

2021 PROSPECTUS

FICPA  
**MEGA**  
CONFERENCE

Meet. Engage. Grow. Achieve.

**JUNE 10-11, 2021**

JUNE 8 TED-Talk Style Learning Labs

JUNE 9 Bonus sponsor Exhibit Day

JUNE 10-11 MEGA Marketplace Exhibit Hall



**Loews Sapphire Falls Resort at Universal Orlando**  
6601 Adventure Way Orlando, 32819



# FICPA MEGA CONFERENCE

Meet. Engage. Grow. Achieve.

June 10-11, 2021

**JUNE 8: TED-TALK STYLE LEARNING LABS**

**JUNE 9: BONUS SPONSOR EXHIBIT DAY**

**JUNE 10-11: MEGA MARKETPLACE EXHIBIT HALL**

Loews Sapphire Falls Resort at Universal Orlando

## ABOUT THE FICPA

The Florida Institute of Certified Public Accountants serves as the premier association for all CPAs and financial professionals. Founded in 1905, the FICPA enhances the accounting profession through innovative educational programming, advocacy and membership involvement. With more than 19,500 members, the FICPA is one of the largest CPA associations in the country.

Our members represent all areas of practice, including business and industry (auto, oil & gas, construction, real estate, credit unions, manufacturing, banks & savings institutions, healthcare, and agriculture), public practice, government and not-for-profit, education and consulting.

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# ABOUT MEGA

The MEGA CPE Conference is a FICPA premiere event — bringing together financial decision-makers, thought-leaders, and the magic of Universal for an explosion of learning, excitement, and fun!

## COVID-19 SAFETY PROCEDURES

Welcome Back. We Missed You! The MEGA Marketplace will follow social distancing and other safety protocols to help ensure everyone's safety as we welcome you back to in-person events. Further details will be provided in the exhibitor/sponsor kits. For details go to: [ficpa.org/ficpa-cpe-covid-19-safety-plan](https://ficpa.org/ficpa-cpe-covid-19-safety-plan)

EXHIBIT.  
SPONSOR.  
SPEAK.



## MEGA ROI AWAITS

As rapid change overtakes the accounting profession, there has never been a more opportune time to show what your organization has to offer. Our attendees are looking for partners to find the solutions they seek.

MEGA's exhibit hall offers a vibrant networking experience. Extend your targeted impressions by becoming a conference sponsor — opening up a full array of opportunities that extend beyond the two-day on-site event. Perhaps even secure a spot on the agenda! At Universal, anything is possible!

### AUDIENCE



55% DECISION-MAKERS  
45% PUBLIC ACCOUNTING  
36% INDUSTRY  
17% OTHER FINANCIAL PROFESSIONALS



# MORE WAYS TO CONNECT

INTERACT WITH ATTENDEES & BUSINESSES AT A MEGA ADD-ON EXPERIENCE

## Looking to make a personal connection? Sponsor one of our networking events!

### 1. SPEAKER SPONSORSHIP

- Share your knowledge and expertise with our attendees during your 50-minute CPE session.
- Be recognized as a MEGA sponsor in all promotional materials, on the website and on-site.
- Present your company's solution to challenging financial concerns in your 25-minute TED-Talk style presentation (limited opportunity)
- Receive a bonus exhibit day on June 9 and the opportunity to network with FICPA leadership

### 3. POST TED TALK MEET'N'GREET RECEPTION

TUESDAY, JUNE 8 | 5-6 PM

Network with attendees and FICPA Leadership. Make a great first impression and gain valuable face-to-face networking time.

### 2. NEW! "TED-TALK" STYLE LEARNING LABS

TUESDAY, JUNE 8 | 1-5 PM

In addition to your 50-minute CPE session, the Learning Labs afford you the opportunity to highlight your organization and what you can do to help CPAs tackle the many challenges facing them in these uncertain times *(limited availability- available only to speaker sponsors.)*

### 4. CHAIR'S RECEPTION AND GALA

THURSDAY, JUNE 10 | 6-9 PM

Exclusively sponsor the VIP Leadership event, offering the opportunity to mingle with FICPA, member, speakers and leadership in an intimate atmosphere.

# 2021 SPONSORSHIP & EXHIBITOR OPPORTUNITIES

|   | EXECUTIVE LEVEL SPONSORSHIPS |          |         |         | 8' X 8' BOOTHS |            |             |
|---|------------------------------|----------|---------|---------|----------------|------------|-------------|
|   | Corporate                    | Platinum | Gold    | Silver  | Enhanced B     | Enhanced A | Basic Booth |
|   | Call for Details             | \$11,975 | \$8,900 | \$5,000 | \$1,400        | \$1,200    | \$975       |
| Premium booth location (near entrance, on corner or near networking areas)  | X                            | X        |         |         |                |            |             |
| Bonus exhibit day ( <i>Limited Opportunity</i> )  | X                            | X        | X       | X       |                |            |             |
| TED-talk ( <i>Limited Opportunity</i> )   | X                            | X        | X       | X       |                |            |             |
| One carpeted Exhibit Space  | X                            | X        | X       | X       | X              | X          | X           |
| Complimentary lunch tickets (2 lunches X 2 Days)  | X                            | X        | X       | X       | X              | X          | X           |
| Expo-only badges (no CPE) included in sponsorship   | X                            | X        | X       | X       | X              | X          | X           |
| Electricity available (additional charges and arrangements apply)   |                              |          |         |         |                |            |             |
| <b>PRE-EVENT EXPOSURE</b>   |                              |          |         |         |                |            |             |
| Exclusive pre-conference email created by sponsor, deployed by FICPA to all registered attendees  | X                            | X        | X       | X       |                |            |             |
| Company listing included in pre-event Mega communications to attendees  | X                            | X        | X       | X       |                |            |             |
| Social media promotion: Thank you to our Corporate, Platinum and Gold Sponsors with your logo   | X                            | X        | X       |         |                |            |             |
| Company profile on mobile app with link to company website  | X                            | X        | X       | X       |                |            |             |
| Prominent recognition with your company logo on the Mega website  | X                            | X        | X       | X       |                |            |             |
| Opportunity to submit proposal for speaker/sponsor (50 minute speaking presentation, worth 1 CPE Credit) ( <i>Limited Opportunity</i> ) | X                            | X        | X       | X       |                |            |             |
| Company listing and logo on Mega website with link to your company website  | X                            | X        | X       | X       | X              | X          | X           |
| <b>ON-SITE PRESENCE</b>   |                              |          |         |         |                |            |             |
| VIP networking reception  | X                            | X        | X       | X       |                |            |             |
| TED-Style Learning Lab Speaker (limited availability)   | X                            | X        | X       | X       |                |            |             |
| Thank you to our sponsors, on-site recognition  | X                            | X        | X       | X       |                |            |             |
| Attendance and verbal Sponsor recognition prior to Mega keynote presentation  | X                            | X        | X       | X       |                |            |             |
| Attendance, signage and verbal recognition at Chairman's Celebration  | X                            | X        |         |         |                |            |             |
| Listing in electronic Mega classroom materials  | X                            | X        | X       | X       | X              | X          | X           |
| Add advertisements on event app   | X                            | X        | X       | X       |                |            |             |
| 60 sec MP4 ad during live stream breaks and lunches   | X                            | X        | X       | X       |                |            |             |
| <b>POST-EVENT FOLLOW UP</b>   |                              |          |         |         |                |            |             |
| TED-Talk attendee contact information and speaker evaluations   | X                            | X        | X       | X       |                |            |             |
| Post attendee list (one time use) includes name, title, organization, type, primary conference track and USPS mailing address           | X                            | X        | X       | X       | X              | X          | X           |

# 2021 A LA CARTE OPPORTUNITIES

| SPONSOR DESCRIPTION   |  | SPONSOR PRICE     |
|---|--|-------------------|
| Speaker/Sponsor Presentation  | Present a 50-minute session on an educational topic during the 3 day conference. Topic subject to approval (limited opportunity).  | \$5,000 and up    |
| Refreshment Break in Exhibit Hall   | Mingle with attendees over snacks and beverages. Priority placement near your booth and on-site signage.   | \$1,500 per break |
| Water Station   | Have attendees notice your company as they get water throughout the conference at priority placement near your booth or general session room.  | \$2,500 per day   |
| Notepads (exclusive)  | Maintain a high degree of visibility post-conference. Logo imprinted on notepads provided to every attendee at registration (vendor provides notepads).  | \$1,200           |
| Lunch – Thursday<br><i>Exclusive - Speaking Opportunity</i>                                     | Reach the maximum number of attendees at the networking lunches as you provide a 5-minute welcome and company intro, and your company logo/brand displayed via signage and table tents (Added on with the purchase of another ala carte commitment). | \$2,500           |
| Lunch – Friday<br><i>Exclusive - Speaking Opportunity</i>                                       | Reach the maximum number of attendees at the networking lunches as you provide a 5-minute welcome and company intro, and your company logo/brand displayed via signage and table tents (Added on with the purchase of another ala carte commitment). | \$2,500           |
| <b>SOLD</b><br>Name Badge Lanyard   | Your company logo on every attendee lanyard throughout the event (vendor provides lanyards).   | \$1,500           |
| Breakfast – Thursday  | Have attendees notice your brand as they pick up coffee, tea and breakfast via signage and announcements.  | \$1,500           |
| Breakfast – Friday  | Have attendees notice your brand as they pick up coffee, tea and breakfast via signage and announcements.  | \$1,500           |
| Exhibit Hall Vendor/ Networking Reception – Thursday<br><i>Exclusive - Speaking Opportunity</i> | Exclusive! Reach the maximum number of attendees at this social event as you provide a 5-minute welcome and company intro, and your company logo/brand displayed via signage (Added on with the purchase of another ala carte commitment)            | \$2,500           |
| Drawstring Totebag<br><i>Limited Opportunity</i>  | Added on with the purchase of another ala carte commitment.  | \$600             |
| Show Bag Stuffers<br><i>Limited Opportunity</i>   | Added on with the purchase of another ala carte commitment.  | \$500             |
| MEGA App<br>Call for Details  | Reach more conference attendees through participating on the official conference app.  | \$500             |

# 2021 PROSPECTUS



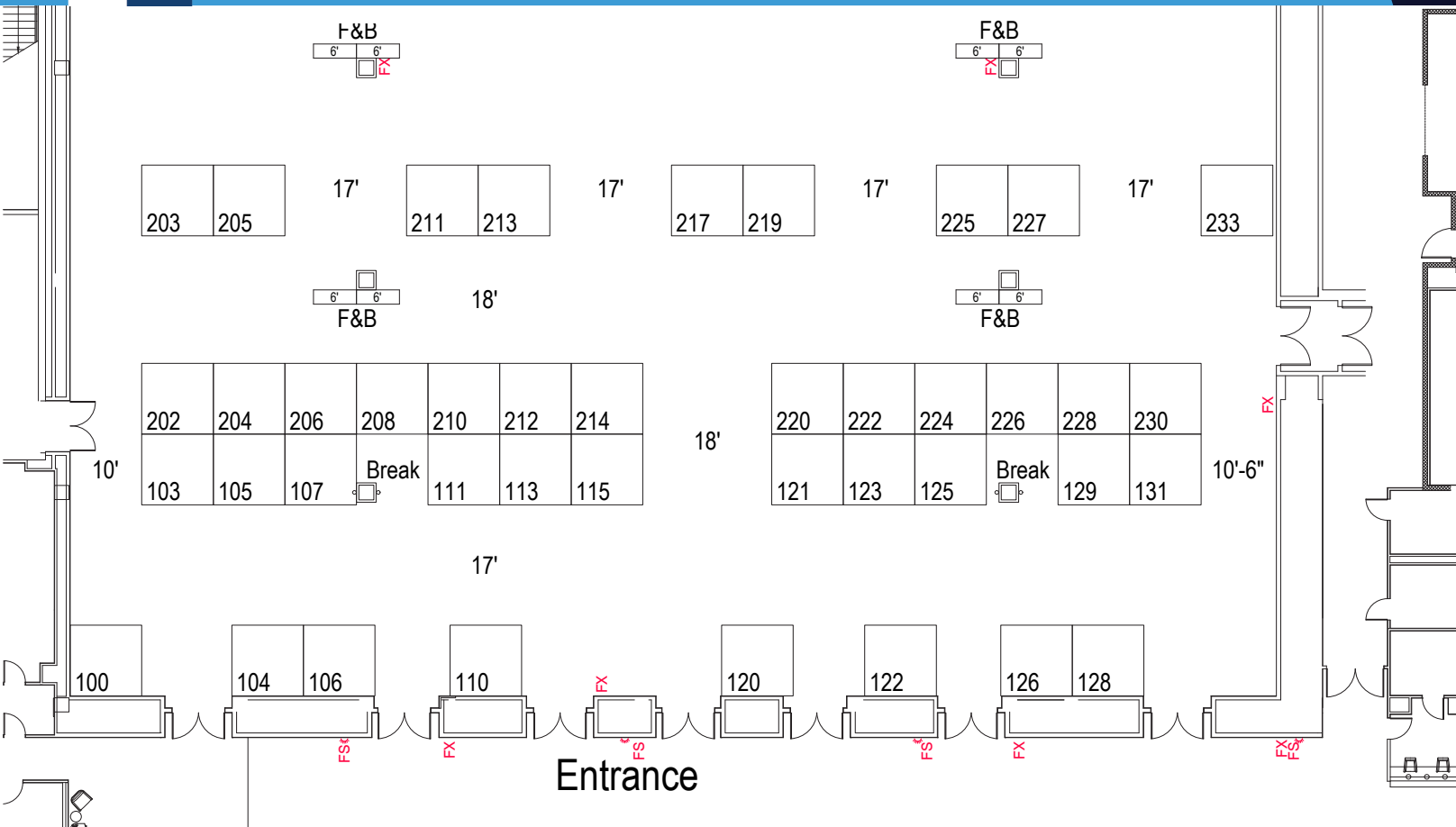
## FICPA MEGA CONFERENCE

Meet. Engage. Grow. Achieve.

### MEGA MARKETPLACE

## June 10-11, 2021

Loews Sapphire Falls Resort at Universal Orlando



## CONFERENCE TIMES

### EXHIBITOR SET-UP HOURS

Wednesday, June 9 ..... 12:30 - 6 p.m.

Thursday, June 10..... 6:30 - 7 a.m.

### SHOW HOURS

Thursday, June 10..... 7:30 a.m. - 6:30 p.m.

Vendor Reception..... 4:55 - 6:30 p.m.

Friday, June 11..... 7:30 a.m. - 1:00 p.m.

### EXHIBITOR MOVE-OUT HOURS:

Friday, June 11..... 1:00 - 5:00 p.m.

### EXCLUSIVE BONUS EXHIBIT DAY

Wednesday, June 9 ..... 8:00 a.m. - 5 p.m.

## 2021 EXHIBITOR APPLICATION/CONTRACT

**JUNE 10-11, 2021** Loews Sapphire Falls Resort at Universal Orlando

Email signed and completed form to [Drew@ficpa.org](mailto:Drew@ficpa.org) for questions  
call 850-224-2727 ext 270

3800 Esplanade Way, Suite 210, Tallahassee, FL 32311 • (800) 342-3197 • (850) 224-2727 • Fax (850) 222-8190 • [www.ficpa.org](http://www.ficpa.org)

(All show correspondence will be sent to the below address, and all printed references to the company will appear exactly as below unless otherwise indicated in writing.)

### APPLICANT

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

To be listed in promotional pieces.

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Website: \_\_\_\_\_

Twitter Name: \_\_\_\_\_ Facebook ID: \_\_\_\_\_

LinkedIn ID: \_\_\_\_\_ Instagram ID: \_\_\_\_\_

**Please write a 20-word description of your company's product(s) and/or service(s).** Your application cannot be processed without a description. Please type or print legibly. The FICPA reserve the right to edit your company's description.

### SPONSORSHIPS

- Corporate Sponsor.....Call for details
- Platinum Sponsor.....\$11,975
- Gold Sponsor.....\$8,900
- Silver Sponsor Package.....\$5,000

#### Exhibitor 8 x 8 Booth Costs

|   | Early Bird<br>(Before May 1) | Regular Price<br>(After May 1) |
|---|------------------------------|--------------------------------|
| <input type="checkbox"/> Enhanced 8 x 8 Booth Package "B" ..  | \$1,400                      | \$1,540                        |
| <input type="checkbox"/> Enhanced 8 x 8 Booth Package "A" ... | \$1,200                      | \$1,320                        |
| <input type="checkbox"/> Basic 8 x 8 Booth Package.....       | \$975                        | \$1,073                        |

- Payment in full must accompany this contract to receive the early discount.

#### 8 x 8 Booth Preference

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

\*All booths are assigned on a first-come, first-served basis pending payment.

#### A La Carte Options

- Speaker/Sponsor Presentation.....\$5,000+
- Chair's Reception and Gala.....Call for details
- Refreshment Break.....\$1,500
- Water Station.....\$2,500 per day
- Notepads.....\$1,200
- Lunch – Thursday.....\$2,500
- Lunch – Friday.....\$2,500
- Name Badge Lanyard.....SOLD
- Breakfast – Thursday.....\$1,500
- Breakfast – Friday.....\$1,500
- Exhibit Hall Vendor Networking/Receptions – Thursday.....\$2,500
- Drawstring Totebag.....\$600
- Show Bag Stuffers.....\$500\*

\*Plus items to include in the bag.

### AMOUNT DUE

Sponsorships Level \_\_\_\_\_ @ \$ \_\_\_\_\_

Exhibitor – Booths at Mega \_\_\_\_\_ @ \$ \_\_\_\_\_

Basic 8 x 8 Booth Package \_\_\_\_\_ @ \$ \_\_\_\_\_

Enhanced "A" Package \_\_\_\_\_ @ \$ \_\_\_\_\_

Enhanced "B" Package \_\_\_\_\_ @ \$ \_\_\_\_\_

A La Carte Options \_\_\_\_\_ @ \$ \_\_\_\_\_

\_\_\_\_\_ @ \$ \_\_\_\_\_

\_\_\_\_\_ @ \$ \_\_\_\_\_

Amount Due \$ \_\_\_\_\_

Deposit \$ \_\_\_\_\_

Balance \$ \_\_\_\_\_

### METHOD OF PAYMENT

Payment Policy: Payment in full must accompany this contract. Please see booth costs for payment deadlines.

- Check Enclosed: Make check payable to "FICPA"
- Credit Card:  Visa  MasterCard  American Express  Discover

\_\_\_\_\_

Card Verification Value Code (CVV): \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

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

Credit Card Billing Address: \_\_\_\_\_  
(if different from above)

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

*Your application will be reviewed by the FICPA.  
If accepted, a confirmation letter will be sent to you.*

**SIGNATURE** Your signature indicates that you understand and agree to the terms and conditions included. Booths and sponsorships will not be reserved without the company representative's signature.

Company Representative's Signature \_\_\_\_\_ Date \_\_\_\_\_



**EVENT APP SPONSORS — PRICE \$500**

Show off your products and services on the MEGA CPE Conference app! The app is downloadable to all attendees and guests, and contains Continuing Professional Education schedules, exhibitor listing, trade show floor plan, social events and much more! Take advantage of this opportunity, and put your brand in their hands!

**AD SPECIFICATIONS:**

- Title, Caption (Optional), Image (URL or Upload File) and Click-through URL.
- Your ad artwork must be uploaded in the required format: PNG or JPEG image that is 1200x200px and under 400kB; animated GIFs are not supported

**Ads can be displayed on any or all of the following screens:**

- Dashboard (iPad)
- Notifications (Phones)
- Twitter
- Exhibitors
- Speakers
- Every page (in the menu) on the responsive website

**Submission date:** No later than May 25, 2021. Submit ad to Drew Miller at [drew@ficpa.org](mailto:drew@ficpa.org)

Full payment must accompany the artwork and form below. (Keep order form as is with the exception of \$500 price only.)

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

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

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

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

**Method of Payment**

- Check Enclosed: Make check payable to "FICPA"
- Credit Card:  Visa  MasterCard  American Express  Discover

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Card Verification Value Code (CVV): \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

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

Credit Card Billing Address: \_\_\_\_\_

(if different from above)

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

*Your application will be reviewed by the FICPA.  
If accepted, a confirmation letter will be sent to you.*

Return this form to the FICPA by May 25, 2021, for the Mega CPE Conference program. Make checks payable to FICPA, ATTN: Drew Miller, 3800 Esplanade Way, Suite 210, Tallahassee, FL 32311. You may direct any questions to Drew Miller at (850) 224-2727, Ext. 270.

# 2021 TERMS OF CONTRACT

1. Each single booth at the Mega CPE Conference will have a booth space rental of \$1,073 per booth. Booth space rental will cost \$975 for those who register and pay the balance before May 1, 2021, for the Mega CPE Conference. Discount rates for multiple booths are as outlined under "Booth Costs" on the application. Priority booths are an additional \$90 per booth (refer to the floor plan).

2. Payment in the amount of 50 percent or full payment must accompany the application/contract. Booth space rental fees are nonrefundable. The balance must be paid by May 1, 2021, for the Mega CPE Conference. Exhibitors will not be allowed access to the exhibit hall until all fees are paid in full.

3. Exhibitors are required to have an attendant at their exhibit at all times during show hours.

4. Move-in time for the Mega CPE Conference is Wednesday, June 9, 2021, from 12:30 p.m. - 6 p.m. and move-out time is Friday, June 11, 2021, from 1 - 5 p.m.

5. This agreement includes a one-time list of show attendees. Additional lists may be purchased for a 10 percent discount from normal rates upon approval.

6. This agreement is for exhibit space only; course materials are not included. Exhibitors may attend the program only if they formally register as a participant by paying the registration fee in addition to the exhibit fee.

7. FICPA management reserves the right to approve the character of any exhibit, any goods therein and the attendant advertising and sales promotion and to prohibit anything which in its judgment because of noise or other objectionable features may detract from the show in general.

8. All sound equipment must be regulated so it does not disturb neighboring exhibits. The FICPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.

9. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.

10. FICPA management reserves the right to require any exhibitor to move his exhibit to another location if it is in the best interest of the show.

11. In accordance with Florida Statutes Section 212.18(3)(b)3, the FICPA authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while an exhibitor at the Mega CPE Conference.

12. No exhibitor is to begin dismantling prior to the close of the show. Any exhibitor dismantling prior to the close of the show will forfeit his company's right to exhibit at future meetings of the FICPA.

13. Advertising materials cannot be distributed outside of the exhibitor's booth.

14. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.

15. The use of promotions, premiums, lotteries or giveaway contests must be approved by FICPA management. Such approval may be granted or withheld with or without cause at the discretion of FICPA management.

16. Hospitality suites can be opened only after the closing of the exhibit hall.

17. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.

18. All contractors hired by the exhibitor, other than those official suppliers listed in the exhibitor's kit, must submit proof of liability insurance to the FICPA and to the service company. Outside contractors must have a badge to gain access to the exhibit hall. Outside contractors or their employees who are not on the pre-registration badge list must pick up their badges at the exhibitor check-in. A letter of authorization or other proof of affiliation with the exhibitor's company must be shown in order to receive a badge.

19. Objectionable practices by exhibitors or official suppliers should be reported immediately and not after the show is completed.

20. No children under 16 years of age will be allowed in the exhibit area at any time.

21. It is agreed that the FICPA and the host facilities shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.

22. The exhibitor agrees to indemnify and hold harmless the FICPA and the host facilities or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.

23. The FICPA will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.

24. Insurance, if desired by the exhibitors, must be obtained at their own expense.

25. Exhibitors will not offer educational/training or other programs within the show facility simultaneous to FICPA show-related programs.

26. The FICPA is not responsible for monitoring the proximity of competitors' booths. Please check our Web site at [www.ficpa.org](http://www.ficpa.org) for a list, to date, of secured booths.

## BOOTH CONSTRUCTION

27. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshall's Office.

28. No construction will be allowed at the sides or above the booth, which may obscure the view of any adjacent booths.

29. All materials used for decorating must be flameproof.

30. Construction and signs that are above 8 feet in height are to be approved by FICPA management.

31. All applicable city, county and state codes and ordinances must be complied with, as well as those of the host facilities.

32. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.

33. In order to meet the 6 p.m. setup deadline, FICPA management reserves the right to order labor to set up any exhibit for the Mega CPE Conference that is not in the process of being erected by 6 p.m. on Wednesday, June 9, 2021. The cost for this labor will be paid by the exhibitor.

## BOOTH ASSIGNMENT

34. Booths assigned on a first-come first served basis up until June 1, 2021

## ADA REQUIREMENTS

35. In accordance with ADA requirements, if you are disabled and require special services, please contact our office at (800) 342-3197 or (850) 224-2727.

## INTERPRETATION OF RULES

36. The interpretation of all rules and regulations is the responsibility of the FICPA Executive Committee or their designated representative. All decisions of said group or representatives are final.