Not-for-Profit Industry Conference

June 7–9
Live online

Sponsorship and exhibitor opportunities
Moving forward in 2021

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Live online
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

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Top titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public accounting 48%</td>
<td>Partner 21%</td>
</tr>
<tr>
<td>Business and industry 43%</td>
<td>Accounting/Financial Reporting–Director/Manager/Staff 16%</td>
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<tr>
<td>Education 3%</td>
<td>CFO/Controller/Comptroller 20%</td>
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<tr>
<td>Other 6%</td>
<td>Staff 11%</td>
</tr>
<tr>
<td></td>
<td>Manager 13%</td>
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<tr>
<td></td>
<td>Senior Manager 5%</td>
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<td></td>
<td>Managing Director/Manager 4%</td>
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<td></td>
<td>Shareholder/Owner 3%</td>
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<tr>
<td></td>
<td>Sole Practitioner 3%</td>
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<tr>
<td></td>
<td>Other 4%</td>
</tr>
</tbody>
</table>

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

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“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

### Virtual streaming
$12,500

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*

### Closed captioning
$10,000

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*

### Archives
$10,000

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

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
<th>Benefits</th>
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</table>
| **$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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