

# Better You. Better Firm. Sun, Shore and Success

2020 National Practice Management Conference • June 23-26, 2020 • Sarasota, Florida

The CPA Firm Management Association (CPAFMA) invites the profession to participate in its 2020 National Practice Management Conference in Sarasota, June 23-26. The National Conference, **Better You. Better Firm.**, will consist of general and concurrent educational sessions, as well as several social and networking activities designed for professionals with experience levels from one year to thirty years. The Conference will be attended by chief operating officers, administrators, partners, human resource managers, computer and network managers and department heads representing small, medium and large firms from throughout the United States and Canada. This year, the event has been specifically designed to help participants professionally manage accounting firms. Nationally recognized speakers are included in the program.

### Facilities

All of the CPAFMA events with the exception of the Evening Out on Thursday evening will be held at The Westin Sarasota at 100 Marina View Drive, Sarasota, FL 34236; (941) 217-4777. The vendor displays will be located adjacent to the registration/refreshment break area in the ballroom foyer of the hotel to encourage attendees to view displays during their free time. Our welcome reception will feature time with our vendors in a casual networking format. We will host a Happy Hour with our Vendors on Wednesday evening in the display area and all vendors and sponsors are encouraged to join us for our off-site *Memories are Made in Flip Flops* dinner and entertainment event on Thursday evening (included with the sponsorship/vendor registration fees).

### Housing Information

Hotel reservations are made through the Association. Room rates are \$189 each, plus tax for single or double occupancy at The Westin Sarasota. Note that all reservations must be made through the Association to receive the discounted rate. The hotel reservation cut-off date is May 28, 2020. After this date, rooms will be available on a space availability basis at the group rate.

### Why Participate as a Sponsor?

With your contributions to the Association, your company becomes an official sponsor of the Conference, receiving high-profile recognition, a vendor table, full conference registration and exposure based upon the following sponsorship categories:

<b>Single Track - \$8,000 each</b> (there are four tracks available)
<b>Pre-Conference Workshop - \$1,500</b> (one available)
<b>Pre-Conference Lunch - \$1,500</b> (one available)
<b>Pre-Conference Break - \$1,500</b> (one available)
<b>Audio-Visual - \$2,000</b> (three available)*
<b>Welcome Reception - \$2,000</b> (three available)*
<b>Happy Hour - \$1,500</b> (three available)*
<b>Memories are Made in Flip Flops Dinner - \$4,000</b> (four available) *
<b>Memories are Made in Flip Flops Beverages - \$1,500</b> (two available)*
<b>Memories are Made in Flip Flops Entertainment - \$2,000</b> (two available) *
<b>Vendor Lunch &amp; Learn - \$2,500</b> (three available) *
<b>Networking Breakfast - \$2,000</b> (two available) *
<b>Closing Breakfast - \$3,500</b> (one available)
<b>Conference Give-Aways - \$3,000</b> (one available)
<b>Featured Speaker - \$1,700</b> (four available)*
<b>Badges - \$1,500</b> (one available)
<b>WiFi - \$1,700</b> (one available)
<b>Conference App - \$3,000</b> (one available)
<b>Pocket Schedules - \$1,500</b> (one available)
<b>Refreshment Break - \$1,500</b> (five available)*

\* will be paired with a non-competing company



## Customized sponsorships are available!

The following information depicts the offered opportunities sponsors have in conjunction with their sponsorship dollars. All benefits will be coordinated through the CPAFMA Headquarters including signage, complimentary registrations, table displays, advertising, event sponsorships, acknowledgments, publicity, and website promotion. Your support will bring your company high-profile recognition and exposure to hundreds of professionals in the field of CPA firm management and to CPA firms throughout the United States and Canada. CPAFMA Conference participants are instrumental in the decision-making processes within their respective firms.

Where else can your products and services be exposed to more than 300 CPA firm administrators, partners and owners in one location, not to mention our members and friends who will be exposed to the promotional materials but unable to attend in-person? These are the individuals responsible for decisions regarding firm insurance, software, policies, human resource management, facility management, technology, consultants, training, marketing and more.

### Food and Social/Educational Functions Sponsorships

The sponsors of our various food/social functions will be given the opportunity to promote their products and/or services during a one to two minute “infomercial” during the sponsored event as well as through Conference publicity, display space, a website presence, collaterals distributed during the event or activity and recognition within the conference app and program materials. If sponsoring companies are unable to send representatives, CPAFMA will accept pre-submitted “infomercials” and will proudly display the sponsoring company’s materials.

### Technology Support Sponsorships

The Conference App, Audio-Visual and Wi-Fi sponsors will benefit with pre-event promotion, signage throughout the Conference, representation in the form of display space, a website presence and recognition in the conference program materials and app. CPAFMA invests a significant portion of the event’s budget on audio-visual equipment and enhancements. Sponsors allow us to continue to use the latest in technology to assist in the learning process.

### Sponsorship Commitments

In order to commit to a sponsorship which includes a vendor table and full conference registration, contact CPAFMA HQ at (937) 222-0030 or [info@cpafma.org](mailto:info@cpafma.org). Sponsorships will be confirmed on a first come, first serve basis. All sponsors will be invoiced.

***Customized sponsorships are available and encouraged - let your imagination go wild!***

### Featured Session Sponsorships

Featured session sponsors will reap the benefit of being introduced by the session’s emcee as well as signage, representation in the form of display space, handouts for session tables, and a website and app presence. Featured session sponsors will have the ability to show a 90-second video on the screens in the room prior to the start of the session. CPAFMA invests a large portion of the event’s budget on speakers and their expenses. Featured session sponsors allow us to continue to bring the latest information to attendees with some of the nation’s top experts.

### Registration Support Sponsorships

Sponsors of name badges and attendee gifts will reap the benefits of having their corporate name/logo imprinted on the items and having them distributed to all full registrants. Gifts will be determined in cooperation with the Association and will include sponsor’s name and logo attached in some manner, depending on the gift. Sponsors of these items will benefit with a one minute “infomercial” incorporated into the program (delivered by the Conference’s Master or Mistress of Ceremony) as well as signage, representation in the form of display space, a website presence and recognition in conference program materials and on the app.

### Vendor Only Option

CPAFMA offers a “vendor only” option to those providing services and products to CPA firms. If your company is not interested in sponsorship, you may purchase a Vendor Only package for \$1,575 (CPAFMA members) or \$1,975 (non-members). Vendors receive a display table throughout the Conference as well as a full conference registration with admission to all included sessions, meals and activities.

***Sponsorships and Vendor Only options include a full conference registration. Additional full conference passes are available for secondary personnel at \$595 per person.***



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