

# New Sponsorship Packages from FAE

*The New York State Society of CPAs (NYSSCPA) is the oldest state accounting organization in the nation and, with close to 28,000 members, is also one of the largest. Partner with the NYSSCPA and the Foundation for Accounting Education (FAE) to increase your exposure in the financial marketplace by connecting with the top leaders in the financial community at a FAE conference.*

Well-attended by major decision makers from the financial community, FAE events offer timely and topic-rich venues, drawing the precise targeted market that brings results for companies such as yours—it's an opportunity to shake the right hands and reach the right ears. Tailoring each respective sponsorship package is possible, so please speak to the appropriate NYSSCPA staff member to discuss your individual needs. **Some restrictions may apply.**

**Enhance Your  
Brand's Awareness**

**Sponsor or exhibit  
at a FAE/NYSSCPA  
Conference.**

## **I. Platinum-Level Package—\$5,500 Premium Networking Sponsorship**

- \* Free invites for up to four of your clients
- \* Two reps from sponsoring company to staff exhibition table and attend at no charge
- \* Company logo on the cover of conference brochure
- \* Company name and logo on conference signage
- \* Six-foot exhibition table staffed by two company reps
- \* Logo-embossed pens/pads and/or other promotional materials provided by sponsor, to be distributed to all attendees
- \* Commercial exposure during breaks—three-minute PowerPoint presentation on your company's services/products, provided by sponsor (prior approval will be needed four weeks in advance of the conference)
- \* Complimentary breakfast and luncheon provided to the sponsor's four clients and two reps
- \* Company logo under "Featured Sponsor" section on the FAE Conference webpage (<http://www.nysscpa.org/page/continuing-education/fae-conferences>)
- \* Post-seminar "thank you" e-mail. The NYSSCPA will send a pre-approved e-mail message from sponsor to all attendees.

### **Include Webcast:** \$300 additional

If sponsor also wishes to have promotional exposure for webcast participants:

- \* Company brand/logo, provided by sponsor, in the Attend Viewer window
- \* Pre-roll video or slides, provided by sponsor, that runs just before the event starts

## **II. Gold-Level Package—\$3,500 Premium Networking Sponsorship**

- \* Free invites for up to two of your clients
- \* Two reps from sponsoring company to staff exhibition table and attend at no charge
- \* Company logo on the cover of conference brochure
- \* Company name and logo on conference signage
- \* Six-foot exhibition table staffed by two company reps
- \* Logo-embossed pens/pads and/or other promotional materials provided by sponsor, to be distributed to all attendees
- \* Complimentary breakfast and luncheon provided to the sponsor's three clients and two reps
- \* Company logo under "Featured Sponsor" section on the FAE Conference webpage (<http://www.nysscpa.org/page/continuing-education/fae-conferences>)

### **Include Webcast:** \$300 additional

If sponsor also wishes to have promotional exposure for webcast participants:

- \* Company brand/logo, provided by sponsor, in the Attend Viewer window
- \* Pre-roll video or slides, provided by sponsor, that runs just before the event starts

### III. Silver-Level Package—\$1,500 Exhibition Tabletop Sponsorship

- \* Two reps on site to network and hand out materials
- \* Six-foot exhibition table staffed by two company reps
- \* Two reps may attend all conference sessions
- \* Complimentary breakfast and luncheon provided to the sponsor's two reps

**Include Webcast:** \$300 additional

If sponsor also wishes to have promotional exposure for webcast participants:

- \* Company brand/logo, provided by sponsor, in the Attend Viewer window
- \* Pre-roll video or slides, provided by sponsor, that runs just before the event starts

### IV. Resource Desk Package—\$1,000

- \* Unique offering that allows firms to ship their materials, which we will set up on table for display
- \* Promotional table prominently placed in registration/break area

### V. Keynote Speaker Package—\$600 + any honorarium/related speaker expenses

- \* Sponsoring company may provide promotional giveaway to be distributed by our on-site coordinator as each registrant signs in
- \* Company name on conference signage, with acknowledgment of sponsorship
- \* Complimentary breakfast and luncheon provided to the sponsor's two reps

**Include Webcast:** \$300 additional

If sponsor also wishes to have promotional exposure for webcast participants:

- \* Company brand/logo, provided by sponsor, in the Attend Viewer window
- \* Pre-roll video or slides, provided by sponsor, that runs just before the event starts

**NOTE:** Conference materials or any attendee lists will **not** be provided to any sponsors/exhibitors.

#### Cocktail Receptions

While not all conferences are appropriate venues for cocktail receptions due to space restrictions and other factors, cocktail receptions at certain FAE conferences may be possible (generally, the top 10–15 FAE conferences). If you are interested, please contact us to discuss in greater detail.

#### Breakfast and Lunch Sponsorships

There's an opportunity to sponsor the continental breakfast and/or the lunch at a FAE conference. This opportunity would include:

- \* Two reps on site to network and hand out materials and staff an exhibition table
- \* Two reps may attend all conference sessions
- \* Complimentary breakfast and luncheon provided to the sponsor's two reps
- \* Promotional language in e-mails and on-site at conference promoting sponsor's provision of breakfast and/or lunch

**NOTE:** This sponsorship package requires pre-planning, so if you are interested, please contact us to discuss the possibility of a breakfast and/or lunch sponsorship. Pricing would be based upon a per-person charge for the meal(s), as well as the cost of the exhibition table.

#### Contact:

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