

THE.GAP

2026 Partnership opportunities

Become a valued partner of the growing Gap community.

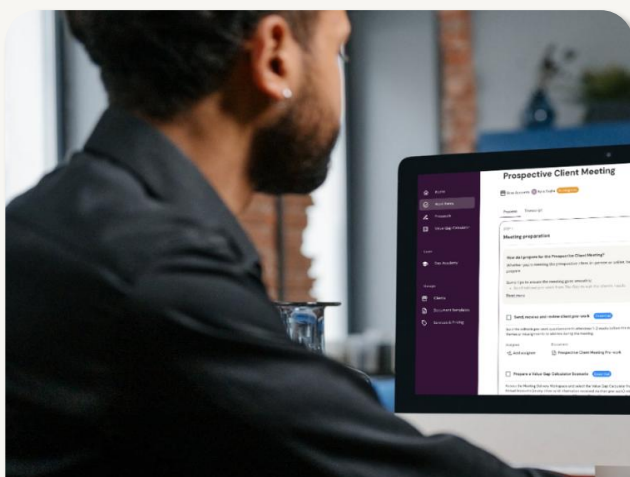


About The Gap

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



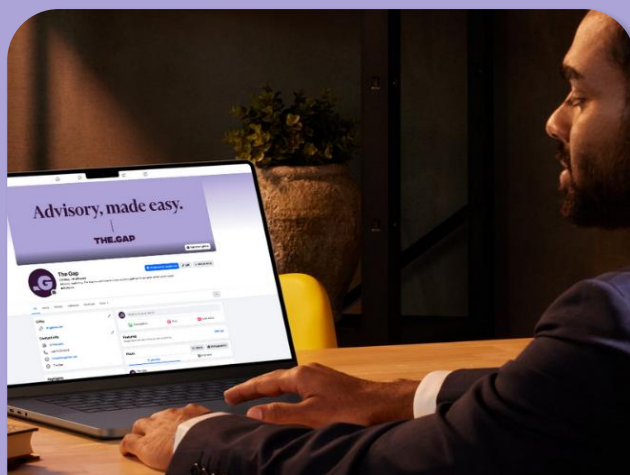
1,000's of accountants
using The Gap



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

021 590 187

A photograph of two women standing in front of a presentation board. The woman on the left is wearing a tan blazer and glasses, and the woman on the right is wearing a patterned dress. The board behind them has a title 'Forward Strategy on T...' and several numbered steps. Step 1 is 'Engage' with a red box, step 2 is 'Evaluate Your Efforts' with a purple box, and step 3 is 'Empower' with a green box. There are also some smaller text boxes and a timeline graphic. The background is a light blue wall with some text and graphics.

“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 placement on Gap and AIM conference websites
- ✓ 4 digital marketing opportunities
- ✓ 1 joint web event
- ✓ 2 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
- ✓ 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
- ✓ 10 discounted ticket codes for your prospects or customers
- ✓ Conference website placement

Ecosystem Partner

Strong digital presence and referral partner

\$3k investment

- ✓ Placement on 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

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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
- ✓ 2 Virtual Masterclasses

“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

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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 Partnership



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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
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Expected attendance: 500+ attendees


NOTE:
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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
- ✓ 10 discounted ticket codes for your prospects or customers
- ✓ Conference website placement

A large crowd of people is seen from an elevated perspective, walking through a conference hall. In the background, there are exhibition booths with various displays and signage. The scene is busy and captures the atmosphere of a large-scale event.

**“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)

Ecosystem Partner

Strong digital presence and referral partner

\$3k investment

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

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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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