



**AICPA® & CIMA®**

Together as the Association of International  
Certified Professional Accountants

# 2023

Sponsorship and  
exhibitor opportunities

## CFO Conference

May 10–12

Hyatt Regency

Salt Lake City, UT, and live online

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# Gain from our perspective

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 the hot-button issues of today and what's coming down the line in the future. Seasoned CFOs from across the country will provide the latest innovations and

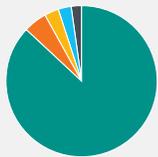
anticipated trends to keep companies on the cutting edge.

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

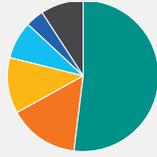
375 attendees

### Business category



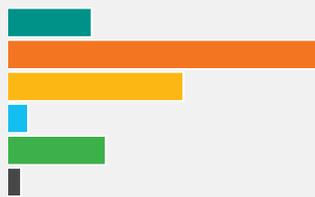
- Business and industry 87%
- Public accounting 5%
- Education 3%
- Consulting firm 3%
- Government 2%

### Top titles



- CFO 52%
- Director/manager 15%
- Controller/comptroller 12%
- CEO/VP-finance 8%
- Staff 4%
- Other 9%

### Company annual revenue\*



- Under \$10 million 12%
- Over \$10 million 44%
- Over \$100 million 25%
- Over \$500 million 3%
- Over \$1 billion 14%
- Over \$10 billion 2%

### Attendees by region



- South 38%
- West 24%
- Midwest 17%
- Northeast 18%
- Outside of U.S./Unknown 3%

\* Source: 2019 CFO conference attendee survey

60%

of attendees reported they will come back

52%

have been CPAS more than 20 years

70%

of attendees are decision-makers at their company or firm

# 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 \$23,000

Gold  
starting at \$19,000

Silver  
starting at \$14,500

### Executive-level sponsor benefits

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

# Speaking sponsorship

\$10,000

## 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 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
- *Platinum- and gold-level only*

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

# Technology sponsorships

\$10,000

## Virtual streaming

### Gain maximum exposure with a comprehensive digital marketing bundle

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- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional commercial plays 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

## Session alertness checks

### Highly visible branding in select online sessions.

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- Logo featured on CPE alertness pop-up, 4–6 times per session
- Choose up to ten (10) pre-selected sessions (excludes general sessions)
- Two (2) CPE badges

# Technology sponsorships

\$8,000

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 with Wi-Fi information
- Two (2) CPE badges

\$7,500

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
- Rotating banner ad
- Two (2) CPE badges

\$7,000

Music

**Increase exposure to online and on-site customers and prospects through music.**

- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges
- Playlist will be available for attendees to download

\$7,000

Power zone

**Increase exposure while attendees recharge devices during general sessions.**

- Sponsor recognition in on-site power areas in general session meeting room
- Logo listed in mobile app with power information
- Two (2) CPE badges

\$6,500

Closed captioning

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

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

# Material sponsorships

\$8,000

## Lanyard

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

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

\$5,000

## Scavenger hunt

Attract attendees to your booth with this fun and engaging game.

- Attendees earn points by visiting participating exhibitors for a chance to win prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on attendee login screen
- Sponsor recognition on on-site signage and virtual platform
- One (1) CPE badge

# Networking sponsorships

\$12,000

## Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site 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

\$8,000

## 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

# Networking sponsorships

\$7,500/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

\$7,500

## 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

\$7,000

## Breakfast

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

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

\$6,500

## 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

# Reserve your booth

## On-site booth and virtual listing

\$4,200 | Tabletop

### ▶ Tabletop space:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket

### ▶ Includes virtual listing!

## Virtual listing only

\$1,500 | Virtual listing only

### ▶ Virtual listing:

- Company description
- Logo
- Link to website
- Contact information

## Additional exhibitor benefits:

- ▶ Company profile on mobile app with link to company website
- ▶ Pre- and post-conference attendee list with USPS mailing addresses only (*no email addresses*) for one-time use
- ▶ 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 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 general sessions)
- Commercial visible by all attendees via *Archives page* (added 4–6 weeks post-event)
- Logo on online pre-session window
- Logo on post-session email sent to all online session participants
- *Commercial session selection is subject to availability and approval*

Ready to get started?  
Have questions?  
Other sponsorship ideas?

Email us today!

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

[Start here →](#)



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