



accountingTODAY

VIRTUAL SUMMITS

PRIVATE EQUITY
PE UPDATE

July 16, 2025

About the Event

Private Equity Bootcamp

The entry of private equity into the accounting profession has had an impact far beyond just the firms that have been acquired, forcing accountants to rethink everything from succession planning to staffing to technology investments and much more. What's more, its impact is changing almost daily, as PE firms learn more about the profession — and vice versa.

This half-day event will cover the latest developments in PE and accounting, from new acquisition and investment strategies to new deal structures and target firms. It will draw lessons from the most recent deals (including the first “turns” that have occurred, as pioneering PE firms sell on their stakes), and help firms adjust their own reactions to a landscape that's constantly changing.

Panel 1

What PE Wants Now (and What They'll Want Next)

Panel 2

If PE Isn't for You: How to Remain Independent
(two sponsor speaking opportunities!)

Panel 3

PE 2.0: What's Going to Happen in the Turn?

Why Sponsor and General Audience

Tap Into the Power of the Accounting Today Private Equity Bootcamp.

Accounting Today's Virtual Summits connect you with one of the most influential and engaged audiences in the accounting profession. Our community includes firm leaders, forward-thinking advisors, technology innovators, and key decision-makers who are shaping the future of the profession. These exclusive, content-rich gatherings go beyond the screen — they're dynamic platforms where top professionals connect, collaborate, and drive meaningful conversations around growth, innovation, and the evolution of modern accounting.

TOTAL AUDIENCE REACH

969k

LEADERSHIP

73%

AUDIENCE ROLES



- 35% Independent Accountant
- 20% Tax Preparation & Planning
- 12% Advisory Services
- 10% Corporate Accountant (Industry)
- 5% Student
- 4% Corporate Finance
- 3% Technology
- 4% C-Suite
- 2% Audit Services
- 5% Other

COMPANY TYPE



- 50% Tax Planning/Preparation
- 28% Accounting Firm
- 6% Corporate Accounting
- 5% Financial Services
- 5% Education
- 5% Consulting & Advisory
- 1% Industry Vendor/Service Provider

Sponsorship Opportunities

PANEL PARTICIPATION

\$15,000

2 available

- Opportunity to speak on or moderate on one session. Speaker subject to approval
- *Accounting Today* will develop the session focus and deliverables, recruit all remaining speakers and/or moderators, and coordinate panel participation
- Includes access to the session recording
- Noted as a sponsor in dedicated promotional emails and on the dedicated virtual summit website
- Includes attendee list (attendee phone numbers excluded)

SPOTLIGHT VIDEO

\$12,500

3 available

- Opportunity to present a 2-minute video interview hosted with *Accounting Today* Editorial team (sponsor to provide interview questions)
- Video labeled as sponsored for transparency, will be edited for length and clarity, and include
- *Accounting Today*-branded intro and outro
- Full ownership of rights to use recorded mp4 video in future communications
- Noted as sponsor in dedicated promotional emails and on dedicated virtual summit website
- Includes attendee list (attendee phone numbers excluded)

SUPPORTING SPONSORSHIP

\$7,500

- Noted as a sponsor in dedicated promotional emails and on the dedicated virtual summit website
- Includes attendee list (attendee phone numbers excluded)

**To confirm your partnership or for more information,
please contact Alexandria Alati at**

201-341-5989 | alexandria.alati@arizent.com