2020 VIRTUAL

Tax + Accounting Conference

Sponsorship Opportunities + Benefits

SEPTEMBER 22 // SEPTEMBER 29 // OCTOBER 6

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Tax + Accounting Conference

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ICI Tax and Accounting Virtual Conference

This is a crucial time to educate firms on the latest regulations and discuss the most pressing issues in tax and accounting, and collaboration is imperative. Please join us along with leading experts, peers, and Washington insiders for up-to-the minute information. Foster and grow your relationship with current clients and establish connections with prospective customers at the ICI Tax and Accounting Virtual Conference.

What will this virtual conference look like? On September 22, September 29, and October 6, ICI will launch a series of virtual events containing live general sessions, breakout sessions, sponsored content, and an interactive exhibit hall. You will be able to build your own digital booth on a platform designed to connect you to the attendees. The platform will be available on-demand for 30 days following the live launch on September 22.

Conference Highlights

Educational sessions

National experts will cover the full range of topics related to tax and accounting information.

Sponsored content

Enhance your brand with decisionmakers in these 45-minute dedicated sessions that showcase your latest solutions.

Exhibitor showcase opportunities

Includes a company commercial, virtual tote materials, and dedicated office hours.

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Sample of the lobby

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Sponsorship opportunities

Maximize your brand's visibility in front of professionals responsible for tax and accounting issues and regulatory compliance in their financial institutions.

These sponsorships create the best opportunity to showcase your brand to an exclusive group with high visibility.

- 45-minute sponsored content
- Exhibitor showcase

Sponsorships are available in three primary categories:

Experience and Networking

Branding and Giveaways

Thought Leadership

Confirmed exhibitors will be sent a link to build your virtual booth.

- Customize the booth to match your brand colors, including logo and description.
- Upload a welcome video in the center of the booth or place a static ad there.
- Video collection: Think of this as your own YouTube channel! Upload three videos here. File size limit is 10MB per video.
- Booths are set up with the following standard tabs, but you may change the wording and display order.
  - Documents and links
  - Video collection
  - External URL
  - Survey
- Staffing: Create profiles for each employee staffing the booth. Attendees can connect directly with exhibitors during scheduled hours via personal messages right from your booth.
- Search words: Insert keywords associated with your booth and content to make your space more searchable throughout the virtual environment.

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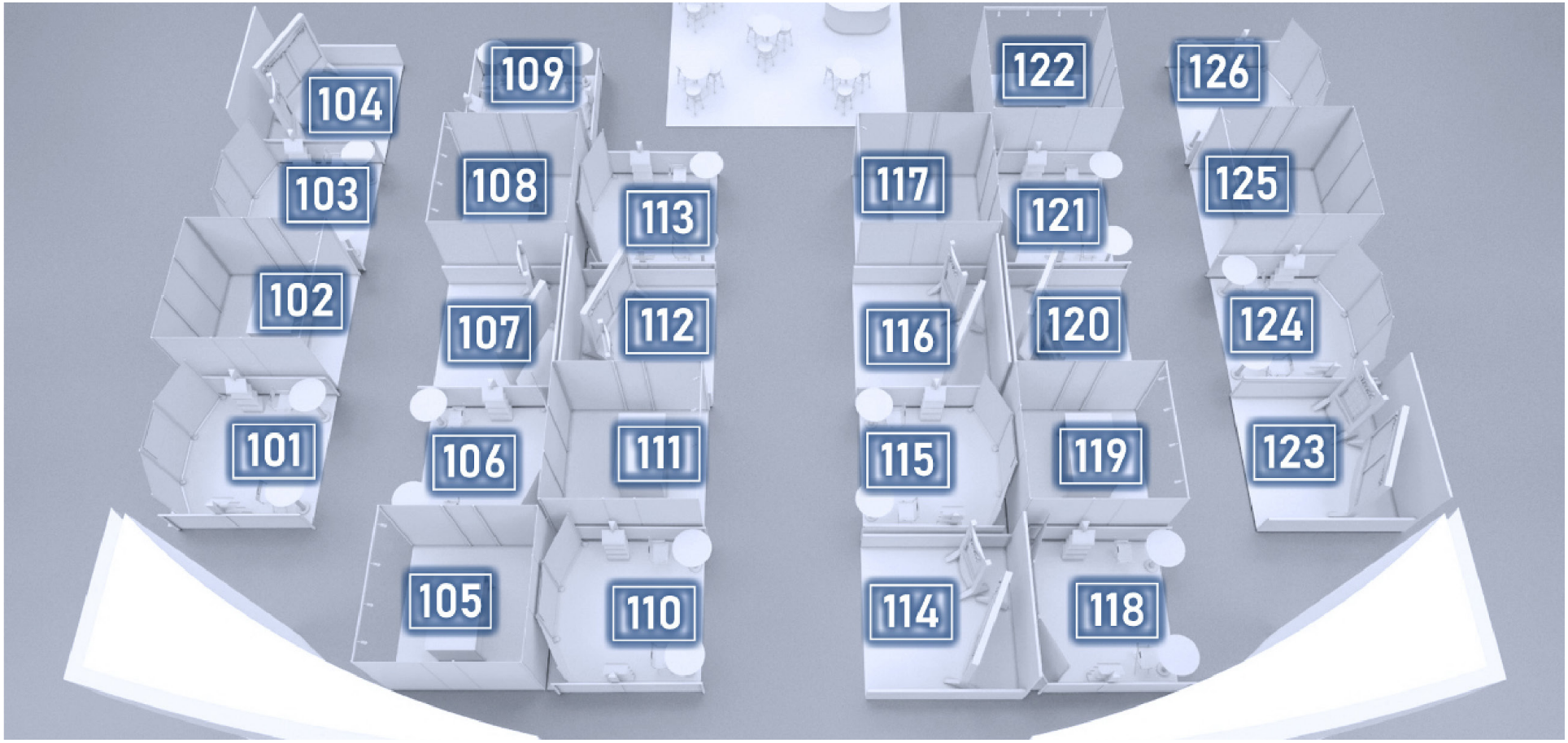
Sample of the exhibit floor with booths



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Sample of enhanced exhibits/sponsor page

Exhibitors

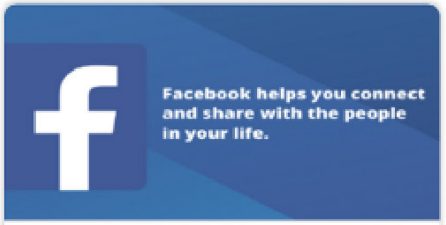
Featured

America's Beauty Show Exhibit

OUR PURPOSE
To provide continuing education, legislative representation, scholarships, net ...

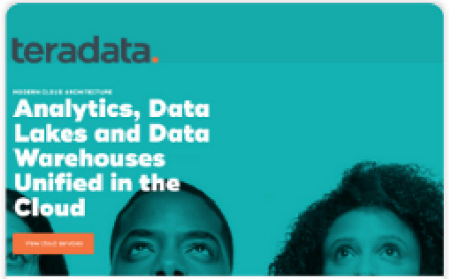
Ellucian

Ellucian is the provider of software and services higher education institutions need to enhance o ...



Facebook

Facebook Inc. operates as a social networking company worldwide. The company engages in the devel ...



Teradata

Teradata delivers real-time, intelligent answers, leveraging 100% of the relevant data, regardles ...

Participating

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Premier: $15,000 (one slot available)

Sponsor the ICI Tax and Accounting virtual event platform

- Receive high exposure on all marketing materials. Example: ICI Tax and Accounting Virtual Conference, sponsored by [insert your company here].
- Appear in pre-event marketing and contact emails. Includes: Company name, logo, etc.
- Receive verbal acknowledgment and a formal "thank you" in morning introductions.

Branded waiting room ad

- One 30-second ad to run before the first session of each TAC seminar (three total).

Thought leadership events

- Host two 45-minute thought leadership events, each with 15-minute Q&A.
- Sponsor chooses which TAC seminar their thought leadership event is associated with.
- Thought leadership events will take place before or after each seminar program (sponsor decision).

Logo on agenda

- Sponsor logo will be included on the conference agenda page for sponsor's thought leadership event.

Activity post

- Sponsor of the ICI TAC social media activity feed for each ICI TAC seminar.

Polling question branding

- Sponsor will receive branding of one interactive polling/survey question in a session (three total).

Sponsor swag

- ICI will collect personal address information from attendees who opt in to allow a sponsor to send swag materials directly to them.

Virtual showcase booth at each ICI TAC seminar

- Listed as subject matter expert.
- Representative must be available during designated booth hours.

Contact lists

- ICI TAC virtual attendee email list (opt-ins; available 24/7 with the parked report system).

Additional benefits

- Four sponsor representative registrations.
- Resources included in PDF and linked to sponsor profile.
- Sponsors can distribute a white paper/marketing piece to all attendees through the virtual tote bag.
- Sponsor name, logo, description, website link, and social media handles displayed on ICI TAC virtual sponsor site.
- Sponsor giveaway or special offer highlighted in virtual raffle.

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Branded: $10,000 (two slots available)

- Receive high exposure on all marketing materials. Example: ICI Tax and Accounting Virtual Conference, sponsored by [insert your company here].
- Appear in pre-event marketing and contact emails. Includes: Company name, logo, etc.
- Receive verbal acknowledgment and a formal "thank you" in morning introductions.

Branded waiting room ad

- One 30-second ad to run before or after the second session of each TAC seminar (three total). The first sponsor to sign up can choose to run their ad before the start or after the start of the second session. The other sponsor will fill the open slot before or after the second session.

Thought leadership event

- Host one 45-minute thought leadership event with a 15-minute Q&A.
- Sponsor chooses which TAC seminar their thought leadership event is associated with.
- Thought leadership events will take place before each seminar program starts.

Logo on agenda

- Sponsor logo will be included on the conference agenda page for sponsor's thought leadership event.

Sponsor swag

- ICI will collect personal address information from attendees who opt in to allow a sponsor to send swag materials directly to them.

Virtual showcase booth at each ICI TAC seminar

- Listed as subject matter expert.
- Representative must be available during designated booth hours.

Contact lists

- ICI TAC virtual attendee email list (opt-ins; available 24/7 with the parked report system).

Additional benefits

- Two sponsor representative registrations.
- Resources included in PDF and linked to sponsor profile.
- Sponsors can distribute a white paper/marketing piece to all attendees through the virtual tote bag.
- Sponsor name, logo, description, website link, and social media handles displayed on ICI TAC virtual sponsor site.
- Sponsor giveaway or special offer highlighted in virtual raffle.

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Partner: $4,000 (six slots available)

- Receive high exposure on all marketing materials. Example: ICI Tax and Accounting Virtual Conference, sponsored by [insert your company here].
- Appear in pre-event marketing and contact emails. Includes: Company name, logo, etc.
- Receive verbal acknowledgment and a formal "thank you" in morning introductions.

Logo on agenda

- Sponsor logo will be included on the conference agenda page for sponsor's thought leadership event.

Sponsor swag

- ICI will collect personal address information from attendees who opt in to allow a sponsor to send swag materials directly to them.

Virtual showcase booth at each ICI TAC seminar

- Listed as subject matter expert.
- Representative must be available during designated booth hours.

Contact lists

- ICI TAC virtual attendee email list (opt-ins; available 24/7 with the parked report system).

Additional benefits

- Two sponsor representative registrations.
- Resources included in PDF and linked to sponsor profile.
- Sponsors can distribute a white paper/marketing piece to all attendees through the virtual tote bag.
- Sponsor name, logo, description, website link, and social media handles displayed on ICI TAC virtual sponsor site.
- Sponsor giveaway or special offer highlighted in virtual raffle.

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Thought Leadership Sponsor: $6,000 (Unlimited)

- Host one 45-minute thought leadership event with a 15-minute Q&A.
- Sponsor chooses which TAC seminar their thought leadership event is associated with.
- Thought leadership events will take place before each seminar conference program starts.

Contact lists

- ICI TAC virtual attendee email list (opt-ins; available 24/7 with the parked report system).

If you have any questions, or are interested in sponsorship and/or affiliate opportunities, please contact Pete Bockelman at 202-285-1866 or pete.bockelman@ici.org

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