

2021

Prospectus

Sponsorship and exhibitor opportunities

Conference on Credit Unions

Oct. 18–20

Intercontinental Miami, Miami, FL,
and live online

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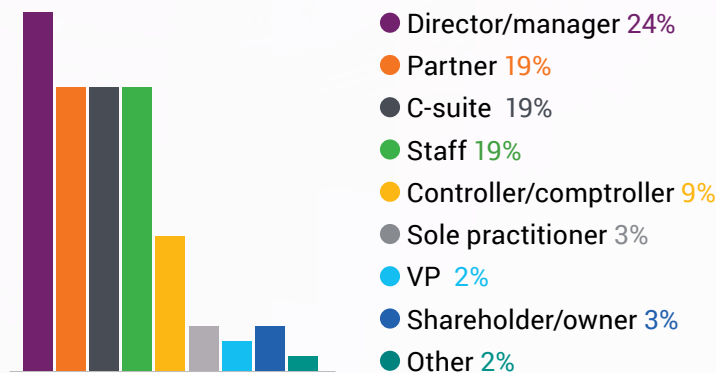
Conference on Credit Unions

As the premier Credit Union conference providing comprehensive education in accounting and reporting, auditing and regulatory matters, this program delivers the technical and managerial knowledge attendees need to stay ahead of the most pressing issues affecting the credit union industry.

The AICPA & CIMA Conference on Credit Unions gives you the opportunity to meet with key decision makers who are looking for innovative solutions and services. Gain exposure to CPAs working with credit union clients on accounting and auditing issues, plus credit union professionals, including CFOs, internal auditors, controllers, board members and more! Develop new connections and strengthen relationships, while elevating your brand.

Attendee demographics

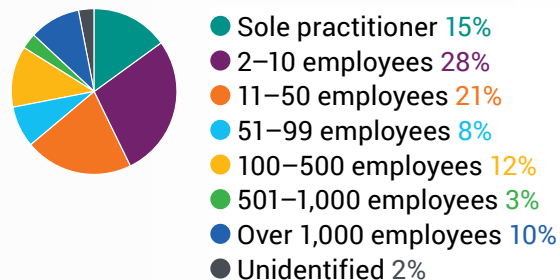
Top titles



Business category



Firm size



Asset size of credit union



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 recognition on exhibitor listing on AICPAConferences.com Sponsor & Exhibitor Directory
- 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 on-site food and beverage functions and 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 — \$20,000

Gold — \$15,000

Silver — \$11,000

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Premium booth location/placement
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Speaking sponsorship

\$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 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
- *Only available to executive-level sponsors*

“The AICPA Conference on Credit Unions has always been an informative conference and I have targeted this conference as one that I must attend each year. I liked the option of attending in a virtual environment even before the COVID-19 pandemic changed the in-person format.”

“This is a great conference - I gained a lot of insights and after attending, I’m even more excited about the future of credit unions.”

— Conference on Credit Unions 2020 attendees

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

Technology sponsorships

\$10,500

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- 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 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*

\$8,500

Wi-Fi

Gain digital recognition for helping on-site attendees stay connected.

- Logo on back of each attendee badge with Wi-Fi information
- Logo listed in mobile app FAQs
- Sponsor recognition on on-site signage
- Two (2) CPE badges

\$8,500

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 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*

\$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 to all attendees
- Logo on virtual lobby help desk with direct link to booth
- Rotating banner ad
- Sponsor recognition on on-site signage
- Two (2) CPE badges

Technology sponsorships

\$7,500

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*
- Two (2) CPE badges

\$7,500

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

\$7,500

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

\$7,500

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
- Two (2) CPE badges

Material sponsorships

\$10,000

Step challenge

Build health and wellness while promoting your brand.

- AICPA to send a custom branded email to attendees with challenge instructions
 - Logo listed in mobile app FAQs
 - Logo on step data collection survey
 - Mobile app push notifications promoting challenge and announcing winner
 - AICPA provided prize on behalf of sponsor – 2022 conference registration
 - Two (2) CPE badges
 - Optional: additional sponsor-provided prize
-

\$8,500

Face mask

Receive unlimited brand exposure with every on-site attendee.

- AICPA-provided face mask with sponsor logo
 - Included in welcome kit distributed to all on-site attendees at registration
 - Sponsor recognition at on-site safety station
 - Two (2) CPE badges
-

\$8,500

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
-

\$7,500

Lanyard

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

- Logo displayed on AICPA provided lanyards
 - Sponsor recognition on on-site signage
 - Two (2) CPE badges
-

\$6,500

Safety products

Promote your brand on-site while supporting attendees' well-being.

- AICPA-provided safety products with sponsor branding
- One (1) of the following examples: hand sanitizer, sanitizing wipes, etc.
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsor recognition at on-site safety station
- Two (2) CPE badges

Networking sponsorships

\$11,000

Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall. Additionally bring fun to the online attendees with a high-visibility activity.

- Priority bar placement near your exhibit booth
- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- Logo in agenda in mobile app and mobile app push notification promoting reception and sponsor
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges

\$7,500

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 lunch and sponsor
- Two (2) CPE badges

\$7,500/per 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
- Two (2) CPE badges

\$6,500

Break

Stay top of mind by keeping on-site attendees refueled and refreshed.

- Sponsor recognition on each food and beverage station
- Logo printed on napkins placed on each station
- Logo in agenda on mobile app
- Two (2) CPE badges

Enhance your experience

Reserve your booth

Package 1:

On-site booth and virtual exhibitor listing

\$3,800

► On-site tabletop space:

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

Package 2:

Virtual exhibitor listing only

\$3,000

► Virtual exhibitor listing:

- 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 online badges

► Includes virtual exhibitor listing!

Additional exhibitor benefits:

- Company profile on mobile app with a link to the company website
- 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 on-site food and beverage functions and online activities with attendees (does not include private events)
- Option to purchase additional discounted CPE badges or on-site Expo-only badges

Exhibit booth 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)
- 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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