

# 2021

## Prospectus

**Sponsorship opportunities**

## Conference on Banks & Savings Institutions

Sept. 20–22

Gaylord National, National Harbor, MD  
and live online

Be a sponsor	3
Reach executive-level status	4
Speaking sponsorships	4
Technology sponsorships	5
Material sponsorships	7
Networking sponsorships	9

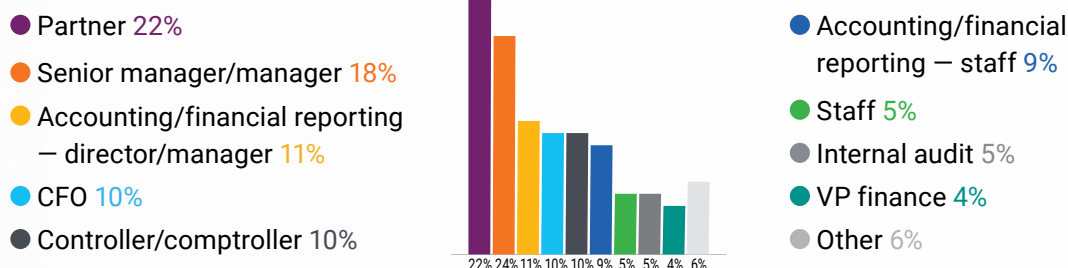
# Conference on Banks & Savings Institutions

The AICPA & CIMA Conference on Banks and Savings Institutions 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.

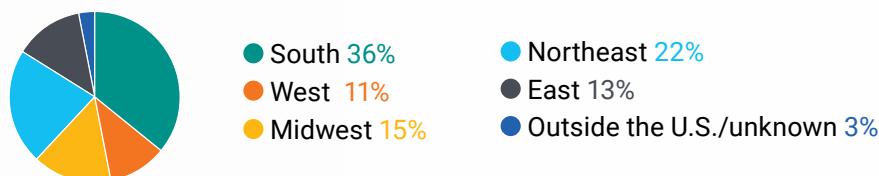
The three-day conference brings together leading industry experts, regulators and peers for in-depth coverage on all aspects of auditing, accounting and tax issues within the banking industry. The conference features specialized tracks for all banks, community banks and large banks, as well as the Advanced Accounting Textbook Series.

## Attendee demographics

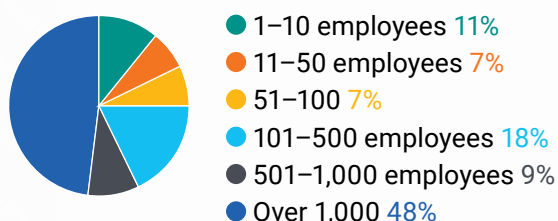
### Top titles



### Attendee by region



### Company size



### Business category



# Reimagine leadership

## Be a sponsor

Strategically build your custom sponsorship package from our à la carte offerings!

### Sponsor benefits

- On-site and 3D virtual booth
- 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 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
- Option to purchase additional CPE badges

#### On-site tabletop booth:

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

#### 3D virtual booth:

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Video upload
- Resources/handouts
- Personalized staff 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

# Reach executive-level status

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Diamond \$30,000	Platinum \$25,000	Gold \$20,000	Silver \$18,000
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## Executive-level sponsor benefits

- ▶ All sponsor benefits
- ▶ Option to purchase solution session speaking opportunity (*diamond, platinum and gold only*)
- ▶ Sponsor ad in intermission slides
- ▶ Premium booth location/placement
- ▶ One (1) on-site Expo-only badge
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)
- ▶ Option to purchase custom email deployment (*diamond only*)

## Speaking sponsorship

\$18,000

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



# Technology sponsorships

\$15,000

Virtual streaming

**Gain maximum exposure with a comprehensive digital marketing bundle.**

- One (1) 45-second commercial streamed on-site and online before one (1) keynote
- 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*

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

\$12,000

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 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*

\$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
- 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

\$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 with hyperlink on AICPAConferences.com *Archives page*
- Two (2) CPE badges

\$11,000

## 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

\$10,000

## 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

\$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

# Material sponsorships

**\$15,000**

## Step challenge

### Build health and wellness while promoting your brand.

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- 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

**\$15,000**

## Face mask

### Receive unlimited brand exposure with every on-site attendee.

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- 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

**\$12,000**

## Lanyard

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

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

**\$12,000**

## Notepad and pen

### Maximize exposure on-site with this attendee favorite.

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- Logo on notepad and pen to be placed in general session room
- Recognition on on-site signage
- Two (2) CPE badges

# Material sponsorships

\$10,000

## Hand-sanitizer stations

Place your brand directly in the hands of on-site attendees.

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- 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

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\$9,500

## Safety products

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

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- AICPA-provided safety products with sponsor branding
- One (1) of the following examples: hand sanitizer, sanitizing wipes and door pull
- 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

\$12,000

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

\$12,000

Reception

**Receive prominent recognition as on-site attendees mingle and bring fun to the online attendees with a high-visibility activity.**

- Sponsor recognition throughout on-site and virtual 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
- Two (2) CPE badges

\$10,000/per day

All-day coffee

**Build brand recognition as on-site attendees grab a beverage between sessions.**

- Sponsor 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

\$10,000

Break

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

- Sponsor recognition on each food and beverage station
- Logo in agenda on mobile app
- Placement near exhibit booth
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins

# Enhance your experience

## Exhibit booth add-on:

### Bingo \$300

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

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### 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 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!

**Gerry Charbonneau**

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**Start here** →



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