

FICPA
MEGA
CONFERENCE

Meet. Engage. Grow. Achieve.

JUNE 9-10, 2022

JUNE 7 TED-Talk Style Learning Labs

JUNE 8 Bonus Sponsor Exhibit Day

JUNE 9-10 MEGA Marketplace Exhibit Hall



The Disney Contemporary Resort
4600 World Drive, Lake Buena Vista, Florida 32836



FICPA MEGA CONFERENCE

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June 9-10, 2022

- JUNE 7: TED-STYLE LEARNING LABS**
- JUNE 8: BONUS SPONSOR EXHIBIT DAY**
- JUNE 9-10: MEGA MARKETPLACE EXHIBIT HALL**

The Disney Contemporary Resort, Lake Buena Vista, FL

ABOUT THE FICPA

The Florida Institute of Certified Public Accountants serves as the premier association for all CPAs and financial professionals. Founded in 1905, the FICPA enhances the accounting profession through innovative educational programming, advocacy and membership involvement. With more than 19,500 members, the FICPA is one of the largest CPA associations in the country.

Our members represent all areas of practice, including business and industry (auto, oil and gas, construction, real estate, credit unions, manufacturing, banks and savings institutions, healthcare, and agriculture), public practice, government and not-for-profit, education and consulting.

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ABOUT MEGA

The MEGA Conference is the FICPA's premier event — bringing together financial decision-makers, thought-leaders, and the magic of Disney for four days of learning, excitement, and fun!

COVID-19 SAFETY PROCEDURES

Welcome back! We missed you. The MEGA Marketplace will follow social distancing and other safety protocols to help ensure everyone's safety. Further details will be provided in the exhibitor/sponsor kits. For details go to: ficpa.org/ficpa-cpe-covid-19-safety-plan

EXHIBIT.
SPONSOR.
SPEAK.



MEGA ROI AWAITS

As rapid change overtakes the accounting profession, there has never been a more opportune time to show what your organization has to offer. Our attendees are looking for partners to find the solutions they seek.

MEGA's Marketplace Exhibit Hall offers a vibrant networking experience. Extend your targeted impressions by becoming a conference sponsor — opening up a full array of opportunities that extend beyond the two-day, on-site event. Perhaps even secure a spot on the agenda!

AUDIENCE



55% DECISION MAKERS
45% PUBLIC ACCOUNTING
36% INDUSTRY
17% OTHER FINANCIAL PROFESSIONALS



MORE WAYS TO CONNECT

INTERACT WITH ATTENDEES & BUSINESSES AT A MEGA ADD-ON EXPERIENCE

**Looking to make a personal connection?
Sponsor one of our networking events!**

1. TED-STYLE LEARNING LABS

TUESDAY, JUNE 7 | 1-5 PM

In addition to your 50-minute CPE session, Learning Labs afford you the opportunity to highlight your organization and what you can do to help CPAs tackle the many challenges facing them in these uncertain times. *(Available only to speaker sponsors.)*

3. VENDOR RECEPTION

THURSDAY, JUNE 9

Network with attendees and FICPA Leadership. Make a great first impression and gain valuable face-to-face networking time. *(Exclusive sponsorship opportunity!)*

2. WELCOME RECEPTION

WEDNESDAY, JUNE 8

Network with attendees and FICPA Leadership. Make a great first impression and gain valuable face-to-face networking time. *(Exclusive sponsorship opportunity!)*

4. CHAIR'S RECEPTION AND CLOSING CELEBRATION

FRIDAY, JUNE 10

Join us for this family friendly celebration! Mingle with FICPA leadership, members, speakers and maybe a surprise guest or two. Help us bring the house down with Dueling Pianos and the kind of fun only Disney can provide. *(Call for sponsorship details.)*

2022 SPONSORSHIP & EXHIBITOR OPPORTUNITIES

	EXECUTIVE-LEVEL SPONSORSHIPS				8' X 10' BOOTHS	
	Corporate	Platinum	Gold	Silver	Standard Booth	Basic Booth
	Call for Details	\$11,975	\$8,900	\$5,000	\$1,200	\$975
Premium booth location (near entrance, on corner or near networking areas)	X	X				
Bonus exhibit day (<i>Limited Opportunity</i>)	X	X	X	X		
TED-Style Learning Labs (<i>Limited Opportunity</i>)	X	X	X	X		
One carpeted Exhibit Space	X	X	X	X	X	X
Complimentary lunch tickets (2 lunches x 2 days)	X	X	X	X	X	X
Expo-only badges (no CPE) included in sponsorship	X	X	X	X	X	X
Electricity available (additional charges and arrangements apply)						
PRE-EVENT EXPOSURE						
Company listing included in pre-event MEGA communications to attendees	X	X	X	X		
Social media promotion: A thank you to our Corporate, Platinum and Gold Sponsors, with your logo	X	X	X	X		
Company profile on mobile app with link to company website	X	X	X	X		
Prominent recognition with your company logo on the MEGA website	X	X	X	X		
Opportunity to submit proposal for speaker/sponsor (50-minute speaking presentation, worth 1 CPE credit) (<i>Limited Opportunity</i>)	X	X	X	X		
Company listing or logo on MEGA website with link to your company website	X	X	X	X	X	X
ON-SITE PRESENCE						
VIP networking hospitality suite	X	X	X	X		
TED-Style Learning Lab Speaker (limited availability)	X	X	X	X		
30% discount on a la carte purchases	X	X	X	X		
20% discount on a la carte purchase					X	X
Thank you to our sponsors, on-site recognition	X	X	X	X		
Attendance and verbal sponsor recognition prior to MEGA keynote presentation	X	X	X	X		
Attendance, signage and verbal recognition at Chairman's Celebration	X	X				
Listing in electronic MEGA classroom materials	X	X	X	X	X	X
Add advertisements on event app	X	X	X	X		
60-sec MP4 ad during livestream breaks and lunches	X	X	X	X	X	
POST-EVENT FOLLOW UP						
Learning Labs attendee contact information and speaker evaluations	X	X	X	X		
Post-attendee list (one-time use) includes name, title, organization, type, and USPS mailing address	X	X	X	X	X	X

2022 A LA CARTE OPPORTUNITIES

SPONSOR DESCRIPTION		SPONSOR PRICE
Speaker/Sponsor Presentation <i>Limited Opportunity</i>	Present a 50-minute session on an educational topic during the three-day conference. Topic subject to approval.	\$5,000 and up
Keynote Sponsor and Company Introduction <i>Limited Opportunity</i>	Spotlight your organization through exclusive sponsorship of a keynote presenter and provide up to a five-minute introduction of you and your organization to all MEGA attendees in this general in-person and online session.	\$5,000
Refreshment Break in Exhibit Hall	Mingle with attendees over snacks and beverages. Priority placement near your booth and on-site signage.	\$1,500 per break
Water Station	Have attendees notice your company as they get water throughout the conference at priority placement near your booth or general session room.	\$2,500 per day
Notepads (exclusive)	Maintain a high degree of visibility post-conference. Logo imprinted on notepads provided to every attendee at registration (vendor provides notepads).	\$1,200
Lunch – Thursday <i>Exclusive - Speaking Opportunity</i>	Reach the maximum number of attendees at the networking lunches as you provide a five-minute welcome and company intro, and your company logo/brand displayed via signage and table tents (added on with the purchase of another ala carte commitment).	\$3,500
Lunch – Friday <i>Exclusive - Speaking Opportunity</i>	Reach the maximum number of attendees at the networking lunches as you provide a five-minute welcome and company intro, and your company logo/brand displayed via signage and table tents (added on with the purchase of another ala carte commitment).	\$3,500
SOLD Name Badge Lanyard	Your company logo on every attendee lanyard throughout the event (vendor provides lanyards).	\$1,500
Breakfast – Thursday	Have attendees notice your brand as they pick up coffee, tea and breakfast via signage and announcements.	\$1,500
Breakfast – Friday	Have attendees notice your brand as they pick up coffee, tea and breakfast via signage and announcements.	\$1,500
Welcome Reception – Wednesday <i>Exclusive - Speaking Opportunity</i>	Exclusive! Reach the maximum number of attendees at this social event as you provide a five-minute welcome and company intro, and your company logo/brand displayed via signage (added on with the purchase of another a la carte commitment)	\$2,500
Exhibit Hall Vendor/ Networking Reception – Thursday <i>Exclusive - Speaking Opportunity</i>	Exclusive! Reach the maximum number of attendees at this social event as you provide a five-minute welcome and company intro, and your company logo/brand displayed via signage (added on with the purchase of another a la carte commitment)	\$3,500
Chair's reception and closing celebration	Be part of the MEGA closing celebration, an opportune time to mingle with leadership, members and speakers.	Call for Details
Exhibit Hall Demos	Live and recorded demo opportunities – share your expertise in a vibrant and interactive setting.	Call for Details
Relaxation Station	Attendees can recharge their batteries - literally and figuratively. The relaxation station will feature sofas with charging stations in the armrests.	Call for Details
MEGA App Call for Details	Reach more conference attendees through participating on the official conference app.	\$500
Room Drops	Make your presence known to attendees by providing a room drop – a great way to be noticed!	\$1,500+
Sanitation Station	Show your support of COVID protocols by sponsoring a sanitation station (includes signage).	\$1,000
Wi-Fi	Help attendees connect through your sponsorship.	Call for Details

2022 PROSPECTUS

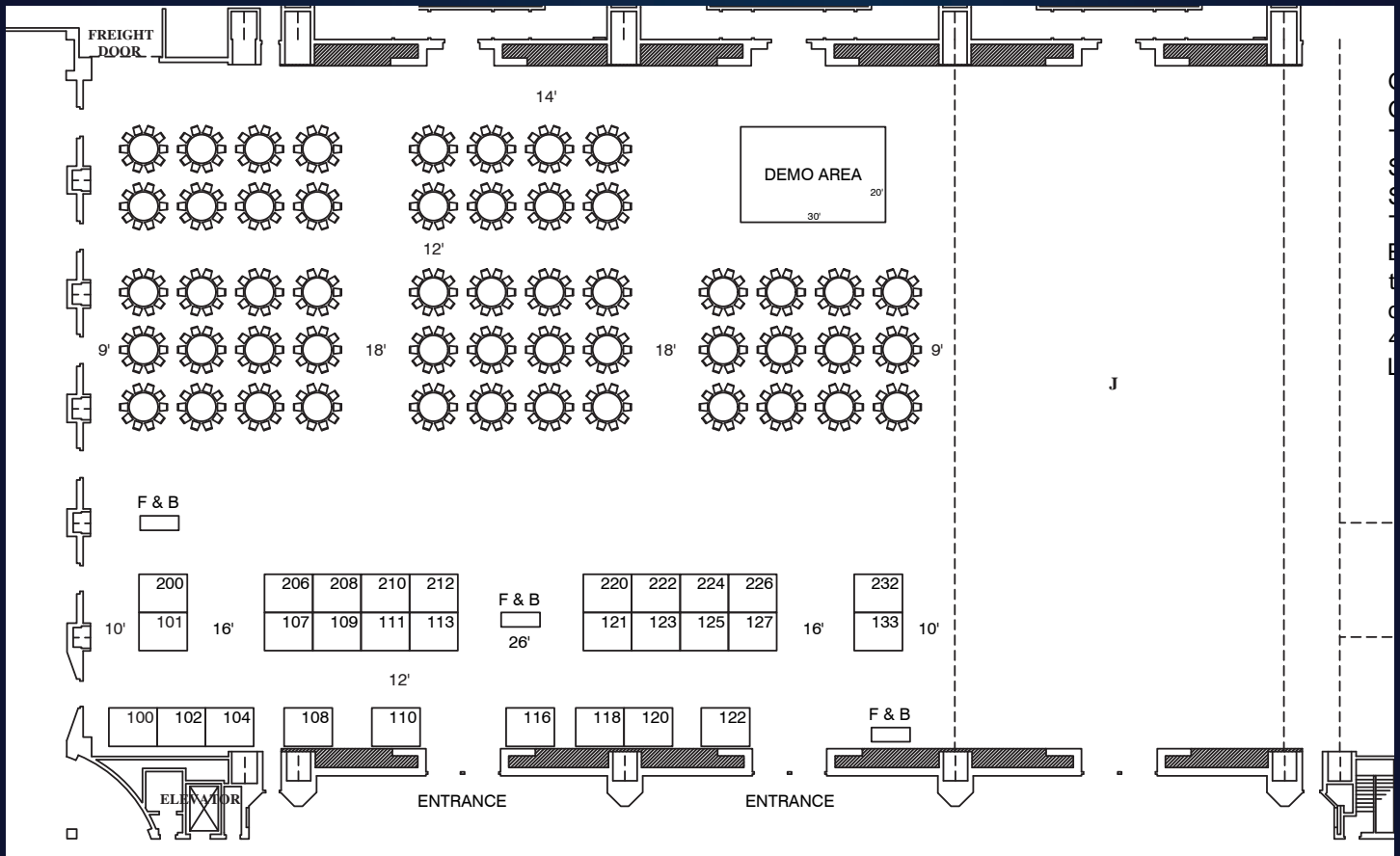


FICPA MEGA CONFERENCE

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MEGA MARKETPLACE June 9-10, 2022

The Disney Contemporary Resort, Lake Buena Vista, FL



CONFERENCE TIMES

EXHIBITOR SETUP HOURS

Wednesday, June 8: 1 - 6 p.m.

Thursday, June 9: 6:30 - 7 a.m.

EXCLUSIVE BONUS EXHIBIT DAY

Wednesday, June 8: 8 a.m. - 5 p.m.

Tabletop: Limited to first 8 sponsored-speaker organizations.

SHOW HOURS

Thursday, June 9: 7 a.m. - 6 p.m.

Vendor Reception: 5 - 6 p.m.

Friday, June 10: 7 a.m. - 1 p.m.

EXHIBITOR MOVE-OUT HOURS:

Friday, June 10: 1 - 3 p.m.

2022 EXHIBITOR APPLICATION/CONTRACT

JUNE 9-10, 2022 The Disney Contemporary Resort, Lake Buena Vista, FL

Email signed and completed form to Drew@ficpa.org for questions
call 850-224-2727 ext 270

3800 Esplanade Way, Suite 210, Tallahassee, FL 32311 • (800) 342-3197 • (850) 224-2727 • Fax (850) 222-8190 • www.ficpa.org
(All show correspondence will be sent to the below address, and all printed references to the company will appear exactly as below unless otherwise indicated in writing.)

APPLICANT

Company Name: _____
To be listed in promotional pieces.

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

Twitter Name: _____ Facebook ID: _____

LinkedIn ID: _____ Instagram ID: _____

Please write a 20-word description of your company’s product(s) and/or service(s). Your application cannot be processed without a description. Please type or print legibly. The FICPA reserve the right to edit your company’s description.

SPONSORSHIPS

- Corporate Sponsor.....Call for details
- Platinum Sponsor.....\$11,975
- Gold Sponsor.....\$8,900
- Silver Sponsor Package.....\$5,000

Exhibitor 8 x 10 Booth Costs **Early Bird** **Regular Price**
 (Before May 1) (After May 1)

- Standard 8 x 10 Booth.....\$1,200 \$1,320
- Basic 8 x 10 Booth Package.....\$975 \$1,073

Payment in full must accompany this contract to receive the early discount.

8 x 10 Booth Preference

1st: _____ 2nd: _____ 3rd: _____

*All booths are assigned on a first-come, first-served basis pending payment.

A La Carte Options

- Speaker/Sponsor Presentation.....\$5,000+
- Keynote Sponsor and Company Introduction.....\$5,000
- Chair’s Reception.....Call for details
- Refreshment Break.....\$1,500
- Water Station.....\$2,500 per day
- Notepads.....\$1,200
- Lunch – Thursday.....\$3,500
- Lunch – Friday.....\$3,500
- Name Badge Lanyard.....SOLD
- Breakfast – Thursday.....\$1,500
- Breakfast – Friday.....\$1,500
- Welcome Reception – Wednesday.....\$2,500
- Exhibit Hall Vendor Networking/Receptions – Thursday.....\$3,500
- Relaxation Station.....Call for details
- Room Drops.....\$1,500
- Sanitation Station.....\$1,000
- Wi-Fi.....Call for details

*Plus items to include in the bag.

AMOUNT DUE

Sponsorships Level _____ @ \$ _____
Exhibitor – Booths at Mega _____ @ \$ _____
 Basic 8 x 10 Booth Package _____ @ \$ _____
 Standard 8 x 10 Package _____ @ \$ _____
A La Carte Options _____ @ \$ _____
 _____ @ \$ _____
 _____ @ \$ _____

Amount Due \$ _____

Deposit \$ _____

Balance \$ _____

METHOD OF PAYMENT

Payment Policy: Payment in full must accompany this contract. Please see booth costs for payment deadlines.

Check Enclosed: Make check payable to “FICPA”

Credit Card: Visa MasterCard American Express Discover

Card Verification Value Code (CVV): _____ Exp. Date: _____

Cardholder Name: _____

Signature: _____

Credit Card Billing Address: _____
(if different from above)

City, State ZIP: _____

Your application will be reviewed by the FICPA.

If accepted, a confirmation letter will be sent to you.

SIGNATURE Your signature indicates that you understand and agree to the terms and conditions included. Booths and sponsorships will not be reserved without the company representative’s signature.

Company Representative’s Signature _____ Date _____

EVENT APP SPONSORS — PRICE \$500

Show off your products and services on the MEGA CPE Conference app! The app is downloadable to all attendees and guests, and contains Continuing Professional Education schedules, exhibitor listing, trade show floor plan, social events and much more! Take advantage of this opportunity, and out your brand in their hands!

AD SPECIFICATIONS:

- Title, Caption (Optional), Image (URL or Upload File) and Click-through URL.
- Your ad artwork must be uploaded in the required format: PNG or JPEG image that is 1200×200px and under 400kB; animated GIFs are not supported

Ads can be displayed on any or all of the following screens:

- Dashboard (iPad)
- Twitter
- Speakers
- Notifications (Phones)
- Exhibitors
- Every page (in the menu) on the responsive website

Submission date: No later than May 25, 2022. Submit ad to Drew Miller at drew@ficpa.org

Full payment must accompany the artwork and form below. (Keep order form as is with the exception of \$500 price only.)

Company Name: _____

Representative Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Method of Payment

- Check Enclosed: Make check payable to "FICPA"
- Credit Card: Visa MasterCard American Express Discover

Card Verification Value Code (CVV): _____ Exp. Date: _____

Cardholder Name: _____

Signature: _____

Credit Card Billing Address: _____

(if different from above)

City, State ZIP: _____

Your application will be reviewed by the FICPA. If accepted, a confirmation letter will be sent to you.

Return this form to the FICPA by May 25, 2022, for the Mega CPE Conference program. Make checks payable to FICPA, ATTN: Drew Miller, 3800 Esplanade Way, Suite 210, Tallahassee, FL 32311. You may direct any questions to Drew Miller at (850) 224-2727, Ext. 270.

2022 TERMS OF CONTRACT

1. Each single booth at the Mega CPE Conference will have a booth space rental of \$1,073 per booth. Booth space rental will cost \$975 for those who register and pay the balance before May 1, 2022, for the Mega CPE Conference. Discount rates for multiple booths are as outlined under "Booth Costs" on the application. Priority booths are an additional \$90 per booth (refer to the floor plan).

2. Payment in the amount of 50 percent or full payment must accompany the application/contract. Booth space rental fees are nonrefundable. The balance must be paid by May 1, 2022, for the Mega CPE Conference. Exhibitors will not be allowed access to the exhibit hall until all fees are paid in full.

3. Exhibitors are required to have an attendant at their exhibit at all times during show hours.

4. Move-in time for the Mega CPE Conference is Wednesday, June 8, 2022, from 1 - 6 p.m. and move-out time is Friday, June 10, 2022, from 1 - 3 p.m.

5. This agreement includes a one-time list of show attendees. Additional lists may be purchased for a 10 percent discount from normal rates upon approval.

6. This agreement is for exhibit space only; course materials are not included. Exhibitors may attend the program only if they formally register as a participant by paying the registration fee in addition to the exhibit fee.

7. FICPA management reserves the right to approve the character of any exhibit, any goods therein and the attendant advertising and sales promotion and to prohibit anything which in its judgment because of noise or other objectionable features may detract from the show in general.

8. All sound equipment must be regulated so it does not disturb neighboring exhibits. The FICPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.

9. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.

10. FICPA management reserves the right to require any exhibitor to move his exhibit to another location if it is in the best interest of the show.

11. In accordance with Florida Statutes Section 212.18(3)(b)3, the FICPA authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while an exhibitor at the Mega CPE Conference.

12. No exhibitor is to begin dismantling prior to the close of the show. Any exhibitor dismantling prior to the close of the show will forfeit his company's right to exhibit at future meetings of the FICPA.

13. Advertising materials cannot be distributed outside of the exhibitor's booth.

14. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.

15. The use of promotions, premiums, lotteries or giveaway contests must be approved by FICPA management. Such approval may be granted or withheld with or without cause at the discretion of FICPA management.

16. Hospitality suites can be opened only after the closing of the exhibit hall.

17. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.

18. All contractors hired by the exhibitor, other than those official suppliers listed in the exhibitor's kit, must submit proof of liability insurance to the FICPA and to the service company. Outside contractors must have a badge to gain access to the exhibit hall. Outside contractors or their employees who are not on the pre-registration badge list must pick up their badges at the exhibitor check-in. A letter of authorization or other proof of affiliation with the exhibitor's company must be shown in order to receive a badge.

19. Objectionable practices by exhibitors or official suppliers should be reported immediately and not after the show is completed.

20. No children under 16 years of age will be allowed in the exhibit area at any time.

21. It is agreed that the FICPA and the host facilities shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.

22. The exhibitor agrees to indemnify and hold harmless the FICPA and the host facilities or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.

23. The FICPA will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.

24. Insurance, if desired by the exhibitors, must be obtained at their own expense.

25. Exhibitors will not offer educational/training or other programs within the show facility simultaneous to FICPA show-related programs.

26. The FICPA is not responsible for monitoring the proximity of competitors' booths. Please check our Web site at www.ficpa.org for a list, to date, of secured booths.

BOOTH CONSTRUCTION

27. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshall's Office.

28. No construction will be allowed at the sides or above the booth, which may obscure the view of any adjacent booths.

29. All materials used for decorating must be flameproof.

30. Construction and signs that are above 8 feet in height are to be approved by FICPA management.

31. All applicable city, county and state codes and ordinances must be complied with, as well as those of the host facilities.

32. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.

33. In order to meet the 6 p.m. setup deadline, FICPA management reserves the right to order labor to set up any exhibit for the Mega CPE Conference that is not in the process of being erected by 6 p.m. on Wednesday, June 8, 2022. The cost for this labor will be paid by the exhibitor.

BOOTH ASSIGNMENT

34. Booths assigned on a first-come first served basis up until June 1, 2022

ADA REQUIREMENTS

35. In accordance with ADA requirements, if you are disabled and require special services, please contact our office at (800) 342-3197 or (850) 224-2727.

INTERPRETATION OF RULES

36. The interpretation of all rules and regulations is the responsibility of the FICPA Executive Committee or their designated representative. All decisions of said group or representatives are final.