



Sponsorship and
exhibitor opportunities

Conference on Banks & Savings Institutions + Conference on Credit Unions 2026

Sept. 14–16
Marriott Marquis
Washington, DC, and live online

About the conferences

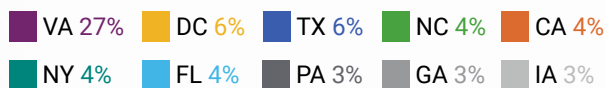
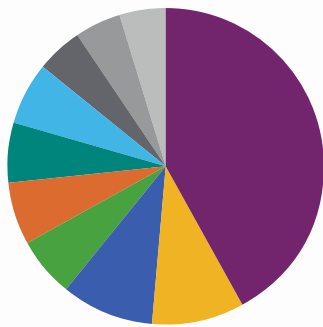
AICPA® Conference on Banks & Savings Institutions

Join leading voices from the Federal Reserve, SEC, FASB, and PCAOB at the 2026 AICPA Conference on Banks & Savings Institutions. This premier event delivers critical updates and insights tailored to professionals serving community banks, mid-size institutions, and large financial entities. Attendees will explore emerging trends in auditing, accounting, and regulation, gaining the tools needed to navigate today's evolving financial landscape.

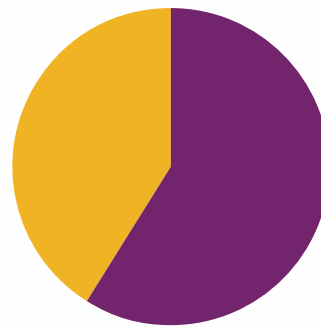
Attendee demographics

1,150 Banks & Savings Institutions attendees

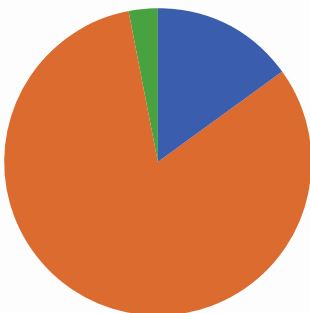
Top 10 states



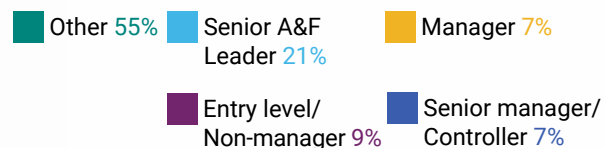
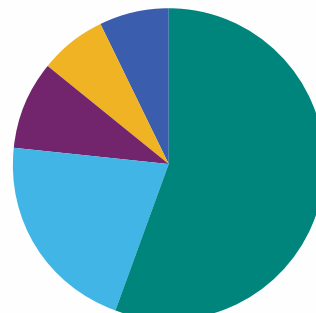
Sales by gender



Public accounting versus corporate accounting and finance



Sales by job title



About the conferences

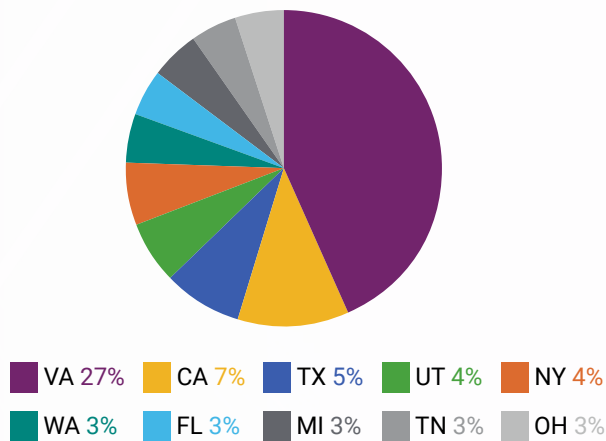
AICPA Conference on Credit Unions

Held concurrently with the Banks & Savings Institutions event, the Credit Unions Conference offers specialized technical and strategic training for credit union professionals. Designed for C-suite leaders, internal auditors, board members, and CPAs, this program covers the latest developments in accounting, auditing, and compliance. With access to both conference tracks included in registration, attendees benefit from a comprehensive learning experience, optional pre-conference workshops, and customizable session bundles to meet their professional goals.

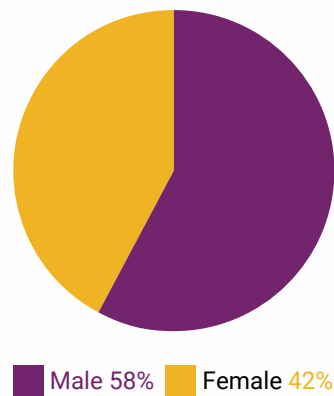
Attendee demographics

450 Credit Unions attendees

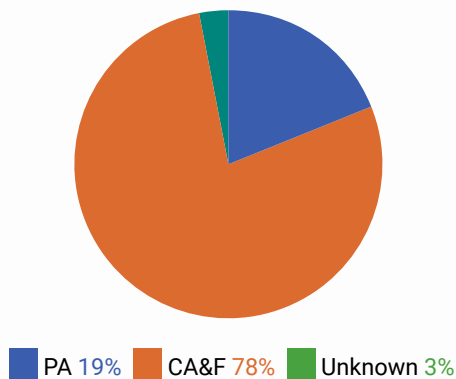
Top 10 states



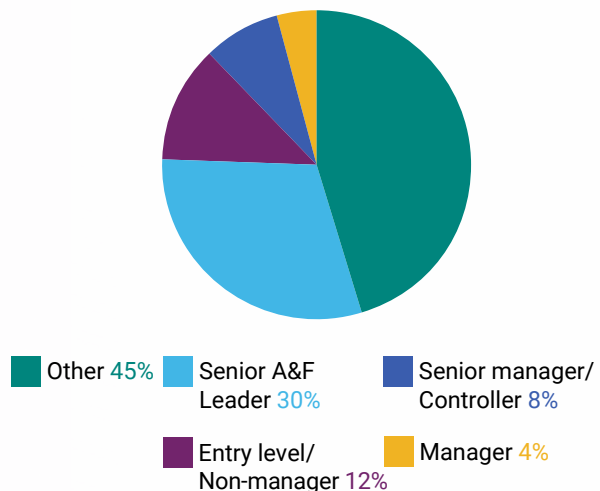
Sales by gender



Public accounting versus corporate accounting and finance



Sales by job title



Elevate your brand.

Become a sponsor.

Create visibility and brand awareness for your organization by becoming a Banks, Savings Institutions and Credit Unions sponsor. We offer sponsorships that will increase your organization's visibility and create valuable connections.

All sponsorship packages include:

- 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 \$25,000

Gold

starting at \$20,000

Silver

starting at \$18,000

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Tabletop exhibit (platinum and gold-level only)
- ▶ Additional on-site Expo-only badges (1 per tabletop exhibit)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Professional development sponsorship

\$20,000

Solution session

8 AVAILABLE

Present an educational topic in your area of expertise to the in-person and virtual audience.

- 50-minute live speaking opportunity worth 1 CPE credit
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on main agenda, AICPAConferences.com and mobile app
- Session recording available on AICPAConferences.com Archives page for six (6) months post-event (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- Two (2) sponsor speaker CPE badges
- Executive-level sponsors only

\$10,000

Learning lunchbox

2 AVAILABLE

NEW

VIRTUAL

Be the brand behind a virtual lunch & learn session that delivers bite-sized insights in a relaxed midday format.

- 25-minute sponsor-led session worth 0.5 CPE credit (*if applicable*)
- Topic selected in collaboration with AICPA to ensure audience alignment
- Branded intermission slide promoting Lunch & Learn session displayed during the conference
- Session highlighted in pre-event email sent to online attendees
- Session listed on agenda with sponsor recognition
- Sponsor-provided 30-second commercial played before or after the session
- Session recording available on AICPAConferences.com Archives page for six (6) months post-event
- Option to post handouts in virtual listing
- Session title, speaker, and content subject to AICPA pre-approval
- Meal delivery credit or gift card sent to a limited number of online attendees
- Participating attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- One (1) CPE badge
- One (1) Virtual Sponsor Speaker CPE badge

****This opportunity is for virtual-only speakers.***

Professional development sponsorship

\$9,000

Education lab

2 AVAILABLE

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

- 25-minute live speaking opportunity worth 0.5 of a 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 main agenda on AICPAConferences.com, mobile app, and signage
- Session recording available on AICPAConferences.com Archives page for six (6) months post-event (*speaker permission required*)
- Presentation posted to AICPAConferences.com Handouts page (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) Sponsor speaker CPE badge



Technology sponsorships

\$16,000

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 with Wi-Fi information
- One (1) CPE badge
- Two (2) Expo-only badges

\$10,000

Virtual streaming

EXCLUSIVE

NEW

VIRTUAL

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 online before one (1) general session
- Two (2) additional replays of the commercial throughout the event
- One (1) rotating banner ad (to rotate with other conference ads and sponsor ads, if applicable)
- Sponsor recognition on Virtual Conference Lobby
- Logo displayed on Virtual Conference Streaming Player (with the exception of sponsored speaking sessions)
- Logo with hyperlink in pre-event access email to all attendees
- Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow
- Two (2) Expo-only badges

\$13,000

Mobile app

EXCLUSIVE

NEW

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

- Logo on mobile app home page
- Sponsorship recognition on on-site signage
- Logo in pre-event app download instruction email
- One (1) rotating banner ad (*to rotate with other conference ads and sponsor ads, if applicable*)
- Two (2) Expo-only badges

Technology sponsorships

\$9,000

Banks power zone

Increase exposure while attendees recharge devices during the Banks keynote session(s).

- Sponsor recognition displayed in power areas in the keynote session meeting room
- Sponsor ad transition slide displayed before all sessions
- Sponsor recognition in attendee portal
- Exclusivity option available. *See your sales representative for details and special pricing*
- Two (2) Expo-only badges

\$7,000

Credit union power zone

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

- Sponsor recognition displayed in power areas in the Credit Unions general session meeting room
- Sponsor ad transition slide displayed before all sessions
- Sponsor recognition in the attendee portal
- Exclusivity option available. *See your sales representative for details and special pricing*

\$7,000

Music soundstage

EXCLUSIVE

NEW

Amplify your brand across both in-person and virtual audiences offering a musical experience that energizes attendees and keeps your brand in the spotlight.

- Sponsorship includes live and virtual music play (e.g., *curated playlists, walk-in/walk-out music, etc.*)
- Sponsor recognition on dedicated Music page with playlist available for all attendees
- Sponsor recognition in Chat panel for all online sessions.
- Dedicated music sponsor intermission slide displayed before all sessions onsite and online
- Sponsorship recognition in pre-event email to all attendees
- One (1) rotating banner ad (*to rotate with other conference ads and sponsor ads, if applicable*)

Technology sponsorships

\$6,000

Closed captioning

EXCLUSIVE

NEW

VIRTUAL

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

- Sponsor recognition message broadcasted before every online session
- One (1) 30-second commercial played before one (1) session streamed online
- Sponsor recognition on Virtual Conference Lobby
- Logo with hyperlink in pre-event access email to attendees
- Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow



Material sponsorships

\$15,000

Snack box

EXCLUSIVE

VIRTUAL

LIMITED

Generate excitement and easily attract leads with brand exposure with 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
- Credits available to a limited amount of attendees spread 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
- Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow
- One (1) CPE badge
- Two (2) Expo-only badges

\$15,000

Digital duffie

EXCLUSIVE

NEW

VIRTUAL

Be part of the conference buzz and get your brand in the hands of online attendees and on their screens.

- Featured custom page that includes up to three (3) exclusive downloadable assets (*PDFs, videos, promo codes, etc.*)
- Link to sponsor dedicated page in the conference access email sent to all online attendees
- One (1) branded item included in the swag gift shipped to a limited number of online attendees
- Option to include custom messaging to include with (1) branded item
- Sponsor recognition with logo in pre-event email to all online attendees directing them to Digital Duffie platform page
- Post-event metrics provided one (1) week post-conference
- One (1) CPE badge
- Two (2) Expo-only badges

Material sponsorships

\$12,000

Professional headshots

EXCLUSIVE

Put your brand in the spotlight with one headshot at a time and connect with attendees in a meaningful, memorable way!

- Sponsorship includes a staff member to greet attendees and capture leads on your behalf
- Participating attendee contact list (*including email addresses*) provided one week post-conference
- Professional photographer provided by AICPA
- Sponsor may supply headshot invitations/cards to be distributed to attendees from booth
- Logo included in email sent to attendee to download one (1) headshot photo
- One (1) mobile app push notification advertising sponsorship
- Dedicated intermission slide on headshot day
- One (1) CPE badge
- Two (2) Expo-only badges

\$12,000

Lanyard

EXCLUSIVE

Ensure your logo is front and center, worn by every attendee throughout the AICPA Conferences on Banks & Savings Institutions and Credit Unions.

- Logo placement on AICPA-provided lanyards distributed to all attendees
- Lanyards will feature two distinct colors representing the Banks and Credit Unions conference tracks
- High-visibility branding worn throughout the conference
- One (1) CPE badge
- Two (2) Expo-only badges

\$10,000

Guest room drop

2 AVAILABLE

Elevate your company with an item delivered to each on-site attendee guest room.

- One (1) sponsor-provided promotional item placed in guest rooms within AICPA room block
- Sponsorship recognition in mobile app push notification on the day of the room drop
- Two (2) Expo-only badges

Networking sponsorships

\$15,000

Opening
networking
reception

EXCLUSIVE

Participate in an engaging night of excellence designed for networking, knowledge sharing and brand visibility.

- Sponsor recognition throughout the reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Sponsorship recognition in the attendee portal promoting event
- Opportunity to display a sponsor-provided branded banner or step-and-repeat backdrop, subject to the available space and venue guidelines
- Opportunity to include signature drink at an additional cost
- Opportunity to include live entertainment or music at an additional expense
- One (1) CPE badge
- Two (2) Expo-only badges

\$10,000

Registration and
welcome social

EXCLUSIVE

Make your brand the life of the party during one of the most anticipated networking events.

- Sponsor's logo in the pre-event access email
- Sponsor recognition on the event signage located in the registration area
- Logo in agenda on mobile app promoting reception and sponsor
- Sponsor recognition in attendee portal promoting event
- Opportunity to provide branded giveaways during reception (*subject to AICPA approval*)
- Opportunity to include signature drink bar activation at an additional cost
- Two (2) Expo-only badges

\$10,000/per 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 cups placed on each station
- Logo in agenda on mobile app
- Premium exhibit space strategically positioned near the coffee station (*subject to availability*)
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) Expo-only badges

Networking sponsorships

\$10,000

EXCLUSIVE

NEW

Attendees in action

Support meaningful change while boosting your brand visibility.

- Includes sponsorship of a volunteer-based community service event where attendees give back to the local area
- This is a community event that takes place onsite at the conference
- Sponsor recognition in pre-attendee email advertising activation and sponsorship
- Sponsorship recognition on signage
- Option to include signature drink at an additional cost
- Two (2) Expo-only badges

\$8,000

2 AVAILABLE

NEW

Dessert with exhibitors

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

- Host of the Monday or Tuesday afternoon Dessert Reception
- 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 the attendee portal promoting activity
- Two (2) Expo-only badges

\$8,500

2 AVAILABLE

Lunch

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 the sponsor to invite conference attendees
- Two (2) Expo-only badges

Networking sponsorships

\$8,000/day

3 AVAILABLE

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

Breakfast

- Sponsorship recognition throughout all breakfast areas
- Logo in agenda on mobile app
- Premium exhibit space strategically positioned near the breakfast station (*subject to availability*)
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) Expo-only badges

\$7,000

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

Specialty bar

- Custom beverage experience of your choice — options include a mimosa station, smoothie setup, or espresso service — available during designated networking periods, excluding times reserved for other sponsored activations.
- Includes a dedicated branded bar setup with sponsor signage and custom menu branding
- Premium exhibit space strategically positioned near specialty bar (*subject to availability*)
- One (1) mobile app push notification promoting sponsorship

\$4,000

EXCLUSIVE

NEW

VIRTUAL

Gamify the virtual experience and put your brand at the center of fun and connection as attendees compete for top rankings!

Challenge zone

- Your logo featured prominently on the live leaderboard throughout the event
- Logo in pre-event access emails to online attendees
- Logo with hyperlink in post-event email to the winners
- Sponsorship recognition in prize winner announcement email
- Logo on dedicated 'Virtual Activities' page on the virtual platform promoting sponsorship
- Dedicated recognition on virtual intermission slide promoting activity

Networking sponsorships

\$3,000/day

Brewed connections

NEW

VIRTUAL

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

- Logo with hyperlink in pre-event access email to attendees
- Complimentary coffee provided to limited virtual attendees as a credit (*Starbucks, Dunkin', etc.*)
- AICPA to send a custom-branded email to attendees with credit details
- Post-event metrics provided one (1) week post-conference



Wellness sponsorship

\$15,000

Wellness experience

EXCLUSIVE

NEW

Cultivate a culture that encourages the well-being of mind, body and community.

- Wellness activity (*options include yoga, morning workouts, run or walk, Zumba, etc.*)
- Includes an on-demand option for virtual attendees, extending sponsor visibility beyond the live experience.
- Sponsorship recognition throughout activity
- Logo in agenda on mobile app promoting sponsorship
- Dedicated wellness activity slide displayed before all sessions
- One (1) CPE badge
- Two (2) Expo-only badges



Reserve your exhibit space.

Exhibit space and virtual listing

\$4,600 | Tabletop

▶ **Tabletop space:**

- One (1) lead retrieval license
- 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) Online CPE Badge
(not included with tabletop package)

Additional exhibitor benefits:

- ▶ Company profile on mobile app with link to the company website
- ▶ Promotional marketing code offering \$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 and on-site Expo-only badges

Increase your exposure.

Exhibit space add-ons:

\$3,000

Commercial package

VIRTUAL

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial streamed online before the start of a session (*excludes keynotes*)
- Commercial visible by all attendees via AICPAConferences.com Archives page (*added four to six weeks post-event*)
- Commercials will be scheduled at AICPA's discretion to maximize exposure and maintain program flow

\$2,000

On-demand spotlights

3 AVAILABLE

NEW

VIRTUAL

Connect with attendees through branded content, including a 10-minute pre-recorded video webinar, workshop, or session.

- Brand visibility on a dedicated On-Demand Spotlights page in the virtual platform and mobile app which includes logo recognition and a 10-minute pre-recorded video available for all attendees to view at their convenience.
- Sponsored recognition in pre-event information email to online attendees
- Dedicated recognition on virtual intermission slide promoting page
- Sponsor to provide an mp4 file or YouTube link for embedding on page
- Sponsor to provide a 2-3 sentence description of video
- Video title and content subject to AICPA pre-approval

\$1,000

Passport to prizes

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.

- Recognition on digital and print materials including mobile app and on-site signage
- Verbal mention during prize drawing announcements (*as time permits*)
- Custom QR code for attendee interaction
- Inclusion in pre-event email highlighting game participation
- Post-event access to list of participating attendees
- Each participating exhibitor must supply a prize of \$100 value or more
- Your prize will be featured on official Passport to Prizes signage
 - Time-sensitive: Prize name must be submitted to AICPA by August 1, 2026, to be included in promotional materials

General information



- Tabletop exhibits MUST fit on your table or be freestanding behind it. Trade show booths are not permitted. Pipe and drape are not 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



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