



**AICPA® & CIMA®**

Together as the Association of International  
Certified Professional Accountants®

Sponsorship and  
exhibitor opportunities

# **Conference on Banks & Savings Institutions + Conference on Credit Unions 2025**

Sept. 15–17

Gaylord National

National Harbor, MD, and live online

# About the conference

This AICPA & CIMA conference is the must-attend event for accounting and auditing professionals working in all segments of the banking, savings institutions and credit union industries.

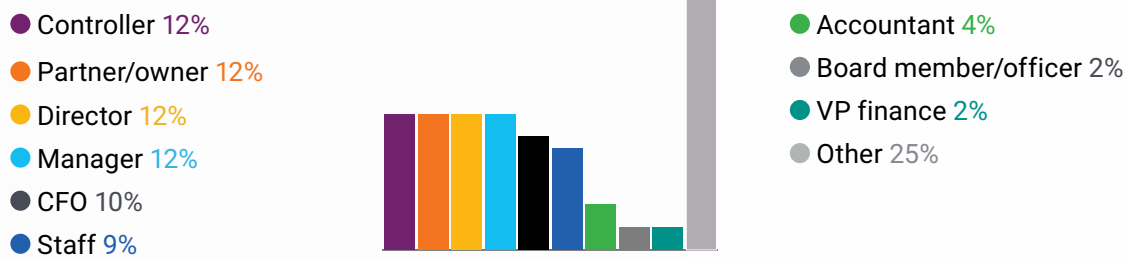
Attendees will be exposed to all the emerging auditing, accounting and regulatory developments that are critical to doing business daily.

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 and for lively discussions on how generative AI and other technologies can evolve the banking, savings institutions and credit union industries. The conference features specialized tracks for all banks, community banks and large banks, savings institutions and credit unions.

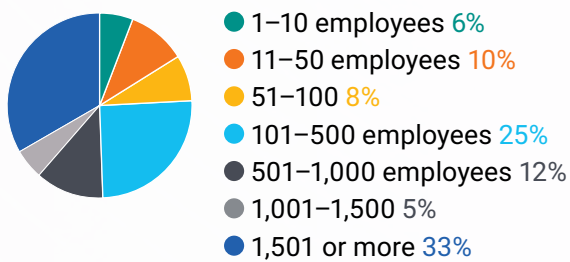
## Attendee demographics

1,900 Attendees

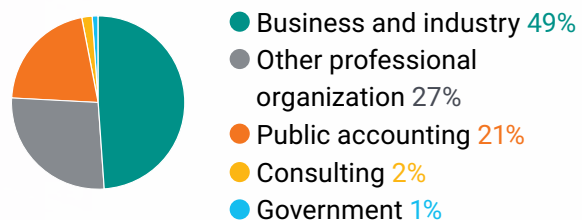
### Top titles



### Company size



### Business category



# Elevate your brand.

## Become a sponsor.

Create visibility and brand awareness for your organization by becoming a Banks, Savings Institutions and Credit Unions sponsor. We offer sponsorships that will increase your organization's visibility and create valuable connections.

### All sponsorship packages include:

- 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.
- One complimentary Lead Retrieval app download to receive real-time attendee lead information.
- 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 \$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
- ▶ Tabletop exhibit (Platinum and gold-level only)
- ▶ Additional on-site Expo-only badges (1 per tabletop exhibit)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

# Professional development sponsorship

\$20,000

## 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*) to be provided one (1) week post-conference
- Session listed on main agenda, conference website and mobile app
- Session recording available on *Archives page* for one year post-event (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) CPE speaker registration
- Executive-level sponsors only

\$9,000

## Education lab

### Host a TED Talk-style presentation with an educational focus.

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- 25-minute live speaking opportunity worth 0.5 CPE credit
- Featured during a networking event on-site and live online
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Listed on main agenda on conference website, mobile app, and signage
- Session recording available on *Archives page* for one year post-event (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE badges
- One (1) CPE speaker registration



# Technology sponsorships

\$16,000

Wi-Fi

EXCLUSIVE

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

Digital marketing bundle

EXCLUSIVE

NEW

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
- One (1) banner ad to rotate with other conference ads and sponsor ads on Handouts page and Archives page
  - Logo with hyperlink in pre-event access email to all attendees
- Sponsor recognition in text welcome window of each online session
  - Dedicated music sponsor slide displayed before all sessions
  - Playlist with sponsorship recognition available for attendees to download
- Logo featured on CPE alertness pop-up, four to six times per session
  - Alertness checks include ten (10) online sessions (*excludes keynotes/general sessions*)
- Two (2) CPE badges

\$7,000<sub>/per room</sub>

Power Zone

Elevate your message with this favorite as attendees stop for a quick recharge in the designated power zone areas.

- Sponsor recognition in power areas in general session meeting room
- Sponsor ad transition slide displayed before all sessions
- Sponsor recognition in attendee portal
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) CPE badges

# Material sponsorships

\$12,000

Lanyard

EXCLUSIVE

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

\$10,000

Headshot

EXCLUSIVE

Offer attendees a chance to update their headshot while increasing traffic at your booth.

- AICPA & CIMA to provide a professional photographer for headshot photos
- Sponsor may supply invitations/cards to be distributed to attendees from booth
- Logo included in email sent to attendee to download one (1) headshot photo
- List of participating attendees (*includes email addresses*) to be provided one (1) week post-conference
- Customized pre-download landing page
- One (1) push notification on mobile app
- Dedicated intermission slide displayed between sessions on day of headshots
- Two (2) CPE badges



# Material sponsorships

\$10,000

## Guest room drop

Elevate your company with an item delivered to each on-site attendee guest room.

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- One (1) sponsor-provided promotional item placed in guest rooms
- Sponsorship recognition in mobile app push notification on the day of the room drop
- *Item provided to all attendees in AICPA & CIMA room block*
- Two (2) CPE badges

\$8,000

## Snack box

Generate excitement and easily attract leads with brand exposure to attendees.

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- Logo with hyperlink in pre-event access email to all attendees (*tracking link to be provided by sponsor*)
- Dedicated Snack Box sponsor page on the virtual platform
- Custom branded email to recipients with credit details
  - Credit is limited
- Custom recipient landing page messaging
  - Menu Top Banner on featured page
  - Two (2) Menu Mid Banners on featured page
- One (1) 45-second commercial streamed online before one (1) general session
- Dedicated Snack Box sponsor transition slide displayed before all online sessions
- Two (2) CPE badges

# Networking sponsorships

\$15,000

Opening networking reception

EXCLUSIVE

An engaging night of excellence designed for networking, knowledge sharing and brand visibility

- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Sponsorship recognition in attendee portal promoting event
- Two (2) CPE badges

\$12,000

Trivia night

EXCLUSIVE

Experience distinguished acknowledgment as attendees enjoy beverages, appetizers and network with old friends and make new friends at this fun evening event.

- 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
- Sponsorship recognition in attendee portal promoting event
- Two (2) CPE badges

\$10,000/per 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*)
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) CPE badges



# Networking sponsorships

\$10,000

Culinary experience

EXCLUSIVE

NEW

Offer attendees an unforgettable experience that tantalizes their taste buds and leaves a lasting impression of your brand's support of the community.

- Exclusive host of the Tuesday afternoon Dessert Reception
- Chef attended themed dessert station
- Sponsorship recognition throughout the event
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- Sponsorship recognition in attendee portal promoting activity
- Two (2) CPE badges

\$8,500

Lunch

3 AVAILABLE

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

\$8,000/day

Breakfast

3 AVAILABLE

Kick off the day with brand exposure before the start of sessions.

- Sponsorship recognition throughout all breakfast areas
- Logo in agenda on mobile app
- Placement near exhibit booth (*when available*)
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) CPE badges

\$7,000

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

# Wellness sponsorships

\$15,000

Healthy attendee

EXCLUSIVE

NEW

Cultivate a culture that encourages the well-being of mind, body and community.

- Wellness activity (options include yoga, morning workouts, run or walk, Zumba, etc.)
- Sponsorship recognition throughout activity
- Logo in agenda on mobile app promoting sponsorship
- Dedicated wellness activity slide displayed before all sessions
- Participating attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Two (2) CPE badges

\$6,500

Accessibility

EXCLUSIVE

NEW

Ensure equal access to conference information, resources, services and sessions (printed agenda, closed captioning, etc.).

- Sponsorship recognition throughout all accessibility services
- Logo in agenda on mobile app
- Sponsorship recognition in attendee portal
- One (1) 30-second commercial played before one (1) session streamed to the virtual audience
- One (1) CPE badge



# Reserve your exhibit space.

## Exhibit space and virtual listing

\$4,500 | **Tabletop**

### ▶ **Tabletop space:**

- 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 only**

### ▶ **Virtual listing:**

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

## Additional exhibitor benefits:

- ▶ Company profile on mobile app with link to the company website
- ▶ 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:

\$3,000

### Commerical package

#### Deliver your targeted message to a captive audience.

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- 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 four to six weeks post-event*)
- *Commercial session selection is subject to availability and approval*

\$500

### Passport to prizes

NEW

#### Want a simple and easy way to direct attendees to your booth? This is a great icebreaker to attract and keep attendees on the exhibit floor.

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- Attendees receive a passport upon registration
- Each participating exhibitor has a conference sticker that attendees must collect by visiting their booths
- The participating exhibitor uses their lead retrieval to track participating attendees
- Prize drawings are scheduled to take place at the final networking event held in the exhibit hall
- Each participating exhibitor must supply a prize of \$100 value
- AICPA & CIMA are not responsible for prize distribution or drawing
- Logo placed in intermission slide played between sessions
- Sponsorship recognition on signage

# General information



- Tabletop exhibits MUST sit on your table or be freestanding behind it. Trade show booths are not permitted. Pipe and drape are not provided.
- Electricity is not included, but may be purchased in your exhibitor portal.
- Complimentary Wi-Fi is provided throughout the conference area
- Overnight security will be provided; however, spaces cannot be completely secured



**Ready to get started?  
Have questions?**

Other sponsorship concepts  
you'd like to explore?

Contact your sales representative today!

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



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