2024

Sponsorship and exhibitor opportunities

CFO Conference
April 24—26
The Charleston Place
Charleston, SC, and live online
At the AICPA® & CIMA® CFO Conference, you’ll have exposure to top-level CFOs, controllers and directors who are ready to make purchasing decisions.

The C-Suite perspective serves as the foundation of every session, examining the hot-button issues of today and what’s coming down the line in the future. Seasoned CFOs from across the country will provide the latest innovations and anticipated trends to keep companies on the cutting edge.

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. Leverage our sponsorship packages to showcase your expertise and further develop the professional success of CFOs.

### Attendee demographics

**286 attendees**

#### Business category

- Business and industry: 67.83%
- Other: 25.87%
- Consulting firm: 2.80%
- Public accounting: 2.10%
- Government: 1.05%
- Education: 0.35%

#### Top titles

- CFO: 54%
- Director/manager: 15%
- Controller/comptroller: 12%
- VP/Finance: 6%
- Staff: 5%
- Other C-Suite: 4%
- Other: 4%

#### Annual Revenue (000)

- <1000: 4.48%
- 1,000–2,499: 4.66%
- 2,500–4,999: 5.86%
- 5,000–9,999: 11.90%
- 10,000–24,999: 9.66%
- 25,000–49,999: 15.69%
- 50,000–74,999: 5.52%
- 75,000–99,999: 3.62%
- 100,000–999,999: 23.62%
- 1,000,000–9,999,999: 9.66%
- 10,000,000+: 5.34%

#### Attendees by region

- Northeast: 20%
- Midwest: 18%
- South: 41%
- West: 19%
- Outside of U.S./unknown: 3%
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 placement and recognition on Sponsor & Exhibitor Directory
- Pre- and post-conference attendee list with USPS mailing addresses only (no email addresses) for one-time use
- Promotional marketing code offering a $100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions 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!

Executive-level sponsor benefits
- All above sponsor benefits
- Sponsor ad in intermission slides played between sessions on-site and online
- Tabletop exhibit location (platinum and gold only)
- Additional on-site expo-only badges (1 per exhibit space)
- Additional CPE badges (3 platinum, 2 gold, 1 silver)

Platinum
starting at $23,000

Gold
starting at $19,000

Silver
starting at $14,500
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) to be provided one (1) week post-conference
- Session listed on the main agenda conference website and mobile app
- Session recording available on the conference’s Archives page for one year post-event
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) CPE speaker registration
- Platinum- and gold-level only

Technology sponsorships

Exclusive
$10,000
Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle

- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional commercial replays throughout the event
- One (1) banner ad with hyperlink on virtual platform digital lobby
- Logo with hyperlink in pre-event access email to all attendees
- Commercial session selection is subject to availability and approval
- Two (2) CPE badges

$10,000
Session alertness checks

Highly visible branding in select online sessions.

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Ten (10) pre-selected sessions (excludes general sessions)
- Two (2) CPE badges

Exclusive
$9,000
Wi-Fi

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

- Logo on the 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
## Technology sponsorships

<table>
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<tr>
<th>Exclusive</th>
<th>Increase your visibility pre-event with the launch of the app and post-event with yearlong access.</th>
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<tbody>
<tr>
<td><strong>Mobile app</strong></td>
<td></td>
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</tbody>
</table>
| **$8,000** | - Logo on app splash screen  
- Logo in pre-event app download instruction email  
- Rotating banner ad  
- Two (2) CPE badges |
| **Power zone** |
| **$8,000** | - Sponsor recognition in on-site power areas in general session meeting room  
- Logo listed in mobile app with power information  
- Two (2) CPE badges |
| **Music** |
| **$7,000** | - 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 with sponsorship recognition will be available for attendees to download  
- Two (2) CPE badges |
| **Closed captioning** |
| **$6,500** | - Sponsor recognition in closed captioning text message before every online session  
- One (1) 30-second commercial play per day streamed on-site and online  
- Logo with hyperlink in Virtual Conference Lobby  
- Logo with hyperlink on pre-event access email to attendees  
- Commercial session selection is subject to availability and approval.  
- One (1) CPE badge |
## Material sponsorships

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<tr>
<th>Exclusive</th>
<th>Offer attendees a chance to update their headshot while increasing traffic at your booth.</th>
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</table>
| $12,000/day | • AICPA & CIMA to provide a professional photographer for headshot photos  
• Sponsor may supply invitations/cards to be distributed to attendees from booth  
• Logo included in email sent to attendee to download one (1) headshot photo  
• Customized pre-download landing page  
• One (1) push notification on mobile app  
• Dedicated intermission slide displayed between sessions on day of headshots  
• Two (2) CPE badges |
| **Professional headshots** |  |

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<th>Promote your brand as an attendee taking session notes.</th>
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| $10,000 | • Logo on notepad and pen provided to on-site attendee  
• Two (2) CPE badges |
| **Notebook and pens** |  |

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<th>Maximize message visibility on-site every time attendees use their key cards.</th>
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| $9,000 | • Customized branding on the front of two (2) key cards provided at hotel check-in  
• Key cards provided to all attendees in AICPA & CIMA-room block  
• Two (2) CPE badges |
| **Hotel key card** |  |

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<th>Promote your brand throughout the entire event with one of the most popular on-site sponsorships.</th>
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| $8,500 | • Logo displayed on AICPA & CIMA provided lanyards  
• Two (2) CPE badges |
| **Lanyard** |  |

| | Elevate your company with a gift delivered to each attendee on-site guest room. |
| | • One (1) sponsor-provided promotional item placed in guest rooms  
• Item provided to all attendees in AICPA & CIMA room block  
• Two (2) CPE All Access badges |
| **Guest Room Drop** |  |
Networking sponsorships

**Exclusive**

**$13,500**

**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*)
- Custom cocktail or beverage served during reception
- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

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**$8,500**

**Specialty bar**

Get creative with an on-site specialty bar named after your company.

- Custom cocktail or beverage served during attendee networking opportunity
- Specialty bar placed near your exhibit space (*when available*)
- Sponsorship recognition on designated bar
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges
## Networking sponsorships

### $8,000

**Lunch**

- Gain exposure while on-site attendees network over lunch.
  - Sponsorship recognition throughout lunch
  - Logo in agenda on mobile app
  - Mobile app push notification promoting sponsorship
  - One (1) reserved table for sponsor to invite conference attendees
  - Two (2) CPE badges

### $8,000/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

### $7,500

**Breakfast**

- Kick off the day with brand exposure before the start of on-site sessions.
  - Sponsorship recognition on breakfast stations
  - Logo in agenda on mobile app
  - Priority food station placement near exhibit booth *(when available)*
  - Two (2) CPE badges

### $6,500

**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)*
  - One (1) CPE badge

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### Off-site attendee activity

**Sponsor a fun activity for attendees on Tuesday. Call for details.**
Reserve your exhibit space

Exhibit space and virtual listing

$4,500 | Tabletop

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

Includes virtual listing!

Virtual listing only

$2,000 | Virtual listing only

- Company description
- Logo
- Link to website
- Contact information
- One (1) Online CPE Badge (not included with exhibit space package)

Additional exhibitor benefits:

- Company profile on mobile app with link to company website
- Pre- and post-conference attendee list with USPS mailing addresses only (no email addresses) for one-time use
- Promotional marketing code offering $100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- Option to purchase additional discounted CPE badges and on-site expo-only badges
Increase your exposure

Exhibit space add-ons:

**Exclusive**

- **Archives**
  - $4,500
  - 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 the conference’s Archives page

**Exclusive**

- **Handouts**
  - $4,500
  - Reach attendees each time they reference event materials.
  - Logo with hyperlink in pre-event access email to attendees
  - Banner ad with hyperlink on the conference’s Handouts page

- **Commercial package**
  - $3,000
  - Deliver your targeted message to a captive audience.
  - One (1) 30-second commercial play before one (1) session streamed on-site and online (excludes general sessions)
  - Commercial visible by all attendees via Archives page (added 4–6 weeks post-event)
  - Logo on post-session email sent to all online session participants
  - Commercial session selection is subject to availability and approval
Contact us today!
SPEXevents@hq.cpa.com