



2021

Prospectus

Not-for-Profit Industry Conference

June 7–9
Live online

 **AICPA® & CIMA®**
Sponsorship and
exhibitor opportunities

2021 Prospectus

Moving forward in 2021

Not-for-Profit Industry Conference

June 7–9
Live online

Be a sponsor	4
Reach executive-level status	4
Speaking sponsorships	5
Technology sponsorships	6
Networking sponsorships	8
Reserve your booth	9
Enhance your experience	10

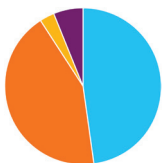
Moving forward in 2021

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.

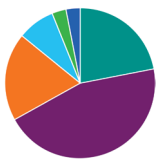
Attendee demographics

Business Category



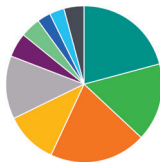
- Public accounting 48%
- Business and industry 43%
- Education 3%
- Other 6%

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%

81%

of attendees have attended the NFP Industry Conference in the past

52%

of attendees have more than 20 years as a CPA

66%

of attendees are decision-makers in their 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
- Sponsor recognition online
- Company profile on mobile app with link to company website
- Company listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- Pre- and post-conference attendee list with USPS mailing 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 online activities 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
\$32,500

Gold
\$21,500

Silver
\$18,500

Bronze
\$15,500

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions online
- ▶ Bingo! participation
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

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 all attendees
- 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

Education lab*

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

- 20-minute live speaking opportunity
- Session attendee contact information (*includes email addresses*)
- Session 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

“This conference consistently provides top quality speakers and the most current content available. It is by far the best conference I attend all year”

— Not-for-Profit 2020 attendee

Technology sponsorships

\$12,500

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed before one (1) general session
- Two (2) additional commercial plays throughout the event
- 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*

\$10,000

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 session
- One (1) 30-second commercial play per day
- 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*

\$10,000

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

Technology sponsorships

\$9,500

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*
- Two (2) CPE badges

\$9,500

Technical support

Enhance brand recognition while attendees find online support and assistance.

- Banner ad with hyperlink on AICPAConferences.com *Technical Support page*
- Logo with hyperlink in pre-event access email to attendees
- Logo on virtual lobby help desk with direct link to booth
- Two (2) CPE badges

\$8,500

Music

Increase exposure to online customers and prospects through music.

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

\$5,000

Bingo! sponsor

Attract attendees to your booth with this popular game.

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

Networking sponsorships

\$8,000

Virtual reception

Bring fun to online attendees with this high-visibility activity.

- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- One (1) 30-second online commercial played before one (1) session
- Logo in agenda in mobile app
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

“Outstanding, effective and entertaining! Looking forward to next year!”

— Not-for-Profit 2020 attendee

Reserve your booth

Package 1:

3D virtual booth

\$3,000

Virtual booth only

▶ 3D 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
- Two (2) CPE All Access badges

Additional exhibitor benefits:

- ▶ Company profile on mobile app with a link to the company website
- ▶ Company listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- ▶ Pre- and post-conference attendee list with USPS mailing 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 online activities with attendees (does not include private events)
- ▶ Option to purchase additional discounted CPE badges

Enhance your experience

Exhibit booth add-ons:

\$300
Bingo!

A fun and engaging game to bring attendees to your virtual booth. Points are earned 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.

- Participant supplies prize of \$100 minimum value
- Recognition on virtual leaderboard

\$3,000

Commercial package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play before one (1) session (excludes keynotes)
- 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
- One (1) online session handout
- *Commercial session selection is subject to availability and approval*



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

Contact us today!

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Start here →



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