Sponsorship and exhibitor opportunities

Not-for-Profit Industry Conference

June 17–18
Gaylord National Harbor, National Harbor, MD, and live online
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
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!

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting at $32,500</td>
<td>Starting at $21,500</td>
<td>Starting at $18,500</td>
</tr>
</tbody>
</table>

**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

**$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

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**$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

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**$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

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**$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

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All items are subject to change.
## Technology sponsorships

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>$10,000</th>
<th>Tech</th>
<th>Digital session room signage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Promote your brand outside of every on-site meeting room.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Logo on each monitor outside of every session room</td>
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<td></td>
<td></td>
<td></td>
<td>• Monitor lists current and upcoming session information</td>
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<td></td>
<td></td>
<td></td>
<td>• Two (2) CPE badges</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Exclusive</th>
<th>$10,000</th>
<th>Tech</th>
<th>Session alertness checks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Highly visible branding in select sessions.</td>
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<tr>
<td></td>
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<td></td>
<td>• Logo featured on CPE alertness pop-up, four to six times per session</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Ten (10) online sessions (excludes keynotes/general sessions)</td>
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<td></td>
<td></td>
<td></td>
<td>• Two (2) CPE badges</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Exclusive</th>
<th>$8,500</th>
<th>Tech</th>
<th>Music</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td>Increase exposure to online and on-site customers and prospects through music.</td>
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<td></td>
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<td></td>
<td>• Sponsor recognition in text welcome window of each online session</td>
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<td></td>
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<td></td>
<td>• Dedicated music sponsor slide displayed before to all sessions</td>
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<td></td>
<td></td>
<td></td>
<td>• Playlist with sponsorship recognition will be available for attendees to download</td>
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<td></td>
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<td></td>
<td>• Logo with hyperlink in pre-event access email to all attendees</td>
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<td></td>
<td></td>
<td></td>
<td>• Two (2) CPE All Access badges</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>$6,500</th>
<th>Tech</th>
<th>Closed captioning</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Maximize your brand with this multi-channel package providing visibility in all online sessions.</td>
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<tr>
<td></td>
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<td></td>
<td>• Sponsor recognition in text closed captioning message before every online session</td>
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<td></td>
<td></td>
<td></td>
<td>• One (1) 30-second commercial played prior to one (1) session streamed on-site and online</td>
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<td></td>
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<td></td>
<td>• Logo on Virtual Conference Lobby</td>
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<td></td>
<td></td>
<td></td>
<td>• Logo with hyperlink in pre-event access email to attendees</td>
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<td></td>
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<td></td>
<td>• Commercial session selection is subject to availability and approval.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• One (1) CPE badge</td>
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</tbody>
</table>

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*

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**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

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**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

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**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

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
Specialty bar

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

$9,000
Afternoon 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

$7,500
Morning break

All items are subject to change.
Reserve your booth

<table>
<thead>
<tr>
<th>Exhibit booth with virtual listing</th>
<th>Virtual listing only</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,600 10x10 booth</td>
<td>$2,000</td>
</tr>
<tr>
<td>• One (1) lead retrieval license</td>
<td>• Virtual listing:</td>
</tr>
<tr>
<td>• Two (2) CPE badges</td>
<td>• Company description</td>
</tr>
<tr>
<td>• One (1) skirted table</td>
<td>• Logo</td>
</tr>
<tr>
<td>• Two (2) chairs</td>
<td>• Link to website</td>
</tr>
<tr>
<td>• One (1) wastebasket</td>
<td>• Contact information</td>
</tr>
<tr>
<td></td>
<td>• One (1) Online CPE Badge</td>
</tr>
<tr>
<td></td>
<td>(not included with exhibit booth package)</td>
</tr>
</tbody>
</table>

› Includes virtual listing!

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:

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>Archives</th>
<th>$4,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stand out to prospective clients as attendees re-visit their favorite sessions.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo with hyperlink in pre-event access email to attendees</td>
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<td></td>
</tr>
<tr>
<td>• Logo with hyperlink in post-event archive email to attendees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Banner ad with hyperlink on Archives page</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>Handouts</th>
<th>$4,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reach attendees each time they reference event materials.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo with hyperlink in pre-event access email to attendees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Banner ad with hyperlink on Handouts page</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Commercial package</th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deliver your targeted message to a captive audience.</strong></td>
<td></td>
</tr>
<tr>
<td>• One (1) 30-second commercial play before one (1) session streamed on-site and online (excludes keynotes)</td>
<td></td>
</tr>
<tr>
<td>• Commercial visible by all attendees via Archives page (added 4–6 weeks post-event)</td>
<td></td>
</tr>
<tr>
<td>• Commercial session selection is subject to availability and approval</td>
<td></td>
</tr>
</tbody>
</table>

All items are subject to change.
Email us today!

SP_EXevents@hq.cpa.com

Start here →