

Explore the Possibilities



FICPA'S PREMIER EVENT
ORLANDO | JUNE 9-12 | 2025

BONUS

Learning
Labs on
June 9

UNIVERSAL'S LOEWS SAPPHIRE FALLS RESORT

5601 Universal Blvd., Orlando, FL 32819

About This Event

Each year, we bring together the biggest names and the brightest minds in the accounting and finance industries for non-stop continuing education, networking, solution-centric exhibits and exciting add-ons.

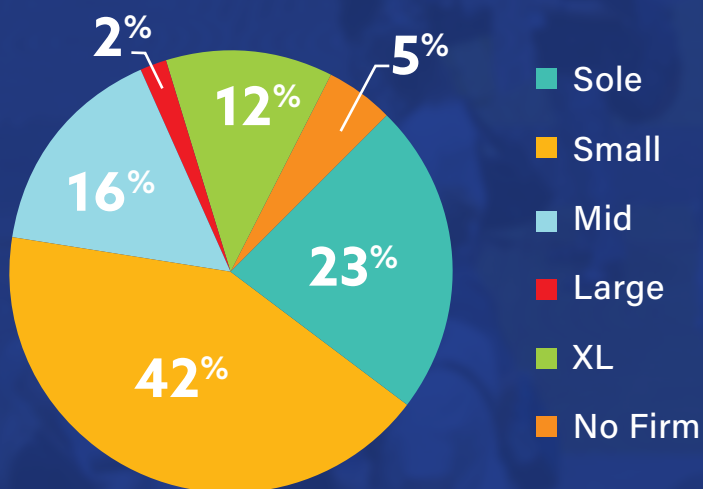
Join us June 9 for Learning Labs. Learning Labs are concise, 15-minute presentations that cover a wide range of topics including technology, business, leadership, human resources, cyber security, cloud-based applications and more. You, as an expert innovator or thought leader will educate and inspire attendees with real-life examples or case studies about your products, services and company without being sales-focused. This opportunity is reserved for Platinum and Gold Sponsors, but we may offer additional openings this year!

WHO

WILL YOU MEET?

The FICPA's premier conference attracts more than 200 attendees in person and via livestream and more than 40 exhibitors and sponsors. It serves as our annual conference transitioning into the FICPA's new year and includes a newly licensed CPA recognition ceremony, an Industry Reception, Women to Watch Awards, and the installment of the FICPA's incoming chair at a special reception.

MEGA ATTENDEES



Attendees represent CPA and accounting firms from every sector, including:

- Partners/Shareholders/Owners
- Directors/Managers/Officers
- CFOs/Controllers/Chief Accountants/Finance VPs
- Senior Tax Managers
- CPAs, Finance and Accounting Professionals, and Related Practitioners
- State, Local, and Federal Attorneys

Visit [ficpa.org/MEGA](https://www.ficpa.org/MEGA) for the topics being covered.

MEGA

SPONSOR AND EXHIBIT OPPORTUNITIES

EXHIBIT PACKAGE INCLUDES

- Six-foot table with two chairs.
- Acknowledgement during the conference.
- Company name included on ficpa.org/**MEGA**.
- 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 industry reception. (*Fees apply for additional representatives. CPE not included.*)

PLATINUM \$11,500

- 50-minute CPE breakout session with top-tier time slots.
- Opportunity to leave marketing collateral as a seat-drop in your presentation room.
- Social media video promotion (*video provided by sponsor*).
- Company and speaker name/description on ficpa.org/**MEGA**.
- Company and speaker name in conference e-materials.
- Speaker CPE session attendance for the entire conference.
- Two tickets to the Chairs' reception.
- Two designated app notifications during the conference (*provided by sponsor*).
- Conference marketing recognition.
- Exhibit Package with primary selection included.

GOLD \$8,000

- 50-minute CPE breakout session.
- Opportunity to leave marketing collateral as a seat-drop in your presentation room.
- Social media video promotion (*video provided by sponsor*).
- Company and speaker name/description on ficpa.org/**MEGA**.
- Company and speaker name in attendee conference e-materials.
- Speaker CPE session attendance on the day of the presentation.
- One designated app notification during the conference (*provided by sponsor*).
- Conference marketing recognition.
- Exhibit Package, with secondary selection, included.

WELCOME RECEPTION

Exclusive \$5,000 | Co-Host \$2,500 each

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 or cups or glasses. Want to level up your exposure with a signature cocktail? Let's chat about options. Additional pricing may apply. Exhibit Package included at exclusive level only.



LEARNING LABS

Learning Labs are a sponsor-driven talks showcased at MEGA and SFAC. Each one is concise, lasting 15-minutes. These are opportunities for you to review various topics meant to educate, inspire and inform the audience. Some may provide case studies while others may want to hear your company story. We encourage discussion and open dialogue with the audience. Our hope is to position you as an expert in your space and thought-leader providing valuable content that will simultaneously drive traffic to your booth and ultimately result in a ROI.

MEGA

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LUNCH

Exclusive \$4,500 | Day 1 or 2 \$2,500

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. Additional signage in lunchroom on tables. Sponsors also have a potential opportunity to address attendees. Distribute company swag like water bottles or sweet treats at lunch tables. Create an interactive game or perform a special demonstration at your booth raffling off an incredible prize! Exhibit Package included at exclusive level only.

BREAKFAST

Exclusive \$5,500 | Day 1, 2 or 3 \$2,000

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 napkins or a coffee mug. Want to level up your exposure with a gourmet espresso bar? Let's chat about options. Additional pricing may apply. Sponsors also have a potential opportunity to address attendees. Exhibit Package included at exclusive level only.

BREAK EXCLUSIVE \$5,000

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. Exhibit Package included.

TIPS TO INCREASE ENGAGEMENT

FISHBOWL RAFFLE

Ask everyone who stops by to drop a business card and come back at a specific time for the prize drawing.

SOCIAL MEDIA COMPETITION

Ask attendees to create a post and tag you to win a prize. Simplify the process by creating a QR code for easy submission.

SIGN-UP GIVEAWAY

For larger prizes, collect attendee information on a simple email list sign-up. Consider offering bonus entries when electing for additional services such as newsletters or updates.

HOLD GAMES OR A PHOTO BOOTH

Some easy set-up games that are always fun are mini golf, bowling, and ring toss. Increase the fun by offering a prize.

BE A TECH BAR

Have plugs to recharge devices. It gives attendees a reason to stay as they power up. This creates an environment for current and potential clients to relax at the booth, making attendees more receptive.

LIVE DEMOS

This is a great opportunity for new product launches and/or to display and troubleshoot products based on audience demand.

MEGA

SPONSOR AND EXHIBIT OPPORTUNITIES

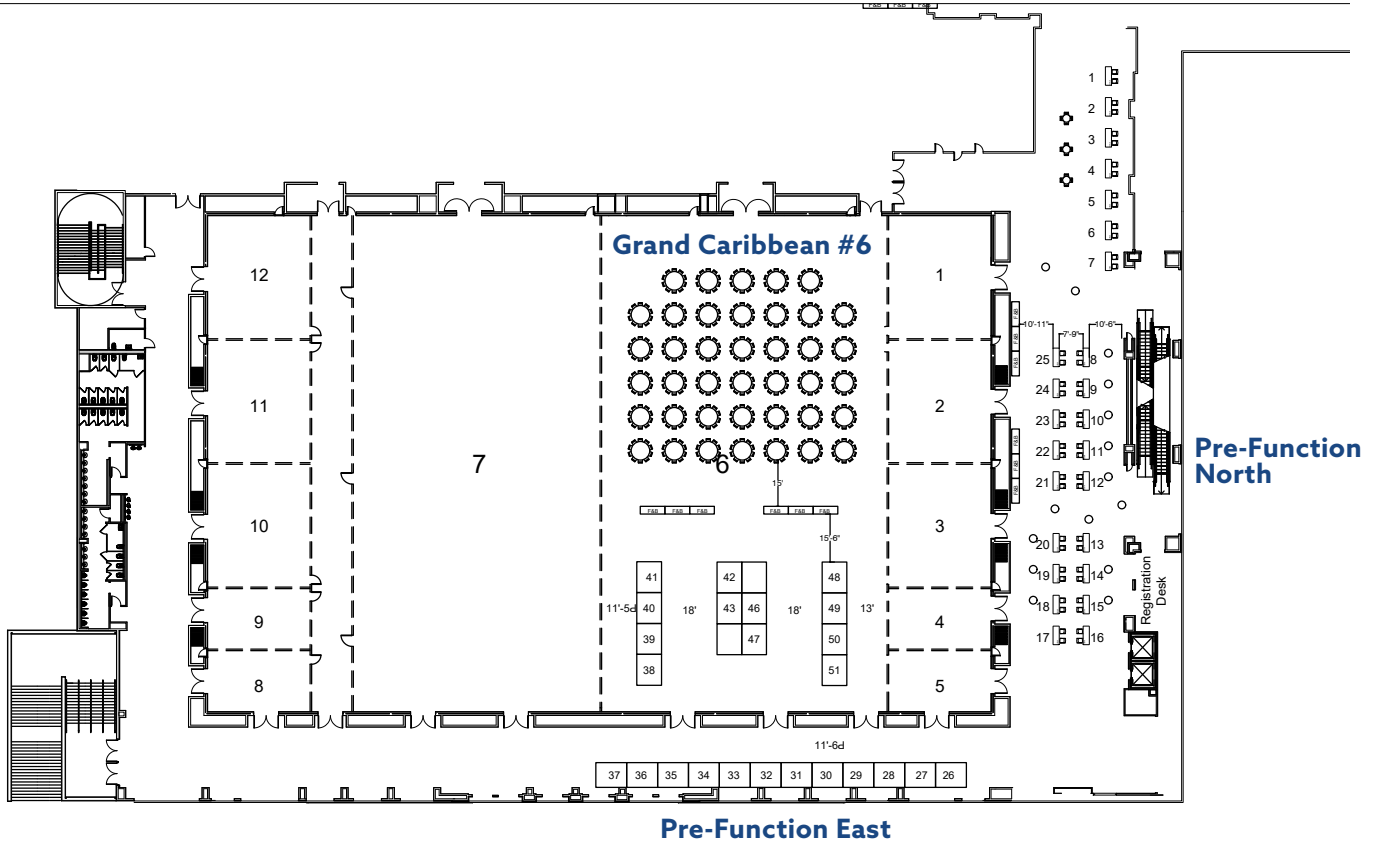


EXHIBITOR

Pre-Function North	\$1,950 per exhibit space
Pre-Function East	\$1,850 per exhibit booth
Grand Caribbean #6	\$1,750 per exhibit booth

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Loews Sapphire Falls Resort at Universal / Grand Caribbean #6 & Foyers North & East / Orlando, Florida



Explore the Possibilities

MEGA

SCHEDULE

Monday, June 9	
FICPA Registration Desk Opens	7:00 a.m. – 5:00 p.m.
Ethics: Protecting the Integrity of Florida CPAs	8:00 – 11:30 a.m.
FICPA Financial Bootcamp Presented by CPAlliance	8:00 a.m. – 5:00 p.m.
MEGA Learning Labs	1:00 – 5:00 p.m.
Exhibit Set-Up	3:00 – 5:00 p.m.
Welcome Reception	5:00 – 6:00 p.m.
Tuesday, June 10	
Registration, Breakfast, Sessions and Exhibiting	7:00 a.m. – 5:30 p.m.
Wednesday, June 11	
Registration, Breakfast, Sessions and Exhibiting	7:00 a.m. – 5:30 p.m.
Chairs' Reception*	5:45 – 8:30 p.m.
Thursday, June 12	
Registration, Breakfast, and Sessions	7:00 a.m. – 12:15 p.m.

EXHIBITING HOURS

Set-up	
Monday, June 9	3:00 – 5:00 p.m.
Exhibits Open	
Tuesday, June 10	7:00 a.m. – 4:30 p.m.
Wednesday, June 11	7:00 a.m. – 4:30 p.m.
Thursday, June 12	7:00 – 11:45 a.m.
Breakdown	
Thursday, June 12	11:45 a.m. - 5:00 p.m.

*Schedule subject to change.

*Separate registration required. Inquire for pricing.

Exhibit Breakdown 10:45 - 11:15 a.m. and 11:25 a.m. - 12:15 p.m.

**Please keep in mind that the conference does not end until 12:15 p.m. Please only breakdown when the sessions are going on, so the times above reflect those times.



READY TO CONNECT?

Marjorie Stone

Director of Strategic Relationships

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Get Started ▶

