2023

Sponsorship and exhibitor opportunities

Not-for-Profit Industry Conference
June 19–21
Gaylord National Harbor, National Harbor, MD, and live online

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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%
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

Gold
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)

All items are subject to change.
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

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

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

— Not-for-Profit 2021 attendee

All items are subject to change.
# 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

All items are subject to change.
## Technology sponsorships

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>Digital session room signage</strong></td>
<td>Promote your brand outside of every on-site meeting room.</td>
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<tr>
<td></td>
<td></td>
<td>• Logo on each monitor outside of every session room</td>
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<tr>
<td></td>
<td></td>
<td>• Monitor lists current and upcoming session information</td>
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<tr>
<td></td>
<td></td>
<td>• Two (2) CPE badges</td>
</tr>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>Session alertness checks</strong></td>
<td>Highly visible branding in select sessions.</td>
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<tr>
<td></td>
<td></td>
<td>• Logo featured on CPE alertness pop-up, four to six times per session</td>
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<td></td>
<td></td>
<td>• Choose up to ten (10) pre-selected sessions (excludes keynotes/general sessions)</td>
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<tr>
<td></td>
<td></td>
<td>• Two (2) CPE badges</td>
</tr>
<tr>
<td><strong>$8,500</strong></td>
<td><strong>Music</strong></td>
<td>Increase exposure to online and on-site customers and prospects through music.</td>
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<tr>
<td></td>
<td></td>
<td>• Sponsor recognition in text welcome window of each online session</td>
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<tr>
<td></td>
<td></td>
<td>• Dedicated music sponsor slide displayed before all sessions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Logo with hyperlink in pre-event access email to attendees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Two (2) CPE badges</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Playlist will be available for attendees to download</td>
</tr>
<tr>
<td><strong>$6,500</strong></td>
<td><strong>Closed captioning</strong></td>
<td>Maximize your brand with this multi-channel package providing visibility in all online sessions.</td>
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<tr>
<td></td>
<td></td>
<td>• Sponsor recognition in text closed captioning message before every online session</td>
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<td></td>
<td></td>
<td>• One (1) 30-second commercial played prior to one (1) session streamed on-site and online</td>
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<td></td>
<td></td>
<td>• Logo with hyperlink in AICPAConferences.com Virtual Conference Lobby</td>
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<tr>
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<td>• Logo with hyperlink in pre-event access email to attendees</td>
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<tr>
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<td></td>
<td>• One (1) CPE badge</td>
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<td>• Commercial session selection is subject to availability and approval.</td>
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</tbody>
</table>

All items are subject to change.
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

All items are subject to change.
## Material sponsorships

<table>
<thead>
<tr>
<th>$10,000</th>
<th>Hand-sanitizer stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place your brand directly in the hands of on-site attendees.</td>
<td></td>
</tr>
<tr>
<td>• Logo on hand-sanitizer stations placed throughout the conference center and exhibit area</td>
<td></td>
</tr>
<tr>
<td>• Up to three (3) branded exposure points</td>
<td></td>
</tr>
<tr>
<td>• Two (2) CPE badges</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$7,500</th>
<th>Scavenger hunt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attract attendees to your booth with this fun and engaging game.</td>
<td></td>
</tr>
<tr>
<td>• Attendees are entered into drawings for donated raffle prizes</td>
<td></td>
</tr>
<tr>
<td>• Sponsor supplied prize of $100 minimum value</td>
<td></td>
</tr>
<tr>
<td>• Logo on attendee login screen</td>
<td></td>
</tr>
<tr>
<td>• Sponsor recognition on on-site signage and virtual platform</td>
<td></td>
</tr>
<tr>
<td>• One (1) CPE badge</td>
<td></td>
</tr>
</tbody>
</table>

“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

$20,000
Keynote
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 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

$20,000
Wine & cheese reception
Increase exposure and enjoy networking with attendees over a glass of wine and cheese.
- 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

$14,000
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
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 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.

- 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

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**$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

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**$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

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**$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

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All items are subject to change.
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

- Includes virtual listing!

Virtual listing only

$1,500

- Virtual listing:
  - Company description
  - Logo
  - Link to website
  - Contact information

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

All items are subject to change.
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
Commercial package

Deliver your targeted message to a captive audience.

- 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

All items are subject to change.
Ready to get started?
Have questions?
Other sponsorship ideas?

Email us today!
SPEXevents@hq.cpa.com

Start here →