

Sponsorship and  
exhibitor opportunities

# Not-for-Profit Industry Conference 2025

**June 16–18**

Gaylord National Harbor, Greater DC, and live online

# About the conference

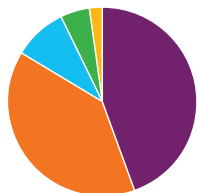
The Not-for-Profit Industry Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with NFP finance and accounting professionals.

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 Industry Conference.

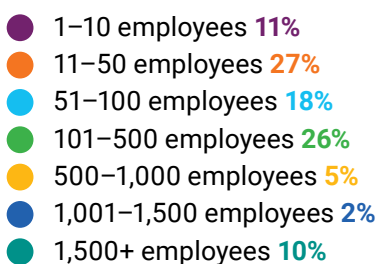
## Attendee demographics

1,500 attendees

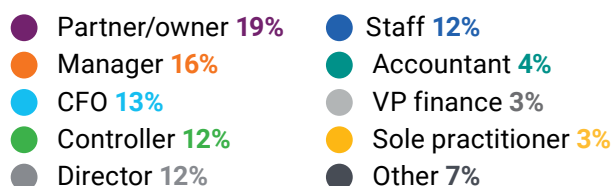
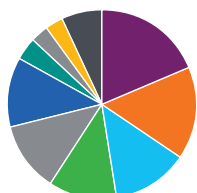
### Business category



### Firm size



### Top titles



# 81%

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

# 52%

of attendees have more than 20 years as a CPA.

# 63%

of attendees are decision-makers in their firm.



# Reimagine leadership

## Be a sponsor.

### 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 in Sponsor & Exhibitor Directory
- 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

## Executive-level status

How do I become an executive-level sponsor?

Strategically build your executive-level sponsorship package from our à la carte offerings!

**Platinum**  
Starting at \$33,000

**Gold**  
Starting at \$22,000

**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
- ▶ 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)

All items are subject to change.

# Speaking sponsorships

\$12,000

## **Solution session**

### **Present an educational topic in your area of expertise.**

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- 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 address*) to be provided one (1) week post-conference
  - Session listed on the main agenda, conference website and mobile app
  - Session recording available on *Archives page* for one year post-event
  - Session title, speaker and content subject to committee pre-approval
  - Two (2) CPE badges
  - One (1) CPE speaker registration
  - Executive-level sponsor only
- 

\$9,000

## **Education lab**

### **Host a TED Talk-style presentation with an educational focus.**

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- 25-minute live speaking opportunity worth 0.5 CPE credit
- Featured during a networking event on-site and live online
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on agenda on NFP website, mobile app and signage
- Session recording available on Archives page for one year post-event (*speaker permission required*)
- Presentation posted to Handouts page (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) CPE speaker registration

“I cannot imagine missing this conference.  
I have attended 20 to 25 times over my 36-year  
professional career.”

— Not-for-Profit Industry Conference attendee

All items are subject to change.



# Technology sponsorships

\$15,000

Wi-Fi

EXCLUSIVE

**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

\$12,000

Digital marketing bundle

EXCLUSIVE

NEW

**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
- Logo with hyperlink in pre-event access email to all attendees
- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Playlist with sponsorship recognition available for attendees to download
- Logo featured on CPE alertness pop-ups, 4 - 6 time per session
- Alertness popups include ten (10) online sessions (excludes keynotes/general sessions)
- *Commercial subject to approval*
- Two (2) CPE badges

\$7,000/per room

Power zone

**Unlock the full potential of your brand by sponsoring the charging tables in one or all of our session rooms.**

- Sponsorship-provided artwork displayed on charging tables located in the first four (4) rows of the session room
- Sponsor ad transition slide displayed before all sessions
- Logo listed in mobile app with power information
- Full conference exclusivity available for \$20,000
- Two (2) CPE badges

All items are subject to change.

# Material sponsorships

\$13,500

## Jumbotron

### EXCLUSIVE

Promote your brand within the conference meeting space in this high traffic area as attendees travel between sessions.

- Six (6) images or 30-second video
- Media rotates with other hotel/conference information

\$12,000

## Lanyard

### EXCLUSIVE

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-site signage
- Two (2) CPE badges

\$10,000

## Notebook and pen

### EXCLUSIVE

Promote your brand as attendees take session notes.

- Logo on notebook and pen provided to on-site attendees
- Two (2) CPE badges

\$6,500

## Accessibility

### EXCLUSIVE

Ensure equal access to NFP information, resources, services and sessions (printed agenda, closed captioning, mother's room, etc.)

- Sponsorship recognition throughout all accessibility services
- Logo in agenda on mobile app
- Sponsorship recognition in attendee portal
- One (1) 30-second commercial played before one (1) session streamed to the virtual audience
- One (1) CPE badge

“The best NFP conference out there.”

— Not-for-Profit Industry Conference attendee

All items are subject to change.

# Networking sponsorships

\$20,000

**Keynote**

**EXCLUSIVE**

**Align your company with a thought leader!**

- Welcome attendees (one to two minutes) and introduce Keynote speaker (bio to be provided)
- One (1) 30-second commercial played before Keynote
- Sponsorship recognition on-site and online
- Two (2) CPE badges
- *Call for additional details*

\$20,000

**Socially responsible reception**

**EXCLUSIVE**

**An engaging evening of excellence designed for giving back, networking, knowledge sharing and brand visibility.**

- Charitable activity (options include creating/providing artwork, meals, etc.) – additional fees apply for custom or charity of sponsor's choice
- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Sponsorship recognition in attendee portal promoting event
- Two (2) CPE badges

\$14,000

**Opening reception**

**EXCLUSIVE**

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

- Priority bar placement near 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

**Lunch**

**EXCLUSIVE**

**Gain exposure while on-site attendees network over 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

All items are subject to change.



# Networking sponsorships

**\$10,000/day**

## **All-day coffee**

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

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- 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*)
  - Exclusivity option available. See your sales representative for details and special pricing.
  - Two (2) CPE badges
- 

**\$9,000**

## **Specialty bar**

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

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- Custom cocktail or beverage served during attendee networking opportunities
  - Specialty bar placed near your exhibit space (*when available*)
  - Sponsorship recognition on specialty bar
  - Mobile app push notification promoting sponsorship
  - Two (2) CPE badges
- 

**\$9,000**

## **Culinary experience**

**Offer attendees an unforgettable experience that tantalizes their taste buds and leave a lasting impression of your brand's support of the community.**

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- Chef attended themed dessert station
- Sponsorship recognition throughout the event
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- Sponsorship recognition in attendee portal promoting activity
- Two (2) CPE badges

All items are subject to change.

# Networking sponsorships

\$8,500

## Yoga sponsor

Kick off the day with brand exposure by providing attendees with a healthy morning option to get them off to a good start.

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- Early riser fun-filled yoga session (instructor provided)
  - Logo printed on yoga mats
  - Sponsorship recognition at class entrance
  - Option to place additional swag and collateral in the back of the room
  - Logo in agenda on mobile app promoting sponsorship
  - Mobile app push notification promoting sponsorship
  - Two (2) CPE badges
- 

\$7,500

## Breakfast

Kick off the day with brand exposure before the start of sessions.

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- Sponsorship recognition throughout all breakfast areas
- Logo in agenda on mobile app
- Placement near exhibit booth (*when available*)
- Two (2) CPE badges

All items are subject to change.

# Reserve your booth.

## Exhibit booth with virtual listing

\$4,600

10x10 booth

- Two (2) CPE badges
- One (1) skirted table
- Two (2) chairs
- One (1) wastebasket

► Includes virtual listing!

## Virtual listing only

\$2,000

### ► Virtual listing:

- Company description
- Logo
- Link to website
- Contact information
- One (1) Online CPE Badge (not included with exhibit booth package)

## Additional exhibitor benefits:

- Company profile on mobile app with a link to the company website
- One complimentary Lead Retrieval app download to receive real-time attendee lead information
- 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

All items are subject to change.



# Enhance your experience.

## Exhibit booth add-ons:

\$3,000

### Commercial package

**Deliver your targeted message to a captive audience.**

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- 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 four to six weeks post-event)

\$1,000

### Passport to Prizes

**NEW**

**Want a simple and easy way to direct attendees to your booth? This is a great icebreaker to attract and keep attendees on the exhibit floor.**

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- Attendees receive a passport upon registration
- Each participating exhibitor has a conference sticker that attendees must collect by visiting their booths.
- The participating exhibitor uses their lead retrieval to track participating attendees, then conducts a drawing at the end of the conference.
- Each participating exhibitor must supply a prize of \$100 value.
- AICPA & CIMA are not responsible for prize distribution or drawing.
- Logo placed in intermission slide played between sessions
- Sponsorship recognition on signage

All items are subject to change.

# General information



- Pipe and drape is provided.
- Electricity is not included, but may be purchased in your exhibitor portal
- Complimentary Wi-Fi is provided throughout the conference area
- Overnight security will be provided; however, spaces cannot be completely secured



**Ready to get started?  
Have questions?**

Other sponsorship concepts  
you'd like to explore?

Contact your sales representative today!

✉ [SPEXevents@hq.cpa.com](mailto:SPEXevents@hq.cpa.com)

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**AICPA® & CIMA®**

Together as the Association of International  
Certified Professional Accountants®

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

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