2021
Prospectus
Not-for-Profit Industry Conference
June 7–9
Gaylord National Harbor,
National Harbor, MD, and live online
Sponsorship and exhibitor opportunities
Moving forward in 2021

Not-for-Profit Industry Conference

June 7–9
Gaylord National Harbor, National Harbor, MD, and live online

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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 6%
- 2–9 employees 15%
- 10–50 employees 37%
- 51–100 employees 13%
- 101–500 employees 16%
- 501–1,000 employees 6%
- 1,000+ employees 7%

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
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
- 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 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
$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 on-site and online
- Bingo! participation
- Premium booth location/placement (near entrance, on corner or near networking areas)
- Additional on-site Expo-only badges (1 per 10x10)
- 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 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

$8,500  
Education lab*  

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

- 20-minute live speaking opportunity
- Featured in Exhibit Hall during networking event and streamed live online
- 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

### $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
- Logo listed in mobile app FAQs
- Sponsorship recognition on on-site signage
- Two (2) CPE badges

### $12,500

**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 Event Summary page
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar
- Logo on digital step and repeat background on AICPAConferences.com My Itinerary page
- 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 online session
- One (1) 30-second commercial play per day streamed on-site and online
- Logo with hyperlink on AICPAConferences.com Event Summary page
- 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

**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
- Sponsorship recognition on on-site signage
- Two (2) CPE badges
## Technology sponsorships

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
<th>Sponsorship Details</th>
</tr>
</thead>
</table>
| **$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  
- Logo on digital step and repeat background on AICPAConferences.com Archives page  
- Two (2) CPE badges |
| **$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  
- Logo on digital step and repeat background 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  
- Logo on digital step and repeat background on AICPAConferences.com Technical Support page  
- Two (2) CPE badges |
| **$8,500** | 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

$15,000
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

$12,000
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
• Sponsorship recognition at on-site safety station
• Two (2) CPE badges

$10,000
Lanyard

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

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

“Very informative and relevant to the day and time. Would highly recommend.”

— Not-for-Profit 2020 Attendee
Material sponsorships

$10,000  
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  
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, door pull
  - Included in welcome kit distributed to all on-site attendees at registration
  - Sponsorship recognition at on-site safety station
  - 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 on-site and 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 and on-site Exhibit Hall
  - Sponsor recognition on online leaderboard and on-site Bingo! cards
  - Two (2) CPE badges

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

— Not-for-Profit 2020 attendee
## Networking sponsorships

<table>
<thead>
<tr>
<th>$13,500</th>
<th>Reception</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall.</strong></td>
<td></td>
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<tr>
<td>- Priority bar placement near your exhibit booth</td>
<td></td>
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<tr>
<td>- Sponsorship recognition throughout reception</td>
<td></td>
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<tr>
<td>- Logo printed on napkins placed on food and beverage stations</td>
<td></td>
</tr>
<tr>
<td>- Logo in agenda on mobile app</td>
<td></td>
</tr>
<tr>
<td>- Mobile app push notification promoting reception and sponsor</td>
<td></td>
</tr>
<tr>
<td>- Two (2) CPE badges</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$12,000</th>
<th>Lunch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gain exposure while on-site attendees network over lunch.</strong></td>
<td></td>
</tr>
<tr>
<td>- Sponsorship recognition throughout lunch</td>
<td></td>
</tr>
<tr>
<td>- Logo in agenda in mobile app</td>
<td></td>
</tr>
<tr>
<td>- Mobile app push notification promoting lunch and sponsor</td>
<td></td>
</tr>
<tr>
<td>- Two (2) CPE badges</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$8,000</th>
<th>Virtual reception</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bring fun to online attendees with this high-visibility activity.</strong></td>
<td></td>
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<tr>
<td>- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)</td>
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<tr>
<td>- Opportunity to welcome online attendees to the reception</td>
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<tr>
<td>- One (1) 30-second online commercial played before one (1) session</td>
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<tr>
<td>- Logo in agenda in mobile app</td>
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<tr>
<td>- Logo on signage in virtual Networking Lounge</td>
<td></td>
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<tr>
<td>- Two (2) CPE badges</td>
<td></td>
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<tr>
<td>- Commercial session selection is subject to availability and approval</td>
<td></td>
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</tbody>
</table>
Networking sponsorships

$8,500  Signature drink
Get creative with an on-site specialty drink named after your company.
• Custom cocktail or beverage served during the on-site networking reception
• Available at bar placed near your booth
• Sponsorship recognition on designated bar
• Mobile app push notification promoting signature drink and sponsor
• Two (2) CPE badges
• Optional: sponsor-provided branded napkins and/or stirrers

$8,500  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 booth
• Two (2) CPE badges
• Optional: sponsor-provided branded napkins

$7,500  Morning break
Build brand recognition as on-site attendees grab a beverage between sessions.
• Sponsorship recognition on each beverage station
• Logo in agenda on mobile app
• Placement near exhibit booth
• Two (2) CPE badges
• Optional: sponsor-provided coffee sleeves and/or stirrers
### Reserve your booth

<table>
<thead>
<tr>
<th>Package 1: On-site and 3D virtual booth</th>
<th>Package 2: 3D virtual booth only</th>
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<tr>
<td><strong>$4,700</strong></td>
<td><strong>$3,000</strong></td>
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#### 10x10 booth

- **On-site booth per 10x10 space:**
  - One (1) lead retrieval license
  - Two (2) CPE badges
  - One (1) 6-foot skirted table
  - Two (2) chairs
  - One (1) wastebasket
  - One (1) booth ID sign
  - Pipe and drape
  - Carpeted flooring

- **Includes 3D virtual booth!**

#### 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 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

#### 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 online badges
Enhance your experience

Exhibit booth add-ons:

$300

Bingo!

A fun and engaging game to bring attendees to your on-site and 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
- Recognition on Bingo! on-site signage

$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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jessica@eventsalespartner.com