

Many Paths, One Destination

New!

Create Your Own Journey

IIC Industry Insights Conference



Corporate Finance



Health Care



Not-for-Profit

April 24-25, 2024

Wyndham Grand Orlando Resort
Bonnet Creek

14651 Chelonia Parkway, Orlando, FL 32821

BONUS

Learning Labs on April 23, 2024

FICPA

About This Event

The winds of change are sweeping through the accounting profession, and the FICPA harnessed that power and transformed it into a diverse new event called the Industry Insights Conference (IIC). The IIC's unique format combines topics and speakers from our Corporate Finance Forum, Not-for-Profit Accounting Conference, and Health Care Industry Conference. It is one, all-encompassing opportunity to connect with and share ideas with a diverse group.

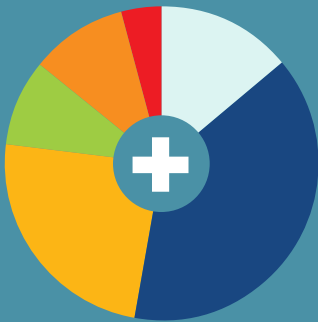
On April 23, 13 Learning Labs offer an additional half-day of exposure for presenting sponsors.



WHO

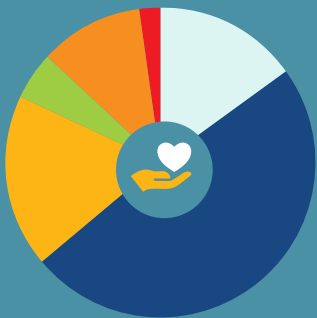
will you meet?

We're anticipating 250 attendees representing CPA and accounting firms and not-for-profit, health care, and corporate finance sectors, including:



Health Care

- Sole: 14%
- Small: 39%
- Mid: 24%
- Large: 9%
- XL: 10%
- No Firm: 4%



Not-for-Profit

- Sole: 15%
- Small: 49%
- Mid: 18%
- Large: 5%
- XL: 11%
- No Firm: 2%



Corporate Finance

- Sole: 27%
- Small: 33%
- Mid: 1%
- Large: 10%
- XL: 21%
- No Firm: 8%



Visit
[ficpa.org/2024IIC](https://www.ficpa.org/2024IIC)
 for the topics
 being covered.

IIC sponsor and exhibit opportunities

Presenting Sponsorship \$5,000

- 50-minute CPE breakout session.
- 15-minute CPE Learning Lab.
- Video promotion via social media (*provided by sponsor*).
- Company and speaker name/description on ficpa.org/2024IIC.
- Sponsor recognized in conference marketing.
- Opportunity to leave marketing collateral as a seat drop during your speaking session.
- Meals/breaks/reception and presentation day only CPE session registration.

EXHIBIT PACKAGE:

- Attendee list for a one-time send prior to the event (*name and company*).
- Attendee lead generation via the conference app.
- Meals/breaks/reception for two exhibitors.

LEARNING LABS

Gain recognition as a leader in the industry by leading an inspirational, formatted 15-minute conversation. Appearing on screen during your talk will be company name/logo, exhibit space #, lab title/description, contact info, and an optional, pre-provided QR code. (*Additional presentation materials will not be utilized for Learning Labs.*)

LEARNING LAB PRESENTATION CRITERIA

Presentations must be:

- Approved prior to sponsorship contract and payment processing.
- Educational in nature to qualify for CPE Credit.
- Submitted one month prior to event date for technical review.
- Devoid of any marketing and sales perspectives or references.
- Brief embedded videos are permitted when limited to under 30 seconds.
- Documented and referenced by sources if statistical information is included.

EXCLUSIVE

Industry Reception Sponsorship \$5,000

Shared sponsorship option for \$2,500

- Opportunity to address attendees.
- Sponsor recognized in conference marketing: materials, signage and webpage.
- Opportunity to promote company brand through collateral marketing or promo items through reception space.

EXHIBIT PACKAGE:

- Attendee list for a one-time send prior to the event (*name and company*).
- Attendee lead generation via the conference app.
- Meals/breaks/reception for two exhibitors.



IIC sponsor and exhibit opportunities

BOTH DAYS

Breakfast Sponsorship \$5,000

- Potential opportunity to address attendees.
- Sponsor recognized in conference marketing.
- Opportunity to promote company brand through collateral marketing or promo items throughout breakfast space.

EXHIBIT PACKAGE:

- Attendee list for a one-time send prior to the event (*name and company*).
- Attendee lead generation via the conference app.
- Meals/breaks/reception for two exhibitors.

BOTH DAYS

Lunch Sponsorship \$8,000

- Potential opportunity to address attendees.
- Company name/logo on-site at conference.
- Company name/logo on ficpa.org/2024IIC.
- Opportunity to promote company brand through collateral marketing or promo items throughout lunch space.

EXHIBIT PACKAGE:

- Attendee list for a one-time send prior to the event (*name and company*).
- Attendee lead generation via the conference app.
- Meals/breaks/reception for two exhibitors.

Break Sponsorship \$1,500 per break or \$5,000 all breaks

- Potential opportunity to address attendees.
- Company name/logo on-site at conference.
- Company name/logo on ficpa.org/2024IIC.
- Opportunity to promote company brand through collateral marketing or promo items throughout break space.

EXHIBIT PACKAGE:

- Attendee list for a one-time send prior to the event (*name and company*).
- Attendee lead generation via the conference app.
- Meals/breaks/reception for two exhibitors.

EXCLUSIVE

Lanyard Sponsorship \$1,200

(March 22 cut-off)

- Company logo on FICPA co-branded attendee lanyard.
- Company logo prominently displayed at registration.
- Opportunity to greet attendees at registration.
- Company name/logo on-site at the conference.
- Company name/logo on ficpa.org/2024IIC.
- Meals/breaks/reception for one representative



IIC sponsor and exhibit opportunities

Exhibiting \$1,500

- Company name/logo on ficpa.org/2024IIC.
- Company name/logo on-site at the conference.
- Attendee list for a one-time send prior to the event (*name and company*).
- Attendee lead generation via the conference app.
- Meals/breaks/reception for two exhibitors.



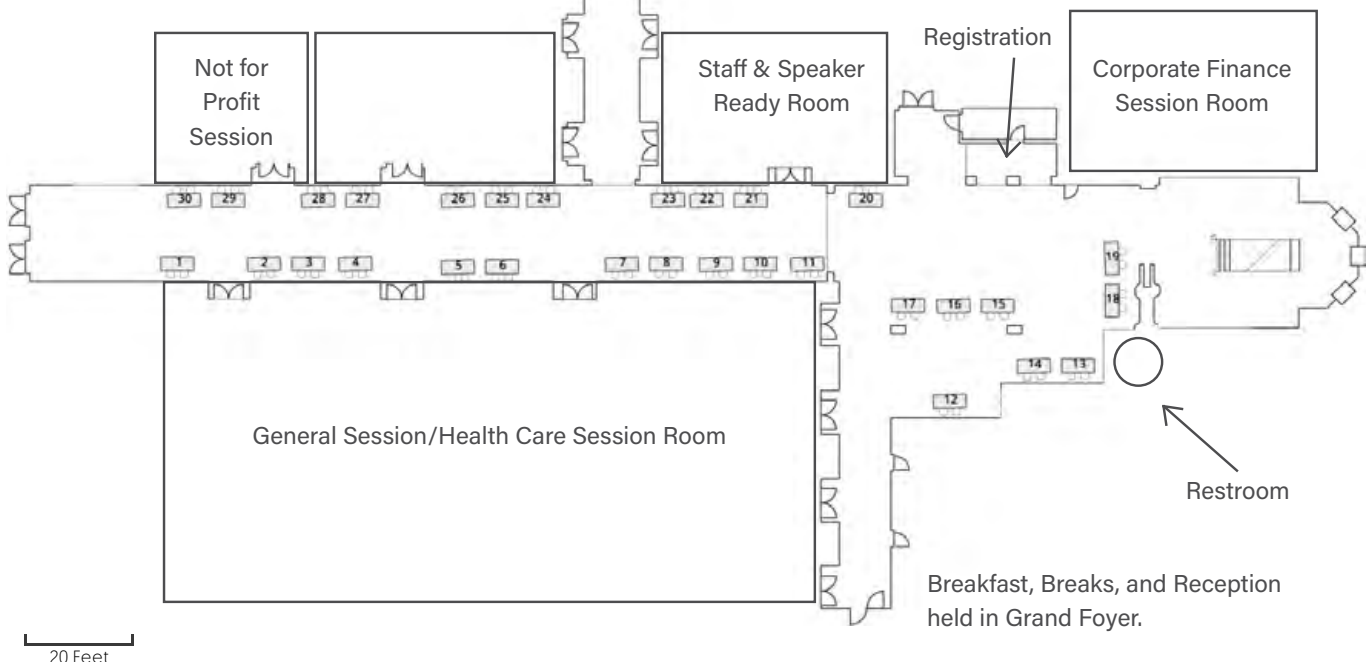
EXHIBITOR DETAILS:

- Spaces will include one 6-foot table and two chairs.
- Two exhibitors may attend all meals, breaks and industry reception.
- Additional exhibitors can be added: \$115 before March 1, \$150 after March 1. No additions are allowed after April 12 or on-site.
- Lead generation instructions will be sent one-to-two weeks prior to the event.
- Company name/logo on ficpa.org/2024IIC, the IIC Conference App and on-site.

TIPS to increase engagement

- Provide a giveaway/raffle.
- Give away promotional swag in your booth.
- Use a professional booth backdrop or pull-up banners to draw attention to your booth.
- Add a video monitor showcasing what you do best.
- Use a table overlay with your logo or customized table cover.

Event and Exhibit Space in Grand Foyer
Lower Level - Wyndham Grand Orlando Resort



IIC schedule

Tuesday, April 23, 2024	
Learning Labs	1:00-5:00 p.m.
Set-up	3:00-5:00 p.m.
Wednesday, April 24, 2024	
Conference Sessions	8:00 a.m. – 5:20 p.m.
Industry Reception	5:30 – 6:30 p.m.
Thursday, April 25, 2024	
Conference Sessions	8:00 a.m. – 5:20 p.m.
Breakdown	3:30 p.m.

Exhibiting Hours

Wednesday, April 24 and Thursday, April 25	
Breakfast and Registration	7:00 – 8:00 a.m.
Networking Break #1	10:00 – 10:25 a.m.
Lunch	12:15 – 1:15 pm
Networking Break #2	3:05 – 3:30 p.m.
Industry Reception (Wednesday Only)	5:30 – 6:30 p.m.



Ready to Connect?

Marjorie Stone, Director of Strategic Relationships
 MarjorieS@ficpa.org | 850-521-5950

[Get Started Today ▶](#)

