

Explore the Possibilities



FICPA'S PREMIER EVENT

2026 SPONSORSHIP PROSPECTUS

About This Conference

The FICPA's premier annual conference is a high-impact gathering that brings together more than 275 in-person attendees and over 400 engaged professionals across a full week of curated events—alongside 40+ exhibitors and sponsors who are shaping the future of the profession.

As the signature kickoff to the FICPA's new year, this conference offers unparalleled visibility and access to key decision-makers, emerging leaders, and industry influencers. The experience is anchored by marquee moments including the Newly Licensed CPA Recognition Ceremony, a welcome Kick-Off Party, the prestigious Women to Watch Awards, Committee Day, and the highly anticipated installation of the FICPA's incoming Chair at an exclusive opening reception.

This is an opportunity to align your brand with leadership, innovation, and the next generation of CPAs.

Conference Dates:

June 14-17, 2026

Set-Up:

June 14 from 3:00 - 5:00 p.m.

Break-Down:

June 16 after 5:30 pm

Location:

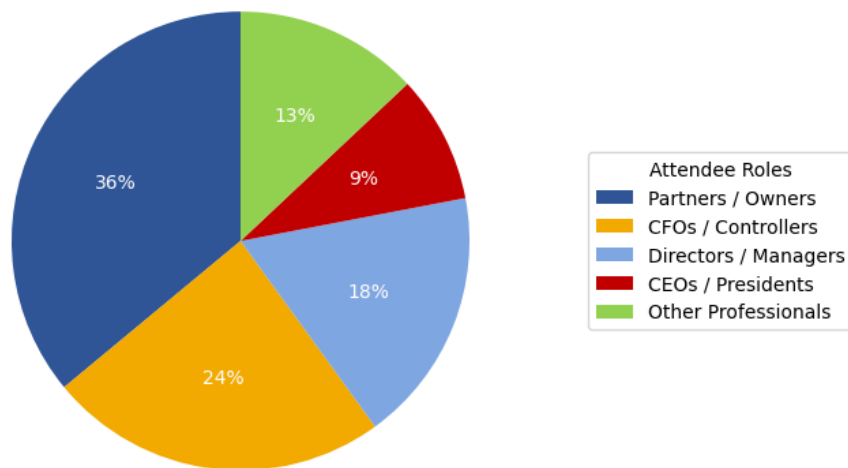
Hyatt Regency Grand Cypress,
1 Grand Cypress Boulevard, Orlando, FL 32836

Hotel Room Block and Parking Details:

Will be included in your confirmation email.

Who You'll Meet at MEGA

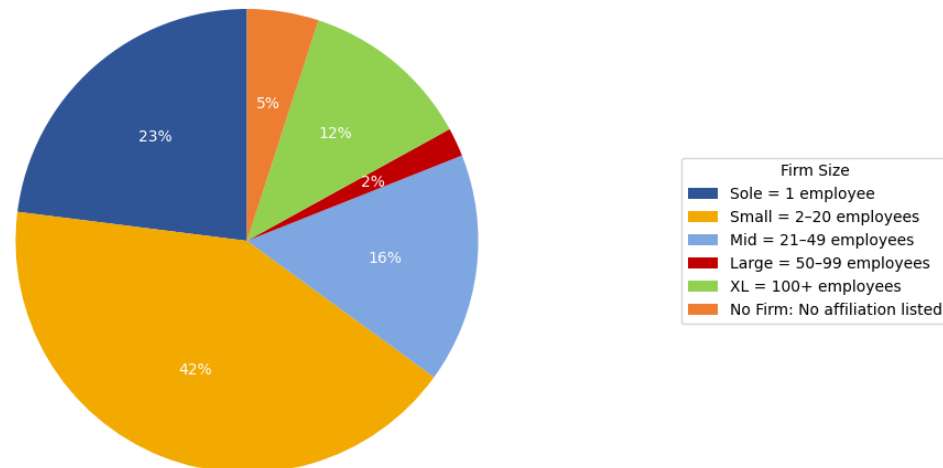
70%+ of attendees influence or control purchasing decisions



MEGA attracts a diverse audience including firm leaders, senior financial executives, and key decision-makers.

- Partners, shareholders, and firm owners
- Directors, managers, and senior leaders
- CFOs, controllers, chief accountants, and finance executives
- Senior tax professionals and specialists
- CPAs and accounting professionals across all practice areas
- State, local, and federal attorneys

65%+ of attendees come from small to mid-sized firms



Why Sponsors Choose MEGA

- Access to CPA decision-makers at a key planning moment
- Built-in networking environments that drive real conversations
- Proven engagement through sessions, app activity, and exhibit traffic
- Thought leadership opportunities that build credibility—not just awareness
- Multi-touch exposure before, during, and after the event

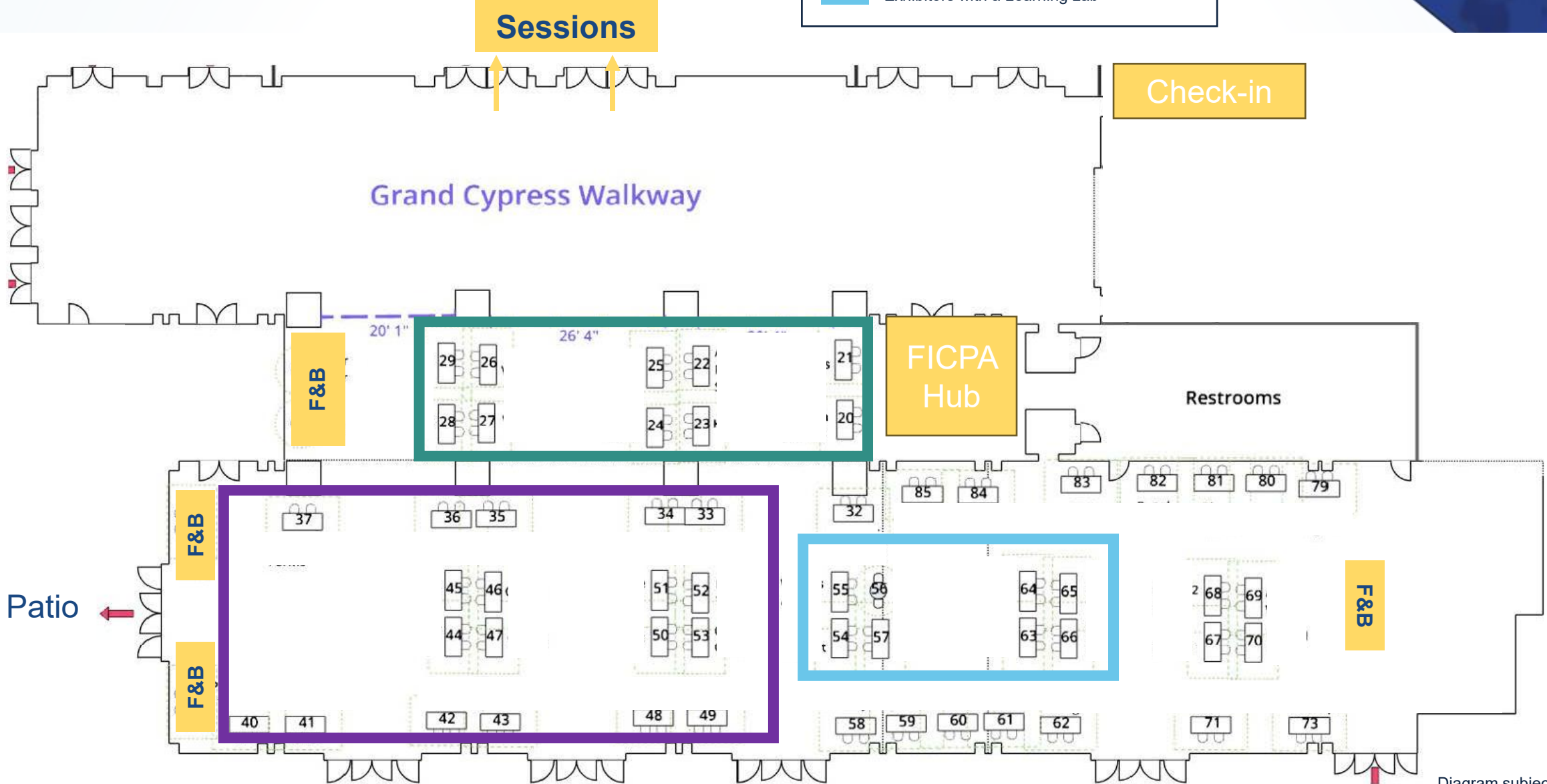
Conference Diagram

- Strategic Partners & Small Firm Suite
- Platinum, Hospitality and Gold Sponsors
- Exhibitors with a Learning Lab

Sessions

Check-in

Grand Cypress Walkway



Explore the Possibilities



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SPONSORSHIP PACKAGES

MEGA Sponsorship Opportunities at a Glance

Feature	Platinum (\$11,500)	Gold (\$8,500)	Hospitality (\$6,000)	Connectivity (\$4,500)	Exhibit (\$2,000)
Thought Leadership	Keynote / General Session + Learning Lab	Breakout / Panel + Learning Lab	Add-on available	Add-on available	Add-on available
Brand Visibility	Maximum	High visibility	Event-specific branding	Continuous visibility (WiFi, app, lanyard)	Basic visibility
Attendee Access	5 passes	4 passes	3 passes	3 passes	2 passes
Exhibit Presence	Premium location	High-traffic location	High-traffic location	High-traffic location	Standard booth
Lead Generation	✓ Full access + lists with possible contact info	✓ Full access+ lists with possible contact info	✓ Full access	✓ Full access	✓ Full access
Marketing Exposure	Email + social + app	Email + social + app	Email + app	Email + app	Website listing
Exclusive Opportunities	Keynote positioning + premium recognition	Strong positioning	Event ownership (meals, party)	Always-on brand exposure	Entry-level
Best For	Market leaders	Growth-focused brands	Relationship builders	Brand awareness	Budget-conscious entry

Learning Labs – Sunday, June 14

Learning Labs features a sequence of concise, “TED-talk” style presentations, each lasting just 15 minutes. These sessions focus on addressing specific challenges within the CPA profession and effectively highlight your company as a potential solution to the issues discussed. Many seasoned Learning Lab participants have noted increased traffic to their exhibits following their talks.

As the lab is accredited, direct sales pitches are prohibited.



Platinum Package

Ideal for: Brands seeking dominant visibility, thought leadership, and exclusive access to attendees.

Investment: \$11,500

Package Inclusions:

Thought Leadership

- Opportunity to host a 50-minute keynote / general session or moderate a panel (prior submission required for content approval)
- Opportunity to host a 15-minute Learning Lab Presentation on Sunday, June 14

Conference Access

- 5 complimentary passes: Includes speaker(s)
 - CPE is automatically included with speaker passes; all others may purchase CPE for an additional fee.
 - Additional passes are a discounted \$775/pp (limit 2)
- 2 Tickets to the MEGA Celebration on Monday, June 15
- Premium exhibit space in a high-traffic area (6ft table + 2 chairs)
- Access to meals, networking gatherings and events

Brand Visibility

- Prominent logo placement on conference website and on-site signage
- Logo featured in select email campaigns and marketing materials

Marketing & Promotion

- Sponsor-provided promo video for social media spotlight
- Invitation to provide and place branded item/flyer in hosted presentation
- Sponsored push notification in conference app (views 1,049 / clicks 29)*
- Special recognition during general sessions each day

Lead Generation

- Access to conference app lead retrieval tool
- Pre-event registration list and post-event attendee list (excludes email/phone)

Gold Package

Ideal for: Brands seeking visibility, thought leadership, and access to attendees.

Investment: \$8,500

Package Inclusions:

Thought Leadership

- Opportunity to host a 50-minute breakout session or moderate a panel (prior submission required for content approval)
- Opportunity to host a 15-minute Learning Lab Presentation on Sunday, June 14

Conference Access

- 4 complimentary passes: Includes speaker(s)
 - CPE is automatically included with speaker passes; all others may purchase CPE for an additional fee.
 - Additional passes are a discounted \$775/pp (limit 2)
- Exhibit space in a high-traffic area (6ft table + 2 chairs)
- Access to meals, networking gatherings and events

Brand Visibility

- Logo placement on conference website and on-site signage
- Logo featured in select email campaigns and marketing materials

Marketing & Promotion

- Sponsor-provided promo video for social media spotlight
- Invitation to provide and place branded item/flyer in hosted presentation
- Sponsored push notification in conference app (views 1,049 / clicks 29)*

Lead Generation

- Access to conference app lead retrieval tool
- Pre-event registration list and post-event attendee list (excludes email/phone)

Purchase tickets for the MEGA Celebration on Monday, June 15. Tickets are \$135/pp

Hospitality Packages

Ideal for: Brands looking to build brand awareness and connect with attendees in a fun, relaxed, and social environment.

Choose from the following as part of your package:

- Exclusive Breakfast Sponsor \$6,000
- Exclusive Lunch Sponsor \$6,000
- Break Sponsor (3 available - \$6,000 each)
Help us pay for all-day coffee! Ask me about "Chime Time!"
- MEGA Kick-Off Party (3 available - \$4,500 each)

Package Inclusions:

Conference Access

- 3 complimentary passes
 - May purchase CPE for an additional fee.
 - Up to 2 additional passes available at a discounted \$775 each.
- Exhibit space in a high-traffic area (6ft table + 2 chairs)
- Access to meals, networking gatherings and events

Brand Visibility

- Potential opportunity to address attendees
- Logo placement on website and on-site signage and tables
- Logo featured in select email campaigns and marketing materials

Marketing & Promotion

- Opportunity to provide branded napkins or other promotional materials
- Sponsored push notification in conference app (views 1,049 / clicks 29)*

Lead Generation

- Access to conference app lead retrieval tool
- Pre-event registration list and post-event attendee list (excludes email/phone)

Optional Add-Ons to increase visibility

- Add a 15-minute Learning Lab Presentation on Sunday, June 14 for \$1,000

Purchase tickets for the MEGA Celebration on Monday, June 15. Tickets are \$135/pp

Connectivity Packages

Ideal for: Brands looking to build brand awareness front and center during the entire conference.

Choose one of the following as part of your package:

- Exclusive Lanyard Sponsor \$4,500
- Exclusive Conference App Sponsor \$4,500
~ views: 52,865 / clicks: 740*
- Exclusive Wi-Fi Sponsor \$4,500

Package Inclusions:

Conference Access

- 3 complimentary passes
 - May purchase CPE for an additional fee.
 - Up to 2 additional passes available at a discounted \$775 each.
- Exhibit space in a high-traffic area (6ft table + 2 chairs)
- Access to meals, networking gatherings and events

Brand Visibility

- Potential opportunity to address attendees
- Logo placement on website and on-site signage
- Logo featured in select email campaigns and marketing materials

Marketing & Promotion

- Sponsored push notification in conference app (views 1,049 / clicks 29)*
- Co-branded Lanyard, Customized Wi-Fi Network/Password, or Logo Placement throughout App

Lead Generation

- Access to conference app lead retrieval tool
- Pre-event registration list and post-event attendee list (excludes email/phone)

Optional Add-Ons to increase visibility

- Add a 15-minute Learning Lab Presentation on Sunday, June 14 for \$1,200

Purchase tickets for the MEGA Celebration on Monday, June 15. Tickets are \$135/pp

Exhibit Package

Ideal for: Brands looking for exposure and networking without the commitment of a full-tier package.

Investment: \$2,000

Package Inclusions:

Conference Access

- 2 complimentary passes (no CPE)
 - May purchase CPE for an additional fee.
 - Up to 2 additional passes available at a discounted \$775 each
- Exhibit space in a high-traffic area (6ft table + 2 chairs)
- Access to meals, networking gatherings and events

Brand Visibility, Marketing & Promotion

- Logo placement on conference website
- Company name on exhibit table display

Lead Generation

- Access to conference app lead retrieval tool
- Pre-event registration list and post-event attendee list (excludes email/phone)

Optional Add-Ons to increase visibility

- Add a 15-minute Learning Lab Presentation on Sunday, June 14 for \$1,500
- Upgrade to a double booth for an additional \$1,600
- Add geofencing* to your package for \$550

**Geofencing targets audiences based on physical location. Ads are then served to mobile devices within that boundary, with full control over the size of the targeted area. Anyone physically present within the selected location becomes eligible to see those ads, making it a precise and effective way to reach a timely, high-intent audience, such as attendees at conference.*

Purchase tickets for the MEGA Celebration on Monday, June 15. Tickets are \$135/pp



**Secure your sponsorship today.
Space is limited.**

**For questions or to secure your spot, contact:
SalesTeam@FICPA.org**