



AICPA® & CIMA®

ENGAGE 22

Sponsor & Exhibitor
Prospectus

June 6–9
ARIA Resort
Las Vegas, NV
& live online



AICPA® & CIMA®

ENGAGE 22

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June 6–9

**ARIA Resort
Las Vegas, NV
live online**

ENGAGE 22

Adapt + Thrive at ENGAGE 2022

ENGAGE offers the most innovative and comprehensive education of topics affecting accounting and finance professionals. Over 3,800 attendees are eager to exchange ideas, talk with solution providers, explore the latest products, and learn new processes.

**ENGAGE is the best platform for sponsors
and exhibitors to foster real connections with
potential customers.**

ENGAGE 2022 hybrid offers you the opportunity to build long-lasting relationships and reach on-site and online attendees. It combines 6 prestigious focus areas, allowing you to gain qualified leads from a variety of fields within the accounting profession.

3,800+
expected attendees

75%

of attendees represent
small- to medium-sized
firms with up to
50 employees.

300 to
500

expected attendees
per session

Attendee demographics

90%

of attendees were extremely satisfied/satisfied with ENGAGE 2021 overall.

82%

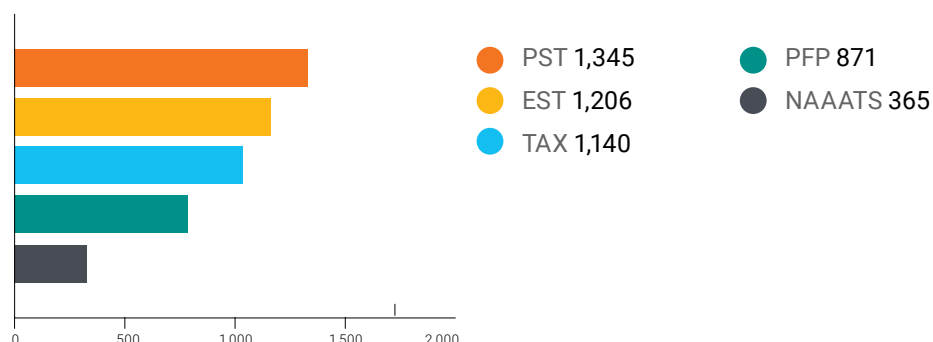
of attendees are decision-makers or influencers at their organization.

60%

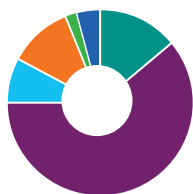
of attendees are planning to purchase industry-related products or services in the coming year.

Attendee crossover

80% of attendees participated in multiple tracks.



Firm size (public accounting members only)



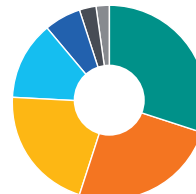
- Sole practitioner 15%
- 2-50 employees 60%
- 51-99 10%
- 100-500 10%
- 501-1,000 2%
- More than 1,000 3%

Overall



- Public accounting: 52%
- Business and industry: 42%
- Government: 4%

Top titles



- Partner 30%
- Staff 25%
- Senior manager/manager 21%
- C-level executive 13%
- Director 6%
- Sole practitioner 3%
- Shareholder/owner 2%

Be a sponsor +

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

Sponsor benefits

- ▶ Logo on intermission slides played between sessions on-site and online
- ▶ Sponsor recognition on-site and online
- ▶ Company listing and logo on ENGAGE website with link to company website
- ▶ Company profile on mobile app with link to company website
- ▶ Sponsor placement and recognition on AICPAConferences.com Sponsor & Exhibitor Directory
- ▶ Pre- and post-conference attendee list with USPS mailing addresses (*no email addresses*) for one-time use
- ▶ Access to ENGAGE promotional marketing kit with code offering a \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all food and beverage functions with attendees (does not include private events)
- ▶ Option to purchase additional discounted CPE All Access badge
Expo-only badges





Reach executive-level status.

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Platinum — \$80K

Gold — \$60K

Silver — \$40K

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ 10'X10' booth in premium location **New**
(subject to availability)
- ▶ Logo included in pre-event emails to attendees
- ▶ Option to purchase solution session speaking opportunity
- ▶ Recognition on ENGAGE website as executive-level sponsor
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Scavenger hunt participation (participant supplies prize of \$100 minimum value)
- ▶ Additional on-site Expo-only badges (1 per 10x10)
- ▶ Additional CPE All Access badges (3 platinum, 2 gold, 1 silver)
- ▶ Option to purchase custom email deployment (platinum only)



Speaking sponsorships

\$25,000
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, AICPAConferences.com, mobile app and signage
- Session attendee contact information (*includes email addresses*)
- Session recording available on AICPAConferences.com *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted to AICPAConferences.com *Handouts page* (*speaker permission required*)
- Two (2) CPE All Access badges
- One (1) CPE All Access speaker registration
- *Only available to executive-level sponsors*

\$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*)
- Session listed on agenda on ENGAGE website, AICPAConferences.com, mobile app and signage
- Session recording available on AICPAConferences.com *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted to AICPAConferences.com *Handouts page* (*speaker permission required*)
- Two (2) CPE All Access badges
- One (1) CPE All Access speaker registration

\$17,000
TECH demo*

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

- 25-minute 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*)
- Session listed on agenda on ENGAGE website, AICPAConferences.com, mobile app and signage
- Session recording available on AICPAConferences.com *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted to AICPAConferences.com *Handouts page* (*speaker permission required*)
- Two (2) CPE All Access badges
- One (1) CPE All Access speaker registration

**Session title, speaker and content subject to committee pre-approval*

Speaking sponsorships

New

\$15,500

Keynote speaker

Embrace the spotlight as a thought leader by sponsoring a keynote speaker.

- Choose one (1) keynote from pre-selected keynote session list
- One (1) 90-second video (*sponsor-supplied*) played before keynote
- Opportunity to greet attendees (1-2 minutes) and introduce keynote speaker (*bio provided*)

New

\$12,500

Session speaker

Connect with attendees by sponsoring your favorite speaker (*excludes keynotes*).

- Choose one (1) general or concurrent session from pre-selected session list
- One (1) 45-second video (*sponsor-supplied*) played before session
- Opportunity to greet attendees (1-2 minutes) and introduce speaker (*bio provided*)



“The AICPA ENGAGE conference is an amazing opportunity to learn from leading experts and network all at the same time. The exhibit hall is filled with forward thinking vendors who have answers to many of the issues we are running into these days.”

ENGAGE
Attendee

Technology sponsorships

\$30,000

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) ENGAGE keynote
- Three (3) additional commercial plays throughout the event
- One (1) banner ad with hyperlink on AICPAConferences.com digital lobby
- Dedicated tab with hyperlink on AICPAConferences.com *navigation bar*
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE All Access badges
- *Commercial session selection is subject to availability and approval*

\$20,000

Digital scrolling
agenda

Display your brand with one of the agenda video wall.

- Logo on one (1) video wall showing the at-a-glance scrolling agenda
- Placement on level with preferred area of focus (*subject to availability*)
- Two (2) CPE All Access badges

\$20,000

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 FAQs
- Two (2) 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 splash screen with each attendee download
- Logo in pre-event app download instruction email to all attendees
- Two (2) CPE All Access badges

Technology sponsorships

\$17,500

Digital session room signage (exclusive)

Promote your brand outside of every meeting room.

- Logo on each monitor outside of every session room
- Monitor provides current and upcoming session information
- Two (2) CPE All Access badges

New

\$15,000

Keynote alertness checks

Maximize your brand online with this highly visible opportunity during a keynote.

- Logo featured on CPE alertness pop up during one (1) keynote
- CPE alertness pop-up 4–6 times during keynote
- Choose from pre-selected list of keynotes
- Two (2) CPE All Access badges

\$15,000

Email deployment

Capture the undivided attention of attendees with a personalized email.

- AICPA & CIMA to send a custom email deployment on the sponsor's behalf to attendees
- Email delivery rates and metrics will be provided
- Two (2) CPE All Access badges
- *Only available to platinum sponsors*



"AICPA ENGAGE is the highlight of my professional calendar each year. Our firm vets out new software and technology to implement while visiting with the vendors."

ENGAGE
Attendee

Technology sponsorships

\$12,000

Music
(exclusive)

Increase exposure to online customers and prospects through music.

- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before to all sessions
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE All Access badges

\$12,000

Archives
(exclusive)

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

- 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*
- Two (2) CPE All Access badges

\$10,000

Handouts
(exclusive)

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*
- Two (2) CPE All Access badges

New

\$10,000

Session alertness checks

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

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Choose up to ten (10) pre-selected sessions (*excludes keynotes*)
- Two (2) CPE All Access badges

Technology sponsorships

New

\$8,500

Virtual banner ad
AICPAConferences.com

Leap into the minds of attendees as they scroll through the online event.

- One (1) banner ad with hyperlink to company website
- Banner ad on AICPAConferences.com (*attendee portal*)

New

\$8,500

Banner ad
AICPAEngage.com

Stand out to attendees as they peruse the ENGAGE website.

- One (1) banner ad with hyperlink to company website
- Banner ad on AICPAEngage.com (*overall event website*)

New

\$7,000

Promotional video

Gain early exposure on our high traffic website.

- One (1) 90-second video played on the ENGAGE website
- Video (sponsor-supplied) rotates with other content

\$6,500

Technical support
(exclusive)

Enhance brand recognition while attendees find online support and assistance.

- One (1) banner ad with hyperlink on AICPAConferences.com *Technical Support page*
- Logo with hyperlink in pre-event access email to attendees

Materials sponsorships

\$40,000

Lanyard
(exclusive)

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

- Logo displayed on AICPA & CIMA provided lanyards
- Two (2) CPE All Access badges

\$25,000

Power zone

Elevate your message with this favorite as attendees stop for a quick recharge.

- Branded wall cling in main power zone area
- Sponsorship recognition on signage in up to eight (8) power areas
- Logo listed in mobile app with power zone information
- Two (2) CPE All Access badges
- Optional: sponsor-provided branded giveaways (*ie. branded pillows*)
- Two (2) CPE All Access badges

\$18,000

Sail hanging
banner

Fly your message across multiple levels of the conference center.

- Sponsor-provided artwork displayed as hanging banner
- *Only available to platinum and gold sponsors, two (2) available*
- Two (2) CPE All Access badges

\$15,000

Guest room drop

Elevate your company with a gift delivered to each on-site attendee guest room.

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

\$12,500

Hand-sanitizer
stations

Place your brand directly in the hands of attendees.

- Logo on hand-sanitizer stations placed throughout the conference center and exhibit hall
- Up to six (6) branded exposure points with sponsorship recognition
- Two (2) CPE All Access badges

Materials sponsorships

\$10,000

Scavenger hunt
(exclusive)

Attract attendees to your booth with this fun and engaging game.

- Attendees earn points by visiting participating exhibitors for a chance to win prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on attendee login screen on the mobile app
- Two (2) mobile app push notifications promoting sponsorship
- Sponsor recognition on on-site signage and virtual platform
- Two (2) CPE All Access badges

\$8,500

Window clings

Prominently display your company as a leader near the event entrance.

- Sponsor-provided artwork displayed as window cling
- *Only available to platinum and gold sponsors, limited availability*

\$6,500

Elevator clings

Endorse your brand as potential clients move throughout the conference center.

- Sponsor-provided artwork displayed on the outer elevator doors
- Placement near a preferred area of focus session rooms
(*subject to availability*)



3,800+

expected attendees

Networking sponsorships

\$25,000

Reception

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

- Custom cocktail or non-alcoholic beverage served during reception
- Priority bar placement near your exhibit booth (*subject to availability*)
- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting sponsorship
- Mobile app push notification promoting sponsorship
- Two (2) CPE All Access badges

\$18,000

Lunch

Gain exposure while attendees network over lunch.

- Sponsorship recognition throughout lunch
- Logo in agenda on mobile app
- Push notification promoting sponsorship
- Two (2) CPE All Access badges

\$15,000

Protein breakfast item

Reach attendees as they start the day by providing a healthy breakfast option.

- Protein-packed food item added to the continental breakfast (breakfast burritos, yogurt, hard-boiled eggs, etc.)
- Priority placement of protein food station near your booth
- Sponsorship recognition on protein station
- One (1) mobile app push notification promoting sponsorship
- Two (2) CPE All Access badges

\$10,000

Breakfast

Kick off the day with brand exposure to sleepy attendees.

- Priority placement of food station near your booth
- Sponsorship recognition throughout breakfast
- Logo in agenda on mobile app
- Two (2) CPE All Access badges

Networking sponsorships

\$10,000
Signature drink

Get creative with a specialty drink named after your company.

- Custom cocktail non-alcoholic or 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

\$8,500
Afternoon break


Stay top of mind by keeping attendees refueled and refreshed.

- Food station (ice cream, popcorn, assorted cookies, trail mix, etc.)
- Sponsorship recognition on each food and beverage station
- Placement near preferred area of focus session rooms
(subject to availability)
- Logo in agenda on mobile app

\$6,500
Morning break

Build brand recognition as attendees grab a beverage between sessions.

- Sponsorship recognition on each beverage station
- Logo in agenda on mobile app
- Placement near preferred area of focus session rooms
(subject to availability)



“ENGAGE is the preeminent educational conference for tax accountants and financial advisors. I met so many interesting people at the various networking events. And the exhibit hall highlighted new and useful products that I can use to create efficiencies and grow my accounting practice. I can’t wait for next year!”

ENGAGE
Attendee

Reserve your booth

Exhibit booth with virtual listing

\$6,000

Standard booth location 10x10
(aisle location, in the middle of a row)

\$6,500

Premium booth location 10x10
(near entrance, on corner)

\$13,000

10x20 double booth

\$24,000

20x20 island booth

\$32,000

20x30 pavilion

Exhibit booth per 10x10 space:

- One (1) lead retrieval license
- Two (2) CPE All Access badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) booth ID sign
- Pipe and drape (black)
- Carpeted flooring

Virtual listing includes:

- 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
- ▶ Pre- and post-conference attendee list with USPS mailing addresses only
(no email addresses) for one-time use
- ▶ 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
- ▶ Option to purchase additional discounted CPE All Access badges and Expo-only badges

Exhibit booth + add-ons

New

\$5,500

Banner ad
attendee email

Generate excitement about your brand prior to the event.

- One (1) banner ad with hyperlink to company website
- Banner ad in pre-event information email to attendees

New

\$5,500

Banner ad
attendee newsletter

Invite attendees to visit your booth through personal messaging.


- One (1) banner ad with hyperlink to company website
- Banner ad in daily newsletter email sent to attendees during event

\$3,500

Commercial
package

Deliver your targeted message to a captive audience.

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



““I love attending ENGAGE. As a small firm owner, I can get technical updates [and CPE], see new software and technology, and network with others. Overall, it’s a great value.”

ENGAGE
Attendee

Exhibit booth + add-ons

\$3,000

Hallway wall
clings

Increase brand visibility to attendees in conference area.

- Sponsor-provided artwork displayed as four (4) 2-foot-by-2-foot wall clings
- Placement near preferred area of focus session rooms
(subject to availability)

\$2,500

Tabletop clings

Promote your brand to attendees while they relax.

- Sponsor-provided artwork displayed on two (2) tables within furniture groupings in conference area
- Placement near preferred area of focus session rooms
(subject to availability)

\$500

Scavenger hunt
participant

Attract attendees to your booth with this fun and engaging game.

- Attendees earn points by visiting participating exhibitors for a chance to win prizes
- Participant supplies prize of \$100 minimum value
- Recognition on on-site signage and virtual platform



"I look forward to ENGAGE each and every year. From the course selections, to the keynote speakers, vendors, and networking opportunities, it is truly the highlight of my annual continuing ed... Look forward to attending in 2022!"

ENGAGE
Attendee

ENGAGE+

Speaking opportunities

August - November

\$8,500

ENGAGE+ solution
session

Stay connected with attendees post-event while sharing your expertise.

- 50-minute live online session worth 1 CPE credit
- Featured on ENGAGE+ agenda on website
- Session attendee contact information (*includes email addresses*)
- Session listed on main agenda on website, [AICPAConferences.com](https://aicpaconferences.com)
- Session recording available on [AICPAConferences.com](https://aicpaconferences.com) *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted on [AICPAConferences.com](https://aicpaconferences.com) *Handouts page* for one year post-event (*speaker permission required*)
- Two (2) CPE badges for ENGAGE+
- One (1) CPE speaker badge for ENGAGE+





AICPA® & CIMA®

ENGAGE 22

Ready to get started?

Have questions?

Other sponsorship ideas?

CONTACT

Teresa Brueggeman

Executive Director, Sponsor & Exhibit Sales

800.504.4749, Ext. 106

teresa@eventsalespartner.com

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