



Northeast Finance & Accounting Convention

Where Finance, Technology, & Leadership Converge

Foxwoods Resort Casino | November 3-4, 2025

www.ctcpas.org/convention



Event Sponsorship Opportunities



Foxwoods Resort Casino
November 3-4, 2025



Join Us in Celebrating a New Era

Be part of our transformation and statewide expansion at the inaugural CTCPA Northeast Finance & Accounting Convention: Where Finance, Technology, & Leadership Converge – a landmark event bringing together Connecticut's business community, partner industries, and thought leaders.

This first-of-its-kind convention will feature special programming, including a private VIP Corporate Reception with top business, industry, and elected leaders.

Sponsor Recognition and Visibility

We offer flexible sponsorship packages tailored to your goals – whether you're building brand visibility, attracting talent, or showcasing thought leadership. Every option includes exclusive benefits designed to fit any budget.



Connect with a powerful, influential audience that drives financial strategy and purchasing decisions.

Partner. Promote. Lead.

As a CTCPA sponsor, your brand will gain unparalleled visibility across a premier network of accounting, finance, and business professionals. You'll be seen by decision-makers, policy influencers, and corporate stakeholders across the state.

Let's shape the future of business together.

✓ Access Decision-Makers, Policy Influencers, and Corporate Stakeholders

Our attendees are trusted advisors – their companies and clients rely on them for sound financial guidance, making them critical in decision-making processes related to purchases of services and products.

✓ Tap Into Purchasing Power

This convention provides you with direct access to hundreds of finance leaders who collectively manage millions in budgets and expenditures. By showcasing your offerings directly to this influential audience, you optimize your potential for closing deals.

✓ Boost Brand Visibility and ROI

Your brand will be prominently featured throughout the convention on promotional materials, signage, and digital platforms. Expect exposure to a targeted audience, maximizing your return on investment, regardless of your sponsorship level.

✓ Generate High-Quality Leads

Every attendee is a potential client. By participating in our event, you can capture quality leads and gather insights about their needs and challenges. Converting these leads can significantly impact your bottom line.



Northeast Finance & Accounting Convention

Event Sponsorship Packages

We offer flexible sponsorship packages tailored to your goals – whether you're building brand visibility, attracting talent, or showcasing thought leadership. Every option includes exclusive benefits designed to fit any budget.

All sponsors will be featured throughout the event with:

- **Dedicated Sponsor Slides:** Prominently feature logos and company names on dedicated slides or sections using a clean, branded grid or banner format.
- **Tiered Packages:** Clear, visually distinct recognition of each sponsorship level – highlighting your investment and benefits in alignment with your chosen tier.
- **Multimedia and Lighting Integration:** Elevate your brand presence with an immersive multimedia experience. Sponsors will benefit from embedded videos, dynamic testimonials, and interactive media elements. The event atmosphere will be enhanced with custom LED lighting, with the options that include illuminated logo signs and branded cubes strategically placed throughout the venue, bringing your brand to life – visually and strategically.





Keynote Leadership Sponsor – \$25,000

Premier Naming Rights + Year-Round Visibility

- Naming rights to event; marquee logo placement across all events and year-round promotional materials.
- Exclusive speaking opportunity during the main event program.
- Recognition and reserved seating at VIP Reception for six guests.
- 10 All-Access Passes to all event sessions.
- Opportunity to provide branded content in up to four issues of Member eNews (including in-publication blurb and logo with link through to full article).
- Four banner advertisements (600 x 90px) with link to URL of your choice in Member eNews. Placement issues to be selected by sponsor from available space.
- At least four dedicated social media spotlights with company tags across CTCPA LinkedIn, Facebook, and Instagram – including pre-event promotion, live coverage, and post-event thank-you.
- Company logo featured on all event marketing materials, digital and physical signage, CTCPA website and digital promotions, and in *Connecticut CPA* magazine and Member eNews pre- and post-event coverage.
- Logo with hyperlink featured as partner on CTCPA homepage for full year.
- Featured in all media releases and event PR.
- One Virtual Lunch and Learn (includes CPE credit) and option to host exclusive seminar/workshop.
- Spotlight exhibit table with electricity and premium lighting and placement.
- LED custom logo sign and light cube in choice of colors and style.
- Verbal recognition at major CTCPA events year-round.
- CTCPA affiliate corporate membership for 10 representatives.

Event limited to one Keynote Leadership Sponsor.

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Premier Title Sponsor – \$20,000

High-Impact Visibility + Strategic Engagement

- Event naming rights (contingent on Keynote).
- Company logo featured on all event marketing materials, digital and physical signage, CTCPA website and digital promotions, and in *Connecticut CPA* magazine and Member eNews pre- and post-event coverage.
- Logo with hyperlink featured as partner on CTCPA homepage for full year.
- Opportunity to provide branded content in up to two issues of Member eNews (including in-publication blurb and logo with link through to full article).
- Recognition at VIP Reception; reserved table for 6 guests.
- Four banner advertisements (600 x 90px) with link to URL of your choice in Member eNews. Placement issues to be selected by sponsor from available space.
- At least four event social media posts with company tags across CTCPA LinkedIn, Facebook, and Instagram – including pre-event promotion, live coverage, and post-event thank-you.
- One Virtual Lunch and Learn with CPE.
- Exhibit table with electricity, lighting, and prime placement.
- LED custom logo sign and light cube in choice of colors and style.
- Discounted tickets to all CTCPA events.
- Featured in media/PR recap.
- 10 CTCPA affiliate corporate memberships.

Event limited to one Premier Title Sponsor.



Bridge Builder Gold Sponsors – \$15,000

Connect with Members + Feature Your Expertise

- Panel speaking role or branded session track.
- Reserved table at VIP Reception for 6 guests.
- Company logo featured on all event marketing materials, digital and physical signage, CTCPA website and digital promotions, and in *Connecticut CPA* magazine and Member eNews pre- and post-event coverage.
- Logo featured as partner on CTCPA website for full year.
- One Virtual Lunch and Learn (CPE included) and option to host a workshop or product spotlight.
- At least four event social media posts with company tags across CTCPA LinkedIn, Facebook, and Instagram – including pre-event promotion, live coverage, and post-event thank-you.
- CTCPA corporate affiliate membership for six business representatives.
- Two banner advertisements (600 x 90px) with link to URL of your choice in Member eNews. Placement issues to be selected by sponsor from available space.
- Exhibit table with electricity, lighting, and prime placement.
- LED custom logo sign and light cube in choice of colors and style.
- Featured in media/PR recap.
- Discounted tickets to all CTCPA events.

Event limited to three Bridge Builder Gold Sponsors.

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Industry Champion Sponsors — \$10,000

Elevated Brand Presence + Program Engagement

- Panel speaking or session host opportunity.
- Reserved table at VIP Reception for 4 guests.
- Exhibit table with electricity and lighting.
- LED custom logo light cube in choice of colors.
- Company logo featured on all event marketing materials, digital and physical signage, CTCPA website and digital promotions, and in *Connecticut CPA* magazine and Member eNews pre- and post-event coverage.
- Two banner advertisements (600 x 90px) with link to URL of your choice in Member eNews. Placement issues to be selected by sponsor from available space.
- At least four event social media posts with company tags across CTCPA LinkedIn, Facebook, and Instagram – including pre-event promotion, live coverage, and post-event thank-you.
- One Virtual Lunch and Learn (CPE included).
- Featured in media/PR recap.
- Discounted access to future CTCPA events.

Event limited to three Industry Champion Sponsors.



Leadership and Mentorship Circle Sponsors – \$7,500/yr

Mentorship + Leadership Circle Branding

- Branded committee, cohort, or mentorship circle – customized to sponsor.
- Recognition at launch and throughout the year.
- VIP Reception for 3 guests.
- One Virtual Lunch and Learn (CPE included)
- Company logo featured on all event marketing materials, digital and physical signage, CTCPA website and digital promotions, and in *Connecticut CPA* magazine and Member eNews pre- and post-event coverage.
- Exhibit table with electricity and lighting.
- LED custom logo light cube.
- CTCPA membership for five representatives.



Power Track Supporters – \$3,000/yr

Support Finance and CPA Professional Development + Get Recognized

- Company logo featured on all event marketing materials, digital and physical signage, CTCPA website and digital promotions, and in *Connecticut CPA* magazine and Member eNews pre- and post-event coverage.
- Mention and brief remarks at one Lunch and Learn session.
- VIP Reception for three guests.
- Discounted tickets to all CTCPA events.
- Option to add lighted showcase expo table, LED light cube, LED logo sign at additional charge.

Event limited to three Power Track Supporters.

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A La Carte Sponsorships

These options include one ticket to the VIP Reception.

Opportunity	Price	Benefits
Keynote Speaker Sponsors** <i>Limited to four.</i>	\$7,500	Branding on keynote, PR, signage, VIP table (6 guests).
VIP Reception Sponsor**	\$5,000	Speaking opportunity, branding, signage, private VIP Reservations for 6 guests with formal introductions.
Registration Sponsor	\$3,500	Branded check-in area and signage.
Young Professionals Lunch	\$3,500	Speaking role at partner or committee lunch + branded table.
Breakout Session Sponsors <i>Limited to three.</i>	\$2,500	Named session track and branded signage.
Coffee Bar Sponsor	\$2,000	Custom LED signage and branding at high-traffic coffee station.
Charging Station Sponsor	\$2,000	Custom signage and branding at high-traffic charging station.
Social Media Instagram Wall	\$2,000	Showcase a dynamic feed of photos and videos from attendees while creating buzz around your brand.
Lunch Sponsor Exhibit Table	\$6,500	Branded signage and recognition during lunch service with opportunity to provide branded materials and a brief welcome. Exclusive visibility as the sole lunch sponsor.
Event Break and Relaxation Sponsor	\$3,500	Attendee recharge, refresh, and reset with LED signage in break/lounge areas or relaxation zones. Option to provide wellness or branded items (snacks, stress balls, water bottles, etc).

**Keynote and VIP Reception Sponsor also include:

- Opportunity to provide branded content in up to four issues of Member eNews (including in-publication blurb and logo with link through to full article).
- Recognition at VIP Reception and reserved tickets for 6 guests.
- Four banner advertisements (600 x 90px) with link to URL of your choice in Member eNews. Placement issues to be selected by sponsor from available space.

Sponsor Exhibit Tables

Spotlight Sponsor Exhibit Table	\$2,500	Premier showcase table at center of expo event space with spotlight booth signage, 6-foot skirted table, and two chairs.
Standard Sponsor Exhibit Table	\$1,500	Table in expo event space with booth signage, 6-foot skirted table, and two chairs.

Electricity and additional accessories available at an additional cost.

Customized Collaboration Opportunities

Let's create something unique. Ask us about:

- Custom speaking roles or panel moderator opportunities.
- Exclusive event series, roundtables, or webinars.
- Industry-specific campaigns and targeted outreach.
- Lunch and Learn and Educational/CPE opportunities.

Sponsorship Add Ons

Branded Tote Bags or Lanyards: \$2,000

Items provided to all guests at check-in.

Technology & Innovation Theater Demo Session: \$500

Exhibitor table sponsors can add on a 20-minute demo session at the Technology & Innovation Theater. Limited to six demos.



Ready to Partner?

Contact us today – we'd love to tailor a package to match your goals!

To support your organization's budgeting needs, we offer the option to defer event billing to the next calendar year. Final invoices will be issued within 60 days following the event.

Prorated membership options and fully customized sponsorship packages are also available.

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Sponsor and Exhibitor Agreement

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This agreement is entered into on this _____ day of _____, 2025 by and between:

Event Host: Connecticut Society of CPAs, 716 Brook St., Suite 100, Rocky Hill, CT 06067, cpe@ctcpas.org
(herein referred to as "Host")

and

Sponsor/Exhibitor: Company Name exactly as it should appear in event materials:

Primary Contact Name: _____

Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

1. Event Overview

The Sponsor/Exhibitor agrees to participate in the Finance and Accounting Convention hosted by the Connecticut Society of CPAs at the Fox Tower at Foxwoods Resort Casino on Monday, November 3 and Tuesday, November 4, 2025.

2. Sponsor Level/Exhibitor Package

Selected Level (Check One):

- ☐ Keynote Leadership Sponsor – \$25,000
Only one available. Please contact Kendalynn Morales at 860-258-0219 to confirm availability.
- ☐ Premier Title Sponsor – \$20,000
- ☐ Bridge Builder Gold Sponsor – \$15,000
- ☐ Industry Champion – \$10,000
- ☐ Leadership and Mentorship Circle Sponsor – \$7,500
- ☐ Power Track Supporter – \$3,000
- ☐ Keynote Speaker Sponsor – \$7,500
- ☐ VIP Reception Sponsor – \$5,000
- ☐ Registration Sponsor – \$3,500
- ☐ Young Professionals Lunch – \$3,500
- ☐ Breakout Session Sponsor \$2,500

- ☐ Coffee Bar Sponsor – \$2,000
- ☐ Spotlight Sponsor Exhibit Table – \$2,500
- ☐ Sponsor Exhibit Table – \$1,500
- ☐ Charging Station Sponsor – \$2,000
- ☐ Social Media Instagram Wall – \$2,000
- ☐ Lunch Sponsor Exhibit Table – \$6,500
- ☐ Event Break and Relaxation Sponsor – \$3,500
- ☐ Other – Customized packages can be tailored to your needs.
Please contact Melissa Travis at melissat@ctcpas.org.

Sponsor Add-Ons

- ☐ Branded Tote Bags or Lanyards – \$2,000
- ☐ Technology & Innovation Theater Demo Session – \$500

Electricity and additional accessories available at an additional cost. Electricity included for any \$7,500 or higher packages.

3. Fees and Payment

Total Amount Due: \$ _____

Payment Due Date: Payment is due in full upon signing of this agreement, unless sponsor requests delayed invoicing to January 2, 2026. Make checks payable to Connecticut Society of CPAs. Credit card payments are also accepted.

☐ Check to CTCPA ☐ Request digital invoice ☐ Please defer payment to January 2, 2026

4. Booth Assignment and Setup

Sponsor/exhibitor will be assigned a 6' table with two chairs. Placement is at the discretion of the Host.

Set-Up Time: Monday, November 3, 2025 8:00 a.m. – 1:00 p.m.

5. Supply Your Company Social Media Handles (if applicable)

X: _____ Facebook: _____

LinkedIn: _____ Instagram: _____

6. Submit Your Logo

Please provide your logo as an EPS/AI file as well as a JPG/PNG file with this agreement.

Sponsor/exhibitor grants the Host permission to use company name, logo, and promotional materials for marketing purposes related to the convention.

7. Liability and Insurance

Sponsor/exhibitor agrees to indemnify and hold harmless the Host, its staff, volunteers, and Foxwoods Resort Casino from any claims, damages, or liabilities arising from the sponsor's/exhibitor's participation. Sponsor/exhibitor is encouraged to carry general liability insurance for the duration of the event.

8. Compliance with Rules

Sponsor/exhibitor agrees to comply with all event venue rules, fire codes, and regulations set forth by the Host and Foxwoods Resort Casino. (Foxwoods Resort Casino rules are attached as Addendum A.)

This agreement is binding and non-transferable, and may not be modified except in writing, signed by both parties. Connecticut law governs this agreement.

IN WITNESS WHEREOF, the parties have executed this agreement:

Host:

Signature: _____

Name: _____

Title: _____

Date: _____

Sponsor/Exhibitor

Signature: _____

Name: _____

Title: _____

Date: _____

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Exhibitor Materials Handling Procedures for Foxwoods Resort Casino

GENERAL RULES

- Foxwoods Resort Casino prohibits any show materials from being carried through the loading dock or any non-public area. Certain items may be hand carried into the facility, please refer to the Foxwoods Resort Hand-Carry Policy. If you need assistance unloading and reloading your show materials in your personally owned vehicle (POV), please refer to the instructions below and fill out the Cartload Service Order Form to schedule your delivery with Capital.
- All exhibit materials, including display cases, crates, skids, pallets and cardboard boxes, must be shipped in care of Capital Convention Contractors.
- Capital highly recommends sending all shipments to its advance warehouse as instructed in the Material Handling Information/Rate Schedule forms in the service manual. This method is the most cost effective and efficient way to ship your materials.

LOADING DOCK RESTRICTIONS

- The loading dock is a restricted area.
- Personally owned vehicles are prohibited from the loading-dock area without proper authorization.

ADVANCE SHIPMENTS

- Capital Convention Contractors will begin receiving advance shipments for the event at our warehouse beginning October 3, 2025.
- Material handling services include receiving shipments, providing delivery to booth, storage of empty packing materials, and return of outbound shipments to the loading dock area.

DIRECT SHIPMENTS VIA COMMON CARRIER/VAN LINE/COURIER/AIR FREIGHT/P.O.V.

NOTE: If you are delivering show materials in your P.O.V. (Personally Owned Vehicle), please refer to the Cartload Service Form included in this manual and follow instructions below:

- Capital will receive shipments at the exhibit facility on November 3, 2025 from 6:30 a.m. to 8:00 a.m. only.
- Shipments that arrive at Foxwoods Resort Casino prior to November 3, 2025 may be refused.
- All drivers, including P.O.V.'s, must first check-in with a Capital Convention Contractor Representative at the marshaling yard Lot #10 to obtain dock access (see enclosed property map).
- Capital will coordinate dock times based on availability. P.O.V.'s may be required to have exhibit material transferred onto a Capital truck for delivery to the exhibit hall.
- Before the conclusion of the show, please visit the Capital Exhibitor Service Desk and complete a bill of lading indicating your outbound shipping requirements.

**For any inquiries regarding shipping and/or handling of exhibit materials,
please contact the Capital Convention Contractors Customer Service Department.**

877-335-3700

help@capitalconventions.com