

2022

Sponsorship and
exhibitor opportunities

Not-for-Profit Industry Conference

June 13–15

Gaylord National Harbor,
National Harbor, MD, and live online

Be a sponsor	3
Reach executive-level status	3
Speaking sponsorships	4
Technology sponsorships	5
Material sponsorships	7
Networking sponsorships	9
Reserve your booth	11
Enhance your experience	12

Moving forward in 2022

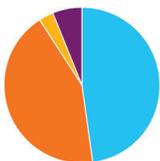
The Not-for-Profit Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with NFP finance and accounting professionals.

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

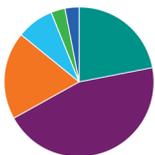
1,700 attendees

Business category



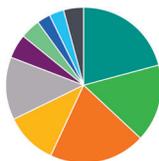
- Public accounting 48%
- Business and industry 43%
- Education 3%
- Other 6%

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 on AICPAConferences.com 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!

Platinum
\$32,500

Gold
\$21,500

Silver
\$18,500

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Scavenger Hunt participation
- ▶ Premium 10x10 exhibit space (platinum and gold only)
- ▶ Additional on-site Expo-only badges (1 per exhibit space)
- ▶ 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

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*)
- 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

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

– Not-for-Profit 2021 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
- Customized Wi-Fi password (*subject to hotel guidelines*)
- Logo listed in mobile app Wi-Fi information
- Two (2) CPE badges

\$11,000

Charging Stations

Gain extra face time while attendees' devices recharge.

- Corporate logo and video loop on two charging stations, one near your booth, one by registration.
- Prominent sponsor recognition.
- Two (2) CPE badges

\$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 plays throughout the event
- Banner ad with hyperlink on AICPAConferences.com in Virtual Conference 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*

\$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
- Rotating banner ad
- Two (2) CPE badges

Technology sponsorships

\$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

\$10,000

Session alertness checks

Highly visible branding in select sessions.

- Logo featured on CPE alertness pop-up, four to six times per session
- Choose up to ten (10) pre-selected sessions (excludes keynotes/general sessions)
- Two (2) CPE badges

\$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
- Two (2) CPE badges
- Playlist will be available for attendees to download

\$6,500

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 in AICPAConferences.com Virtual Conference Lobby
- Logo with hyperlink in pre-event access email to attendees
- One (1) CPE badge
- *Commercial session selection is subject to availability and approval.*

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 – 2023 conference registration
- Two (2) CPE badges
- Optional: additional sponsor-provided prize

\$9,500

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

“The best NFP conference out there.”

– Not-for-Profit 2021 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 area
- Up to three (3) branded exposure points
- Two (2) CPE badges

\$5,000

Scavenger hunt

Attract attendees to your booth with this fun and engaging game.

- Attendees are entered into drawings for donated raffle prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on attendee login screen
- Sponsor recognition on on-site signage and virtual platform
- One (1) CPE badge

“I have attended nearly every year since 1993. Excellent speakers on topics relevant to my not-for-profit practice.”

— Not-for-Profit 2021 attendee

Networking sponsorships

\$20,000

Keynote

Align your company with a thought leader!

- Welcome attendees (one to two minutes) and introduce Keynote speaker (bio to be provided)
 - Sponsorship recognition on-site and online
 - Two (2) CPE badges
 - Call for additional details
-

\$14,000

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*)
 - 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
-

\$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
-

\$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

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 (*when available*)
- Sponsorship recognition on designated bar
- Mobile app push notification promoting signature drink
- Two (2) CPE badges

\$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 (*when available*)
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins

\$7,000

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
- Optional: sponsor-provided branded napkins

Reserve your booth

Package 1:

On-site and virtual listing

\$4,500

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 virtual listing!

Package 2:

Virtual listing only

\$1,500

▶ Virtual listing:

- Company description
- Logo
- Link to website
- Contact information

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

Enhance your experience

Exhibit booth add-ons:

\$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 AICPAConferences.com *Archives page*

\$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 AICPAConferences.com *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)
- Logo on online pre-session window
- Logo on post-session email sent to all online session participants
- *Commercial session selection is subject to availability and approval*

\$300

Scavenger Hunt

Attract attendees to your on-site booth with this fun and engaging game.

- Attendees earn points by visiting participating exhibitors for a chance to win prizes
- Participant supplies prize of \$100 minimum value
- Recognition on on-site signage and virtual platform

Ready to get started?
Have questions?
Other sponsorship ideas?

Contact us today!

Jessica Erickson

Sponsor & Exhibit Sales Manager

800.504.4749, Ext. 102

jessica@eventsalespartner.com

Start here →



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

© 2022 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. 2202-29161