



Sponsorship and  
exhibitor opportunities

# Not-for-Profit Industry Conference 2026

**June 15–17**

Gaylord National Harbor, Greater DC, and live online

# 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
- One complimentary Lead Retrieval app download to receive real-time attendee lead information.
- 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.

# About the conference

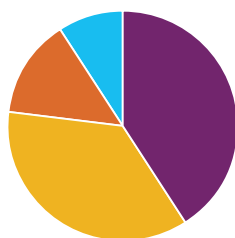
The Not-for-Profit Industry Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with NFP finance and accounting professionals.

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® NFP Industry Conference.

## Attendee demographics

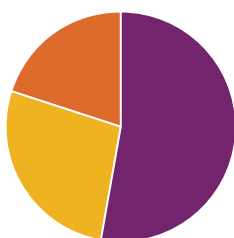
1,700 attendees

Top titles



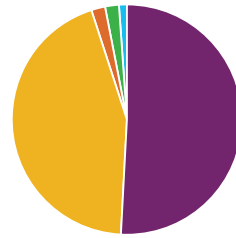
- Executive/Partner: 41%
- Senior Manager/Controller: 36%
- Manager: 14%
- Staff/Non-manager: 9%

Firm size



- Small (1-100): 53%
- Medium (101-1,000): 27%
- Large (1,001+): 20%

Business category



- Public accounting: 51%
- Business & industry: 44%
- Consulting firm: 2%
- Education: 2%
- Government: 1%

# Speaking sponsorships

8 AVAILABLE

\$12,000

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 address) to be provided one (1) week post-conference
- Session listed on the main agenda, conference website and mobile app
- Session recording available on AICPAConferences.com Archives page for six (6) months post-event
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- Two (2) Sponsor Speaker CPE badges
- Executive-level sponsor only

4 AVAILABLE

\$9,000

Education lab

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

- 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 AICPAConferences.com Archives page for six (6) months post-event (*speaker permission required*)
- Presentation posted on AICPAConferences.com Handouts page for six (6) months post-event (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) Sponsor Speaker CPE badge

“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
- Two (2) Expo-only badges

\$13,000

Mobile app

EXCLUSIVE

NEW

**Make your brand part of the attendee experience from start to finish.**

- Logo in pre-event app download instruction email
- Sponsorship recognition on mobile app signage
- Rotating banner ad (*to rotate with other conference ads and sponsor ads, if applicable*)
- Two (2) CPE badges
- Two (2) Expo-only badges

\$13,000

Jumbotron

EXCLUSIVE

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

- Branded message or visual that can include a short tagline or call-to-action.
- Jumbotron content can include up to six (6) branded images, or 30-second video
- Media rotates with other hotel/conference information
- Two (2) CPE badges
- Two (2) Expo-only badges

All items are subject to change.

# Technology sponsorships

\$10,000

Music

EXCLUSIVE

NEW

**Set the tone - be the sound of the conference with this dynamic way to amplify your brand presence!**

- Sponsor recognition during live and virtual music segments (e.g., *curated playlists, walk-in/walk-out music*)
- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Playlist with sponsorship recognition will be available for attendees
- Sponsorship recognition in pre-event attendee email
- One (1) CPE badge
- One (1) Expo-only badge

\$8,000

Virtual streaming

EXCLUSIVE

NEW

**Take center stage with our Virtual streaming sponsorship package – the perfect way to connect with a highly engaged audience before, during, and after the event!**

- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional replays of the commercial throughout the event
- One (1) banner ad with hyperlink on the virtual platform digital lobby (to rotate with other conference ads and sponsor ads, if applicable)
- Logo with hyperlink in pre-event access email to all attendees
- *Commercial session selection is subject to availability and approval*
- One (1) CPE badge
- One (1) Expo-only badge

\$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.**

- Sponsor recognition displayed in power zone areas
- Sponsor ad transition slide displayed before all sessions
- Sponsor recognition in attendee portal
- Logo listed in mobile app with power information
- Full conference exclusivity available for \$20,000
- One (1) CPE badge
- One (1) Expo-only badge

All items are subject to change.

# Technology sponsorships

\$6,000

Session alertness  
checks

EXCLUSIVE

NEW

Invest in this high-visibility opportunity to connect with attendees during key learning moments!

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Ten (10) online sessions (excludes keynotes/general sessions)
- One (1) CPE badge
- One (1) Expo-only badge

\$5,000

Closed captioning

Make a meaningful impact supporting accessibility and inclusivity.

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



All items are subject to change.

# Material sponsorships

\$15,000

Snack box

EXCLUSIVE

NEW

**Generate excitement and easily attract leads with brand exposure to virtual attendees.**

- Logo with hyperlink in pre-event access email to all attendees
- Dedicated Snack Box sponsor page on the conference's website
- Custom branded email to recipients with credit details
- Credit is limited to 200 attendees spread out throughout the event. See your sales consultant for details.
- Custom recipient landing page messaging
- Menu Top Banner on featured page
- Two (2) Menu Mid Banners on featured page
- One (1) 45-second commercial streamed online before one (1) general session
- Dedicated Snack Box sponsor transition slide displayed before all online sessions
- Two (2) CPE badges
- Two (2) Expo-only badges

\$12,000

Lanyard

EXCLUSIVE

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

- Logo displayed on AICPA and CIMA® provided lanyards
- Sponsorship recognition on-site signage
- Two (2) CPE badges
- Two (2) Expo-only badges

\$10,000

Notebook

EXCLUSIVE

**Promote your brand as attendees take session notes.**

- Logo on notebook with attached pen provided to on-site attendees
- One (1) CPE badge
- One (1) Expo-only badge

All items are subject to change.

# Material sponsorships

\$9,000

Passport to prizes  
premier sponsor

EXCLUSIVE

NEW

Step into the spotlight as the Premier Sponsor of the Passport to Prizes experience — the ultimate attendee engagement activation!

- Logo featured prominently on all Passport to Prizes materials (digital and print), including the inside cover of the passport alongside the welcome message, game instructions, and brief company description.
- Recognition in the mobile app and onsite signage
- Sponsorship recognition in the attendee portal promoting the activity and prize
- Inclusion in pre-event email highlighting game and sponsor
- One (1) mobile app push notification promoting sponsor and activity
- Verbal mention during prize drawing announcements
- Custom QR code for attendee interaction
- Option to include a branded trivia question or challenge at your booth (*Sponsor responsible for providing content; staff will not manage or facilitate*)
- Access to scanned leads from participants who visit your booth
- AICPA will provide the sponsor's grand prize
- Opportunity to include additional promo items to prize participants
- Your prize will be featured on official Passport to Prizes signage
- One (1) CPE badge
- One (1) Expo-only badge

\$8,000

Welcome gift

NEW

Showcase your brand and ensure it is front and center as attendees arrive and settle into their accommodations.

- One (1) sponsor-provided promotional item distributed to attendees in AICPA and CIMA guest room block
- Sponsorship recognition in attendee information email
- One (1) CPE badge
- One (1) Expo-only badge

All items are subject to change.

# Networking sponsorships

**\$18,000**

**Socially responsible reception**

## EXCLUSIVE

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

- Charitable activity (e.g., options include creating/providing artwork, meals, etc.)
- Sponsorship recognition in attendee portal promoting event
- Reception and sponsor promotion in pre-conference attendee email
- Logo placement in the mobile app promoting reception and sponsor
- Custom branded signature drink (cocktail or mocktail), featuring logo on drink menus and signage at bar stations
- Option to include sponsor provided drink accessories with sponsor branding (e.g., stirrers, drink charms, garnish picks)
- Logo printed on napkins placed at food and beverage stations
- One (1) push notification sent during the event to highlight the reception and sponsor
- Two (2) CPE badges
- Two (2) Expo-only badges

**\$15,000**

**Opening reception**

## EXCLUSIVE

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

- Priority bar placement near exhibit booth (*when available*)
- Optional enhancements available for an additional fee include a live DJ, instrumental ambience, or a cultural performance
- 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
- Two (2) Expo-only badges

**\$13,000**

**Lunch**

## 2 AVAILABLE

**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
- Two (2) Expo-only 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.**

- 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. Contact your sales representative for details and special pricing.
- One (1) CPE badge
- One (1) Expo-only badge

\$10,000

Digital hearts

EXCLUSIVE

NEW

**Showcase your company's commitment to social responsibility, boosting public perception and trust.**

- One (1) charitable kit provided to virtual attendees who opt in during registration (limited quantity)
- Project Helping Kynd Kit options can include Financial Literacy, Teen Mental Health, Career Readiness
- Sponsor recognition on dedicated activity page in virtual platform.
- AICPA to provide all supplies
- Sponsorship recognition in pre-event information email to attendees advertising event
- One (1) CPE badge
- One (1) Expo-only badge

\$9,000

Culinary experience

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

- Culinary station featuring your logo and signage (*options can include Artisan tasting, global flavors, etc.*)
- 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
- One (1) CPE badge
- One (1) Expo-only badge

All items are subject to change.

# Networking sponsorships

\$8,500

Wellness sponsor

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

- Early riser on-site wellness activity
- On-demand wellness pre-recorded opportunity
- 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
- One (1) CPE badge
- One (1) Expo-only badge

\$8,000

Themed food station

NEW

**Delight attendees with a delicious experience by sponsoring a Themed Food Station featuring treats like ice cream, popcorn, assorted cookies, trail mix, and more!**

- Themed food station (options include: 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)
- One (1) CPE badge
- One (1) Expo-only badge

\$8,000

Mixologist

NEW

**Ready to be the life of the party? Sponsor our Dedicated Bar experience and dazzle attendees with signature cocktails and unforgettable entertainment!**

- Dedicated bar at existing reception (excludes sponsored events) featuring a professional mixologist and skilled bartender who will create signature cocktails while entertaining with enhancements like aromatic bubbles, smoked on the rocks and large craft ice cubes
- Sponsorship recognition on designated bar to include sponsor logo and drink recipes
- 55-inch monitor to display the sponsor-provided slideshow
- LED up lights in the color of the sponsor's choice and high top tables
- One (1) CPE badge
- One (1) Expo-only badge

All items are subject to change.

# Networking sponsorships

\$7,500

Breakfast

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

- Sponsorship recognition throughout the breakfast area
- Logo in agenda on mobile app
- Placement near exhibit booth (*when available*)
- One (1) CPE badge
- One (1) Expo-only badge

\$7,000

Morning break  
beverage station

NEW

**Engage attendees with refreshing morning moments and boost your brand visibility.**

- Sponsorship recognition on each beverage station
- Logo placement in the event agenda on the mobile app
- Prime station placement near your exhibit booth (*when available*)
- One (1) CPE badge
- One (1) Expo-only badge

\$5,000/day

Brew & Buzz e-card

EXCLUSIVE

NEW

**Be the reason virtual attendees start their day with a smile with this coffee-themed virtual experience that delivers warmth, visibility, and engagement**

- Complimentary coffee credits (Starbucks, Dunkin', etc.) provided to 200 virtual attendees featuring a positive message and sponsor branding
- AICPA to send custom-branded email to attendees with credit details
- Post-event metrics provided one (1) week post-conference
- One (1) CPE badge
- One (1) Expo-only badge

\$5,000

Healthy heart

EXCLUSIVE

NEW

**Position your brand as a champion of well-being and positive lifestyle changes as a sponsor for the virtual wellness activity.**

- Virtual wellness activity (options include yoga sessions, guided meditations, etc.) conducted by renowned experts.
- Exclusive branding rights displayed on virtual platform
- Logo recognition displayed on agenda for daily activity
- Recognition in pre-event email
- Participating attendees contact information (includes email addresses) to be provided one (1) week post-conference
- One (1) CPE badge
- One (1) Expo-only badge

All items are subject to change.

# Networking sponsorships

EXCLUSIVE

NEW

\$5,000

## Virtual leader board

**Gamify the virtual experience and keep your brand in the spotlight as attendees compete for top rankings!**

- Your logo featured prominently on the live leaderboard throughout the event
- Sponsorship recognition during gamified challenges and prize announcements
- Recognition in pre-event emails, social media, and on the virtual platform
- Dedicated sponsor transition slide displayed before all online sessions
- Sponsored provided branded prize for leaderboard winners (Value over \$100)
- Post-event engagement metrics
- One (1) CPE badge
- One (1) Expo-only badge



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

Archives

EXCLUSIVE

NEW

Extend your brand's presence before, during, and beyond!

- 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 for six (6) months post-event

\$3,000

Handouts

EXCLUSIVE

NEW

Boost your brand visibility and connect with attendees.

- Logo with hyperlink in pre-event access email to attendees
- One (1) banner ad with hyperlink on AICPAConferences.com Handouts page during the conference and for up to six (6) months post-event

\$3,000

Commercial package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play before one (1) concurrent session streamed on-site and online (excludes keynote and general sessions)
- Commercial visible by all attendees via *Archives page* (added four to six weeks post-event)
- Final commercial must be submitted by May 15, 2026.  
*Late submissions may result in exclusion from scheduled placements, including session openings and archive visibility.*

\$1,000

Passport to Prizes

LIMITED

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.

- Logo featured on Passport to Prizes materials (digital and print)
- Recognition in the mobile app and onsite signage
- Verbal mention during prize drawing announcements
- Custom QR code for attendee interaction
- Option to include a branded trivia question or challenge at your booth (Sponsor responsible for providing content; staff will not manage or facilitate)
- Inclusion in pre-event email highlighting game and sponsor
- Access to scanned leads from participants who visit your booth
- Each participating exhibitor must supply a prize of \$100.
- Your prize will be featured on official Passport to Prizes signage
- **Time-sensitive:** Prize name must be submitted to AICPA by May 15, 2026, to be included in promotional materials

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)

**2026 Not-for-Profit Industry Conference**



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

© 2024 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. 2508-399145