



In partnership with:



# AICPA ENGAGE 2019 prospectus

Sponsorship and exhibitor opportunities  
for the accounting profession's premier event

MGM Grand Las Vegas and online | June 9–13

Version Nov. 2018



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# About the AICPA

The American Institute of CPAs is the most influential body of professional accountants in the world. We represent 650,000 members and students in 143 countries and have served the public since 1887.

Our members represent all areas of practice, including business and industry (Auto, Oil & Gas, Construction, Real Estate, Credit Unions, Manufacturing, Banks & Savings Institutions, Health Care and Agriculture), public practice, government (Not-For-Profit), education and consulting.

The AICPA sets the ethical standards for the profession and the U.S. auditing standards for private companies; not-for-profit organizations; and federal, state and local governments. We also develop and grade the Uniform CPA Examination, and offers specialty credentials.



## About ENGAGE

ENGAGE is the highlight of the year! It combines eight prestigious conferences to offer the most innovative and comprehensive education of topics affecting accounting and financial professionals. **Over 3,800 attendees converge in one exhibit hall**, eager to sit in on product demos, exchange ideas, talk with solution providers, test the latest products and learn new processes. Attendees are excited to gain the technical, strategic and real-world knowledge to help them grow their practice and increase profitability.

20+

networking  
opportunities

3,800+

on-site and online attendees

75%

of attendees  
represent small- to  
mid-size firms with  
up to 50 employees.



# Audience and conference tracks

Reach the profession's most-sought-after decision-makers and buying influencers.

## Focus areas of the audience

- CPA
- Accountant
- Financial planner
- Attorney
- Tax practitioner
- Firm administrator
- Technology expert
- Estate Planner
- Trust officer
- Auditor
- Marketer
- Underwriter
- Bookkeeper
- Risk manager
- Financial reporting

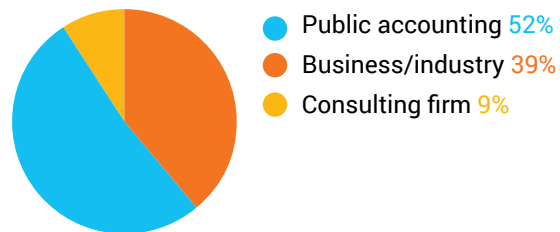
## Scope of attendees

- CFO
- Personal financial specialist
- Certified financial advisor
- Managing director
- VP of finance
- Human resource manager
- Partner
- Sole proprietor
- Registered investment advisor
- Business development director
- Chief marketing officer
- Chief information officer
- Managing partner
- Controller
- IT specialist

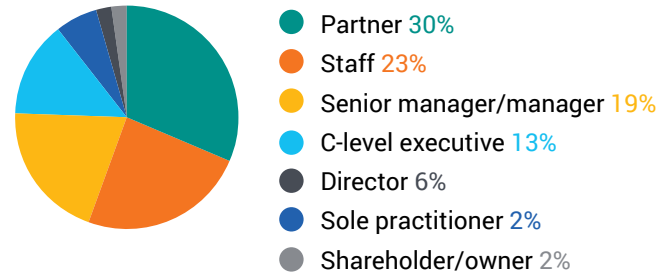


# Attendee demographics

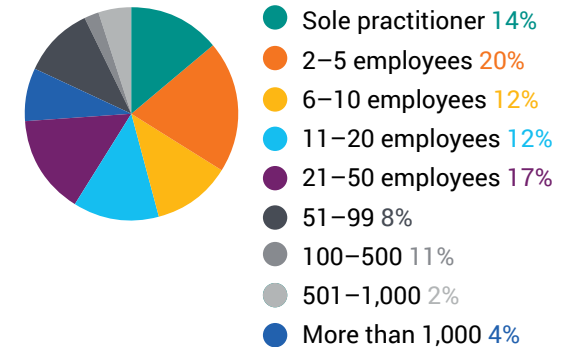
## Overall



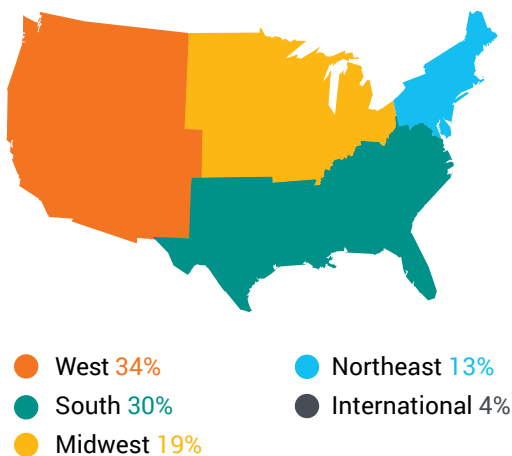
## Top titles



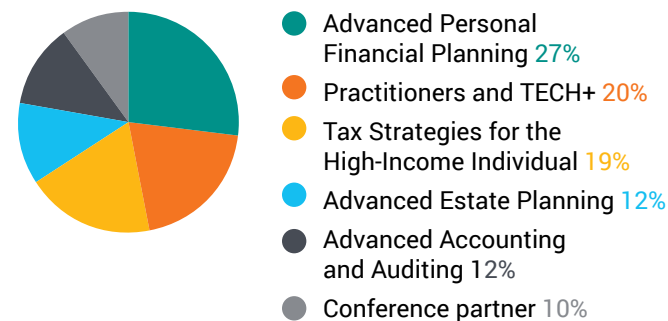
## Firm size (public accounting members only)



## Region

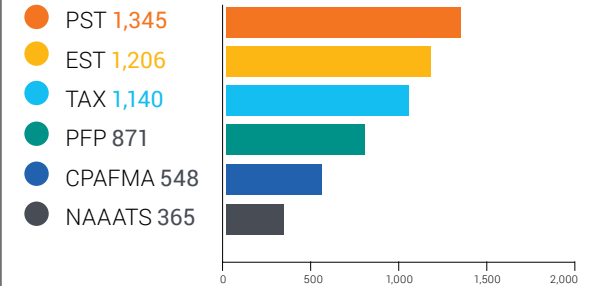


## Conference tracks

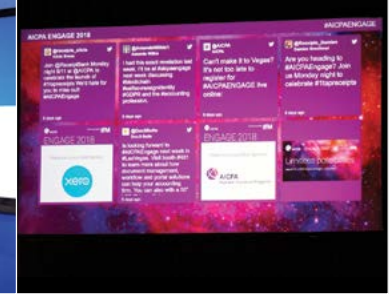


## Attendee crossover

80% of attendees participated in multiple tracks.



# Executive sponsorships



	Executive level sponsorships			Premium exhibitor	Premium exhibitor	Standard exhibitor
	Platinum	Gold	Silver			
<b>Price</b>	\$75,000	\$50,000	\$35,000	\$11,000	\$6,000	\$5,400
Booth size	20x20 island	10x20	10x10	10x20	10x10	10x10
<b>Pre-event exposure</b>						
Exclusive pre-conference email created by sponsor, deployed by AICPA to all registered attendees	●					
Company logo included in pre-event ENGAGE communications to attendees	●	●				
Social media promotion: Thank you to our Platinum and Gold sponsors, with your company logo	●	●				
Prominent recognition with your company logo on the ENGAGE website as Executive-level sponsor	●	●	●			
Opportunity to submit proposal for Solution Session (50-minute speaking presentation, worth 1 CPE credit)	●	●	●			
Deliverables with branding options on material item, networking event or on signage	5	4	3			
Company listing on the ENGAGE website with link to your company website	●	●	●	●	●	●
Company profile on mobile app with link to company website	●	●	●	●	●	●
Access to ENGAGE promotional marketing kit	●	●	●	●	●	●
Press list	●	●	●	●	●	●
Pre-attendee list (one time use) includes: name, title, organization, registration type, primary conference track, and USPS mailing address	●	●	●	●	●	●
<b>On-site presence</b>						
Lead retrieval device	●					
Company logo inclusion in daily newsletter emailed to attendees	●	●				
Push notifications on conference mobile app	2	1				
Banner ad on the conference mobile app with link to your website	●	●	●			
Ad in printed, on-site conference program	Full page	1/2-page	1/2-page			
Company logo on live social platforms in session rooms and breakouts	●	●	●			
Expo-only badges (no CPE) included in sponsorship	4	3	2			
Opportunity to host a chatroom for one (1) networking break with online attendees	●	●	●			
Thank you to our sponsors, on-site recognition	●	●	●			

Exhibitors and sponsors are invited to attend all public food and beverage functions alongside attendees (does not include special functions or private events. Topgolf is an additional fee.)



# Executive sponsorships



	Executive level sponsorships					
	Platinum	Gold	Silver	Premium exhibitor	Premium exhibitor	Standard exhibitor
Price	\$75,000	\$50,000	\$35,000	\$11,000	\$6,000	\$5,400
Booth size	20x20 island	10x20	10x10	10x20	10x10	10x10
<b>On-site presence (continued)</b>						
Premium booth location (near entrance, on corner or near networking areas)	●	●	●	●	●	
Badges to the main conference with CPE credit included in sponsorship	6	5	4	4	2	2
Discount code offering a \$100 discount off registration for your clients and prospects	●	●	●	●	●	●
Additional badges with CPE credit available to purchase for \$1,520 each	●	●	●	●	●	●
Additional expo-only badges (no CPE) available to purchase for \$600 each	●	●	●	●	●	●
Exhibitors and sponsors invited to attend all public food and beverage functions alongside attendees (does not include private events; additional fee for Topgolf)	●	●	●	●	●	●
<b>Post-event follow-up</b>						
Metrics from exclusive pre-conference email deployment	●					
Metrics from banner ad on conference mobile app	●	●	●			
Solution Session attendee contact information and speaker evaluations	●	●	●			
Post attendee list (one time use) includes: name, title, organization, registration type, primary conference track, and USPS mailing address	●	●	●	●	●	●





# Sponsorship opportunities



To increase your visibility and help your company stand out at ENGAGE, we've created a variety of options for every budget. Choose from speaking, materials, technology or networking sponsorships. Sponsorships include the premium 10x10 exhibitor package.

Speaking sponsorships		
Solution session (Executive-level sponsors only)	Present a 50-minute session on an educational topic, eligible for 1 CPE credit. Scheduled during sponsor-only time and will not compete with conference-provided sessions. Session recognition listed on the agenda within the event website, event mobile app, the printed program and session attendee list provided post conference. Presentations subject to committee approval.	\$35,000 +
Education lab	TED-talk style 25-minute live-streamed presentations, eligible for .5 CPE credits, located in the exhibit hall with seating for 50+ attendees. Session recognition listed on the agenda within the event website, event mobile app, the printed program and session attendee list provided post conference. Presentations subject to committee approval.	\$17,500
TECH Zone demo	A 25-minute showcase of your product or service, located in the exhibit hall with seating for 35+ attendees. Session recognition listed on the agenda within the event website, event mobile app, the printed program and session attendee list provided post conference.	\$15,000
Materials sponsorships		
Tote bag (exclusive)	One of the most highly visible sponsorships available! AICPA-provided tote bags with your company branding/logo distributed to over 3,800 attendees.	\$20,000
Lanyard (exclusive)	Your branding/company logo prominently displayed on AICPA provided lanyards worn by every attendee throughout the event.	\$40,000
Luggage storage (exclusive)	Make an attendee's day, save them from carrying around their luggage! Luggage drop-off station, centrally located, for Wednesday and Thursday, along with branded check-out kiosk and reminder push notification. Sponsorship recognition in printed program, event mobile app and on-site signage. Optional: sponsor-provided luggage ticket and/or tag.	\$15,000
Notepads and pens (exclusive)	Sponsor-provided notepads and pens available in the ENGAGE registration/resource area or placed at the back of a general session of choice. Maintain a high degree of visibility post conference as attendees take your branded notepad and pen back to the office.	\$12,000
On-site program (exclusive)	Printed programs available to all attendees in the ENGAGE registration/resource area. Your company logo on the front cover, full-page ad on the inside-front cover, and logo recognition throughout.	\$20,000
Guest room drop	Sponsor-provided promotional item delivered directly to all attendees in our hotel room block (exclusive per night).	\$15,000
Water stations	Your company logo placed on hotel-provided water stations located in designated areas throughout the conference center and exhibit hall. A maximum of six (6) branded exposure points. Optional: sponsor-provided cups.	\$12,500 per day
Clings	Your sponsor-provided artwork is transformed into a cling for all conference attendees to view. Placements options include pool walkway windows, meeting rooms, elevator doors, escalators and windows in conference center.	Starts at \$3,500



# Sponsorship opportunities



Technology sponsorships		
Mobile app (exclusive)	Your company logo prominently displayed on app attendee emails, printed program app instructions, app landing page and on-site downloading stations. Published in advance of ENGAGE and remains live throughout the event dates for a year.	\$30,000
Wi-Fi (exclusive)	Help attendees stay connected with a customized Wi-Fi username and password! Company logo displayed on the back of each attendee badge, printed program Wi-Fi instructions, app FAQs and on-site signage.	\$20,000
Virtual streaming (exclusive)	Run a 45-second commercial for the online audience only prior to three (3) ENGAGE keynote sessions, plus up to five (5) additional commercial plays (online only). Banner ad on the online event summary page, link to company information in the navigation and opportunity to host a sponsor chat lobby. Includes up to six (6) complimentary online registrations (CPE eligible), subject to approval.	\$25,000
Virtual session commercial	Run a 30-second commercial before three (3) online sessions (online only). Logo in online attendee email and pre-access window. May post one piece of collateral to online session. Commercial accessible in conference archives 4–6 weeks post event. Subject to approval.	\$7,500
Online handouts (exclusive)	Your banner ad featured on the ENGAGE handouts page, located on AICPAConferences.com, visible each time an attendee visits the handouts page before, during and after the event. Your logo will also be featured in a pre-event notification email to all on-site and online attendees. Includes three (3) complimentary online registrations (CPE eligible).	\$12,000
Online archives (exclusive)	Your banner ad featured on the ENGAGE archive/recording page, located on AICPAConferences.com, post event and visible indefinitely. Your logo will also be featured in a post-event archive notification email to all onsite and online attendees. Includes three (3) complimentary online registrations (CPE eligible).	\$12,000
Digital schedule at-a-glance (exclusive)	Promote your brand on the digital schedule at-a-glance! Your company branding/logo will be displayed on the scrolling schedule located in the registration area.	\$17,500
Digital meeting room signage (exclusive)	Receive maximum attendee exposure outside of every meeting room! Your company branding/logo will be placed, along with the session details, on the digital signs at the entrance of each meeting room.	\$20,000
Media room (exclusive)	Get your brand in front of top industry journalists! Your company logo/branding advertised at the entrance and inside the ENGAGE Media Room. Option to place one promotional item (subject to approval) on the Media Room resource table.	\$12,000
Social media wall (exclusive)	Prominently display your company logo on the conference center live-streaming Social Media Wall. Attendees will gather around the wall to view photos and videos posted to social media platforms using the official ENGAGE hashtags!	\$15,000
Power zones	Personalized device-charging units throughout conference center and exhibit hall. Power zones highlighted on event maps, app FAQs and printed program. Three (3) available.	\$20,000



# Sponsorship opportunities



Networking sponsorships		
Evening exhibit hall networking reception	Mingle with attendees over light hors d'oeuvres and open bars, priority bar placement near your booth and reminder push notification. Sponsorship recognition on event mobile app and on-site signage. Add on: reception entertainment	Starts at \$20,000
Signature drink	Choose a beverage or cocktail and name it after your company or product! Your signature drink is served at a designated area or bar near your booth. Sponsorship recognition through a reminder push and on-site signage. Optional: sponsor-provided napkins and/or stirrers.	\$15,000
Beverage station	Have attendees notice your brand as they pick up a coffee, tea or soda placed throughout the conference center and exhibit hall, priority placement of one (1) station near your booth. Sponsorship recognition on each station and in event mobile app FAQs. Optional: sponsor-provided coffee stirrers and/or coffee sleeves. Co-sponsorships available.	\$20,000 per day
Protein breakfast item	Your company logo/branding is prominently displayed as a sponsor on a protein-packed food item added to the continental breakfast, add-on examples: breakfast burritos, individual Greek yogurt or parfaits, hard-boiled eggs or bacon.	\$15,000 per day
Afternoon refreshment break	Keep attendees refreshed and recharged with a themed food station (ice cream, popcorn station, assorted cupcakes or cookies, trail mix, heart-healthy item or fruit), priority placement of one (1) station near your booth. Sponsorship recognition on each station and in event mobile app FAQs. Optional: sponsor-provided napkins.	\$12,000 per break
Monday plated lunch (exclusive)	Reach the maximum number of attendees at the networking lunch prior to Monday's Keynote. Your company logo/branding displayed on menu cards, loop a silent sponsor-provide promotional video, reserve two (2) tables for up to ten (10) guest each. Sponsorship recognition on event mobile app and on-site signage.	\$25,000
Tuesday plated and box lunch (exclusive)	Help build community and reach Lunch & Learn attendees during Tuesday's lunch. Your company logo/branding displayed on menu cards and boxed lunches, loop a silent sponsor-provided promotional video for community lunch. Reserve two (2) tables for up to ten (10) guest each. Sponsorship recognition on event mobile app and on-site signage.	\$25,000
Wednesday box lunch (exclusive)	Gain exposure with your company logo/branding on boxed lunches provided during Lunch & Learns and throughout the exhibit hall. Sponsorship recognition on event mobile app and on-site signage.	\$20,000
Relax and massage zone	Rejuvenate tired attendees with a massage station located in the conference center. Attendees will line up to take advantage of this in-demand service that provides a full five minutes of relaxation. Sponsorship recognition on event mobile app and on-site signage.	\$15,000
Social impact	Meet your corporate social responsibility and give back to the local community. Support volunteering by packing healthy meals for Helping Hands, building care/hygiene kits for homeless youth, or filling sports bags for Special Olympics athletes. Exclusive per day. Sponsorship recognition on event mobile app and on-site signage.	\$25,000



# Sales representatives and exhibit sign up

## Teresa Brueggeman

Practice Management and  
Technology (PS TECH)  
Firm Management (CPAFMA),  
Marketing (AAM), and WITH Accounting  
and Auditing (NAAATS)  
800.504.4749, Ext. 106  
tbrueggeman@morrismarketinginc.com

## Jessica Erickson

Personal Financial Planning (PFP)  
800.504.4749, Ext. 102  
jerickson@morrismarketinginc.com

## Gerry Charbonneau

Tax Strategies (TAX),  
Estate Planning (EST)  
and Career Development (EDGE)  
800.504.4749, Ext. 105  
gcharbo@morrismarketinginc.com

## Alan Morris

800.504.4749, Ext. 101  
amorris@morrismarketinginc.com



### Exhibit packages include:

- 10X10 exhibit space
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) booth ID sign
- Pipe and drape (black)
- Carpeted flooring

[Sign up to exhibit! →](#)

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