



*Worldwide leaders in public and management accounting*

Exhibit and sponsor prospectus

# CFO Conference

**May 5–7, 2021**

Live online



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**Jessica Erickson**

Sponsor & Exhibit Sales Manager

800.504.4749 Ext. 102

[jessica@eventsalespartner.com](mailto:jessica@eventsalespartner.com)

## About the event

This intensive event, which CFOs developed for CFOs, provides insights on the profound changes shaping the world today, insights into what tomorrow will hold and how CFOs can respond as leaders, with better, more strategic decisions.

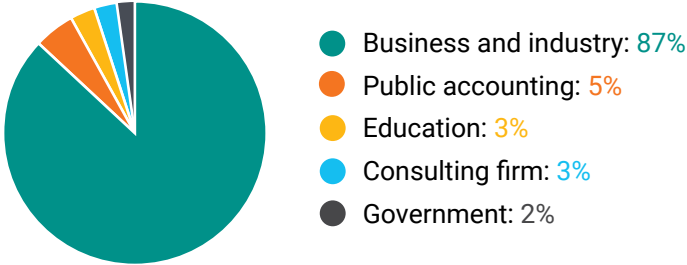
This year's CFO Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with key decision-makers, despite social distancing constraints. We invite you to keep your revenue channel alive during this unprecedented time while elevating your organization's visibility with CFOs and c-suite executives.

# Attendee demographics

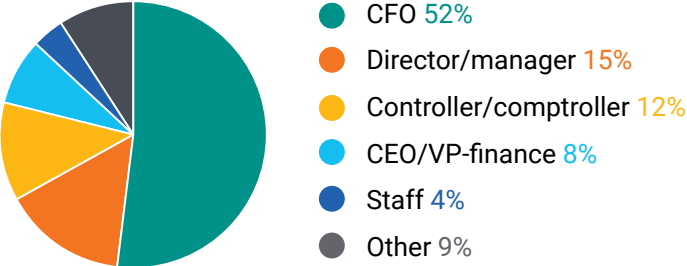
52%  
have been CPAs for more than 20 years

70%  
of attendees are decision-makers at their company or firm

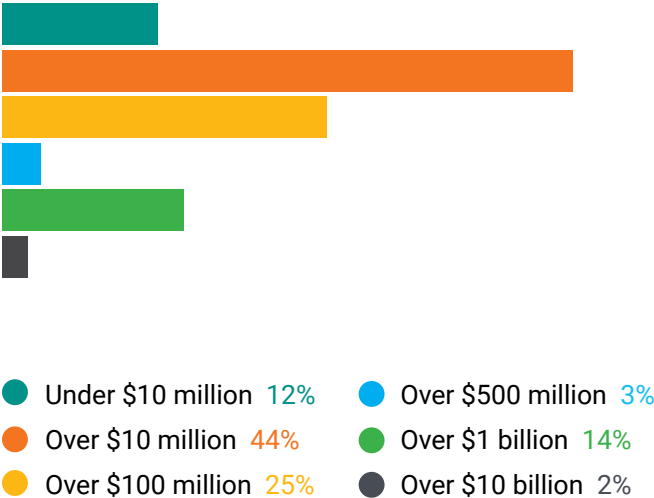
Business category



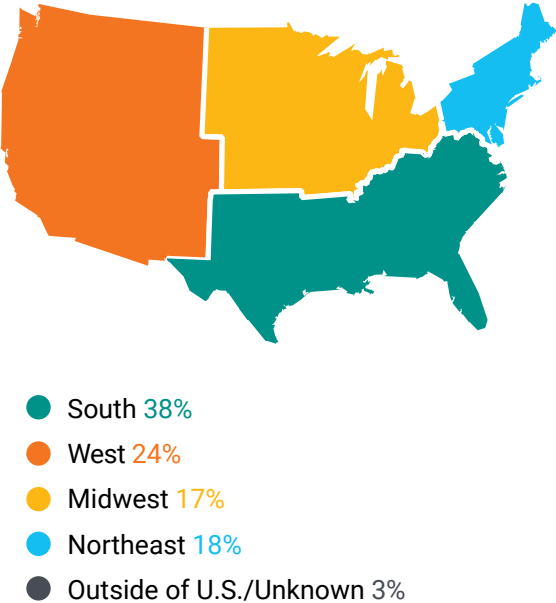
Top titles



Company annual revenue\*



Attendees by region



\* Source: 2019 CFO conference attendee survey

# Reach and sell 375+ CFOs and c-suite executives

The AICPA® and CIMA® deliver a national audience of top-level financial professionals! At this dynamic conference, you will benefit from a quality audience and exciting opportunities that create important selling time.

The CFO Conference allows you to meet with qualified purchasers of products and services. You'll have direct exposure to corporate leaders, C-suite executives, firm leaders, finance directors, investment bankers, chief audit executives, audit committee members and thought leaders. Here's your chance to develop solid new business leads and build on valuable existing relationships, plus you'll enhance your name recognition among this key decision-making audience.

If you are looking to put your product in front of CFOs and other c-suite executives, don't miss out on this exciting opportunity.

## Recommended exhibitors

### Consultants and leaders in ...

- Account reconciliation software
- Accounting and auditing
- Accounting packages
- Analytic services
- AR/AP outsourcing
- Automation/paperless
- Budgeting software
- Cloud computing/cloud solutions
- Cybersecurity solutions
- Dashboard software
- Data analytics systems
- Data security
- Data warehousing
- ERP and CRM systems
- Executive recruiters
- Executive training
- Financial planning & analysis tools
- Financial services/business advisory
- Forecasting tools
- Fraud prevention
- Health insurance alternatives
- Health management finance
- Information management
- Insurance brokers
- Payroll/payment systems
- Pricing systems
- Process efficiency solutions
- Reporting tools
- Risk strategies & management
- Tax automation
- Technology/IT services
- Website management
- Workflow

# Sponsorship opportunities

## Executive level sponsor

Strategically build your custom sponsorship package from our a la carte offerings. Reach Executive Level status based on your spending, and earn exclusive brand-building benefits! Contact your sales manager for more details.

Platinum – \$20,000 | Gold – \$16,500 | Silver – \$13,000

### Executive-level benefits

- Sponsor ad in intermission slides
- Logo on intermission slides
- Bingo! participation
- Priority placement in the virtual exhibit hall
- Sponsor recognition in the virtual lobby
- Company listing on AICPAConferences.com
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Option to purchase solution session speaking opportunity at Gold and Platinum level
- Additional CPE online registrations:  
Platinum – three (3)      Gold – two (2)  
Silver – one (1)

## Speaking sponsorships

### \$10,000

#### Solution session\*

(available to Gold & Platinum level only)

- 50-minute session worth 1 CPE credit
- Session attendee contact information for one-time use (includes email addresses)
- Session recording available on the AICPAConferences.com archives page
- Two (2) online conference registrations
- One (1) CPE speaker registration

### \$7,500

#### TECH demo\*

- Pre-recorded 25-minute presentation (no CPE credit) available during a scheduled break
- Recording available on the AICPAConferences.com archives page
- Demo attendee contact information for one-time use (includes email addresses)
- Two (2) online conference registrations
- One (1) CPE speaker registration

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

## Technology sponsorships

### \$10,000

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- Virtual streaming**
- One (1) 45-second online commercial streamed before opening general session
  - Two (2) additional commercial\* plays throughout the conference
  - Banner ad and dedicated tab on AICPAConferences.com event summary page
  - Logo with hyperlink in pre-event access email to all attendees
  - Logo on digital step and repeat background on AICPAConferences.com my itinerary page
  - Four (4) online conference registrations

### \$9,000

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- Lunch e-card**
- Delivery meal credit provided to all attendees (DoorDash, Grubhub, etc.)
  - AICPA to send a custom branded email to attendees with credit details
  - Two (2) online conference registrations

### \$8,500

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- Closed captioning**
- Sponsor recognition in closed captioning message in every session
  - One (1) 30-second online commercial\* play per day
  - Logo on AICPAConferences.com event home page with closed-captioning information
  - Logo in the pre-event email to all attendees as the closed-captioning sponsor
  - Two (2) online conference registrations

### \$8,000

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- Virtual reception activity**
- Sponsor will welcome attendees to virtual reception activity (call for details)
  - One (1) 30-second online commercial\* played before one (1) session
  - Logo on signage in virtual Activity Room
  - Two (2) online conference registrations

\* Commercial session selection is subject to availability and approval

## Technology sponsorships (continued)

**\$7,500**

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- Online handouts**
- Banner ad on AICPAConferences.com handouts page
  - Logo in pre-event handouts email to all attendees
  - Two (2) online conference registrations

**\$7,500**

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- Online archives**
- Banner ad on AICPAConferences.com archives page (added 4-6 weeks post-event)
  - Logo in post-event archive email to all attendees
  - Two (2) online conference registrations

**\$7,500**

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- Technical support**
- Banner ad on AICPAConferences.com technical support page
  - Logo on the help desk in the virtual lobby
  - Logo in pre-event email to all attendees
  - Two (2) online conference registrations

“I come to receive insights into growing my career to the next level. Agenda covers current issues and practical ‘big picture’ insights and applications. Helps me to reflect and think globally, networking, and motivation toward future professional enhancement and growth ... going beyond CFO/CPA perceptions.”

– 2020 conference attendee

\* Commercial session selection is subject to availability and approval

## Technology sponsorships (continued)

**\$7,500**

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### Music

- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Logo in pre-event handouts email to all attendees
- Two (2) online conference registrations

**\$5,000**

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### Bingo! sponsor

- A fun and engaging game to bring attendees to your booth
- Attendees are entered into drawings for donated raffle prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on signage promoting Bingo! in the virtual lobby
- Sponsor recognition on leaderboard
- Two (2) online conference registrations

**\$5,000**

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### Coffee e-card

- Complimentary coffee provided to all attendees as a credit (Starbucks, Dunkin' Donuts, etc.)
- AICPA to send a custom branded email to attendees with credit details
- Two (2) CPE All Access badges

**\$5,000**

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### Activity break

- Sponsor recognition during a session break activity (i.e., chair yoga, stretches, etc.)
- Logo placement may be included if the sponsor provides/records activity
- Logo on signage in virtual Activity Room
- Two (2) online conference registrations

“Great way to network with other CFOs. It allows me some time away to think objectively about our business.”

– 2020 conference attendee



# Reserve your booth

## \$3,000

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### 3-D virtual booth

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Video upload
- Resources/handouts
- Personalized contacts list
- Live private video chat
- Live public text chat
- Metrics and contact information with email addresses for users, visits and downloads

#### Additional benefits:

- Company listing on AICPAConferences.com post-conference
- Pre and post-conference attendee list with USPS mailing addresses for one-time use
- Two (2) online conference registrations

# Enhance your experience

## Exhibit booth add-ons

### Bingo!

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A fun and engaging game to bring attendees to your booth. Tokens are collected while moving throughout the exhibit hall, visiting each participating exhibitor and learning about your products/services. Attendees are entered into drawings for donated raffle prizes.

## \$300

#### Exhibitor bingo participant

- Participant supplies prize of \$100 minimum value

## \$2,000

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### Online commercial\*

- One (1) 30-second commercial play before one (1) session
- Commercial visible by all attendees via archives (added 4–6 weeks post-event)
- Logo on online pre-session window
- Logo on post-session email sent to all online session participants
- One (1) online session handout

\* Commercial session selection is subject to availability and approval

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