

Tri-Merit Specialty Tax Professionals

Sponsors & Exhibitors



BRIDGING THE GAP

ACCOUNTING CONFERENCE

Pg.1



July 22-24, 2025

Denver, Colorado

You're Invited!

Join us for the highly anticipated Bridging the Gap Conference hosted by Tri-Merit, taking place from July 22-24 in the vibrant city of Denver, Colorado. This event promises an exciting blend of innovation, networking, and professional growth, bringing together leaders and experts from across the industry. Attendees will have the opportunity to explore cutting-edge ideas, engage in meaningful discussions, and form lasting connections. Don't miss out on this unique experience designed to inspire and elevate your professional journey. Secure your spot and be part of the future of our field!

We are thrilled to welcome you to the BTG Conference 2025 at the Denver Marriott Tech Center. Nestled in the vibrant heart of Denver, this venue offers modern amenities and cutting-edge technology for a seamless and enriching experience. Its strategic location ensures easy access to major transportation hubs, perfectly blending convenience with elegance. Attendees will enjoy spacious meeting rooms, high-speed internet, and exceptional catering services. Join us at this premier venue for an unparalleled conference experience!

Registration



Recent CPA Graduate

\$799

- ✓ Access to conference sessions
- ✓ Eligible to earn CPE & CE credits
- ✓ Must be a recent graduate
- ✓ Must be verified by transcript

Limited availability

Early Bird

\$999

- ✓ Access to conference sessions
- ✓ Eligible to earn CPE & CE credits
- ✓ Attendace to all special events
- ✓ Available **2/1/2025-5/31/2025!**

Regular Pricing

\$1,199

- ✓ Access to conference sessions
- ✓ Eligible to earn CPE & CE credits
- ✓ Attendace to all special events

Group rates are available for 5 or more attendees. For more information, email Hailey @ info@btgconference.com

Some of Last Year's Sponsors & Exhibitors

Our conference has consistently drawn attention from major industry players, with renowned firms like Intuit, Canopy, the IRS and Freshbooks among our past attendees. Last year, we celebrated an incredible turnout with every sponsorship and exhibitor slot filled, highlighting the robust interest and engagement our event commands.

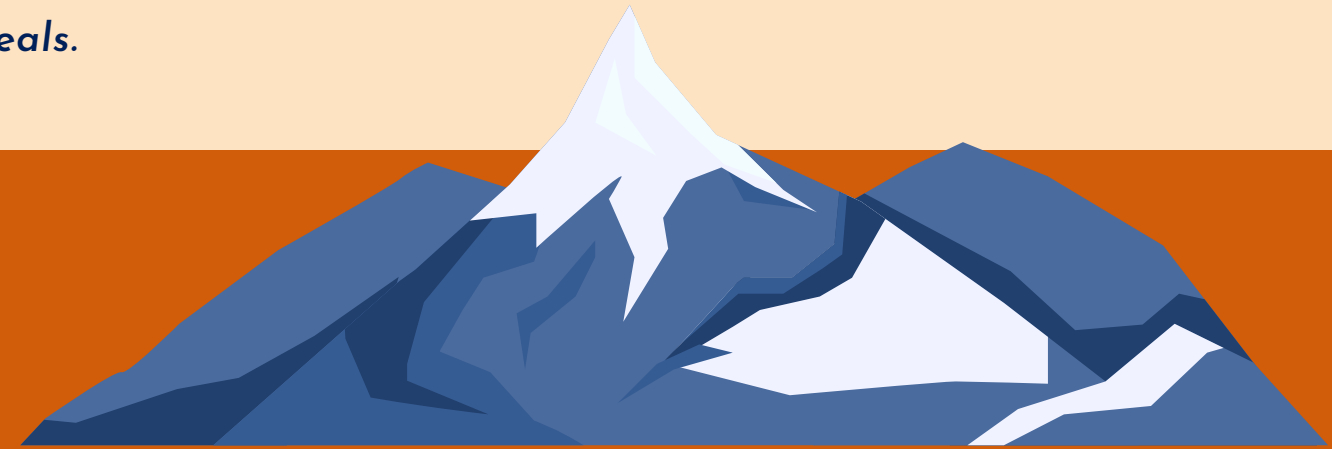
The logo for Intuit, featuring the word "INTUIT" in a bold, blue, sans-serif font.The logo for Dark Horse Certified Public Accountants, featuring a stylized horse head icon to the left of the text "DARK HORSE" in a bold, black, sans-serif font, with "CERTIFIED PUBLIC ACCOUNTANTS" in a smaller font below it.The logo for Mercury, featuring a circular icon with a complex, interlocking pattern to the left of the word "MERCURY" in a bold, black, sans-serif font.The logo for FreshBooks, featuring a blue square icon with a white letter "F" to the left of the word "FreshBooks" in a bold, black, sans-serif font.The logo for Aprio, featuring the word "Aprio" in a black, sans-serif font with a small orange and yellow icon to the right.The logo for the IRS, featuring a stylized icon of a person holding a scale to the left of the letters "IRS" in a bold, black, serif font.The logo for Canopy, featuring a black triangle icon to the left of the word "canopy" in a bold, black, sans-serif font.The logo for Acuity, featuring a blue and white icon of a stylized mountain or peak to the left of the word "ACUITY" in a bold, black, sans-serif font.

Sponsorship

This sponsorship level is for companies seeking an exclusive opportunity to be highlighted at this event. Our Diamond Sponsors are treated to white-glove service, with special opportunities that are not available outside of this level, including their logo on our large Step-And-Repeat Banner and lanyards, and additional promotion on social media, our event app, and on stage during the event. The lunch speaking opportunity will take place in the main ballroom, where all attendees will congregate for meals.

Mount Elbert Sponsor (Diamond) \$27,500

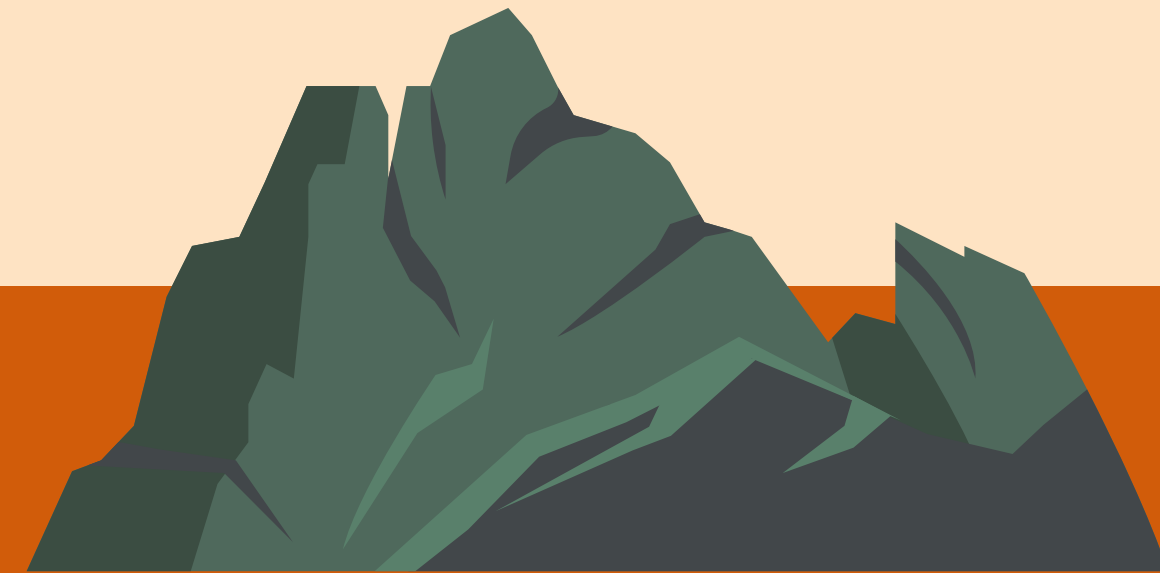
- 4 Registrations included
- Exclusive opportunity - only 1 available
- 25% off discount code for additional registrations
- 10'x 20' booth with premium location and visibility
- Listed as Diamond sponsor on website/emails/social media
- Mention from Randy on stage and 2 mentions on podcast
- Speaking 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 dinner
- Company profile in event app
- Logo on all printed materials (folders, flyers, signage)
- Promotion before/after/during event on social
- Invitation to speak on podcast near event date
- One "pushed" message sent to attendees per day via the conference app (subject to approval)
- Screen ad run between sessions
- Logo on app banner
- Invitation to all receptions and social events
- Pre-Event Attendee list provided 2 weeks prior to event (with contact info)
- Post-Event Attendee list provided after event



Sponsorship

Longs Peak Sponsor (Platinum) \$18,700

- 3 registrations included
- Speaking opportunity at conference (10 minutes during breakfast, either Tuesday or Wednesday)
- Listed as Platinum sponsor on website and social media
- 20% off discount code for additional registrations
- Mention from Randy on stage and in his blog
- Company profile in event app
- 10'x10' booth
- Logo on all printed materials (folders, flyers, signage)
- Promotion before/after/during event on social
- Invitation to speak on podcast
- Screen ad run between sessions
- Invitation to all receptions and social events
- Pre-Event Attendee list provided 2 weeks prior to event (with contact info)
- Post-Event Attendee list provided after event



Pike's Peak Sponsor (Gold) ~~\$13,200~~ **SOLD OUT**

- 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
- Screen ad run between sessions
- Invitation to all receptions and social events
- Pre-Event Attendee list provided 2 weeks prior to event (with contact info)
- Post-Event Attendee list provided after event

Sponsorship



Mount Silverheels (Silver)

\$11,000 TWO LEFT!

- 2 registrations included
- Listed as Silver sponsor on website
- Company profile in event app
- 10'x10' booth
- Promotion before/after event on social
- Screen ad run between sessions
- Invitation to all receptions and social events
- Pre-Event Attendee list provided 2 weeks prior to event (with contact info)
- Post-Event Attendee list provided after event

Flattop Mountain (Bronze)

\$8,800

- 2 registrations included
- Listed as Bronze sponsor on website
- Company profile in event app
- Promotion before/after event on social
- Screen ad run between sessions
- Invitation to all receptions and social events
- Pre-Event Attendee list provided 2 weeks prior to event (with contact info)
- Post-Event Attendee list provided after event

Additional Sponsorship

AM Coffee Break *\$6,000 3 available*

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

Power Breakfast *\$7,500 3 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

PM Coffee Break *\$6,000 3 available*

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

Day 2 Lunch *\$8,500 2 available*

- Company logo/URL/info on website
- Sign with logo outside of Main Ballroom
- Slide with company logo during speaking session
- 10-minute speaking opportunity in the Main Ballroom

Gala Dinner *\$15,000 2 available*

- Company logo/URL/info on website
- Sign with logo outside of Main Ballroom
- Slide with company logo during event
- 15-minute speaking opportunity in the Main Ballroom during Gala event
- Company name and logo on event emails
- Mention from Randy on stage during event
- Reserved table by main stage
- Opportunity to host raffle giveaway on stage

Exclusive Gala Night Sponsor for \$25,000

Pre-Gala Cocktail Hour *\$6,000 2 available*

- Company logo/URL/info on website
- Sign with logo outside of event space (outdoor event in a courtyard)
- Slide with company logo during event
- 10-minute speaking opportunity in the Main Ballroom
- Company name and logo on event emails
- Mention from Randy as sponsor on stage

Awards Ceremony *\$7,500 1 available*

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



Additional Sponsorship

~~Water Bottle \$3,500 1 available~~ **SOLD OUT**

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

S'Mores Station-During Exhibitor Cocktail Hour \$3,000 1 available

>> Sponsor a fun, outdoor experience on Wednesday night before Gala dinner.

- Company logo/URL/info on website
- Logo on tabletop signs

Lanyard Sponsor \$2,000 2 available

- Company logo/URL/info on website
- Logo on Lanyards given to all attendees, speakers and exhibitors

~~Attendee Swag Bag \$2,500 2 available~~ **SOLD OUT**

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

Biodegradable Signage \$3,500 2 available

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

Wifi Hosting \$10,000 1 available

- Company logo/URL/info on website
- Logo on each attendee badge
- 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

Additional Sponsorship

Wellness Room \$7,500 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
- Signage at outdoor morning yoga events

Oxygen Bar \$6,000 1 available

- Provide on-site oxygen bar for attendees
- Company logo/URL/info on website

~~Massage Chairs \$6,000 1 available~~ **SOLD OUT**

- Provide on-site massage options for attendees
- Company logo/URL/info on website

Yoga Mats \$1,000 1 available

- Company logo/URL/info on website
- Logo on Yoga Mats (will be given to attendees who visit Wellness Room)

Wellness Giveaways \$2,500 2 available

- Company logo/url/info on website
- Opportunity to place branded items in giveaways
- Logo on table tents

Hiking/Outdoor Kits \$2,500 2 available

- >>Provide hiking kits for each attendee, with fun & useful items for their stay in Denver that encourages attendees to get outside and explore.
- Company logo/URL/info on website
 - Logo on kit bag



Exhibitors

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

Red Table Mountain Level 2

\$8,250

- 2 registrations included
- 10'x20' booth space with premium visibility and location
- 6 ft table + 2 Chairs + wastebasket
- Table sign with company name
- Listed as Level Two 2 with company logo on website
- Dedicated social media post
- Screen ad run in between sessions
- Invitation to all receptions and social events

Green Horn Mountain Level 1

\$4,950

- 2 registrations included
- 10'x10' booth space
- 6 ft table + 2 Chairs + wastebasket
- Table sign with company name
- Listed as Level 1 Exhibitor with company logo on website
- Invitation to all receptions and social events

Reach Us!

To discuss any of the exciting opportunities at Bridging the Gap 2025, email us at Info@btgconference.com. Sponsorship customization is available on request.



Hailey Kretschmer

Sponsorship Coordinator

Hailey.Kretschmer@Tri-Merit.com