

THE SHOW

MIDWEST ACCOUNTING
& FINANCE SHOWCASE

[FUTURE FOCUSED]

Tuesday-Wednesday

August 29-30, 2017

(Set-up, Monday, August 28, 2017)



ILLINOIS CPA SOCIETY

Donald E. Stephens Convention Center
5555 N. River Road, Rosemont, Illinois

CONNECTIONS HALL SERVICES MANUAL

SHOW SPONSORSHIP OPPORTUNITIES

The 2017 Midwest Accounting & Finance Showcase is the largest state CPA Show in the U.S., attracting over 2,000 CPAs and finance professionals from Illinois and surrounding states and 100 exhibiting companies. Sponsoring at the Showcase provides an opportunity to meet with and showcase your products/services to accounting and finance professionals in Illinois and the Midwest. Our Members prefer to view products/services in person and to make their purchasing decisions based on information obtained at the Showcase

2017 Showcase Education Tracks

- | | |
|---------------------------|--|
| 1. Accounting & Auditing | 7. Success Strategies for Emerging Professionals |
| 2. Corporate Strategy | 8. Talent Management |
| 3. Financial Planning | 9. Tax Updates |
| 4. Healthcare | 10. Technology |
| 5. Leadership Development | 11. Washington Tax Update |
| 6. QuickBooks Academy | |

All Show Sponsorship Packages include:

- Your company name and logo in the Show Registration brochure (mailed to all members and inserted into INSIGHT Magazine, with bonus distribution at the event) and multiple show eBlasts
- Your company name and logo in the Show Guide (distributed at the event)
- Onsite signage acknowledging your company as a sponsor
- Listing as a Show Sponsor on the ICPAS website
- Opportunities to distribute your promotional materials onsite
- Inclusion in related direct marketing materials as appropriate

PLUS+

EDUCATION TRACK SPONSOR

Cost: \$3,000 per track

Sponsor the education track of your choice:

- eBlast to ICPAS members showcasing the track
- Table or pop-up booth outside the session room
- Company thank you in the introductory/welcome remarks before your sponsored session
- Post-event mailing list of track attendees and onsite Show Guide

EDUCATION TRACK SPONSOR W/ SPEAKER

Cost: \$4,000 per session

Sponsor the education track of your choice and develop one educational session, including providing content and materials, topic description and speaker(s) (subject to ICPAS approval).

- eBlast to ICPAS members showcasing the track
- Table or pop-up booth outside the session room
- Company thank you in the introductory/welcome remarks before your sponsored session
- Electronic distribution of program materials and speaker bios (must be submitted to ICPAS six weeks in advance of the Showcase)

- Evaluation scores for presenter(s)
- Post-event mailing list of track attendees

KEYNOTE SESSION SPONSOR

Cost: \$5,000 per keynote

Sponsor a keynote session on either of the two Showcase days.

- eBlast to ICPAS members showcasing the track
- Table or pop-up booth outside the session room
- Company thank you in the introductory/welcome remarks before your sponsored session
- Post-event mailing list of keynote attendees

SHOWCASE SKYBRIDGE SPONSOR

Cost: \$2,000 per day

Sponsor the extended skybridge, creating a first impression to all attendees as they enter the Showcase.

- ICPAS staff liaison to coordinate artwork/production for signage

DIRECTIONAL FLOOR SIGNAGE SPONSOR

Cost: \$1,500 per day

Guide attendees through the conference center with your customized floor signage.

- ICPAS staff liaison to coordinate artwork/production for signage

MOBILE APP SPONSOR

Cost: \$6,000 exclusive or \$2,500 ad options

Target attendees via the Showcase mobile app, which allows access to specific Show information across mobile devices, smart phones, tablets and laptops.

- ICPAS staff liaison to coordinate artwork/production for ad within the app

MORNING COFFEE BREAK SPONSOR

Cost: \$5,000 per break (two available)

Provide coffee for attendees for either day of the Showcase (a.m. or p.m.). Coffee breaks are hosted at your booth in the Exhibit Hall or in the keynote/registration area.

- Your company name and logo on each lunch box and napkin
- Box Lunch promotion via eBlast to ICPAS members
- Three (3) complimentary registrations to attend the two-day Showcase

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LUNCH SPONSOR

Cost: \$15,000 per day

Sponsor box lunches distributed in the Connections Hall.

- Your company name and logo on each lunch box and napkin
- Box Lunch promotion via eBlast to ICPAS members
- Three (3) complimentary registrations to attend the two-day Showcase

GAME LOUNGE SPONSOR

Cost: \$3,500 per day

Located in the Connections Hall, the Lounge offers an engaging environment in which to sit comfortably, play various games and use charging stations.

- Game Lounge promotion via eBlast to ICPAS members
- Opportunity to showcase your products/services or lead discussion groups
- Registration for your team to attend the two-day Showcase

HYDRATION STATION SPONSOR

Cost: \$500/150 bottles

Hydrate attendees with your company's branded reusable water bottles, provided by you.

- ICPAS staff liaison to coordinate artwork/production of water bottle branding

CHARGING STATION SPONSOR

Cost: \$1,500

Provide attendees with a branded charging station for all their devices throughout the event.

- CPAS staff liaison to coordinate artwork/production of branded station

RELAXATION STATION SPONSOR

Cost: \$2,000 per day

Sponsor the area in which attendees receive a complimentary 10-minute massage.

- eBlast to ICPAS members showcasing the lounge

GIVEAWAY ITEMS TO SPONSOR:

Sponsor is responsible for coordinating production and costs associated with giveaway items

CONFERENCE LANYARD SPONSOR

Cost: \$4,000

Provide 2,300 branded lanyards for attendees.

- Your company name and logo on all appropriate marketing materials and website

FLASH DRIVE SPONSOR

Cost: \$5,000

Provide 2,300 branded flash drives for attendees.

- Your company name and logo on all appropriate marketing materials and website

TOTE BAG SPONSOR

Cost: \$6,000

Provide 2,000 branded tote bags for attendees.

- Inclusion of company-branded materials within tote bag

BRANDED METER BOARD

Cost: \$2,000 each

Bring an 8' x 3' wide freestanding, double-sided signboard with your company's ad or artwork and it will be displayed in a high-traffic area.

- Your company name and logo on all appropriate marketing materials and website

PADFOLIO/NOTEPAD SPONSOR

Cost: \$1,500

Increase awareness by providing all attendees with a branded padfolio/notepad.

- Distribution onsite to all attendees at keynote session

PASSPORT TO PRIZES

Cost: \$600

Provide 2,300 branded lanyards for attendees.

- Attendees receive a Passport with their registration materials and are instructed to visit participating exhibitors to receive a passport 'stamp'. Attendees who collect stamps from all participating exhibitors are entered into a prize drawing on the final day of the Showcase.

**To sponsor, or for more information,
please contact:**

Wendy Sech, Director of Business Development
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