



# ENGAGE



## ENGAGE UK&I

Sponsor & Exhibitor  
**Prospectus**

8-9 October  
**London**

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# Engage & Prosper at ENGAGE 2024.

ENGAGE offers the most innovative and comprehensive education of topics affecting accounting and finance professionals. Over 150 attendees are eager to exchange ideas, talk with solution providers, explore the latest products and learn new processes.

ENGAGE 2024 hybrid offers you the opportunity to build long-lasting relationships and reach on-site and online attendees. It combines six prestigious focus areas, allowing you to gain qualified leads from a variety of fields within the accounting profession.

150+

expected attendees




70%

of attendees  
represent medium to  
large firms with up to  
10,000 employees.



80 to  
100

attendees per  
breakout session



**ENGAGE is the  
best platform  
for sponsors  
and exhibitors  
to foster real  
connections with  
potential customers.**

# Attendee demographics



80%

of attendees were extremely satisfied/satisfied with ENGAGE 2024 overall.

82%

of attendees are decision-makers or influencers at their organisation.

60%

of attendees are going through a digitisation process and are planning to purchase industry related products or services in the coming year.

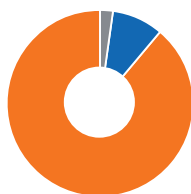


## Size of organisation



- Accountants in practice: 5%
- 50–100 employees: 8%
- 101–500 employees: 10%
- 501–1,500 employees: 18%
- 1,501–5,000 employees: 22%
- 5,001–10,000 employees: 30%
- Over 10,000 employees: 12%

## Overall



- Public sector: 8%
- Business and industry: 80%
- Government: 2%

## Top titles



- C-level executive: 8%
- Director: 10%
- Finance management: 25%
- Financial controller: 14%
- FP&A: 15%
- Senior manager/manager: 12%
- Accountants: 16%



# Become a sponsor.



## Elevate your brand.

Create visibility and brand awareness for your organisation by becoming an ENGAGE sponsor. Our sponsorship will increase your organisation's visibility and create valuable connections with thousands of accounting and finance professionals.

### All sponsorship packages include:

- ▶ Logo on intermission slides played between sessions on-site and online.
- ▶ Sponsor recognition on-site and online.
- ▶ Company profile on mobile app with link to the company website.
- ▶ Sponsor placement and recognition on virtual listing.
- ▶ Invitation to attend all public food and beverage functions with attendees.



# Executive sponsorships



|  | Platinum       | Gold           | Silver         |
|--|----------------|----------------|----------------|
| Price  | <b>SOLD</b>    | <b>£10,000</b> | <b>£4,500</b>  |
| Booth size   | <b>20 X 20</b> | <b>10 X 20</b> | <b>10 X 10</b> |
| Pre-event exposure   |                |                |                |
| Exclusive preconference email created by sponsor, deployed by CIMA to all registered attendees       | X (x3)         | X (x2)         | (x1)           |
| Company logo included in pre-event ENGAGE communication to attendees                                 | X              | X              | X              |
| Acknowledge as the main sponsors of the CIMA finance awards  | X              |                |                |
| Social media promotion: Thank you to our Platinum and Gold sponsor, with your company logo           | X              | X              |                |
| Prominent recognition with your company logo on the ENGAGE website as Executive-lead sponsor         | X              | X              | X              |
| Speaking opportunity in main auditorium (60-minute speaking presentation)                            | X              |                |                |
| Speaking opportunity in a breakout session (30 minutes)  |                | X              |                |
| Company listing on the ENGAGE website with link to your company website                              | X              | X              | X              |
| Company profile on mobile app with link to your company website                                      | X              | X              | X              |
| Press list   | X              | X              | X              |
| <b>On-site presence</b>  |                |                |                |
| Lead retrieval device  | X              | X              | X              |
| Push notifications on conference mobile app  | 4              | 2              | 1              |
| Banner ad on the conference mobile app with link to your website                                     | X              | X              | X              |
| Opportunity to host a chatroom for one (1) networking break with online attendees                    | X              | X              |                |
| Thank you to our sponsor's recognition   | X              | X              | X              |
| Premium booth location (near entrance, on corner or near networking areas)                           | X              | X              | X              |
| Conference passes  | 6              | 4              | 3              |
| Exhibitors and sponsors invited to attend all public food and beverage functions alongside attendees | X              | X              | X              |
| <b>Post-event follow-up</b>  |                |                |                |
| Metrics from exclusive preconference email deployment  | X              | X              | X              |
| Metrics from banner ad on conference mobile app  | X              | X              | X              |
| Full list including contact details of all attendees (GDPR compliant)                                | X              |                |                |
| Speaking session attendee contact information (GDPR compliant)                                       | X              | X              | X              |

# Other sponsorship opportunities



## ► Digital session room signage £1,500

- Logo on each monitor outside of every session room
- Monitor provides current and upcoming session information
- Two (2) event passes

## ► Email deployment £1,500

Capture the undivided attention of attendees with a custom email.

- CIMA to send a custom email deployment on the sponsors behalf to all attendees
- Email delivery rates and metrics will be provided
- Logo to be included on event website
- Two (2) event passes

## ► Lanyard £2,500

Promote your brand throughout the event with one of the most popular sponsorships.

- Logo provided on Lanyards
- Company logo on event website
- Two (2) event passes

## □ Award ceremony drinks sponsor £3,500 –

Receive prominent recognition as attendees and exhibitors mingle through the awards ceremony.

- Sponsor recognition throughout reception
- Logo in agenda on mobile app promoting sponsorship
- Mobile app push notification promoting sponsorship
- Opportunity to give a three-minute welcome speech before dinner and drinks are served.
- Two (2) event and award ceremony pass



# Reserve your booth.



► **Exhibition booth with virtual listing £2,500:**

- One on-site booth per 10 X 10 space
- One (1) lead retrieval licence
- Two (2) event passes
- Two (2) awards ceremony passes
- One (1) six-foot skirted table
- Two (2) chairs
- Invitation to attend all public food and beverage functions

► **Virtual listing £1,500:**

- Virtual booth for online attendees
- Company description on event website
- Logo
- Link to website
- Company listing on mobile app







READY TO  
GET STARTED?  
HAVE QUESTIONS?  
OTHER  
SPONSORSHIP  
IDEAS?

**Our Sponsorships and Exhibits Sales Team is  
looking forward to hearing from you!**

**[conference.uk@aicpa-cima.com](mailto:conference.uk@aicpa-cima.com)**



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