



Sponsorship and
exhibitor opportunities

Employee Benefit Plans Conference

May 4–6, 2026

Gaylord Palms, Orlando, FL, and live online

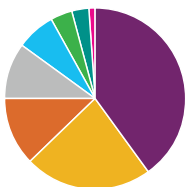
About the conference

The AICPA® 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

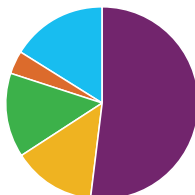
1,500 attendees

Top titles



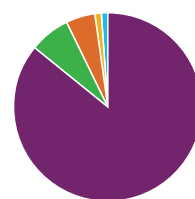
- Partner/owner: 40%
- Manager/senior manager: 23%
- Staff: 12%
- Director: 10%
- Other: 7%
- Auditor: 4%
- Accountant: 3%
- Sole practitioner: 1%

Firm size



- 1–50 employees: 52%
- 51–100 employees: 14%
- 101–500 employees: 14%
- 501–1,500 employees: 4%
- Over 1,500 employees: 16%

Business category



- Public accounting: 86%
- Business and industry: 7%
- Other professional organization: 5%
- Consulting firm: 1%
- Government and education: 1%

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?

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

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

LIMITED

\$11,500

Solution session

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*) provided one (1) week post-conference
- Session listed on the main agenda on the website and mobile app
- Session recording available on AICPAConferences.com Archives page for six (6) months post-event (*speaker permission required*)
- Two (2) CPE badges
- Two (2) Sponsor Speaker CPE badges
- *Session title, speaker, and content subject to committee pre-approval*
- *Executive-level sponsor only*

\$10,000

Learning lunchbox

NEW

2 AVAILABLE

VIRTUAL

Engage attendees during a dedicated Virtual Lunch & Learn session designed to deliver bite-sized insights in a relaxed, midday format.

- 25-minute live speaking opportunity
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on agenda on conference website, and platform signage
- Session recording available on AICPAConferences.com Archives page for six (6) months post-event
- Option to post handouts in virtual listing
- Session title, speaker, and content subject to AICPA pre-approval
- AICPA provided gift card giveaway to a limited amount of online attendees
- Two (2) CPE badges
- One (1) Sponsor Speaker CPE badge

\$2,000

Tech spotlight series

NEW

3 AVAILABLE

VIRTUAL

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

- 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*

Technology sponsorships

\$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
- One (1) CPE Badge
- One (1) Expo-only badge

\$10,000

Virtual streaming

NEW

EXCLUSIVE

VIRTUAL

Take center stage with our Virtual streaming sponsorship package – the perfect way to connect with a highly engaged audience before, during, and after the event!

- One (1) 45-second commercial streamed online before one (1) general session
- Two (2) additional replays of commercial throughout the event
- One (1) banner ad with hyperlink on virtual platform digital lobby
- Logo with hyperlink in pre-event access email to all attendees
- Commercial session selection is subject to availability and approval
- One (1) CPE Badge
- One (1) Expo-only badge

\$9,000

Mobile app

NEW

EXCLUSIVE

Make your brand part of the attendee experience from start to finish.

- Logo in pre-event app download instruction email
- One (1) rotating banner ad (*to rotate with other conference ads and sponsor ads, if applicable*)
- One (1) CPE badge
- One (1) Expo-only badge

\$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
- Sponsor recognition in attendee portal
- One (1) CPE Badge
- One (1) Expo-only badge

Technology sponsorships

\$7,000

Music soundstage

NEW

EXCLUSIVE

Amplify your brand across both in-person and virtual audiences offering a musical experience that energizes attendees and keeps your brand in the spotlight.

- Sponsor recognition during live and virtual music segments (*e.g., curated playlists, walk-in/walk-out music*)
- Logo placement in text welcome window of each online session
- Verbal or visual sponsor shoutout during music transitions
- Sponsor-branded playlist shared with all attendees post-event
- Sponsorship recognition in pre-event attendee email
- Attendee engagement metrics provided one (1) week post-conference
- One (1) CPE Badge
- One (1) Expo-only badge

\$6,000

Closed captioning

NEW

EXCLUSIVE

VIRTUAL

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

- Sponsor recognition in closed captioning messages before every online session
- One (1) 30-second commercial play per day streamed 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
- One (1) CPE badge
- One (1) Expo-only badge

\$4,000

Challenge zone

NEW

EXCLUSIVE

VIRTUAL

Drive attendee engagement and put your brand at the center of fun, competition, and connection.

- 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

Material sponsorships

\$14,000/day

Professional headshots

Put your brand in the spotlight-one headshot at a time and connect with attendees in a meaningful, memorable way!

- Sponsorship includes AICPA staff member to greet attendees and capture leads on your behalf
- Participating attendee contact list (*including email addresses*) provided one week post - conference
- Professional photographer provided by AICPA
- Sponsor may supply headshot invitations/cards to be distributed to attendees from booth
- Logo included in email sent to attendee to download one (1) headshot photo
- One (1) mobile app push notification advertising sponsorship
- Dedicated intermission slide on headshot day
- Two (2) CPE badges
- Two (2) Expo-only 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 room block
- Two (2) CPE badges
- Two (2) Expo-only badges

\$10,000

Lanyard

EXCLUSIVE

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

- Logo displayed on AICPA-provided lanyards
- One (1) CPE Badge
- One (1) Expo-only badge

Material sponsorships

\$8,000

Digital portrait studio

NEW

EXCLUSIVE

VIRTUAL

Your brand will be front and center as online participants receive professional headshots they can use across LinkedIn, resumes, and more!

- Branded virtual headshot experience for online attendees
- Logo placement on the headshot access page
- Sponsor recognition in pre-event email promoting activation
- Logo with hyperlink in post-event email to participating attendees
- Option to include a short sponsor message or video in the virtual headshot portal
- Attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- One (1) CPE badge
- One (1) Expo-only badge

\$6,000

Swag bag

NEW

EXCLUSIVE

Make a lasting impression - one tote at a time! & get your brand in every attendee's hands.

- Sponsor provides branded tote bags (*minimum quantity based on expected attendance*)
- Option to include sponsor collateral (*flyer, brochure, or small giveaway item*) pre-packed in attendee tote bags. Collateral subject to AICPA approval
- Tote bags distributed at registration or designated pick-up area
- Sponsor logo and recognition on conference website and mobile app
- Sponsorship recognition in pre-event attendee email
- Sponsorship recognition on on-site signage
- One (1) CPE badge
- One (1) Expo-only badge

\$5,000

Digital duffle

NEW

EXCLUSIVE

VIRTUAL

Be part of the conference buzz and get your brand in the hands of online attendees and on their screens.

- Featured web page that includes up to three (3) exclusive downloadable assets (*PDFs, videos, promo codes, etc.*)
- Link to sponsor dedicated page in the conference access email sent to all registered online attendees
- One (1) branded item included in the Swag Box shipped to a limited number of online attendees
- Option to include a printed insert or postcard at an additional expense
- Post-event metrics provided one (1) week post-conference
- One (1) CPE badge
- One (1) Expo-only badge

Networking sponsorships

\$15,000

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.*)
- Sponsor recognition throughout reception
- Sponsor'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 sponsor
- Sponsor recognition in attendee portal promoting event
- Two (2) CPE badges
- Two (2) Expo-only badges

\$10,000/day

Wellness activity

LIMITED

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

- Wellness activity can include: yoga, morning workouts, run or walk, etc.
- Sponsorship includes AICPA staff member to greet attendees
 - Includes on-demand wellness session for virtual attendees
 - Sponsor logo featured on the intro slide for the virtual audience
 - Option to include a short sponsor message or wellness tip. Must be received by AICPA staff 4 weeks pre-conference
- Participating attendee contact list (*including email addresses*) provided one week post-conference
- Logo featured in the mobile app agenda promoting the activity
- Dedicated wellness slide displayed before all sessions
- One (1) CPE Badge
- One (1) Expo-only badge

\$9,500

Lunch

EXCLUSIVE

Make your brand the centerpiece of connection and enjoy premium visibility.

- Sponsorship includes recognition throughout the lunch
- Logo featured in the mobile app agenda
- Mobile app push notification promoting your sponsorship
- One (1) reserved table to invite and connect with conference attendees
- One (1) CPE badge
- One (1) Expo-only badge

Networking sponsorships

\$8,500/day

All-day coffee

Fuel the day - with your brand on every cup!

- Sponsorship includes sponsor recognition at every beverage station
 - Logo printed on coffee sleeves at each station
 - Logo featured in the mobile app agenda
 - Prime placement near your exhibit booth (*when available*)
 - One (1) CPE badge
 - One (1) Expo-only badge
-

\$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
 - One (1) CPE badge
 - One (1) Expo-only badge
-

\$6,000

Benefits in action

NEW

EXCLUSIVE

Introducing the Benefits in Action Community Service Project Sponsorship – a hands-on opportunity to support meaningful change while boosting your brand visibility.

- Sponsor recognition in pre attendee email advertising activation and sponsorship
- Branded presence at the Kit Assembly Station
- Sponsorship recognition on signage
- Option to include signature drink at an additional cost
- One (1) CPE badge
- One (1) Expo-only badge

Networking sponsorships

\$5,000
Plans & Piñatas
signature sip

NEW

3 AVAILABLE

Make your brand the toast of the event — a fun, memorable way to spark conversations and connect with attendees.

- Sponsor selects or co-creates the name of the featured cocktail or mocktail to be served during the night-cap reception. Name must be received by AICPA staff 4 weeks pre-conference.
- Sponsor logo on drink signage with custom name
- Bar placed near exhibit space (*if applicable*)
- Logo printed on napkins placed on signature bar
- One (1) push notification featuring the signature drink and sponsor
- Sponsor recognition and activation posted in agenda on mobile app
- One (1) CPE badge
- One (1) Expo-only badge

\$3,000/day
Brew & Buzz e-card

NEW

VIRTUAL

Be the reason virtual attendees start their day with a smile with this coffee-themed virtual experience that delivers warmth, visibility, and engagement.

- Complimentary coffee credits (*Starbucks, Dunkin', etc.*) sent to a limited number of virtual attendees featuring a positive message and sponsor branding
- Post-event metrics provided one (1) week post-conference

\$3,000
Virtual DJ experience

NEW

EXCLUSIVE

VIRTUAL

Kick off the conference with energy and rhythm! This sponsorship puts your brand center stage as virtual attendees log in and get ready to engage.

- Sponsor logo featured on the DJ stream overlay
- Verbal shout-out from the DJ during the set
- Option to include a 30 seconds branded video or message during the music sponsor break
- Sponsor recognition in the conference welcome email
- Logo placement on the conference platform
- Option to include sponsor quote or message. Must be received by AICPA 4 weeks post-conference.
- Metrics provided one (1) week post conference

Reserve your exhibit space.

Virtual listing only

\$4,500

Tabletop:

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

Includes virtual listing!

\$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.

\$3,000

Commercial
package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial plays before one (1) session streamed online (*excludes general sessions*)
- Commercial visible by all attendees via AICPAConferences.com Archives page for six (6) months post-event
- Commercial is subject to availability and approval



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



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