

**THE.GAP**

# 2026 Partnership opportunities

Become a valued partner of the growing Gap community.

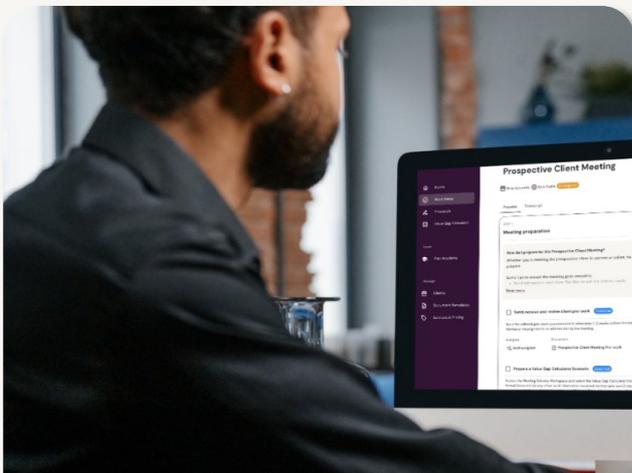


# About The Gap

The Gap is a complete business advisory platform for purpose-driven accounting and bookkeeping firms. It's used by 1,000's of accountants to deliver consistent, high-impact advisory services to clients, while building a stronger, more scalable firm.

Our online events and flagship conference engage hundreds of forward-thinking firm leaders, leading the charge in the movement we dub the advisory uprising.

## Our reach



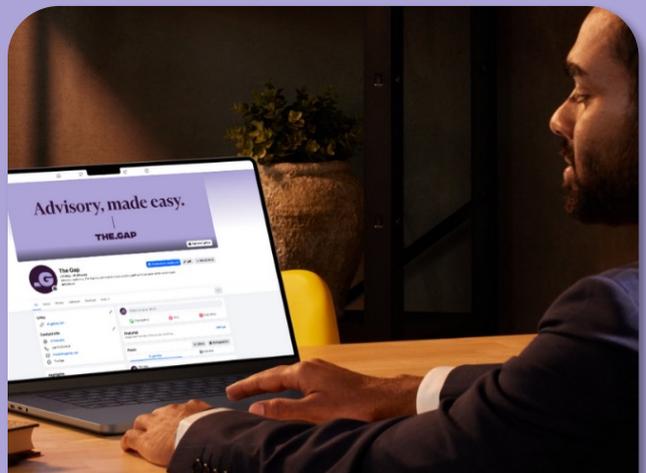
**1,000's of accountants**  
using The Gap



**500 attendees**  
at the 2025 conference



**Over 2,500 registrations**  
to Gap events in 2025



**3,500+ followers**  
on Facebook and LinkedIn

# Why partner with us?

**When The Gap endorses a solution, our community listens.**

Our members trust us because we've helped them achieve real, measurable results. Over the years we've introduced a number of carefully curated partners, each with a natural place in our Business Advisory ecosystem.

The firms using The Gap have made the decision to go all-in on advisory. They're investing in tools, training, and transformation to do just that.

**To discuss partnering in 2026 contact:**

**Sarah Steele**

**Head of Marketing**

**[Sarah.steele@thegaphq.com](mailto:Sarah.steele@thegaphq.com)**

**021 590 187**



**“An engaging and rewarding event for us to partner with. We have seen a direct uptick in enquiries as a result of this sponsorship. The care and attention from The Gap team was impressive.”**

**Strategic Pay | 2025 Strategic Partner**

# Partnership packages

**Our partnership packages are non-exclusive by design.**  
We believe in giving our attendees choice and creating a competitive marketplace of best in market solutions.

Payment alternatives: Full payment before 28 February 2026, or in 10 equal instalments with a 5% loading. Instalment payments commence February 2026.

## Premium Partner

Maximum visibility and influence across the full calendar year (only two places available)

### \$39k investment

- ✓ Large booth
- ✓ 15 min main stage presentation
- ✓ Unlimited lead scanners
- ✓ 5 conference tickets
- ✓ 5 tickets to partners welcome function
- ✓ Table for 6 of your clients
- ✓ 20 discounted ticket codes for your prospects or customers
- ✓ Premium branding on promotional and on site event material
- ✓ Premium placement on Gap and AIM conference websites
- ✓ 4 digital marketing opportunities
- ✓ 1 joint web event
- ✓ 2 NZ/AU Virtual Masterclasses

## Strategic Partner

Strategic visibility and engagement

### \$19k investment

- ✓ Standard booth
- ✓ 2 lead scanners
- ✓ 2 conference tickets
- ✓ 2 tickets to partners welcome function
- ✓ Table for 6 of your clients
- ✓ 10 discounted ticket codes for your prospects or customers
- ✓ Placement on Gap and AIM conference websites
- ✓ Logo on promotional material
- ✓ 2 digital marketing opportunities

## Conference Partner

Solid exposure and access

### \$16k investment

- ✓ Standard booth
- ✓ 2 lead scanners
- ✓ 2 conference tickets
- ✓ 2 tickets to partners welcome function
- ✓ AIM conference website placement

## Ecosystem Partner

Strong digital presence and referral partner

### \$3k investment

- ✓ Placement on The Gap website
- ✓ 4 digital marketing opportunities

# Looking for more?

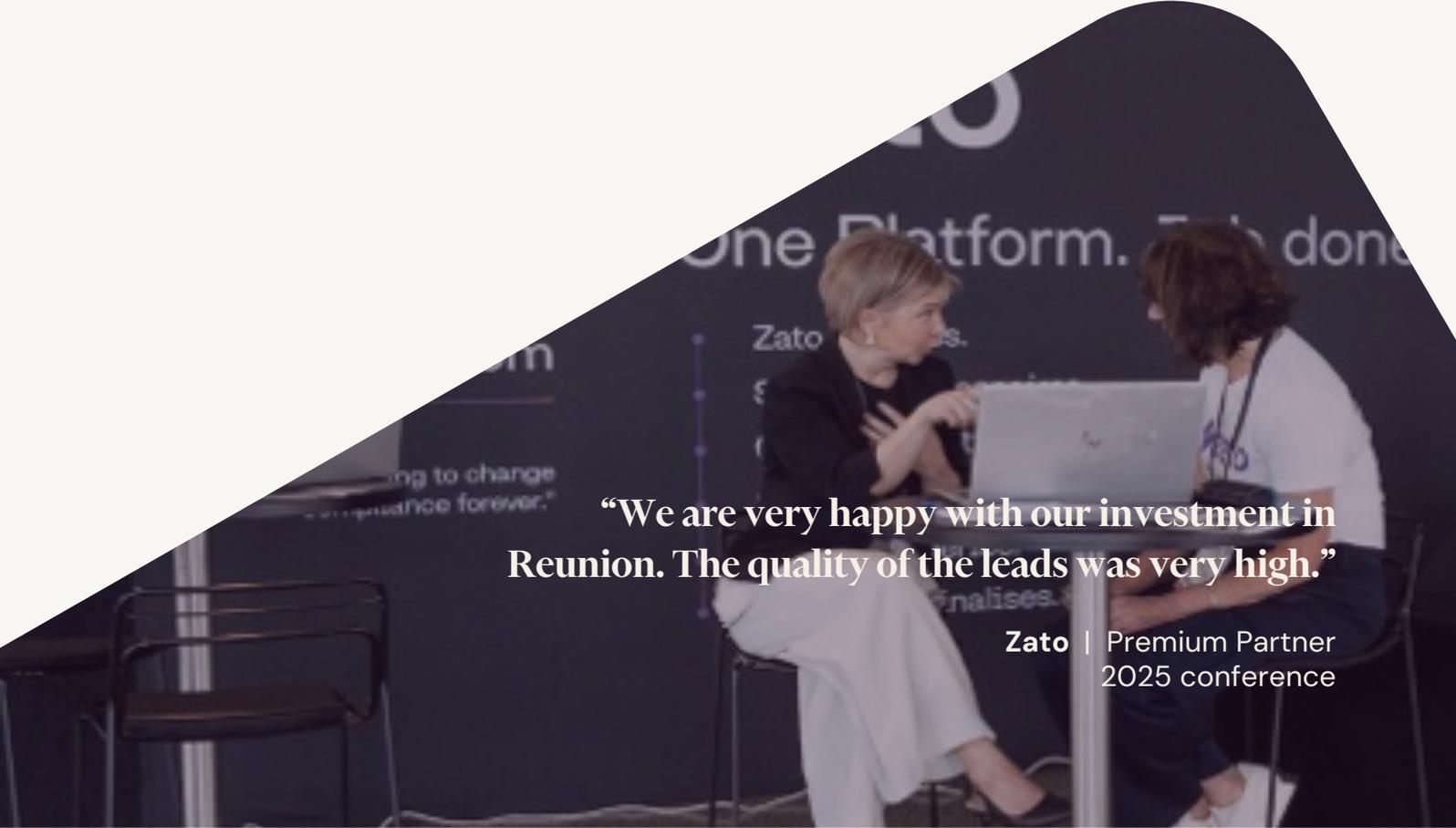
We have a range of optional AIM conference add-ons to your package including:

	Details	Investment
Branded chill-out lounge	Branded quiet space for attendees to take calls/work	\$2k
Conference App sponsor	Footer banner on all conference App pages	\$2k
Networking drinks sponsor	Main stage acknowledgement and ability brand the networking drinks room	EOI
Dinner and awards sponsor	Logo on menus and bar front and co-host award ceremony (6 award categories)	\$10k

**SOLD OUT**

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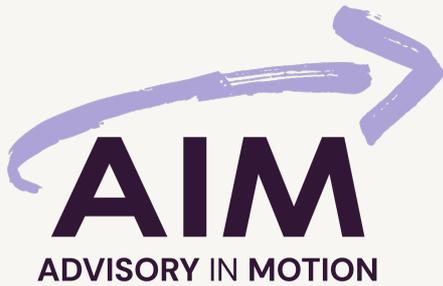
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“We are very happy with our investment in Reunion. The quality of the leads was very high.”

Zato | Premium Partner  
2025 conference

# Premium Partnership



## Advisory in Motion, formerly known as Reunion, is Australasia's premier advisory conference

Position your brand at the centre of the advisory transformation movement and connect with firms at the largest event in Australasia specifically designed for accounting firms actively transforming from compliance to high-value advisory businesses. Only two places available.

This is where progressive firm leaders gather to learn how to build scalable, profitable advisory practices and connect with forward-thinking technology and service providers. Be the partner that helps them succeed.

**10/11 September 2026**  
**Viaduct events Centre**  
**Expected attendance: 500+ attendees**

**NOTE:**

AIM will now be biennial.  
After 2026, the next event will be 2028.

## Premium Partner

Maximum visibility and influence across the full calendar year (only two spots available)

### \$39k investment

- ✓ Large booth
- ✓ 15 min main stage presentation
- ✓ 5 lead scanners
- ✓ 5 conference tickets
- ✓ 5 tickets to Partners welcome function
- ✓ Table for 6 of your clients
- ✓ 20 discounted ticket codes for your prospects or customers
- ✓ Premium placement on Gap and AIM conference websites
- ✓ 4 digital marketing opportunities
- ✓ 1 joint web event
- ✓ 4 Virtual Masterclasses

**SOLD OUT**

**“Just wanted to say thank you for all your help in making Reunion a successful event for us. It ran so smoothly and the team were really happy with the levels of engagement at our booth.”**

**Tax Traders | Premium Partner  
2025 Conference**

# Why Premium?

Because you don't just want to attend the event, you want to own the conversation, lead the narrative, and connect with every decision-maker in the room.

## What you get



## Unmatched visibility

- Large booth in prime location – high-traffic positioning where attendees naturally congregate
- 15-minute main stage speaking spot – position your brand as a thought leader in front of 500+ attendees
- Premium branding throughout – your logo on signage, conference materials, and digital platforms
- Exclusive category positioning – limited to two Premium Partners to protect your visibility

## Superior lead generation

- Unlimited lead scanners – capture qualified prospects efficiently across your entire team
- 5 conference tickets + 5 partner function tickets – bring your whole team to network and engage
- Client table for 6 – host your top prospects or customers at an exclusive table
- 20 discounted ticket codes for your prospects or customers

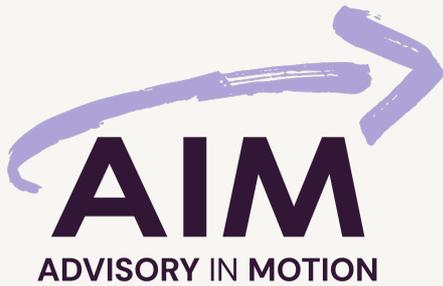


## Year-round digital presence

- Premium Gap & AIM website placement – prominent positioning on high-traffic pages
- 2 Gap newsletter articles – featured content in monthly newsletter
- 2 social media posts – amplification across LinkedIn, Instagram, Facebook (3,500+ followers)
- 2 Virtual Masterclasses (VMCs) – branding on all assets and acknowledgement during event (600+ VMC registrations in 2025)
- Joint web event – co-hosted with The Gap, promoted to full database

To discuss partnering in 2026 contact: Sarah Steele | Head of Marketing | 021 590 187

# Strategic Partnership



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## Strategic Partner

Strategic visibility and engagement.

### \$19k investment

- ✓ Standard booth
- ✓ 2 lead scanners
- ✓ 2 conference tickets
- ✓ 2 tickets to partners welcome function
- ✓ Table for 6 of your clients
- ✓ 10 discounted ticket codes for your prospects or customers
- ✓ Placement on Gap and AIM conference websites
- ✓ 2 x digital marketing opportunities

**“The Gap conference is a highlight, an event we look forward to attending. The event is well organised and very professionally run. It affords us a wonderful opportunity to network...”**

**ClockworX | Strategic Partner  
2025 Conference**



# Why Strategic?

Strategic Partnership is for firms that want a strong presence and meaningful engagement at Australasia's largest advisory event without top-tier investment.

## What you get



### Prime event presence

- Standard booth in excellent location – high-visibility placement where attendees naturally flow
- 3 lead scanners – efficiently capture interested prospects across your team
- 2 conference tickets + 2 partner function tickets – bring key team members to network and engage
- Client table for 6 – host your top prospects or customers for deeper relationship building
- 10 discounted ticket codes for your prospects or customers
- Branding on conference materials



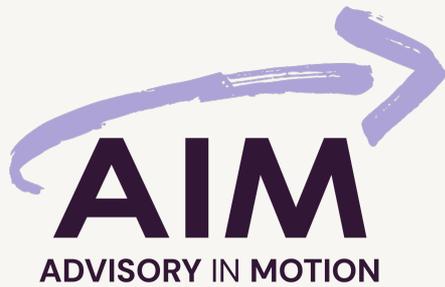
### Year-round digital presence

- Gap and AIM conference website placement – prominent positioning on high-traffic pages
- 1 Gap newsletter article – featured content in newsletter
- 1 social media post – amplification across LinkedIn, Instagram, Facebook (3,500+ followers)

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## Conference Partner

Solid exposure and access.

### \$16k investment

- ✓ Standard booth
- ✓ 2 lead scanners
- ✓ 2 conference tickets
- ✓ 2 tickets to partners welcome function
- ✓ Conference website placement



**“We love working with The Gap!  
It’s always great to catch up in person and  
connect with forward-thinking accountants  
who are buzzing with possibilities.”**

**Aider | 2025 Conference Partner**

# Why Conference?

For firms that want a strong presence and meaningful engagement with progressive accounting leaders at Australasia's largest advisory event.

## What you get



## Prime event presence

- Standard booth in excellent location – high-visibility placement where attendees naturally flow
- 2 lead scanners – efficiently capture interested prospects across your team
- 2 conference tickets + 2 partner function tickets – bring key team members to network and engage
- 10 discounted ticket codes for your prospects or customers
- Branding – logo on website and conference materials

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**"Gap Reunion is a national collection for our industry, of suppliers, directors, teams, speakers from in and outside of it, culminating in a collective community that wants one thing. To see their clients WIN!**

**I see it as an annual must to attend for any accounting professional that is serious about impact and legacy."**

Core Leadership Institute | 2025 Conference Partner

# Ecosystem Partnership

## Why Ecosystem?

For service providers and complementary solutions that want access to the Gap community without full event activation.

## Here's what you get:

### Prime digital presence and referral partner.

- Website placement – prominent positioning on high-traffic pages
- 2 Gap newsletter articles – featured content in the monthly newsletter
- 2 social media posts – amplification across LinkedIn, Instagram, Facebook (3,500+ followers)

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## Ecosystem Partner

Strong digital presence and referral partner

### \$3k investment

- ✓ Placement on The Gap website
- ✓ 4 digital marketing opportunities.



# Attendee feedback

“

*Attending The Gap conference was a fun and insightful experience where I learned a lot, took plenty of notes, enjoyed delicious food, met amazing people, and left feeling confident that we'll become even better advisors because of it.*

**Rachel Stephens** | Tael Solutions Ltd

”

“

*Epic experience, great connections and refresh on business.*

**Leah Keown** | Beyond Your Numbers

”

*I love GAP conferences because they are a place where you can meet like minded people doing similar things different ways.*

*It's an awesome opportunity to find new solutions to work difficulties. It's a really positive conference and environment and encourages both work and personal growth.*

**Amy Garner** | Winstone France Limited

”

Advisory, made easy.

**THE.GAP**

TheGapHQ.com

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