

Exhibit and sponsor  
prospectus



# Women's Global Leadership Summit

November 6–8, 2019

InterContinental San Diego | San Diego, CA

[womenlead.AICPAStore.com](http://womenlead.AICPAStore.com) • 800.504.4749



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## About the conference

Leadership diversity is critical and organizations must mirror a marketplace where women are the majority new business owners and increasingly the decision makers in established businesses.

This highly informative and interactive conference is developed by the AICPA and the AICPA Women's Initiatives Executive Committee (WIEC), in collaboration with CPA Canada.

Our audience consists of women who are financial professionals and accountants from all business sectors: public accounting, business & industry, non-profit/government & academia; global leaders, managers and aspiring leaders; women in finance who want to develop new skills, and male colleagues who wish to learn more about developing and utilizing women leaders.

**First-time vendors of the Women's Summit are now able to purchase an exhibit-only package which includes a tabletop booth, two badges and a company listing.**

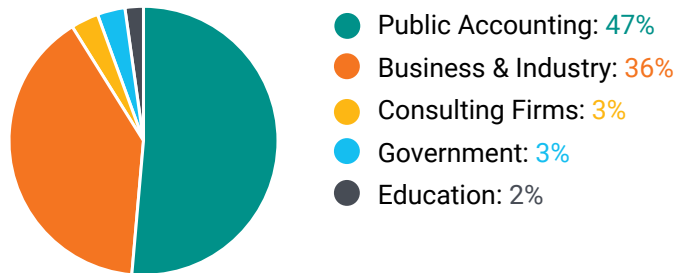
# Demographics



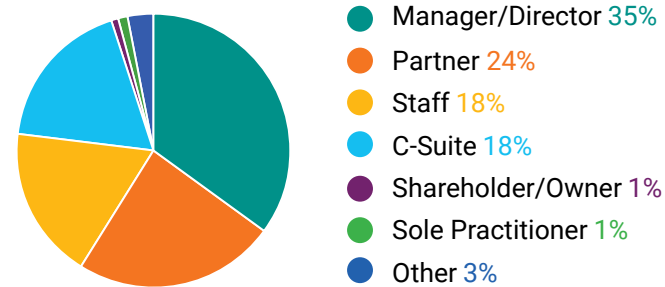
Conference attendance has been **growing by 30%** year after year.

Targeted attendees include senior women leaders in the financial services/accounting industry.

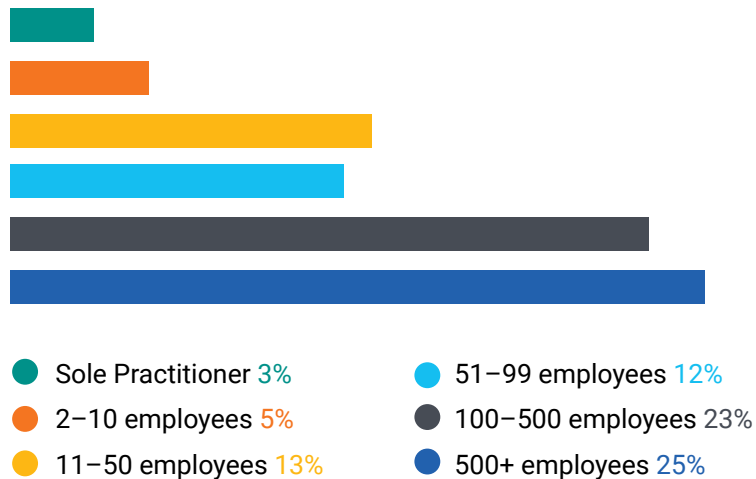
## Expected attendance: 700



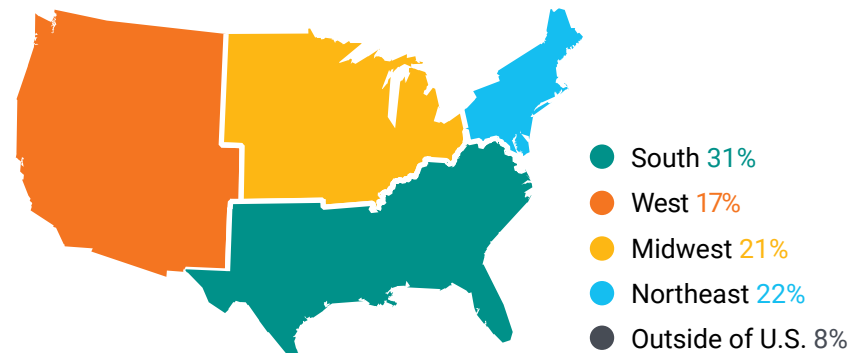
## Top titles



## Firm size



## Attendees by region



## One-time Exhibitor Opportunity

Reach and sell to top women leaders within the financial community from around the world. For first-time vendors only – we're offering a premium tabletop booth package for \$7,000 (near entrance, on a corner, near f&b) or a standard tabletop booth package for \$6,500.

At this and all AICPA Conferences, you'll benefit from our quality audience and exciting opportunities which were designed to stretch your marketing budget and help your business STAND OUT as an industry leader.

- 8' x 10' *tabletop* booth in a carpeted space, skirted table, 2 chairs, and wastebasket.
- 2 main-conference passes with CPE credit if needed.
- Company Listing in the printed conference program on-site.
- Company Profile in the Mobile App.
- Pre- and Post-Attendee List with USPS mailing addresses for one-time use.
- Invitation to attend all food & beverage functions, including Receptions.
- Discount Code offering a \$100 discount off registration for your clients.
- Unlimited expo-only passes are available for \$500 each (no admission to sessions/no CPE credit).
- Additional CPE passes can be purchased for a discounted fee.  
Contact: [rachel.justice@aicpa-cima.com](mailto:rachel.justice@aicpa-cima.com).

Be seen as a sponsor of women's initiatives in the financial community.

Contact Teresa Brueggeman at [tbrueggeman@morrismarketinginc.com](mailto:tbrueggeman@morrismarketinginc.com) and sign up today!



## Recommended exhibitors and sponsors

Face-to-face interaction is shown to be **34 times more successful** than an email.

Source: Harvard Business Review

Companies and organizations who want to be recognized as an industry leader in support of women's initiatives.

Consultants and Leaders in:

- Payroll/Payment Systems
- Automation/Paperless
- Cloud Computing/Cloud Solutions
- Financial Services/Business Advisory
- Family Office
- Fraud Prevention
- Tax
- Website Management
- Workflow
- Insurance
- Estate Planning
- Accounting and Auditing
- Valuation Companies
- Tax Incentives/Cost Segregation
- Recruiting & Networking
- Financial Planning & Analysis
- Document Management
- Data Security
- Risk Strategies
- Information Management
- Online Communication
- Education
- IT Services
- Financial Reporting
- Software
- Workplace Diversity

### Why exhibit?

- Be seen as aligning with women's growth initiatives and catering to a diverse workforce
- Showcase products & services
- Stand out as a leader
- Build brand awareness
- Network with new clients
- Strengthen relationships with existing customers
- Reach true decision-makers
- Reach and exceed sales goals
- Increase market share

“The connections I have made at this conference are invaluable and a great opportunity to share ideas and connect.”

Jonyce Bullock, CPA, CGMA | Managing Partner,  
Squire & Company PC

## Become a sponsor!

Sponsorships position your company as a leader at a time when key decision-makers are eager to learn, and ready to help their company grow. So when you think about investing in face-to-face interaction at an AICPA Conference, consider the impact that a sponsorship will make on key customers and prospects.

Becoming a sponsor is easy. We offer sponsorships at many price-points, and all come with premium exhibit space and all exhibitor benefits! With any sponsorship you choose, you receive brand-building exposure with your corporate logo on signage, on big screens, in general sessions, in the conference program and more.

### Executive level:

Diamond*	<b>Speaking opportunity</b> , a representative from your company will introduce a Keynote Speaker, reception sponsor, with logo on napkins, banner ad on the app, full page ad in conference program, prominent signage, five badges total.	\$25,000
Emerald*	<b>Speaking opportunity</b> , material sponsor, banner ad on the app, full page ad in the on-site conference program, prominent signage, four badges total.	\$20,000
Ruby	Networking sponsor, banner ad on the app, full page ad in the on-site conference program, prominent signage, three badges total.	\$16,000

#### \*Speaking opportunities

If you are interested in a speaking opportunity through a sponsorship (either the Diamond or Emerald), please contact: Teresa Brueggeman at [tbrueggeman@morrismarketinginc.com](mailto:tbrueggeman@morrismarketinginc.com).

\* To maintain program integrity, consistency and assure attendee interest, all presentations are required to be educational in nature and approved by the Committee.

Sponsorships increase your ROI, drive traffic to your booth and build brand recognition in a competitive marketplace.

These sponsorships were designed to stretch your marketing budget and help your business **STAND OUT** as an industry leader.

### Technology:

<b>Power Zone</b>	Power strips strategically placed in all meeting rooms offering attendees the ability to charge their devices during the session; your company logo will be prominently displayed on signage at each power zone.	<b>\$10,000</b>
<b>Exclusive mobile app</b>	Gain exposure before, during and after the conference. Your company logo on the app launch attendee email, app loading screen, conference program, and banner ad on conference website; rotating banner ad; push notification to all attendees at the start of the conference.	<b>\$10,500</b>
<b>Exclusive WiFi Sponsor:</b>	Company logo with customized username and WiFi password (varies by venue) on back of badges worn by all attendees during the conference.	<b>\$12,000</b>

### Materials:

<b>Tote bag</b>	Logo imprinted on Tote Bags distributed to attendees; corporate insert (sponsor-supplied) in Tote Bag. This is a guaranteed way of getting your company name in front of every attendee.	<b>\$12,500</b>
<b>Lanyards</b>	Your logo imprinted on lanyards for badge holders distributed at registration. This extends the staying power of your brand because attendees place value in premium items that are also functional.	<b>\$10,500</b>
<b>Printed conference program</b>	Logo on front cover; full page ad on outside back cover and logo on all "Notes" pages in the Conference Program.	<b>\$11,500</b>

### Ready to reach leading top women in leadership and other CPA professionals?

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### All sponsorships include the following:

- An 8' x 10' exhibit tabletop booth in a premium location (on a corner, near the entrance, near food and beverage stations, or near bar).
- Two (2) main-conference badges with CPE credit. (Additional badges included in level sponsorships and executive level sponsorships.)

### Branding advantages with all sponsorships:

- Your company logo on the "Thank You" signage on-site.
- Your logo will be on signage promoting your Sponsorship.
- Company profile on the conference Mobile App.
- Your logo on the sponsorship tab on the event website.
- Your company logo on AV slides between sessions.
- Pre- and post-show participant mailing list for one-time use (includes names and USPS mailing addresses only).
- Company logo with link to company website on conference website.
- Company profile on the conference mobile app with the ability to customize.
- Discount code for prospects and customers to attend conference.

### Networking:

Hot breakfast	Title recognition as Breakfast Sponsor; prominent signage promoting sponsorship in Breakfast area.	\$9,000
Plated luncheon	Customized menu cards with company logo at each attendee place setting; reserved table up to 10 guests, prominent signage acknowledging sponsorship.	\$11,000
All-day coffee bar	All-Day coffee service in Expo Hall; your exhibit booth will be placed adjacent to coffee station driving traffic to booth; your logo imprinted on coffee sleeves used at coffee stations; prominent signage and title recognition as sponsor.	\$12,000 for 1 day \$14,000 for conference
Networking break	Attendees appreciate the break and your company logo will be on prominently displayed on signage in the exhibit hall. Your company logo will be imprinted on napkins placed on the food & beverage stations. (2 available).	\$8,500
Networking reception	Sponsorship positions you as leader in the industry! Brand exposure with your company logo imprinted on napkins placed throughout reception at the food and beverage stations. Prominent signage acknowledging sponsorship (2 options available).	\$12,000

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## Preconference logistics information:

The person listed below will receive all exhibit-related correspondence, including the Exhibitor Kit/Service Manual.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company name: \_\_\_\_\_ Publicity name: \_\_\_\_\_

Address (no P.O. Boxes): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Conference sponsor:** Indicate the type of sponsorship and price below. If you are interested in additional sponsorship opportunities, please contact Morris Marketing at 800.504.4749, Ext. 106.

**Sponsorship:** \_\_\_\_\_ **Price:** \_\_\_\_\_.

**Exhibit-only package – Available to first-time vendors only:** Booth locations are tabletop only and based on availability at the time the exhibitor application and payment is received.

**Premium Booth:** \$7,000 per 8' x 10' space \_\_\_\_\_ # of spaces \_\_\_\_\_.

**Standard Booth:** \$6,500 per 8' x 10' space \_\_\_\_\_ # of spaces \_\_\_\_\_.

Companies you do NOT want to be near (if possible): \_\_\_\_\_

Companies you want to be near (if possible): \_\_\_\_\_

## Conference advertising (exhibitors & sponsors only):

**Conference Mobile App:** Mobile App Banner Ad: \$1,000 | Tote Bag Insert: \$2,000

**Payment and cancellation policy:** Space Booth locations will be assigned once exhibitor application and full payment is received. Full payment must be received 30 days of the invoice date. **Applications received within 90 days of the conference will be invoiced immediately and must be paid immediately.** Cancellations received 90 days or more prior to the conference will entitle the exhibitor to a refund minus 10 percent (10%) of the exhibit fee. No refunds will be given on cancellations received fewer than 90 days before the conference. All cancellation requests must be made in writing to Morris Marketing via fax 888.316.9536 or email [amorris@morrismarketinginc.com](mailto:amorris@morrismarketinginc.com).

**Exhibitor acceptance:** By signing this contract, I affirm that I am a duly authorized agent of my organization, that I have the authority to complete and submit this application, and that my organization agrees to all the terms and conditions contained in the exhibitor prospectus, space exhibitor application and contract. By signing this contract, I acknowledge that I am responsible for full booth payment.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return exhibit application to:** [tbrueggeman@morrismarketinginc.com](mailto:tbrueggeman@morrismarketinginc.com) or Fax 888.316.9536

# 2019 Exhibitor rules and regulations

**Standard exhibit space:** The exhibition space will be provided in the form of a tabletop space. Each exhibitor will be provided with:

- One draped table;
- Two chairs; and
- One wastebasket.

Upon acceptance of applications for exhibit space, exhibitors will be sent an exhibitor package outlining:

- Shipping procedures;
- Set up and dismantle instructions; and
- Information on securing electricity, audiovisual equipment and other supplies.

**Prices:** The exhibit price includes all items described below (under "Exhibit fee includes"). All payments must be received by the AICPA within 30 days of the invoice date. All exhibits and sponsorships must be paid in full prior to the start of the conference. Exhibitors will not be allowed access to the exhibition hall unless all fees have been paid in full.

**Exhibit fee includes\*:**

- Rental of the standard exhibit space (as described previously);
- Admission to the main conference sessions for two (2) representatives from the exhibiting company. (For additional conference passes, with CPE credit, contact: [rachel.justice@aicpa-cima.com](mailto:rachel.justice@aicpa-cima.com). Additional unlimited expo-only passes may be purchased at \$500 each (no admission to session/no CPE credit);
- Breakfasts, breaks, luncheons and the receptions for two (2) representatives from the exhibiting company;
- Registration list, including the names and postal addresses of conference participants (no e-mail addresses), before and after the conference for one-time use;
- Listing in the conference mobile app; and in the printed conference program;
- Special discount for your customers and prospects to attend the conference.

The AICPA does not endorse products offered by any vendor unless otherwise stated.

**\* Exhibit fees do not include hotel accommodations or electricity in the booth.**

**Exhibit hours:** Exhibit hours are established by the AICPA. Unless otherwise noted, exhibits may not be open while the conference sessions are in progress. Exhibit hours are scheduled; however, these times are approximate and subject to change pending the final conference agenda. To maintain the educational integrity of the program, exhibitors are asked to adhere to the exhibit hours indicated. This will enable conference participants to receive the maximum benefit from the conference program and the exhibits.

**Exhibit setup and dismantle:** Exhibitors are responsible for setting up and dismantling their exhibits during established time periods. **NOTE: Early dismantling is not permitted. Firms that dismantle prior to the end of the exhibit time will not be given priority when choosing booth locations at next year's conference or may be denied exhibit privileges at future AICPA programs.**

Assignment of exhibit space: In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. The AICPA reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, individual or company without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibit hall.

Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them without written approval from the AICPA.

**Eligible exhibits:** The AICPA reserves the right to determine the eligibility of any company or product for inclusion in the exhibition and to reject, eject or prohibit any exhibit, in whole or in part, or exhibitor with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of the exhibit fee unearned at the time of the ejection. If an exhibit or exhibitor is ejected for violation of these Rules and Regulations or any other stated reason, no return of fee shall be made.

**Use of space:** Vendors may use exhibit booths or backdrops, provided they can be accommodated within their individual exhibit space and do not violate fire safety laws. Exhibits must be constructed so as not to obstruct the general view or the view of neighboring exhibits. Interference with the lighting and space of other exhibitors is prohibited. The AICPA reserves the right to restrict exhibits that, because of method of operation, materials, or for any reason, become objectionable. All sound equipment must be regulated so that it does not disturb neighboring exhibits or the conference sessions.

The AICPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to licensing and copyright regulations by ASCAP/BMI regarding music at public meetings, conventions and shows, exhibitors may not play music during the exhibition, either live or recorded.

**Character of Display:** Any materials not in keeping with the character and standards of the AICPA may not be distributed or utilized by any exhibitor. The AICPA reserves the right to prohibit or evict any exhibit that, in the opinion of the AICPA, detracts from the general

character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that the AICPA finds objectionable. In the event of such restriction or eviction, the AICPA and its employees and agents shall not be liable for any refunds of rentals or other exhibit expenses.

**Professional conduct:** Exhibitors should adhere to professional standards of behavior. All solicitation, demonstration and other promotional activities must be confined to the limits of the exhibit space.

**Staffing:** Exhibits should be staffed during the specified exhibit hours by knowledgeable representatives. Exhibitors must supply the AICPA with the name(s) of all representatives who will attend the exhibition. The AICPA will not provide staffing for the exhibits.

**Badges:** Exhibitor representatives must wear appropriate AICPA badges at all times in the exhibition hall. The badges will be available at the conference registration desk during the exhibit set-up period.

**Security:** Although the AICPA and the hotel may maintain a security force, exhibitors are responsible for the safety and security of their exhibits and should consider removing from the exhibition hall or otherwise securing all equipment, supplies and other materials at the close of each conference day.

**Shipping/drayage/storage:** Exhibitors are responsible for shipping materials to and from the conference. Any and all costs associated with the shipping, drayage and storage of exhibit materials are the responsibility of the exhibitor.

**Fire, safety and health:** Federal, state and local laws covering fire, safety and health must be strictly observed. Aisles and fire exits must not be blocked by exhibits. Storage of boxes and materials beneath exhibit tables may also be restricted. All materials used in decoration must be flame-proof. Electrical wiring must conform to the National Electrical Code Safety Rules. Please follow the instructions of the hotel personnel and/or the contracted exhibition company regarding conformity with fire, safety and health codes.

**Care of facilities:** Exhibitors or their representatives must not injure or deface the walls or floors of the building. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

**Hospitality suites:** Hospitality suites must be scheduled so as not to conflict with any scheduled conference activities and be approved by AICPA staff. Publicity for hospitality suites is the responsibility of the suite host and must comply with these Rules and Regulations.

**Cancellation of exhibit space:** Cancellations received 90 days or more prior to the conference will entitle the exhibitor to a refund minus 10 percent (10%) of the exhibit fee. No refunds will be given on cancellations received fewer than 90 days before the conference. All cancellation requests must be made in writing to Direct Sales via fax 888.316.9536 or email [amorris@morrismarketinginc.com](mailto:amorris@morrismarketinginc.com).

**Termination of exhibit:** In the event the premises where the exhibit is to be held, in the sole determination of the AICPA, become unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency or any other act beyond the control of the AICPA, this agreement may be terminated by the AICPA. In the event of such termination, the exhibitor waives any and all damages and agrees that the AICPA may, after deducting all costs and expenses including a reserve for claims, refund to the exhibitor as and for complete settlement and discharge of all said exhibitor's claims and demands his pro rata amount of all funds paid by all exhibitors.

**Liability:** The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the AICPA, the owner of the host facilities, and their respective employees and agents harmless against all third party claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or any part thereof, excluding any such liability caused solely by the gross negligence of the owner of the host facilities, its employees and agents.

In addition, the exhibitor acknowledges that the AICPA and the owner of the host facilities do not maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Neither party shall be liable to the other for any special, indirect, incidental, consequential, punitive or exemplary damages or loss, nor any lost profits, savings, or business opportunity. With respect to this agreement in general, the liability of AICPA and its personnel shall not exceed the total amount of fees actually paid to AICPA under this agreement. A claim for the return of fees shall be the exclusive remedy for any damages. The limitation of liability set forth in this paragraph is intended to apply to the full extent allowed by law, regardless of the grounds or nature of any claim asserted and shall survive termination of this agreement.

**Interpretation and amendments:** AICPA reserves the right to interpret or amend these Rules and Regulations as it deems proper to ensure the success of the exhibition and further the educational purposes of the AICPA.

Initials of exhibiting company representative