

Many Paths, One Destination

Create Your Own Journey

IIC Industry Insights Conference



Corporate Finance



Health Care



Not-for-Profit

May 1 - 2

JW Marriott Bonnet Creek
14900 Chelonia Pkwy
Orlando, FL 32821

About This Event

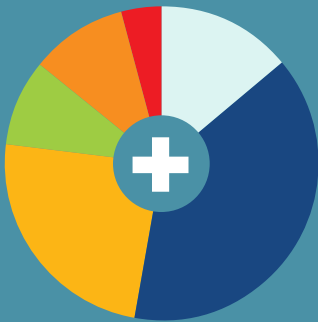
The winds of change are sweeping through the accounting profession, and the FICPA harnessed that power and transformed it into a diverse new event called the Industry Insights Conference (IIC). The IIC's unique format combines topics and speakers from our Corporate Finance Forum, Not-for-Profit Accounting Conference, and Health Care Industry Conference. It is one, all-encompassing opportunity to connect with and share ideas with a diverse group.



WHO

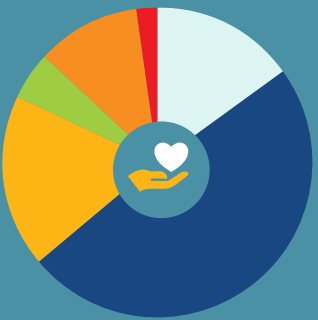
will you meet?

We're anticipating 150 attendees representing CPA and accounting firms and not-for-profit, health care, and corporate finance sectors, including:



Health Care

- Sole: 14%
- Small: 39%
- Mid: 24%
- Large: 9%
- XL: 10%
- No Firm: 4%



Not-for-Profit

- Sole: 15%
- Small: 49%
- Mid: 18%
- Large: 5%
- XL: 11%
- No Firm: 2%



Corporate Finance

- Sole: 27%
- Small: 33%
- Mid: 1%
- Large: 10%
- XL: 21%
- No Firm: 8%



Visit
ficpa.org/IIC
 for the topics
 being covered.

IIC sponsor and exhibit opportunities

READY TO CONNECT?

Marjorie Stone

Director of Strategic Relationships
MarjorieS@ficpa.org | 850-521-5950

[Get Started ▶](#)



Presenting **\$5,500** **Exhibit Package Included**

- 50-minute CPE breakout session.
- Social Media video promotion (video provided by sponsor).
- Company and speaker name/description on ficpa.org/IIC.
- Conference marketing recognition.
- Opportunity to leave marketing collateral as a seat drop in your presentation room.
- Speaker CPE session attendance on the day of the presentation.
- Company and speaker name in attendee conference e-materials.

EXCLUSIVE

Reception **\$5,000** **Exhibit Package Included**

Host a happy hour networking reception!

Acknowledgement and logo inclusion in conference marketing, on-site signage near bar and food stations, and a special push notification for attendees. Reception Sponsors will also have a potential opportunity to address attendees. Distribute your own company branded swag like cocktail napkins, coasters, koozies cups or glasses. Want to level up your exposure with a signature cocktail? Let's chat about options. Additional pricing may apply.

EXCLUSIVE

Lanyard **\$1,200** *(March 22 cut-off)*

Increase your brand awareness by sponsoring a FICPA co-branded lanyard. You will receive promotional logo recognition on ficpa.org/IIC, at the registration desk and acknowledgement on-site at the conference.

This sponsorship must be sold by March 22 to ensure lanyard fulfillment.



EXHIBIT PACKAGE **\$1,500**

Exhibit Package Includes

- Six-foot table with 2 chairs.
- Acknowledgement during the conference.
- Company logo included on ficpa.org/IIC.
- Pre- and Post-Conference Attendee list *(postal addresses only)*.
- Lead capture through the Conference App.
- Opportunity for two company representatives to network with attendees during meals, breaks, and the reception. *(Fees apply for additional representatives. CPE not included but can be added for an additional fee.)*



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EXCLUSIVE • BOTH DAYS

Breakfast \$3,000

Exhibit Package Included

Host breakfast!

This opportunity includes recognition in conference marketing, on-site conference signage at each food station and a special push notification in the Conference App. Distribute company swag like logoed napkins or a coffee mug. Want to level up your exposure with a Gourmet expresso bar? Let's chat about options. Additional pricing may apply. Sponsors also have a potential opportunity to address attendees.

EXCLUSIVE • BOTH DAYS

Lunch \$4,000

Exhibit Package Included

Host lunch!

This opportunity includes recognition in conference marketing, on-site conference signage at each food station and a special push notification in the Conference App. Sponsors also have a potential opportunity to address attendees. Distribute company swag like logoed water bottles or sweet treats. Create an interactive game or perform a special demonstration at your booth raffling off an incredible prize!

Break \$1,500 per break or \$3,000 for exclusivity

Everyone enjoys a break!

Want to get your logo out there while providing refreshments for conference attendees? Sponsor a refreshment break, including conference marketing, signage at each food station, and a special push notification for attendees. Break Sponsors will also have a potential opportunity to address attendees. Want to level up your exposure with smoothie shots or specialty coffee station. Let's chat about options. Additional pricing may apply.

There is an enhanced exclusive option for \$3,000, which includes an exhibit space and exposure at all conference breaks.

