-event access email to attendees
- Logo with hyperlink in post-event archive email to attendees
- One (1) banner ad with hyperlink on AICPAConferences.com *Archives* page for six (6) months post-event
- Logo placed in intermission slide played between sessions
- One (1) CPE All-Access badge

\$8,000

Digital session room signage

EXCLUSIVE

Display your brand outside of every meeting room within your selected area of focus.

- Logo on each monitor outside of every session room
- Monitor provides current and upcoming session information
- One (1) CPE All-Access badge

\$5,000

Virtual leader board

EXCLUSIVE

NEW

VIRTUAL

Gamify the ENGAGE experience and keep your brand in the spotlight as attendees compete for top rankings!

- Your logo featured prominently on the live leaderboard throughout the event
- One (1) daily chat reminder with sponsor recognition
- Logo recognition on Virtual Activities page
- Logo placed in intermission slide played between sessions
- Sponsorship recognition during gamified challenges and prize announcements
- Recognition in pre-event emails, and on the ENGAGE platform
- Sponsored provided branded prize for leaderboard winners (*value over \$100*)
- Post-event engagement metrics

# Material sponsorships

\$55,000

Lanyard

EXCLUSIVE

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

- Logo displayed on AICPA and CIMA provided lanyards
- Four (4) CPE All-Access badges

\$25,000

Starbucks  
power zone

EXCLUSIVE

NEW

Ignite your brand at the heart of the action – where Starbucks powers every sip, charge, and connection.

- Sponsor selects one drink to be the official perk of the conference
- Custom designed coupons featuring sponsor logo and message, redeemable only at the Starbucks located in the conference center
- Signage at Starbucks counter with sponsor branding
- Sponsor-provided logo displayed on furniture groupings
- Four (4) CPE All-Access badges

\$25,000

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 over 2,000 guest rooms
- Sponsorship recognition in mobile app push notification on the day of the room drop
- *Item provided to all attendees in AICPA and CIMA room block*
- Four (4) CPE All-Access badges

\$15,000

Power Zone

3 AVAILABLE

Elevate your message with this favorite as attendees stop for a quick recharge in the designated Power Zone areas.

- Branding rights to one of the three Power Zones areas
- Sponsor-provided artwork displayed on furniture groupings
- Opportunity to place sponsor-provided collateral and pop-up banners.
- Two (2) CPE All-Access badges



# Material sponsorships

---

\$15,000

Snack box

## VIRTUAL

Generate excitement and easily attract leads with brand exposure to virtual attendees.

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- Logo with hyperlink in pre-event access email to all virtual attendees (*tracking link to be provided by sponsor*)
- Dedicated Snack Box sponsor page on the conference's website
- Custom branded email to recipients with credit details
- Credit is limited to 200 attendees spread out throughout the event. See your sales consultant for details.
- 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 online sessions
- Sponsor ad transition slide displayed before all sessions
- Two (2) CPE All-Access badges

\$5,000 / per day

Coffee e-card

## VIRTUAL

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

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- Complimentary coffee provided to 200 virtual attendees as a credit (*Starbucks, Dunkin', etc.*)
- AICPA to send a custom-branded email to attendees with credit details
- Logo with hyperlink in pre-event access email to all virtual attendees

## OPENING NIGHT

# Networking sponsorships

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\$16,000

Opening night  
parade

### EXCLUSIVE

Help kick off ENGAGE in style!

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- Logo placement on parade route signage
- Keynote moderator shout-out during parade kickoff
- Inclusion in pre-event email and mobile app agenda
- Sponsorship recognition in attendee portal advertising event
- Two (2) push notifications promoting activity and sponsorship
- Social media sponsorship spotlight post
- Opportunity to distribute branded giveaways during the parade
- Two (2) CPE All-Access badges

\$15,000

Opening Night  
Music Experience

### EXCLUSIVE

### NEW

Kick off ENGAGE with energy and rhythm by sponsoring the Opening Night Music Experience.

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- Recognition on signage near the musical artist
- Mobile app push notification promoting your sponsorship
- Logo placement in the agenda and on the event mobile app
- Social media shout-out
- Option to provide branded giveaways
- Sponsorship recognition in dedicated slide displayed before sessions leading up to the event
- Two (2) CPE All-Access badges

# Networking sponsorships

\$20,000

Accounting  
extravaganza  
entertainment

NEW

**Power up attendee engagement and bring the fun with a video game lounge where professionals can unwind, compete, and connect!**

- Branded gaming zone signage located in the Connection Corner
- Mobile app push notification promoting their sponsorship
- Logo featured in the agenda on the mobile app
- Social media shout-out
- Opportunity to distribute branded items at the reception
- Sponsorship recognition in dedicated slide displayed before sessions leading up to the event
- Three (3) CPE All-Access badges

\$15,000

ENGAGE cares

**Give back to the community with this innovative and impactful way to integrate charitable giving with one of our engaging, hands-on activities for attendees.**

- One (1) community service engage activation station (*in the past, options have included Cardz for Kidz, Foundation for Hospital Art, and DIY dog and cat toys for SPCA*)
- Sponsor recognition throughout activity
- Logo in agenda on mobile app promoting activity
- AICPA and CIMA to provide all supplies
- Mobile app push notification promoting sponsorship
- Sponsorship recognition in pre-event information email to attendees advertising event
- Social media shout-out
- Sponsorship recognition in dedicated slide displayed before sessions leading up to the event
- Sponsorship recognition in daily newsletter email sent to attendees advertising event
- Two (2) CPE All-Access badges

\$15,000

Culinary experience

LIMITED

**Turn your booth into a destination! Drive engagement, boost visibility, and create memorable moments.**

- Culinary station featuring your logo and signage
- Station placement in your booth
- Social media shout-out
- Logo placement in the event agenda and on the mobile app
- Logo printed on napkins placed on culinary station
- Sponsorship recognition in dedicated slide displayed before sessions leading up to the event
- Only available during evening networking receptions
- Two (2) CPE All-Access badges



# Networking sponsorships

\$10,000

Digital hearts

EXCLUSIVE

NEW

VIRTUAL

Showcase your company's commitment to social responsibility, boosting public perception and trust.

- One (1) charitable kit provided to virtual attendees that opt in during registration. Each kit provides a hands-on way for attendees to give back and make a meaningful impact.
- AICPA will select the service-themed activity from options such as Financial Literacy, Teen Mental Health, or Career Readiness.
- Sponsor recognition on dedicated activity page.
- AICPA and CIMA to provide all supplies
- Sponsorship recognition in pre-event information email to online attendees advertising event
- Two (2) CPE All-Access badges

\$10,000

Passport to Prizes  
premier sponsor

EXCLUSIVE

NEW

Step into the spotlight as the Premier Sponsor of the Passport to Prizes experience — the ultimate attendee engagement activation!

- Logo on all Passport to Prizes materials (*digital & print*)
- Live sponsor shout-out during the prize announcement
- Sponsor recognition in attendee portal promoting activity
- Sponsor recognition on signage to be placed at their exhibit space
- Logo placed in intermission slide played between sessions
- Sponsor recognition on signage promoting activity
- AICPA and CIMA will award one lucky winner with complimentary registration, hotel accommodations, and transportation to ENGAGE 27
- Two (2) CPE All-Access badges

\$10,000

Sip & celebrate

NEW

Put your brand in every hand while attendees celebrate the 10th year of ENGAGE excellence!

- Custom cocktail or nonalcoholic beverage served during one (1) networking reception
- Designated bar placed near your booth
- Sponsorship recognition on designated bar
- One (1) mobile app push notification promoting signature drink
- Two (2) CPE All-Access badges

# Networking sponsorships

\$10,000

Midday dessert  
experience

4 AVAILABLE

Sweeten the day and your brand visibility.

- Dessert station featuring your logo and signage placed next to your exhibit space (*subject to availability*)
- Dessert options can include ice cream, popcorn, assorted cookies, etc.
- Social media shout-out
- Logo placement in the event agenda and on the mobile app
- Logo printed on napkins placed on culinary station
- Sponsorship recognition in dedicated slide displayed before sessions on the day of the event
- Two (2) CPE All-Access badges

\$10,000

ENGAGE champions

EXCLUSIVE

Your brand will be front and center as attendees compete for points, prizes, and bragging rights!

- Recognition on entrance signage to the Connection Corner in exhibit hall
- Sponsorship mention in pre-event attendee email promoting the game
- Logo placement in the agenda and on the mobile app
- Mobile app push notification promoting your sponsorship and the game
- Social media shout-out
- Option to provide branded prizes or giveaways for top players
- Opportunity to announce winners or present awards during closing remarks
- Two (2) CPE All-Access badges

\$9,000

Opening Day  
Track Toast

NEW

LIMITED

VIRTUAL

Celebrate the start of ENGAGE with a custom cocktail or mocktail experience – delivered directly to the virtual audience of your choice.

- Custom signature drink (*cocktail or mocktail*) named and branded by the sponsor
- Credit is limited to 200 attendees
- Branded recipe card shared via email and on the ENGAGE platform
- Ingredients shipped to attendees' homes, with the sponsor selecting the audience by track (*e.g., Tech, Tax, Audit, Finance*)
- Sponsor shoutout during the Opening Day Track Toast
- Inclusion in pre-event virtual-only attendee email
- Participating attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- All materials must be received no later than April 30, 2026
- One (1) CPE All-Access badge

# Networking sponsorships

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\$8,500

Virtual experience activity

VIRTUAL

Work with our team of virtual experts to create your very own virtual experience.

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- Custom activity (*options include virtual headshots, caricatures, games, etc.*)
- Sponsor recognition throughout activity (*if applicable*)
- Logo on agenda or dedicated page on virtual platform promoting sponsorship
- One (1) one-minute commercial played during activity (*if applicable*)
- Sponsor ad transition slide displayed before all sessions
- Dedicated virtual networking activity slide displayed before all sessions
- Participating attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- One (1) CPE All-Access badge

\$7,000/per day

Breakfast

NEW

Kick off the day with brand exposure to energized attendees.

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- Sponsorship recognition on breakfast station
- Logo in agenda on mobile app
- Placement near preferred area of focus session rooms (*subject to availability*)
- One (1) CPE All-Access badge

\$7,000

Session break

NEW

Build brand recognition as attendees grab a beverage between sessions.

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- Recognition on each beverage station
- Logo in agenda on mobile app
- Placement near preferred area of focus session rooms (*subject to availability*)
- One (1) CPE All-Access badge

# Networking sponsorships

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\$7,000

Accounting  
extravaganza  
caricature station

EXCLUSIVE

NEW

Where the industry meets fun and your brand becomes unforgettable.

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- Caricature station at your booth (*subject to availability*)
- Logo on every drawing
- Activity listed on agenda on ENGAGE website, mobile app, and signage
- One (1) CPE All-Access badge

\$6,000

Opening day  
entertainment sponsor

EXCLUSIVE

NEW

VIRTUAL

Your brand front and center as virtual attendees enjoy a fun, engaging performance to launch ENGAGE.

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- Branded recognition during the entertainment segment
- One (1) 30-second commercial played before the event.
- Commercial session selection is subject to availability and approval
- Commercial visible by all attendees via *Archives* page (*added 4–6 weeks post-event*) or after the performance
- Inclusion in pre-conference attendee email
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- One (1) CPE All-Access badge



# Wellness sponsorships

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\$25,000

Puppy therapy

2 AVAILABLE

Host a unique experience that has proven to be an effective way for attendees to alleviate stress, boost morale, and foster community through puppy therapy.

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- Sponsorship recognition on signage outside of activity
  - Logo in agenda on mobile app
  - Sponsorship recognition in pre-event information email to attendees advertising event
  - Sponsorship recognition in daily newsletter email sent to attendees during event
  - 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
  - Four (4) CPE All-Access badges
- 

\$18,000

Step challenge

EXCLUSIVE

Support health and wellness while promoting your brand.

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- Attendees earn points by participating in wellness activities for a chance to win prizes. Points are tracked on the HEKA Health & Wellness mobile app.
  - Sponsorship recognition in email to participating attendees with competition instructions
  - Attendees receive a major boost in points for visiting your exhibit space
  - Sponsorship recognition on the competition's mobile app
  - Sponsor-provided prize (*optional*)
  - Three (3) mobile app push notifications promoting sponsorship
  - Sponsor recognition on on-site signage and virtual platform
  - Three (3) All-Access badges
- 

\$10,000

Wellness activity

NEW

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

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- Wellness activity (*options include yoga, morning workouts, run or walk, Zumba, etc.*)
- Sponsorship recognition on signage at entrance
- Logo in agenda on mobile app promoting sponsorship
- Dedicated wellness activity slide displayed before all sessions
- Sponsor provided branded postcard featuring a clear call-to-action encouraging attendees to visit their booth (*optional*)
- Sponsor postcard design and messaging must be submitted for approval before April 30, 2026
- Two (2) CPE All-Access badges

# Wellness sponsorships

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\$8,500  
Zen room

EXCLUSIVE

NEW

Your brand will be front and center as attendees take a moment to reset and refocus.

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- Branded signage at the entrance and inside the Zen Room
  - Sponsor recognition in the mobile app agenda and on the conference website
  - One (1) daily push notification promoting the Zen Room and sponsor
  - Opportunity to provide branded items (e.g., eye masks, stress balls, affirmation cards)
  - Sponsor may provide a postcard encouraging attendees to visit their booth to receive a sponsor-provided wellness gift.
  - Sponsor postcard design and messaging must be submitted for approval before April 30, 2026
  - One (1) CPE All-Access badge
- 

\$5,000  
Healthy  
ENGAGE virtual

EXCLUSIVE

NEW

VIRTUAL

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

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- Virtual wellness activity (*options includes yoga sessions, guided meditations, and wellness workshops conducted by renowned experts.*)
- Exclusive branding rights displayed on virtual platform
- Logo inclusion with hyperlink to sponsor website in pre-event access email to all attendees
- Participating attendees contact information (*includes email addresses*) to be provided one (1) week post-conference

# On-site branding

\$30,000

Jenga wall

Have a large branded wall within the conference space with your logo paired with unique, eye-catching décor.

- Sponsor-provided artwork displayed on Jenga wall outside of exhibit hall
- *Only available to platinum and gold sponsors*
- Four (4) CPE All-Access badges

\$30,000

Exhibit hall level wall cling

## EXCLUSIVE

Imagine your brand front and center, catching the eye of attendees as they walk into one of the main conference areas.

- Sponsor-provided artwork displayed as a large wall cling outside of the exhibit hall
- *Only available to platinum and gold sponsors*
- Four (4) CPE All-Access badges

\$20,000

Ironwood Terrace wall cling

## EXCLUSIVE

Maximize your brand's visibility by sponsoring a wall cling at the Ironwood Terrace! Located in a high-traffic area, this prime spot offers unparalleled exposure!

- Sponsor-provided artwork displayed on a large, eye-catching wall cling
- *Only available to platinum and gold sponsors*
- Three (3) CPE All-Access badges

\$10,000

Window clings

Prominently display your company as a leader in this high-traffic area.

- Sponsor-provided artwork displayed as window cling
- Two (2) All-Access CPE badges

\$7,000

Branding zone

Make your brand unmissable! This high-visibility sponsorship transforms key event areas into immersive, branded spaces that attendees can't help but notice.

- Sponsor-provided artwork displayed on two (2) tables within furniture groupings in conference area
- Sponsor-provided artwork displayed as four (4) 2-foot-by-2-foot wall clings
- One (1) CPE All-Access Badge

# Reserve your booth

## Exhibit booth with virtual listing

\$6,800	Inline booth location 10' x 10'
\$7,600	Corner booth location 10' x 10'
\$15,500	10' x 20' double booth
\$30,800	20' x 20' island booth
\$40,000	20' x 30' pavilion

### On-site booth per 10'x10' space

- Two (2) CPE All-Access badges
- One (1) skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) booth ID sign
- Pipe and drape (black)

### Virtual listing (also sold separately for \$3,000)

- Company description
- Logo
- Link to website
- Contact information

## Additional exhibitor benefits

- ▶ Company listing and logo on ENGAGE website with link to company website
- ▶ Company profile on mobile app with link to company website
- ▶ One complimentary Lead Retrieval app download to receive real-time attendee lead information.
- ▶ ENGAGE promotional marketing kit with code offering a \$100 discount on registration for your clients and prospects
- ▶ Invitation to attend all public food and beverage functions
- ▶ Option to purchase additional discounted CPE All-Access badges and Expo-only badges



# Enhance your presence

## Exhibit space add-ons:

\$10,000

Turnkey  
exhibit display

Boost your conference presence with our turnkey satellite exhibitor display.

- One (1) exhibit kiosk placed in preferred area of focus meeting space
- Interactive kiosk captures attendees leads as they play games, view product demos, and more.
- One (1) ID sign
- Two (2) Expo-only badges

\$5,000

Banner ad  
attendee email

NEW

3 AVAILABLE

Put your brand in every inbox.

- Branded banner ad placement in one (1) official pre-event or daily conference email
- Sponsorship recognition in the email footer (e.g., "This message is brought to you by [Sponsor Name]")
- Clickable banner linking to your website, landing page, or booth info

\$5,000

ENGAGE  
studio rental

NEW

Record content in our turnkey fully equipped staffed studio.

- 30-minute time slot for your team to reserve and create content that you can take back to use on social media, your blog, YouTube channel, etc.
- Visually appealing, creative setup that includes a light kit, camera, mics, and a team of experts

\$5,000

ENGAGE+  
email deployment

EXCLUSIVE

NEW

Extend your brand's reach after ENGAGE26 with a custom email.

- AICPA and CIMA to send one (1) custom email deployment to ENGAGE+ attendees on the sponsor's behalf, delivered post-ENGAGE26
- Insightful metrics and email delivery rates to measure success and optimize future campaigns

# Enhance your presence.

## Exhibit space add-ons:

\$3,000

Commercial package

VIRTUAL

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play before one (1) session streamed online (excludes general sessions)
- Commercial visible by all attendees via *Archives* page (added 4–6 weeks post-event)
- *Commercial session selection is subject to availability and approval*

\$3,000

Virtual Exhibit Hall Tour

NEW

VIRTUAL

Get your brand in front of a highly engaged audience with a 2–3 minute spotlight segment.

- Featured placement in the Virtual Exhibit Hall Tour with a 2–3 minute spotlight segment
- Branded introduction by the tour host, including your logo company name
- Inclusion in pre-tour promotional emails and social media post shout-out
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference

\$1,000

Passport to Prizes

Turn your exhibit space into a must-visit destination!

- Logo featured on Passport to Prizes materials (*digital and print*)
- Recognition in the mobile app and onsite signage
- Verbal mention during prize drawing announcements
- Custom QR code for attendee interaction
- Option to include a branded trivia question or challenge at your booth (*Sponsor responsible for providing content; staff will not manage or facilitate*)
- Inclusion in pre-event email highlighting game and sponsor
- Access to scanned leads from participants who visit your booth
- Each participating exhibitor must supply a prize of \$100.
- Your prize will be featured on official Passport to Prizes signage
- Prize name must be submitted to AICPA by April 30, 2026, to be included in promotional materials

# General **information**



- Electricity and Wi-Fi is not included in the exhibit space, but may be purchased in the exhibitor portal.
- Complimentary Wi-Fi is provided throughout the conference area. Please feel free to order high-speed Wi-Fi for your exhibit space if you will be conducting demonstrations.
- Overnight security will be provided; however, spaces cannot be completely secured.



Ready to get started?  
Have questions?

Contact your sales representative today!

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





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