

Together as the Association of International Certified Professional Accountants

2023

Sponsorship and exhibitor opportunities

Not-for-Profit Industry Conference

June 19–21
Gaylord National Harbor,
National Harbor, MD, and live online

Be a sponsor	3
Reach executive-level status	3
Speaking sponsorships	4
Technology sponsorships	5
Material sponsorships	7
Networking sponsorships	9
Reserve your booth	11
Enhance your experience	12

Moving forward in 2023

The Not-for-Profit Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with NFP finance and accounting professionals.

We invite you to reach NFP financial executives, including CFOs, CEOs/executive directors, controllers, directors of finance and board trustees, and other financial managers with not-for-profit clients ready to learn about new products and solutions to enhance their businesses at the AICPA & CIMA NFP Conference.

Attendee demographics

1,700 attendees

Business category



- Public accounting 48%
- Business and industry 43%
- Education 3%
- Other 6%

Firm size



- Sole practitioner 22%
- 2-50 employees 45%
- 51-99 19%
- 100-500 8%
- 501-1,000 3%
- More than 1,000 3%

Top titles



- Partner 21%
- Accounting/financial reporting-director/ manager/staff 16%
- CFO/controller/ comptroller 20%
- Staff 11%
- Manager 13%
- Senior manager 5%
- Managing director/ director 4%
- Shareholder/owner 3%
- Sole practitioner 3%
- Other 4%

81%

of attendees have attended the NFP **Industry Conference** in the past

of attendees have more than 20 years as a CPA

of attendees are decision-makers in their firm



Reimagine leadership

Be a sponsor

Strategically build your custom sponsorship package from our à la carte offerings!

Sponsor benefits

- · Logo on intermission slides played between sessions on-site and online
- Sponsor recognition on-site and online
- Company profile on mobile app with link to company website
- · Sponsor placement and recognition on AICPAConferences.com Sponsor & Exhibitor Directory
- Pre- and post-conference attendee list with USPS mailing addresses only (no email addresses) for one-time use
- Promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- · Option to purchase additional discounted CPE badges

Reach executive-level status.

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Platinum Starting at \$32,500

Starting at \$21,500

Silver Starting at \$18,500

Executive-level sponsor benefits

- ► All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ► Scavenger Hunt participation
- ► Premium 10x10 exhibit booth (platinum and gold only)
- Additional on-site Expo-only badges (1 per exhibit booth)
- ► Additional CPE badges (3 platinum, 2 gold, 1 silver)



Speaking sponsorships

\$10,000

Solution session*

Present an educational topic in your area of expertise.

- 50-minute live speaking opportunity worth 1 CPE credit
- · Featured on main agenda reaching attendees on-site and online
- Session attendee contact information (includes email addresses)
- Session listed on main agenda on website, AICPAConferences.com and mobile app
- Session recording available on AICPAConferences.com Archives page for one year post-event
- · Two (2) CPE badges
- · One (1) CPE speaker registration

\$8,500

Learning lab*

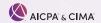
Host a TED Talk-style presentation or Tech Demo in the Learning Pavilion.

- 20-minute live speaking opportunity
- · Featured in Exhibit Hall during networking event and streamed live online
- Session attendee contact information (includes email addresses)
- Listed on main agenda on website, AICPAConferences.com and mobile app
- · Two (2) CPE badges
- · One (1) CPE speaker registration

"I cannot imagine missing this conference.

I have attended 20–25 times over my 36-year professional career."

- Not-for-Profit 2021 attendee



^{*}Session title, speaker and content subject to committee pre-approval

Technology sponsorships

\$15,000

Wi-Fi

Gain digital recognition for helping on-site attendees stay connected.

- · Logo on back of each attendee badge with Wi-Fi information
- Customized Wi-Fi password (subject to hotel guidelines)
- · Logo listed in mobile app Wi-Fi information
- Two (2) CPE badges

\$11,000

Charging stations

Gain extra face time while attendees' devices recharge.

- Corporate logo and video loop on two charging stations
- Stations placed near booth and in registration
- Two (2) CPE badges

\$10,000

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

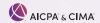
- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional commercial replays throughout the event
- Banner ad with hyperlink on AICPAConferences.com in Virtual Conference Lobby
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar $\,$
- · Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE badges
- · Commercial session selection is subject to availability and approval

\$10,000

Mobile app

Increase your visibility pre-event with the launch of the app and post-event with year-long access.

- · Logo on app splash screen
- · Logo in pre-event app download instruction email
- Two (2) CPE badges



Technology sponsorships

\$10,000

Digital session room signage

Promote your brand outside of every on-site meeting room.

- Logo on each monitor outside of every session room
- Monitor lists current and upcoming session information
- Two (2) CPE badges

\$10,000

Session alertness checks

Highly visible branding in select sessions.

- · Logo featured on CPE alertness pop-up, four to six times per session
- Choose up to ten (10) pre-selected sessions (excludes keynotes/general sessions)
- Two (2) CPE badges

\$8,500

Music

Increase exposure to online and on-site customers and prospects through music.

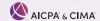
- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- · Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges
- · Playlist will be available for attendees to download

\$6,500

Closed captioning

Maximize your brand with this multi-channel package providing visibility in all online sessions.

- Sponsor recognition in text closed captioning message before every online session
- One (1) 30-second commercial played prior to one (1) session streamed on-site and online
- · Logo with hyperlink in AICPAConferences.com Virtual Conference Lobby
- · Logo with hyperlink in pre-event access email to attendees
- One (1) CPE badge
- · Commercial session selection is subject to availability and approval.



Material sponsorships

\$15,000

Step challenge

Build health and wellness while promoting your brand.

- AICPA & CIMA to send a custom branded email to attendees with challenge instructions
- Logo on step challenge tracking app
- Mobile app push notifications promoting challenge and announcing winner
- AICPA & CIMA provided prize on behalf of sponsor 2024 conference registration
- · Two (2) CPE badges
- · Optional: additional sponsor-provided prize

\$12,000

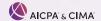
Lanyard

Promote your brand throughout the entire event with one of the most popular on-site sponsorships.

- · Logo displayed on AICPA & CIMA provided lanyards
- Sponsorship recognition on on-site signage
- Two (2) CPE badges

"The best NFP conference out there."

Not-for-Profit 2021 attendee



Material sponsorships

\$10,000

Hand-sanitizer stations

Place your brand directly in the hands of on-site attendees.

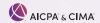
- Logo on hand-sanitizer stations placed throughout the conference center and exhibit area
- Up to three (3) branded exposure points
- · Two (2) CPE badges

\$7,500 Scavenger hunt Attract attendees to your booth with this fun and engaging game.

- Attendees are entered into drawings for donated raffle prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on attendee login screen
- Sponsor recognition on on-site signage and virtual platform
- One (1) CPE badge

"I have attended nearly every year since 1993. Excellent speakers on topics relevant to my not-for-profit practice."

- Not-for-Profit 2021 attendee



Networking sponsorships

Align your company with a thought leader!

- Keynote
- Welcome attendees (one to two minutes) and introduce Keynote speaker (bio to be provided)
- One (1) 30-second commercial played prior to Keynote
- · Sponsorship recognition on-site and online
- Two (2) CPE badges
- · Call for additional details
- Commercial session selection is subject to availability and approval

Increase exposure and enjoy networking with attendees over a glass of wine and cheese.

Wine & cheese reception

- Priority bar placement near on-site exhibit booth (when available)
- Sponsor recognition throughout reception
- · Logo printed on napkins placed on food and beverage stations
- · Logo in agenda on mobile app promoting reception and sponsor
- Mobile app push notification promoting sponsorship
- · Two (2) CPE badges

Opening reception

Receive prominent recognition as attendees and exhibitors mingle throughout the Exhibit Hall.

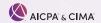
- Priority bar placement near on-site exhibit booth (when available)
- Sponsor recognition throughout reception
- · Logo printed on napkins placed on food and beverage stations
- · Logo in agenda on mobile app promoting reception and sponsor
- · Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$12,000

Gain exposure while on-site attendees network over lunch.

Lunch

- Sponsorship recognition throughout lunch
- Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- One (1) reserved table for sponsor to invite conference attendees
- · Two (2) CPE badges



Networking sponsorships

\$10,000/day

All-day coffee

Build brand recognition as on-site attendees grab a beverage between sessions.

- Sponsor recognition on each beverage station
- Logo printed on coffee sleeves placed on each station
- · Logo in agenda on mobile app
- Placement near exhibit booth (when available)
- · Two (2) CPE badges`

\$9,000

Signature drink

Get creative with an on-site specialty drink named after your company.

- Custom cocktail or beverage served during the on-site networking reception
- Available at bar placed near your booth (when available)
- Sponsorship recognition on designated bar
- Mobile app push notification promoting signature drink
- Two (2) CPE badges

\$9,000

Afternoon break

Stay top of mind by keeping on-site attendees refueled and refreshed.

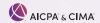
- Themed food station (ice cream, popcorn, assorted cookies, trail mix, etc.)
- Sponsorship recognition on each station
- · Logo in agenda on mobile app
- Placement near exhibit booth (when available)
- · Two (2) CPE badges
- · Optional: sponsor-provided branded napkins

\$7,500

Morning break

Build brand recognition as on-site attendees grab a beverage to start the day.

- Sponsorship recognition on each beverage station
- · Logo in agenda on mobile app
- Placement near exhibit booth (if available)
- · Two (2) CPE badges
- · Optional: sponsor-provided branded napkins



Reserve your booth

On-site and virtual listing

\$4,500

10x10 booth

On-site booth per 10x10 space:

- · One (1) lead retrieval license
- · Two (2) CPE badges
- One (1) 6-foot skirted table
- · Two (2) chairs
- One (1) wastebasket
- One (1) booth ID sign
- · Pipe and drape

· Company description

Virtual listing:

\$1,500

Virtual listing only

- Logo
- · Link to website
- · Contact information

▶ Includes virtual listing! --

Additional exhibitor benefits:

- ► Company profile on mobile app with a link to the company website
- ▶ Pre- and post-conference attendee list with USPS mailing addresses only (no email addresses) for one-time use
- Access to promotional marketing code offering a \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all on-site food and beverage functions and online activities with attendees (does not include private events)
- ▶ Option to purchase additional discounted CPE badges or on-site Expo-only badges



Enhance your experience

Exhibit booth add-ons:

\$4,500 Archives Stand out to prospective clients as attendees re-visit their favorite sessions.

- Logo with hyperlink in pre-event access email to attendees
- · Logo with hyperlink in post-event archive email to attendees
- Banner ad with hyperlink on AICPAConferences.com Archives page

\$4,500

Handouts

Reach attendees each time they reference event materials.

- · Logo with hyperlink in pre-event access email to attendees
- Banner ad with hyperlink on AICPAConferences.com Handouts page

\$3,000

Deliver your targeted message to a captive audience.

Commercial package

- One (1) 30-second commercial play before one (1) session streamed on-site and online (excludes keynotes)
- Commercial visible by all attendees via archives page (added 4–6 weeks post-event)
- · Commercial session selection is subject to availability and approval

\$300

Scavenger Hunt

Attract attendees to your on-site booth with this fun and engaging game.

- Attendees earn points by visiting participating exhibitors for a chance to win prizes
- Participant supplies prize of \$100 minimum value
- Recognition on on-site signage and virtual platform



Ready to get started?
Have questions?
Other sponsorship ideas?

Email us today!

SPEXevents@hq.cpa.com

Start here →



Founded by AICPA and CIMA, the Association of International Certified Professional Accountants powers leaders in accounting and finance around the globe.

© 2022 Association of International Certified Professional Accountants. All rights reserved. Association of International Certified Professional Accountants is a trademark of the Association of International Certified Professional Accountants and is registered in the US, the EU and other countries. The Globe Design is a trademark owned by the Association of International Certified Professional Accountants. 2202-47690