

2022

Prospectus

Sponsorship opportunities

Conference on Banks & Savings Institutions

Sept. 12–14

National Harbor, MD, and live online

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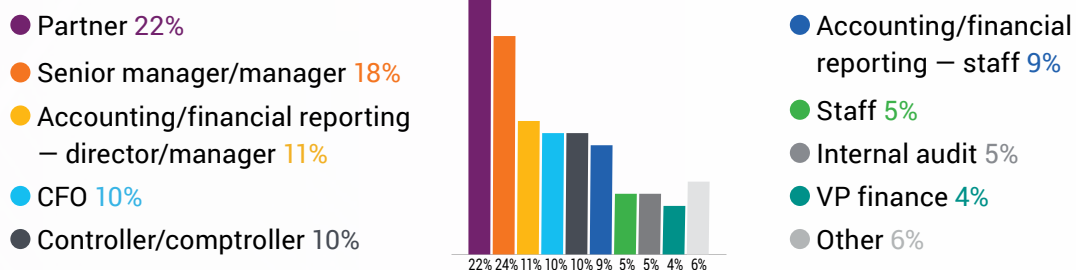
Conference on Banks & Savings Institutions

The AICPA & CIMA Conference on Banks and Savings Institutions is the must-attend event for accounting and auditing professionals working in all segments of the banking industry. Attendees will be exposed to all the emerging auditing, accounting and regulatory developments that are critical to doing business daily.

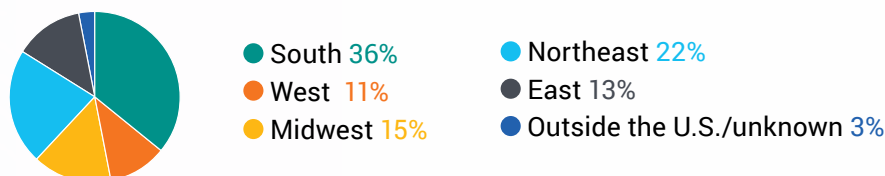
The three-day conference brings together leading industry experts, regulators and peers for in-depth coverage on all aspects of auditing, accounting and tax issues within the banking industry. The conference features specialized tracks for all banks, community banks and large banks, as well as the Advanced Accounting Textbook Series.

Attendee demographics

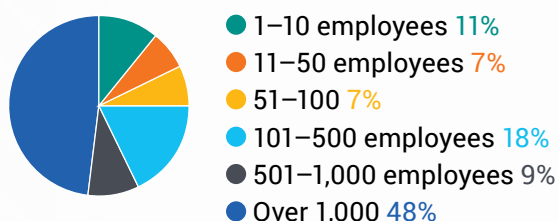
Top titles



Attendee by region



Company size



Business category



Reimagine leadership

Be a sponsor

Strategically build your custom sponsorship package from our à la carte offerings!

Sponsor benefits

- On-site and virtual listing
- 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
- Company listing on AICPAConferences.com Sponsor Directory
- Pre- and post-conference attendee list with USPS mailing addresses (*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 public food and beverage functions and online activities with attendees
- Option to purchase additional discounted CPE badges

On-site tabletop booth:

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

Virtual listing

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

Reach executive-level status

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Diamond starting at \$30,000	Platinum starting at \$25,000	Gold starting at \$20,000	Silver starting at \$18,000
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Executive-level sponsor benefits

- ▶ All sponsor benefits
- ▶ Option to purchase solution session speaking opportunity
- ▶ Sponsor ad in intermission slides
- ▶ Scavenger hunt participation
- ▶ One (1) on-site Expo-only badge
- ▶ Additional CPE badges (3 diamond and platinum, 2 gold, 1 silver)

Speaking sponsorship

\$18,000

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
- *Session title, speaker and content subject to committee pre-approval*
- *Executive-level sponsors only*

Technology sponsorships

\$15,000

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed on-site and online before one (1) keynote
- Banner ad with hyperlink on AICPAConferences.com digital 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*

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

\$12,000

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 on AICPAConferences.com digital lobby
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$12,000

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 to all attendees
- Rotating banner ad
- Two (2) CPE badges

Technology sponsorships

\$12,000

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*
- Two (2) CPE badges

\$11,000

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*
- Two (2) CPE badges

\$10,000

Music

Increase exposure to online 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
- Playlist will be available for attendees to download
- Two (2) CPE badges

Material sponsorships

\$12,000

Lanyard

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

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

\$12,000

Notepad and pen

Maximize exposure on-site with this attendee favorite.

- Logo on notepad and pen to be placed in general session room
- Recognition on on-site signage
- Two (2) CPE badges

\$10,000

Hand sanitizer stations

Place your brand directly in the hands of on-site attendees.

- Logo on hand sanitizer stations placed throughout the conference center and exhibit hall
- Up to three (3) branded exposure points with sponsorship recognition
- Two (2) CPE badges

Networking sponsorships

\$12,000

Lunch

Gain exposure while on-site attendees network over lunch.

- Sponsor recognition throughout lunch
- Logo in agenda in mobile app
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$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
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$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

\$10,000

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

Enhance your experience

Sponsorship add-on:

\$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*
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\$300

Scavenger hunt
participant

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

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

Email us today!

SPEXevents@hq.cpa.com

Start here →



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