

Explore the Possibilities



FICPA'S PREMIER EVENT  
ORLANDO | JUNE 11 -13 | 2024

**BONUS**

Learning  
Labs on  
June 10

**UNIVERSAL'S LOEWS  
SAPPHIRE FALLS RESORT**

5601 Universal Blvd., Orlando, FL 32819

**About This Event**

It just doesn't get any better or bigger than **MEGA**!

Each year, we bring together the biggest names in the business, the brightest minds, and the largest audience of accounting and finance professionals for non-stop continuing education, networking, solution-centric exhibits, and exciting add-ons.

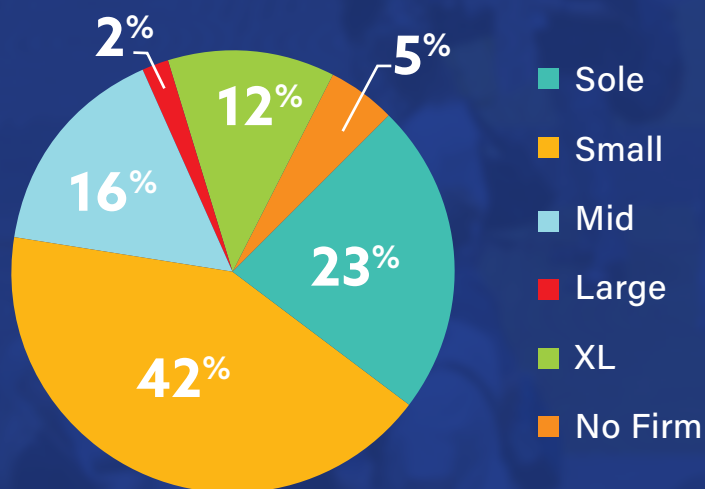
June 10th Learning Labs offer an additional half-day of exposure for Platinum and Gold Sponsors.

# WHO

## WILL YOU MEET?

The FICPA's premier conference attracts more than 400 delegates in person and via livestream and more than 40 exhibitors and sponsors. It serves as our annual conference transitioning into the FICPA's new year and includes a Newly Licensed CPA Recognition ceremony, an Industry Reception, Women to Watch Awards, and the installment of the FICPA's incoming chair at a special reception and dinner.

### MEGA ATTENDEES



Attendees represent CPA and accounting firms from every sector, including:

- Partners/Shareholders/Owners
- Directors/Managers/Officers
- CFOs/Controllers/Chief Accountants/Finance VPs
- Senior Tax Managers
- CPAs, Finance and Accounting Professionals, and Related Practitioners
- State, Local, and Federal Attorneys

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

# MEGA

## SPONSOR AND EXHIBIT OPPORTUNITIES

### EXHIBIT PACKAGE INCLUDES

- 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.

### PLATINUM SPONSORSHIP \$11,500

- 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](http://ficpa.org)/**MEGA**.
- Sponsor recognized in conference marketing.
- Opportunity to leave marketing collateral as a seat drop during your speaking session.
- Meals/breaks/reception and CPE session acknowledgement for the speaker for the entire conference.
- Two tickets to the Chair's Reception.
- 30-second video advertisement played at the conference.
- Designated app notifications during the conference (*provided by sponsor*).
- Exhibit package with premier placement.

### GOLD SPONSORSHIP \$8,000

- 50-minute CPE breakout session.
- 15-minute CPE Learning Lab.
- Company and speaker name/description on [ficpa.org](http://ficpa.org)/**MEGA**.
- Sponsor recognized in conference marketing.
- Opportunity to leave marketing collateral as a seat drop during your speaking session.
- Exhibit package included.
- Meals/breaks/reception and day-of CPE session acknowledgement for the speaker.

### WELCOME RECEPTION EXCLUSIVE SPONSORSHIP \$5,000

Welcome Reception Shared Sponsorship option for \$2,500

- Potential opportunity to address attendees.
- Exhibit package included for Exclusive Sponsorship only.



### 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.
- Must refer to documented sources if statistical information is included.



# MEGA

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- Meals/breaks/reception for two exhibitors.

### **LUNCH SPONSORSHIP** BOTH DAYS \$9,000

- Potential opportunity to address attendees.
- Company logo prominently displayed during lunch.
- Company name/logo on-site at conference.
- Company name/logo on [ficpa.org](http://ficpa.org)/**MEGA**.
- Exhibit package included.

### **BREAK SPONSORSHIP** ALL BREAKS \$5,500 or \$1,600 per break

- Potential opportunity to address attendees.
- Company logo prominently displayed during breaks.
- Company name/logo on-site at conference.
- Company name/logo on [ficpa.org](http://ficpa.org)/**MEGA**.
- Exhibit package included for All Breaks Sponsor only.

### **BREAKFAST SPONSORSHIP** BOTH DAYS \$6,000

- Potential opportunity to address attendees.
- Company name/logo on-site at conference.
- Company logo prominently displayed during breakfast.
- Company name/logo on [ficpa.org](http://ficpa.org)/**MEGA**.
- Exhibit package included.

### TIPS TO INCREASE ENGAGEMENT

**FISHBOWL RAFFLE:** Ask everyone who stops by to drop a business card and come back at a specific time for the prize drawing.

**SOCIAL MEDIA COMPETITION:** Ask attendees to create a post and tag you to win a prize. Simplify the process by creating a QR code for easy submission.

**SIGN-UP GIVEAWAY:** For larger prizes, collect attendee information on a simple email list sign-up. Consider offering bonus entries when electing for additional services such as newsletters or updates.

**HOLD GAMES OR A PHOTO BOOTH:** Some easy set-up games that are always fun are mini golf, bowling, and ring toss. Increase the fun by offering a prize.

**BE A TECH BAR:** Have plugs to recharge devices. It gives attendees a reason to stay as they power up. This creates an environment for current and potential clients to relax at the booth, making attendees more receptive.

**LIVE DEMOS:** This is a great opportunity for new product launches and/or to display and troubleshoot products based on audience demand.

### **EXHIBITOR** \$1,750

- 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.
- Spaces will include one 6-foot table and two chairs.
- Additional exhibitors can be added: \$115 before May 10 \$150 after May 10. No additions are allowed on-site.
- Lead generation instructions will be sent one-to-two weeks prior to the event.
- Company name/logo on [ficpa.org](http://ficpa.org)/**MEGA**, the Conference App and on-site.

# Explore the Possibilities MEGA

## SCHEDULE

Monday, June 10	
FICPA Registration Desk Opens	7:00 a.m. – 5:00 p.m.
Ethics: Protecting the Integrity of Florida CPAs	8:00 a.m. – 12:00 p.m.
CPA Personal Financial Planning Bootcamp	8:00 a.m. – 5:00 p.m.
MEGA Learning Labs	1:00 – 5:00 p.m.
Tuesday, June 11	
Registration, Breakfast, Sessions and Exhibiting	7:00 a.m. – 5:30 p.m.
Welcome Reception in Exhibit Hall	5:30 – 6:30 p.m.
Wednesday, June 12	
Registration, Breakfast, Sessions and Exhibiting	7:00 a.m. – 5:30 p.m.
Chair's Reception & Dinner*	6:40 – 9:00 p.m.
Thursday, June 13	
Registration, Breakfast, and Sessions	7:00 a.m. – 12:30 p.m.
Exhibiting	7:00. – 11:30 a.m.

## EXHIBITING HOURS

Set-up	
Monday, June 10	3:00 – 5:00 p.m.
Exhibits Open	
Tuesday, June 11	7:00 a.m. – 4:30 p.m.
Wednesday, June 12	7:00 a.m. – 4:30 p.m.
Thursday, June 13	7:00 – 11:45 a.m.
Breakdown	
Thursday, June 13	11:45 a.m. – 5:00 p.m.

\*Separate registration required @ \$135 per ticket.

**READY TO  
CONNECT?**

**Marjorie Stone**

Director of Strategic Relationships

MarjorieS@ficpa.org | 850-521-5950

**Get Started ▶**

**FICPA**

