



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants

2024

Sponsorship opportunities

Conference on Banks, Savings Institutions and Credit Unions

Sept. 9–11

Gaylord National

National Harbor, MD, and live online

About the conference

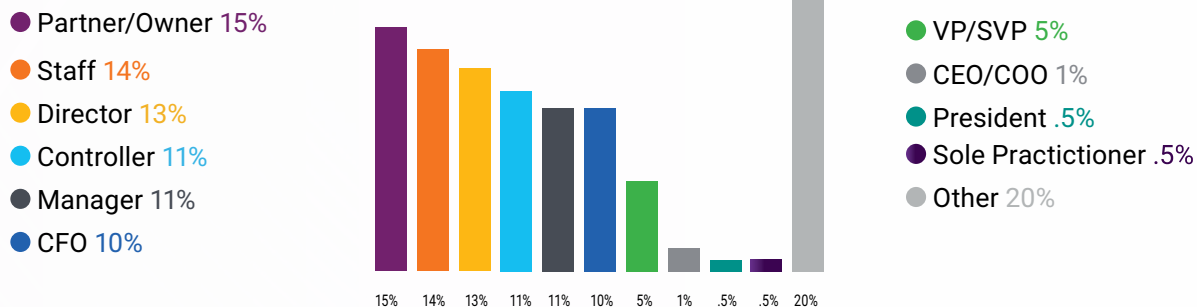
This AICPA & CIMA conference is the must-attend event for accounting and auditing professionals working in all segments of the banking industry. Attendees will be exposed to all the emerging auditing, accounting and regulatory developments that are critical to doing business daily.

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 and for lively discussions on how generative AI and other technologies can evolve the banking and credit union industry. The conference features specialized tracks for all banks, community banks and large banks, and credit unions.

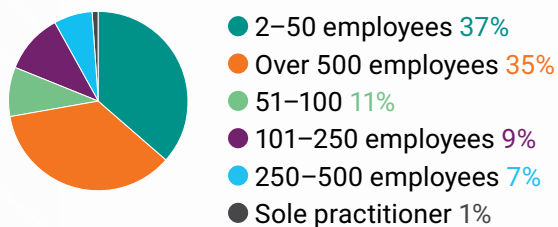
Attendee demographics

1,800+ Attendees

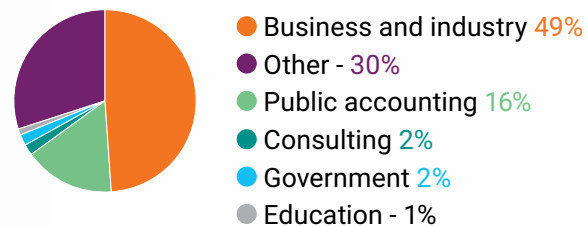
Top titles



Company size



Business category



Reimagine leadership

Become a sponsor.

All sponsorship packages include:

- Tabletop exhibit
- 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 Sponsor & Exhibitor Directory
- Pre- and post-conference attendee list with USPS mailing addresses (*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 public food and beverage functions and online activities with attendees
- Option to purchase additional discounted CPE badges and expo-only badges

Executive-level status

How do I become an executive-level sponsor?

Strategically build your executive-level sponsorship package from our **à la carte** offerings!

Diamond

starting at **\$30,000**

Platinum

starting at **\$25,000**

Gold

starting at **\$20,000**

Silver

starting at **\$18,000**

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Additional on-site Expo-only badges (1 per tabletop exhibit)
- ▶ Additional CPE badges (3 diamond and platinum, 2 gold, 1 silver)

Speaking sponsorship

\$20,000

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 main agenda on website, and mobile app
- Session recording available on *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
- *Executive-level sponsors only*



Technology sponsorships

Exclusive

\$15,500

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed on-site and online before one (1) keynote
- Two (2) additional commercial plays throughout the event.
- Banner ad on website's 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

* Option to submit multiple commercials

Exclusive

\$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

Exclusive

\$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
- Banner ad on app home screen
- Sponsorship recognition on mobile app signage
- Two (2) CPE badges

Exclusive

\$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 on *Archives page*
- 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) sessions (excludes general sessions)
- Two (2) CPE badges

Technology sponsorships (continued)

Exclusive

\$11,000

Handouts

Reach attendees each time they reference event materials.

- Logo with hyperlink in pre-event access email to attendees
- Banner ad on *Handouts* page
- Two (2) CPE badges

Exclusive

\$8,500

Music

Increase exposure to online and on-site 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 with sponsorship recognition will be available for attendees to download
- Two (2) CPE badges

Exclusive

\$7,000

Power Zone

Increase exposure while attendees recharge devices during general sessions.

- Sponsor recognition in on-site power areas
- Logo listed in mobile app with power information
- Two (2) CPE badges



Material sponsorships

Exclusive

\$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

Exclusive

\$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
- Sponsorship recognition on signage
- Two (2) CPE badges

\$10,000

Headshot

Make attendees smile with a professional headshot for them to treasure.

- AICPA & CIMA to provide a professional photographer for headshot photos on a chosen day
- Sponsor may supply invitations/cards to be distributed to attendees from booth
- Photographer will collect attendee names and email addresses
- Logo included in email sent to attendee to download one (1) headshot photo
- One (1) push notification on mobile app
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE badges

Material sponsorships

\$10,000

Guest room drop

Elevate your company with an item delivered to each onsite attendee guest room

- One (1) sponsor-provided promotional item placed in guest rooms
- Sponsorship recognition in mobile app push notification on the day of the room drop
- Item provided to all attendees in AICPA room block

\$8,000

Snack bar sponsor

Generate excitement and easily attract leads with brand exposure to virtual attendees.

- Logo with hyperlink in pre-event access email to all attendees (tracking link to be provided by sponsor)
- Dedicated Snack Box sponsor page on the conference's website
- Custom branded email to 200 recipients with credit details
- Custom recipient landing page messaging
- Menu Top Banner on featured page
- Two (2) Menu Mid Banners on featured page
- One (1) 45-second commercial streamed online before one (1) general session
- Dedicated Snack Box sponsor transition slide displayed before all sessions
- Two (2) CPE All Access badges

Networking sponsorships

Exclusive

\$15,000

Opening Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site exhibit hall.

- Priority bar placement near exhibit location (*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

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 location (*when available*)
 - Two (2) CPE badges
-

\$25,000

full conference

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

\$8,500

Lunch

Networking sponsorships

Exclusive

\$12,000

Night cap reception

Experience distinguished acknowledgment as attendees enjoy beverages, appetizers and network with old friends and make new friends at this fun evening event.

- 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

\$8,000/day

Breakfast

Kick off the day with brand exposure to energized attendees.

- Protein-packed food item added to the breakfast (yogurt, overnight oats, hard-boiled eggs, etc.)
- Priority food station placement near your tabletop space (when available)
- Sponsorship recognition on each station

\$7,000

Specialty Bar

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

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

\$7,000

Afternoon 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 location (*when available*)
- Two (2) CPE badges

Reserve your exhibit space.

Exhibit space and virtual listing

\$4,500 | Tabletop

► Tabletop space:

- 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

► Virtual listing:

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

Additional exhibitor benefits:

- Company profile on mobile app with link to the 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.

Sponsorship add-on:

\$3,000

Commercial package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial streamed on-site and online before the start of a session (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*



Contact us today!
SPEXevents@hq.cpa.com

Start here →



Founded by AICPA and CIMA, the Association of International Certified Professional Accountants powers leaders in accounting and finance around the globe.

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