



**AICPA® & CIMA®**

Together as the Association of International  
Certified Professional Accountants®

Sponsorship and  
exhibitor opportunities

# CFO Conference 2025

**April 23–25**

La Quinta Resort & Club, La Quinta, CA



# About the conference

At the AICPA® & CIMA® CFO Conference, you'll have exposure to top-level CFOs, controllers and directors who are ready to make purchasing decisions.

The C-Suite perspective serves as the foundation of every session, examining today's hot-button issues and what's coming down the line in the future. Seasoned CFOs from across the country will provide the latest innovations and anticipated trends to keep companies on the cutting edge.

This year's CFO Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with key decision-makers. Leverage our sponsorship packages to showcase your expertise and further develop the professional success of CFOs.

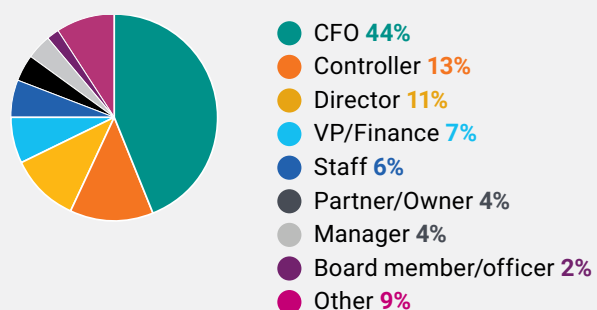
## Attendee demographics

410 attendees

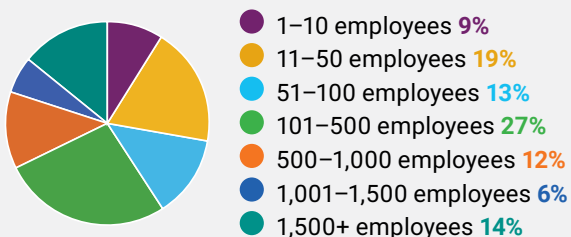
### Business category



### Top titles



### Firm size



# Reimagine leadership

## Be a sponsor

### All sponsorship packages include:

- Logo on intermission slides played between sessions
- Sponsor recognition
- Company profile on mobile app with link to company website
- Sponsor placement and recognition on Sponsor & Exhibitor Directory
- Promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all 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 \$23,000

Gold  
starting at \$19,000

Silver  
starting at \$15,000

### Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions
- ▶ Tabletop exhibit location (platinum and gold only)
- ▶ Additional expo-only badges (1 per exhibit space)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

# Speaking sponsorship

\$12,000

## Solution session

LIMITED

Present an educational topic in your area of expertise.

- 50-minute live speaking opportunity worth 1 CPE credit
- Featured on main agenda, reaching attendees
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on the main agenda, conference website and mobile app
- Session recording available on the conference's *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
- Platinum & gold level sponsors only

# Technology sponsorships

\$10,000

## Wi-Fi

EXCLUSIVE

Gain digital recognition for helping attendees stay connected.

- Logo on the back of each attendee badge with Wi-Fi information
- Sponsor selects customized Wi-Fi password (*subject to hotel guidelines*)
- Logo listed in mobile app with Wi-Fi information
- Two (2) CPE badges

\$8,000

## Digital marketing bundle

EXCLUSIVE

NEW

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed before one (1) general session
- Two (2) additional commercial replays throughout the event
- Logo with hyperlink in pre-event access email to all attendees
- *Commercial is subject to approval*
- Two (2) CPE badges



# Technology sponsorships

\$8,000

Power zone

## EXCLUSIVE

Elevate your message with this favorite as attendees stop for a quick recharge in the designated power zone areas.

- Sponsor recognition displayed on charging tables located in the first four (4) rows of the general session meeting room
- Logo listed in mobile app with power information
- Two (2) CPE badges

\$5,500

Accessibility

## EXCLUSIVE

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

- Sponsorship recognition throughout all accessibility services
- Logo in agenda on mobile app
- Sponsorship recognition in attendee portal
- One (1) CPE badge



# Material sponsorships

\$14,000/day

Professional headshots

**EXCLUSIVE**

Offer attendees a chance to update their headshot while increasing traffic at your booth.

- AICPA & CIMA to provide a professional photographer for headshot photos
- Sponsor may supply invitations/cards to be distributed to attendees from booth
- Logo included in email sent to attendee to download one (1) headshot photo
- Customized pre-download landing page
- List of participating attendees (*includes email addresses*) to be provided one (1) week post-conference
- One (1) push notification on mobile app
- Dedicated intermission slide displayed between sessions on day of headshots
- Two (2) CPE badges

\$10,000

Notebook and pens

**EXCLUSIVE**

Promote your brand as attendees take session notes.

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

\$10,000

Hotel key card

**EXCLUSIVE**

Maximize message visibility every time attendees use their key cards.

- Customized branding on the front of two (2) key cards provided at hotel check-in
- Key cards provided to all attendees in AICPA & CIMA-room block
- Two (2) CPE badges

\$9,000

Lanyard

**EXCLUSIVE**

Promote your brand throughout the event with one of the most popular sponsorships.

- Logo displayed on AICPA & CIMA provided lanyards
- Two (2) CPE badges

\$8,000

Guest room drop

Elevate your company with a gift delivered to each attendee guest room.

- One (1) sponsor-provided promotional item placed in guest rooms
- Item provided to all attendees in AICPA & CIMA room block
- Two (2) CPE badges

# Networking sponsorships

\$20,000

Themed networking reception

## EXCLUSIVE

An engaging night of excellence designed for networking, knowledge sharing, and brand visibility.

- Custom event (options include theme night, local culinary reception, attendee competitions, etc.).
- 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

\$8,500

Specialty bar

Get creative with a specialty bar named after your company.

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

## Off-site attendee activity

Sponsor a fun activity for attendees on Tuesday. Call for details.





# Networking sponsorships

\$8,500/day

## All-day coffee

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

- Sponsor recognition on each coffee 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

\$8,000

## Local flavors luncheon

2 AVAILABLE

**Gain unparalleled exposure to attendees, positioning your brand at the forefront of this premium event.**

- Host a branded lunch experience that aligns with the local cuisine of Palm Springs
- 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

\$7,500

## Breakfast

2 AVAILABLE

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

- Sponsorship recognition on breakfast stations
- Logo in agenda on mobile app
- Priority food station placement near exhibit booth (*when available*)
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$6,500

## Break

2 AVAILABLE

**Stay top of mind by keeping 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*)
- Mobile app push notification promoting sponsorship
- One (1) CPE badge

# Reserve your exhibit space

## Exhibit space and virtual listing

\$4,500

Tabletop

### ► Tabletop space:

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

### ► Includes virtual listing!

## Virtual listing only

\$2,000

Virtual listing only

### ► Virtual listing:

- Company description
- Logo
- Link to website
- Contact information
- One (1) Expo-Only Badge (not included with exhibit space package)

## Additional exhibitor benefits:

- Company profile on mobile app with link to company website
- One complimentary Lead Retrieval app download to receive real-time attendee lead information.
- Promotional marketing code offering \$100 discount off registration for your clients and prospects
- Invitation to attend all food and beverage functions with attendees  
(does not include private events)
- Option to purchase additional discounted CPE badges and expo-only badges

# Increase your exposure

## Exhibit space add-ons:

\$900

### Commercial package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play before one (1) session (excludes general sessions)
- Commercial visible by all attendees via *Archives* page (added 4–6 weeks post-event)

\$500

### 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.

- Attendees must complete the entire Passport to be eligible for the prize drawing held each day before exhibits closing.
- Participant supplies prize of \$100 value
- Participant recognition on signage



# General information



- Tabletop exhibits MUST fit on your table or be freestanding behind it. Trade show booths are not permitted. Pipe and drape is not provided.
- Electricity is not included but may be purchased in your exhibitor portal.
- Complimentary Wi-Fi throughout the conference area
- Overnight security; 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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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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