




**BRIDGING  
THE GAP**



The 2nd Annual  
**Bridging the Gap Conference**

 July 22-24, 2024

 Rosemont, Illinois

[WWW.BTGCONFERENCE.COM](http://WWW.BTGCONFERENCE.COM)

#notyouraverageaccountingconference2024





**In 2023, Tri-Merit hosted the first ever Bridging the Gap Conference. It is with great delight that we announce its return in 2024.**

The upcoming Bridging the Gap conference, hosted by Tri-Merit, is an unparalleled opportunity for professionals in the accounting and related industries. This 2 1/2 day event in Rosemont, Illinois, promises to shed light on the most relevant topics in the industry, such as mental and physical health, practice management, culture, tax, technology, and automation.

In today's dynamic and rapidly evolving business environment, staying ahead of the curve is crucial - and that's where Bridging the Gap comes in. Coming to this conference allows you to gain insight into industry trends, enhance your knowledge base, and leverage this understanding to gain an edge over competitors. You'll walk away with actionable strategies to enhance your practice's efficiency and effectiveness.

One more reason to attend? We're bringing back our wellness room, hosted by a wellness coordinator. This space is dedicated to emphasizing the importance of mental and physical health within our industry, providing attendees a unique chance to unwind and recharge amidst the hustle and bustle of the conference.



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“We are excited to announce the return of the Bridging the Gap conference in 2024, after a highly successful debut last year. In 2023, our central theme was work-life balance and mental health, and we’re thrilled to continue that focus this year, with enriching additions: **collaboration, automation, and delegation.**”

We’re also eager to reveal a new track dedicated entirely to tax – a comprehensive deep-dive into the latest tax updates, best practices, and more. The accounting industry has evolved, breaking free from its past reputation. Today, we leverage cutting-edge technology, foster a culture of respect and value, and reject the notion that grueling 80-hour work weeks are a rite of passage. We want to inspire the new generation of talent, showing them what it truly means to be an accountant in modern times.

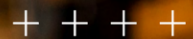
Unfortunately, the one constraint we face is limited capacity for the 2024 Conference. Whether you’re at the dawn of your career or looking towards a retirement transition, I encourage you to mark your calendars for July 22-24, 2024. Come join us in Rosemont for the Bridging the Gap 2024 Conference.

Together, we can continue to attract, retain, and reward the best minds in our industry, while crafting a new identity for accounting: efficient, profitable, and centered around a healthy, fulfilling work environment.

I hope to see you next July!”



**Randy Crabtree**  
Co-Founder of Tri-Merit





## COLLABORATE. AUTOMATE. DELEGATE.

We are coming together to reimagine the structure and functioning of our industry. Our focus is on fostering collaboration, an element we believe will not only bolster our respective firms but also facilitate a healthier industry landscape. By creating a supportive network among firms, we can collectively elevate the services we offer to our clients.

Delegation, often undervalued, is another key to unlocking a more effective and efficient industry. By assigning tasks or even entire roles to those with the specific expertise, we create space for passion and growth. Today, we acknowledge and value the distinctive talents, gifts, and skills that every individual possesses, endeavoring to match them with roles that ignite their passion.

Finally, automation. Its potential remains largely untapped in our industry. Numerous companies are now focusing on workflow streamlining – an approach we can leverage to enhance our operational efficiency. As we navigate this path of innovation, we remain committed to crafting a healthier, more efficient, and more effective industry for all of us.

# AGENDA

## DAY ONE

7:30am Breakfast & Check-in  
8:30am Opening remarks  
8:45am Keynote  
9:45am Break  
10:15am Panel  
11:15am Lunch  
12:115pm Sessions  
1:15pm Breakout Session  
2:15pm Keynote  
3:15pm Panel  
3:45pm Yoga  
4:30pm End of Day one

## DAY TWO

7:30am Breakfast & Check-in  
8:30am Opening remarks  
8:45am Keynote  
9:45am Break  
10:15am Panel  
11:15am Lunch  
12:115pm Sessions  
1:15pm Breakout Session  
2:15pm Keynote  
3:15pm Panel  
3:45pm Yoga  
4:30pm End of Day two

## DAY THREE

7:30am Breakfast & Check-in  
8:30am Opening remarks

### SPONSORSHIP

EACH DAY OF THE CONFERENCE OFFERS COUNTLESS OPTIONS TO PUT YOUR BRAND IN FRONT OF ATTENDEES. SEE SPONSORSHIP OPPORTUNITIES IN THIS DOCUMENT FOR THE FULL RANGE OF OPPORTUNITIES FOR SPONSORSHIP.



## PRICING

This year, we are thrilled to offer a “CPA Student Registration Rate” for those currently pursuing or recently graduated with a degree in accounting or related field. This is the best time in history to be an accountant. Young people joining the profession now will get paid more, have more flexibility, get more input into how their firms operate, have more career opportunities, and just generally enjoy themselves more than any previous generation of accountants in history.

## EXHIBITION RATES

We are also offering “Level One” and “Level Two” Exhibitor options. Each option comes with more opportunities for visibility and interaction with attendees. Consider signing up as one of these higher level exhibitors to gain a larger ROI on your conference attendance.

## RESERVE YOUR SPACE NOW



### Hailey Kretschmer

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# REGISTRATION FEES

## Digital Access

**\$599**

- ✓ Access to all keynotes
- ✓ Live feed access
- ✓ Digital booths
- ✓ CPE credits available

## Recent CPA Graduate

**\$1,099**

- ✓ Access to conference sessions
- ✓ Eligible to earn CPE credits
- ✓ Special pricing for CPA students!
- ✓ Must be verified by transcript
- ✓ Limited availability

## Early Bird

**\$1,299**

- ✓ Access to conference sessions
- ✓ Eligible to earn CPE credits
- ✓ Attendance to all special events
- ✓ Only available until 5/31/24!

## Regular Pricing

**\$1,499**

- ✓ Access to conference sessions
- ✓ Eligible to earn CPE credits
- ✓ Attendance to all special events



# EXHIBITOR RATES



## LEVEL TWO EXHIBITOR

**\$7,500**

- 2 Registrations included
- 10'x20' booth space with premium visibility + location
- 6' table + 2 chairs + wastebasket
- Table signs with company name
- Listed as "Level Two Exhibitor" with company name on site
- Dedicated social media post
- Screen ad run in-between sessions
- Invitation to all receptions and social events

## LEVEL ONE EXHIBITOR

**\$4,500**

- 2 Registrations included
- 10'x10' booth space with premium visibility + location
- 6' table + 2 chairs + wastebasket
- Table signs with company name
- Listed as "Level One Exhibitor" with company name on site
- Invitation to all receptions and social events





# SPONSORSHIP OPTIONS

## Diamond

- 4 Registrations included
- Exclusive opportunity – only 1 available
- 25% off discount code for additional registrations
- Listed as Diamond sponsor on website/emails/social media
- Mention from Randy on stage & 2 mentions on podcast
- Speaking opportunity at conference (20 minute segment during lunch on Tuesday)
- Exclusive logo printed on lanyards
- Logo on registration page
- Logo included on Step-and-Repeat
- Highlight during formal/gala dinner
- Company profile in event app
- 10'x20' booth with premium location & visibility
- Logo on all printed materials (folders, flyers, signage)
- Promotion before/after/during event on social media
- Invitation to speak on podcast near event date
- One “pushed” message to attendees per day via conference app (subject to approval)
- Logo on app banner
- Screen ad run between sessions
- Invitation to all receptions and social events
- Pre-event attendee list provided 2 weeks prior to event (no contact info)

**\$25,000** 1 available

## Platinum

- 3 Registrations included
- Speaking opportunity at conference (10 minute segment during breakfast, either day)
- Listed as Platinum sponsor on website/social media
- 20% discount code for additional registrations
- Mention from Randy on stage
- Company profile in event app
- 10'x10' booth
- Logo on all printed materials (folders, flyers, signage)
- Promotion before/after/during event on social media
- Invitation to speak on podcast near event date
- Screen ad run between sessions
- Invitation to all receptions and social events
- Pre-event attendee list provided 2 weeks prior to event (no contact info)

**\$17,000**

# SPONSORSHIP OPTIONS

## Gold

- 2 Registrations included
- Listed as Gold sponsor on website
- Mention from Randy on stage during event
- Company profile in event app
- 10'x10' booth
- Logo on all printed materials (folders, flyers, signage)
- Promotion before/after event on social media
- Screen ad run between sessions
- Invitation to all receptions and social events

**\$12,000**

## Silver

- 2 Registrations included
- Listed as Silver sponsor on website
- Company profile in event app
- 10'x10' booth
- Promotion before/after event on social media
- Screen ad run between sessions
- Invitation to all receptions and social events

**\$10,000**

## Bronze

- 1 Registrations included
- Listed as Bronze sponsor on website
- Company profile in event app
- Promotion before/after event on social media
- Screen ad run between sessions
- Invitation to all receptions and social events
- Pre-event attendee list provided 2 weeks prior to event (no contact info)

**\$8,000**

# ADDITIONAL OPPORTUNITIES

## Power breakfast sponsor

**\$6,000** 2 available

- Company logo/url/info on website
- 10-minute speaking opportunity during main session
- Sign with logo outside Main Ballroom
- Slide with logo during speaking session

## Tuesday night Gala Dinner

**\$12,000** 2 available

- Company logo/url/info on website
- Sign with logo outside Main Ballroom
- Slide with logo during speaking session
- 15-minute speaking opportunity during Gala event
- Company name & logo on event emails
- Reserved table by main stage
- Opportunity to host raffle giveaway on stage

## Tuesday night Pre-Gala cocktail reception

**\$10,000** 1 available

- Company logo/url/info on website
- 10-minute speaking opportunity in main ballroom
- Sign with logo outside Main Ballroom
- Slide with logo during event
- Company name & logo on event emails
- Mention from Randy as event sponsor on stage

## Wednesday lunch sponsor

**\$7,500** 2 available

- Company logo/url/info on website
- 10-minute speaking opportunity during main session
- Sign with logo outside of Main Ballroom
- Slide with logo during speaking session

## Snack Break Sponsor

**\$5,000** 4 available

- Company logo/url/info on website
- Tabletop signs on main tables during break

## Outside event space cocktail reception

**\$8,500** 2 available (Monday or Wednesday night)

- Company logo/url/info on website
- 10-minute speaking opportunity at event venue
- Sign with logo outside event space
- Slide with logo during event
- Mention from Randy as sponsor during event



# ADDITIONAL OPPORTUNITIES

## Wi-fi hosting + branding

**\$10,000** 1 available

- Company logo/url/info on website
- Logo on attendee badges
- Logo on tabletop signs with wifi information
- Wifi Sponsor post on social media before conference
- Company name used as wifi name and password
- Screen ad run between sessions

## Awards ceremony

**\$5,000** 2 available

- Company logo/url/info on website
- Logo on slides during event
- Onstage mention as Awards Ceremony Sponsor during the conference
- Awards Ceremony Sponsor mention on social media before conference

## Wellness room

**\$6,000** 2 available

- Company logo/URL/info on website
- Sign with logo outside of the Wellness Room
- Logo on emails about the Wellness Room before and after the conference
- Wellness Room Sponsor post on social media before conference

## Biodegradable signage

**\$7,500** 1 available

- Company logo/url/info on website
- Logo on all signage
- Onstage mention as Green Sponsor during the conference
- Green Sponsor mention on social media before conference

## Water bottle sponsor

**\$3,500** 1 available

- Company logo/URL/info on website
- Logo on water bottles given to each attendee

## Attendee swag bag

**\$2,500** 4 available

- Company logo/url/info on website
- Logo on bags given to each attendee
- First opportunity to send giveaway items, included in bags





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## CONTACT US

To discuss any of the exciting opportunities at Bridging the Gap 2024, email us at [marketing@tri-merit.com](mailto:marketing@tri-merit.com) or reach out to one of our team leads.



**Hailey Kretschmer**

Marketing Administrator

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