



Sponsorship and  
exhibitor opportunities

# Dealership Conference 2026

Oct. 19–20  
Renaissance Nashville Hotel  
Nashville, Tenn., and live online

# About the conference

The AICPA® Dealership Conference offers a comprehensive education on topics affecting accounting and finance professionals at all types of dealerships, including auto, truck, motorcycle, boat, ATV, and RV. It continues to be one of the only conferences featuring in-depth discussions on accounting, auditing, tax, legislation, and political issues facing the profession.

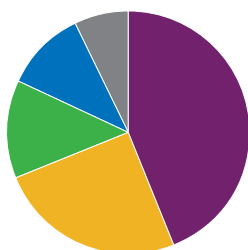
There are many opportunities to network with other professionals from across the country, affording you the unparalleled opportunity to showcase your products and services.

## Attendee demographics

CPAs with auto dealer clients; dealership professionals, including owners, general managers, CFOs, CEOs, controllers, and auto manufacturer representatives.

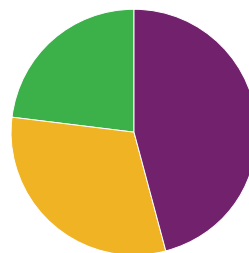
Expected attendance: 550

### Top titles



- Senior A&F leader **44%**
- Other/unknown **25%**
- Senior manager/controller **13%**
- Entry level/non-manager **11%**
- Manager **7%**

### Business category



- Business and industry **46%**
- Public accounting **31%**
- Not disclosed **23%**

### Firm size



- Small **25%**
- Medium **19%**
- Large **6%**
- Not disclosed **50%**

# Reimagine leadership.

## Become a sponsor

### All sponsorship packages include

- Logo on intermission slides played between sessions on-site and online
- Sponsor on-site and online
- Company profile on mobile app with link to company website
- Sponsor placement and in 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 custom sponsorship package from our à la carte offerings!

### Platinum

Starting at **\$20,500**

### Gold

Starting at **\$18,500**

### Silver

Starting at **\$15,500**

### Executive-level sponsor benefits

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

# Speaking sponsorship

\$13,000

Solution session

4 AVAILABLE

Present an educational topic in your area of expertise.

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- 50-minute live speaking opportunity worth 1 CPE credit
  - Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
  - Session listed on main agenda, AICPAConferences.com and mobile app
  - Session recording available on AICPAConferences.com Archives page for six (6) months post-event (*speaker permission required*)
  - Session title, speaker and content subject to committee pre-approval
  - Two (2) CPE badges
  - Two (2) sponsor speaker CPE badges
  - Platinum and Gold level only
- 

\$9,000

TECH demo

5 AVAILABLE

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

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- 25-minute live speaking opportunity in the exhibit hall
- Hosted during networking event and streamed live online
- Session attendee contact information (*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 AICPAConferences.com Archives page for six (6) months post-event (*speaker permission required*)
- *Session title, speaker and content subject to committee pre-approval*
- One (1) Sponsor Speaker CPE badge
- Two (2) CPE badges

# Technology sponsorships

\$10,000

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*)
- Two (2) Expo-only badges

\$10,000

Wi-Fi

EXCLUSIVE

Gain 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
- Two (2) Expo-only badges

\$10,000

Power zone

EXCLUSIVE

Unlock the full potential of your brand by sponsoring the charging tables in the general session rooms.

- Sponsor displayed in power zone areas in the general session room
- Sponsor recognition in the attendee portal
- Logo listed in mobile app with power information
- Two (2) Expo-only badges

# Technology sponsorships

\$7,000

Music soundstage

EXCLUSIVE

NEW

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

- Sponsorship includes live and virtual music play (e.g., curated playlists, walk-in/walk-out music, etc.)
- Sponsor recognition on the dedicated Music page with the playlist available for all attendees
- Sponsor recognition in Chat panel for all online sessions.
- Dedicated music sponsor intermission slide displayed before all sessions onsite and online
- Sponsorship recognition in pre-event attendee email
- One (1) rotating banner ad (to rotate with other conference ads and sponsor ads, if applicable)
- One (1) CPE Badge



# Networking sponsorships

\$20,000

Opening reception

Participate in an engaging night of excellence designed for networking, knowledge sharing and brand visibility.

- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Sponsorship recognition in the attendee portal promoting event
- One (1) CPE badge
- Two (2) Expo-only badges

\$17,000

Welcome pit stop

NEW

EXCLUSIVE

Sponsor the early registration reception equipped with light refreshments and networking.

- Logo prominently displayed on the AICPA provided lanyards (*distributed at registration*)
- Logo on event signage and registration area
- Recognition in the mobile app and agenda
- Push notification in the conference app announcing the reception
- One (1) CPE badge
- Two (2) Expo-only badges

\$10,000/day

Barista

NEW

2 AVAILABLE

Make your brand part of every coffee break – and every conversation.

- Custom coffee served during peak morning break hours
- Logo printed on coffee cups
- Barista station placed near your exhibit space (*subject to availability*)
- Sponsorship recognition on barista station
- Recognition in pre-event attendee email promoting barista activation
- Two (2) Expo-only badges

# Networking sponsorships

\$10,000

Networking lunch

2 AVAILABLE

Gain exposure while on-site attendees network over lunch.

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- Sponsorship recognition throughout lunch
  - 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) Expo-only badges
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\$10,000 /day

All-day coffee

2 AVAILABLE

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

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- Sponsor recognition on each beverage station
  - Logo printed on coffee sleeves placed on each station
  - Logo in agenda on mobile app
  - Premium exhibit space strategically positioned near the coffee station (*subject to availability*)
  - Exclusivity option available. See your sales representative for details and special pricing.
  - Two (2) Expo-only badges
- 

\$8,000 /day

Breakfast

2 AVAILABLE

Kick off the day with brand exposure before the start of the sessions.

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- Sponsorship recognition throughout all breakfast areas
- Logo in agenda on mobile app
- Premium exhibit space strategically positioned near the food station (*subject to availability*)
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) Expo-only badges

# Material sponsorships

\$12,000/day

## Professional headshots

Offer attendees a chance to update their headshot.

- Sponsorship includes a 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
- Includes virtual headshot experience
- One (1) CPE badge
- Two (2) Expo-only badges

\$12,000

## Notebook

EXCLUSIVE

Promote your brand as attendees take session notes.

- Logo on notebook with attached pen provided to on-site attendees
- One (1) CPE badge
- Two (2) Expo-only badges

\$9,000

## Camper photo booth activation

NEW

EXCLUSIVE

Help to create a moment for attendees to cherish.

- Branded photo prints and digital gallery link (*sponsor logo watermark*)
- On-site host for photo ops and an optional gift handout station on conference opening day
- Mobile app recognition and push notification
- Two (2) Expo-only badges

# Material sponsorships

\$9,000

Passport to Prizes  
premier sponsor

Your brand will be front and center in one of the most engaging attendee experiences.

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- Logo featured prominently on all printed Passport to Prizes materials including on-site signage
- Logo placement with link to virtual listing on the Passport to Prizes instruction page within the mobile app
- Sponsorship recognition in the attendee portal promoting game and prize
- Sponsorship recognition in all communications promoting the Passport to Prizes game
- One (1) mobile app push notification promoting sponsor and game
- Verbal mention during prize drawing announcements (*as time permits*)
- Custom QR code for attendee interaction
- Post-event access to list of participating attendees
- AICPA will provide the sponsor's grand prize and include prize promotion on signage
- Two (2) Expo-only badges



# Virtual branding and lead generation

## Digital sponsorship opportunities: Reach close to 300 virtual attendees

\$15,000

### Snack box

- Logo with hyperlink in pre-event access email to all attendees
- Dedicated Snack Box sponsor page on the conference's website
- Custom-branded email to recipients with credit details
- Credits are available to a limited amount of attendees spread 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 the featured page
- One (1) 45-second commercial streamed online before one (1) general session
- Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow
- Dedicated Snack Box sponsor transition slide displayed before all online sessions
- Two (2) CPE badges

\$10,000

### Virtual streaming

#### EXCLUSIVE

- One (1) 45-second commercial streamed online before one (1) general session
- Two (2) additional replays of the commercial throughout the event
- One (1) rotating banner ad (*to rotate with other conference ads and sponsor ads, if applicable*)
- Sponsor recognition on Virtual Conference Lobby
- Logo displayed on Virtual Conference Streaming Player (*with the exception of sponsored speaking sessions*)
- Logo with hyperlink in pre-event access email to all attendees
- Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow
- One (1) CPE badge

\$6,000

### Closed captioning

#### EXCLUSIVE

#### NEW

- Sponsor recognition message broadcast before every online session
- One (1) 30-second commercial play per day streamed online
- Sponsor recognition on Virtual Conference Lobby
- Logo with a hyperlink in pre-event access email to attendees
- Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow
- One (1) CPE badge

\$5,000/day  
Brewed connections

NEW

- Logo with hyperlink in pre-event access email to attendees
- Complimentary coffee provided to limited virtual attendees as a credit (*Starbucks, Dunkin', etc.*)
- AICPA to send a custom-branded email to attendees with credit details
- Post-event metrics provided one (1) week post-conference
- One (1) CPE badge

\$4,000  
Challenge zone

EXCLUSIVE

NEW

- Your logo featured prominently on the live leaderboard throughout the event
- Logo in pre-event access emails to online attendees
- Logo with hyperlink in post-event email to the winners
- Sponsorship recognition in prize winner announcement email
- Logo on dedicated 'Virtual Activities' page on the virtual platform promoting sponsorship
- Dedicated recognition on the virtual intermission slide promoting activity

\$4,000  
On-demand spotlights

4 AVAILABLE

NEW

- Brand visibility on a dedicated On-Demand Spotlights page in the virtual platform and mobile app, which includes logo recognition and a 10-minute pre-recorded video available for all attendees to view at their convenience.
- Sponsored recognition in pre-event information email to online attendees
- Dedicated recognition on the virtual intermission slide promoting page
- Sponsor to provide an MP4 file or YouTube link for embedding on page
- Sponsor to provide a 2-3 sentence description of the video
- Video title and content subject to AICPA pre-approval

\$3,000  
Commercial package

- One (1) 30-second commercial play 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
- *Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow*

\$3,000  
Virtual wellness activity

- Virtual wellness activity (*options include yoga sessions, guided meditations*) conducted by renowned experts.
- Verbal shout-out from the wellness instruction during the activity
- Sponsor recognition on dedicated Virtual Wellness page in conference platform
- Logo recognition displayed on agenda for daily activity
- Logo with hyperlink in pre-event access email to attendees
- Dedicated recognition on the virtual intermission slide promoting activity

# Reserve your booth.

## Exhibit booth with virtual listing

\$4,700 | Exhibit booth

### ▶ On-site exhibit booth:

- 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

### ▶ Listing:

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

## Additional exhibitor benefits:

- ▶ Company profile on mobile app with the link to 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

# Enhance your experience.

## Exhibit booth add-ons:

\$1,000

### Passport to prizes

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.

- on digital and print materials including mobile app and on-site signage
- Verbal mention during prize drawing announcements (*as time permits*)
- Custom QR code for attendee interaction
- Inclusion in pre-event email highlighting game participation
- Post-event access to list of participating attendees
- Each participating exhibitor must supply a prize of \$100 value or more
- Your prize will be featured on official Passport to Prizes signage
- Time-sensitive: Prize name must be submitted to AICPA by September 21, 2026, to be included in promotional materials



# General information



- 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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