

# 2024

Sponsorship and  
exhibitor opportunities

## Not-for-Profit Industry Conference

June 17–19

Gaylord National Harbor,  
National Harbor, MD

June 20

Virtual Day 3, Online only

# About the conference

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 & CIMA NFP Conference.

## Attendee demographics

1,700 attendees

### Business category



- Public accounting 48%
- Business and industry 43%
- Education 3%
- Other 6%

### Firm size



- Sole practitioner 22%
- 2-50 employees 45%
- 51-99 19%
- 100-500 8%
- 501-1,000 3%
- More than 1,000 3%

### 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

# 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 in 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

## Executive-level status.

How do I become an executive-level sponsor?

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

### Platinum

Starting at \$32,500

### Gold

Starting at \$21,500

### Silver

Starting at \$18,500

### Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ 10x10 exhibit booth (platinum and gold only)
- ▶ Additional on-site Expo-only badges (1 per exhibit booth)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

All items are subject to change.

# 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 address) 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

\$8,500

## Learning lab

**Host a TED Talk-style presentation or Tech Demo in the Learning Pavilion.**

---

- 20-minute live speaking opportunity
- Featured in Exhibit Hall during networking event and streamed live online
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Listed on main agenda on website, and mobile app
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) CPE speaker registration

“I cannot imagine missing this conference.  
I have attended 20–25 times over my 36-year  
professional career.”

— Not-for-Profit attendee

All items are subject to change.

# Technology sponsorships

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

**Exclusive**

**\$11,000**

**Charging stations**

**Gain extra face time while attendees' devices recharge.**

- Corporate logo and video loop on two charging stations
- Stations placed near booth and in registration
- Two (2) CPE badges

**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
- Banner ad on Virtual Conference 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

All items are subject to change.



# Technology sponsorships

## Exclusive

\$10,000

Digital session room signage

Promote your brand outside of every on-site meeting room.

- Logo on each monitor outside of every session room
- Monitor lists current and upcoming session information
- Two (2) CPE badges

## Exclusive

\$10,000

Session alertness checks

Highly visible branding in select sessions.

- Logo featured on CPE alertness pop-up, four to six times per session
- Ten (10) online sessions (excludes keynotes/general sessions)
- 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
- Playlist with sponsorship recognition will be available for attendees to download
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE All Access badges

## Exclusive

\$6,500

Closed captioning

Maximize your brand with this multi-channel package providing visibility in all online sessions.

- Sponsor recognition in closed captioning message before every online session
- One (1) 30-second commercial played prior to one (1) session streamed on-site and online
- Logo on Virtual Conference Lobby
- Logo with hyperlink in pre-event access email to attendees
- *Commercial session selection is subject to availability and approval.*
- One (1) CPE badge

All items are subject to change.

# 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 & CIMA provided lanyards
- Sponsorship recognition on on-site signage
- Two (2) CPE badges

Exclusive

\$10,000

Notebook and pen

Promote your brand as attendees take session notes.

- Logo on notebook and pen provided to on-site attendees
- Two (2) CPE badges

“The best NFP conference out there.”

— Not-for-Profit attendee

All items are subject to change.

# Networking sponsorships

Exclusive

\$20,000

Keynote

## Align your company with a thought leader!

- Welcome attendees (one to two minutes) and introduce Keynote speaker (bio to be provided)
- One (1) 30-second commercial played prior to Keynote
- Sponsorship recognition on-site and online
- *Commercial session selection is subject to availability and approval*
- Two (2) CPE badges
- *Call for additional details*

Exclusive

\$20,000

Early registration  
Happy Hour

## Increase exposure and enjoy networking with attendees over a glass of wine and cheese.

- 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

Exclusive

\$14,000

Opening reception

## Receive prominent recognition as attendees and exhibitors mingle throughout the Exhibit Hall.

- Priority bar placement near exhibit booth (*when available*)
- 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

Exclusive

\$12,000

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

All items are subject to change.



# Networking sponsorships

\$10,000/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

\$16,000

Full conference

\$9,000

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

\$9,000

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

\$7,500

Morning break

**Build brand recognition as on-site attendees grab a beverage to start the day.**

- Sponsorship recognition on each beverage station
- Logo in agenda on mobile app
- Placement near exhibit booth (*if available*)
- Two (2) CPE badges

All items are subject to change.

# Reserve your booth

## Exhibit booth with virtual listing

\$4,600

10x10 booth

- 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:**

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

## 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 only (*no email 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

All items are subject to change.

# Enhance your experience

## Exhibit booth add-ons:

Exclusive

\$4,500

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 *Archives page*

Exclusive

\$4,500

Handouts

Reach attendees each time they reference event materials.

- Logo with hyperlink in pre-event access email to attendees
- Banner ad with hyperlink on *Handouts page*

\$3,000

Commercial package

Deliver your targeted message to a captive audience.

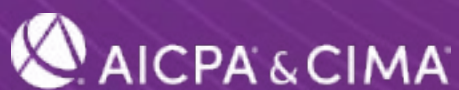
- One (1) 30-second commercial play before one (1) session streamed on-site and online (excludes keynotes)
- Commercial visible by all attendees via *Archives page* (added 4–6 weeks post-event)
- *Commercial session selection is subject to availability and approval*

All items are subject to change.

Email us today!

[SPEXevents@hq.cpa.com](mailto: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.

© 2023 Association of International Certified Professional Accountants. All rights reserved. Association of International Certified Professional Accountants is a trademark of the Association of International Certified Professional Accountants and is registered in the US, the EU and other countries. The Globe Design is a trademark owned by the Association of International Certified Professional Accountants. 2307-436135