



**AICPA® & CIMA®**

Together as the Association of International  
Certified Professional Accountants

# 2023

Sponsorship and  
exhibitor opportunities

## Conference on Credit Unions

Oct. 23–25

Grand Hyatt Denver

Denver, CO

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# About the conference.

As the premier Credit Union conference providing comprehensive education in accounting and reporting, auditing and regulatory matters, this program delivers the technical and managerial knowledge attendees need to stay ahead of the most pressing issues affecting the credit union industry.

The AICPA & CIMA Conference on Credit Unions gives you the opportunity to meet with key decision-makers who are looking for innovative solutions and services. Gain exposure to CPAs working with credit union clients on accounting and auditing issues, plus credit union professionals, including CFOs, internal auditors, controllers, board members and more!

Develop new connections and strengthen relationships, while elevating your brand.



# Reimagine leadership.

## Become a sponsor.

### 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
- 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 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 \$20,000

Gold  
starting at \$16,000

Silver  
starting at \$12,000

### Executive-level sponsor benefits

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

# Speaking sponsorship

\$10,000

## Solution session

Present an educational topic in your area of expertise.

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- 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
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) CPE speaker registration
- *Executive level only*

# Technology sponsorships

**Exclusive**

\$10,000

## Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

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- One (1) 45-second commercial streamed on-site and online before one (1) general session
- 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

## Session alertness checks

Highly visible branding in select online sessions.

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- Logo featured on CPE alertness pop-up, 4–6 times per session
- Ten (10) sessions (*excludes general sessions*)
- Two (2) CPE badges

# Technology sponsorships

**Exclusive**

\$9,000

Wi-Fi

Gain 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 with Wi-Fi information
- Two (2) CPE badges

**Exclusive**

\$7,500

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
- Two (2) CPE badges

**Exclusive**

\$6,500

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

**Exclusive**

\$6,500

Power zone

Increase exposure while attendees recharge devices during general sessions.

- Sponsor recognition in on-site power areas
- Logo listed in mobile app with power information
- Two (2) CPE badges

# Material sponsorships

**Exclusive**

\$10,000

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 tracking app
- Mobile app push notifications promoting challenge and announcing winner
- AICPA provided prize on behalf of sponsor – 2024 conference registration
- Two (2) CPE badges

**Exclusive**

\$8,000

Lanyard

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

- Logo displayed on AICPA & CIMA provided lanyards
- Two (2) CPE badges



# Networking sponsorships

**Exclusive**

\$13,000

Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site exhibit hall.

- Priority bar placement near exhibit location (*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

\$8,000/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 location (*when available*)
- Two (2) CPE badges

\$15,000

Full conference



# Networking sponsorships

\$8,000

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

\$7,000

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

\$7,000

Breakfast

**Kick off the day with brand exposure before the start of on-site sessions.**

- Sponsorship recognition on breakfast stations
- Logo in agenda on mobile app
- Priority food station placement near exhibit location (*when available*)
- Two (2) CPE badges

\$6,500

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

## Off-site attendee activity

Sponsor a fun activity for attendees on Tuesday. \*Call for details.



# Reserve your exhibit space.

## Exhibit space and virtual listing

\$4,000

### ▶ **Tabletop:**

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

### ▶ **Includes virtual listing!**

## Virtual listing only

\$1,500

### ▶ **Virtual listing:**

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

## Additional exhibitor benefits:

- ▶ Company profile on mobile app with link to company website
- ▶ Pre- and post-conference attendee list with USPS mailing addresses only (*no email addresses*) for one-time use
- ▶ Promotional marketing code offering \$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 and on-site Expo-only badges

# Increase your exposure.

## Exhibit space 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 AICPAConferences.com *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 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 general sessions)
- 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*

Contact us today!

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

[Start here →](#)



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