



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants

2023

Prospectus

Sponsorship opportunities

Conference on Banks & Savings Institutions

Sept. 11–13

Gaylord National

National Harbor, MD, and live online

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About the conference

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.

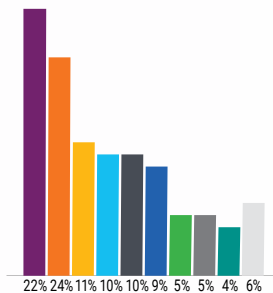
The three-day conference brings together leading industry experts, regulators and peers for in-depth coverage on all aspects of auditing, accounting and tax issues within the banking industry. The conference features specialized tracks for all banks, community banks and large banks, as well as the Advanced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

Attendee demographics

1,300 Attendees

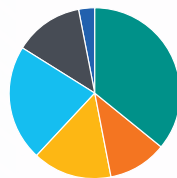
Top titles

- Partner 22%
- Senior manager/manager 18%
- Accounting/financial reporting – director/manager 11%
- CFO 10%
- Controller/comptroller 10%



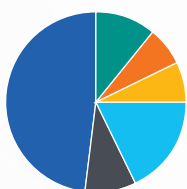
- Accounting/financial reporting – staff 9%
- Staff 5%
- Internal audit 5%
- VP finance 4%
- Other 6%

Attendee by region



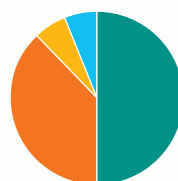
- South 36%
- West 11%
- Midwest 15%
- Northeast 22%
- East 13%
- Outside the U.S./unknown 3%

Company size



- 1–10 employees 11%
- 11–50 employees 7%
- 51–100 7%
- 101–500 employees 18%
- 501–1,000 employees 9%
- Over 1,000 48%

Business category



- Business and industry 50%
- Public accounting 38%
- Consulting 6%
- Government 6%

Reimagine leadership

Become a sponsor.

All sponsorship packages include:

- Tabletop exhibit
- 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 & Exhibitor Directory
- Pre- and post-conference attendee list with USPS mailing addresses (*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 public food and beverage functions and online activities with attendees
- Option to purchase additional discounted CPE badges and expo-only 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

Virtual listing

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

Executive-level status

How do I become an executive-level sponsor?

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

Diamond

starting at **\$30,000**

Platinum

starting at **\$25,000**

Gold

starting at **\$20,000**

Silver

starting at **\$18,000**

Executive-level sponsor benefits

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

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*
- *Executive-level sponsors only*



Technology sponsorships

Exclusive

\$15,500

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
- 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*

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

\$14,000

Session alertness checks

Highly visible branding in select online sessions.

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Ten (10) pre-selected sessions (excludes general sessions)
- 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 to all attendees
- Rotating banner ad
- Two (2) CPE badges

Exclusive

\$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

Technology sponsorships (continued)

Exclusive

\$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

Exclusive

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

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-provided lanyards
- Two (2) CPE badges

Exclusive

\$12,000

Notepad and pen

Maximize exposure on-site with this attendee favorite.

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

Networking sponsorships

\$12,500

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 sponsorship
- Two (2) CPE badges

Exclusive

\$12,500

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
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$10,500/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

\$10,500

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

Increase your exposure.

Sponsorship add-on:

\$3,000

Commerical
package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial streamed on-site and online before the start of a session (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*



Contact us today!
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.

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