The sky’s the limit.
National Conference on Banks & Savings Institutions
Sept. 14–16, 2020 | Live online
About the event

The AICPA National 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. The conference will also feature the informative “Ask the Experts” panel discussions and interactive Q&A sessions.
Attendee demographics

Business category
Attendees: 1,250

- Business and industry: 52%
- Public accounting: 39%
- Consulting: 3%
- Government: 6%

Top titles

- Partner: 26%
- Senior manager/manager: 18%
- Accounting/financial reporting – Director/manager: 11%
- CFO: 10%
- Controller/comptroller: 9%
- Accounting staff: 12%
- Staff: 5%
- VP finance: 2%
- Other: 7%

Firm size

- 1–10 employees: 53%
- 11–50 employees: 12%
- 51–100 employees: 9%
- 101–500 employees: 13%
- 501–1,000 employees: 7%
- 1,001+ employees: 6%

Attendees by region

- South: 41%
- West: 11%
- Midwest: 18%
- Northeast: 27%
- Outside of U.S./unknown: 3%
Be a sponsor.

Sponsorships position your company as a leader at a time when key decision-makers are eager to learn and ready to help their firm grow. You’ll have exposure to the industry’s buying audience, top-level CPA firm partners and managers, plus others in key financial roles. We offer sponsorships at many price-points and a variety of value added benefits. Our sponsorships are designed to stretch your marketing budget and help your business **STAND OUT** as an industry leader.

**Recommended sponsors**

**Consultants and leaders in ...**

- Financial services
- Auditors
- Business advisory
- Accounting
- Analytics services
- Cyber security solutions
- Reporting tools
- Strategic planning
- Commercial real estate
- Data security
- Risk strategies and management
- Information management
- Investment advisors
- Technology/IT services
- Cloud solutions
- Payroll/payment systems
- Practice management software
- Online communication
- College savings plans
- Fraud prevention
- Hedge accounting
- Mortgage banking
- Consumer lending securitization
**Executive level sponsor**

Strategically build your custom sponsorship package from our a la carte offerings. Reach Executive Level status based on your spending, and earn exclusive brand building benefits! Contact your sales manager for more details.

Platinum — $20,000 | Gold — $17,000 | Silver — $14,000

**Executive level benefits**

- Logo on the website and mobile app
- Banner ad on mobile app
- Priority placement in the virtual exhibit hall
- Sponsor recognition in the virtual lobby
- Company listing on AICPAConferences.com
- Company listing in the conference mobile app
- Pre and post-conference attendee list with USPS mailing addresses for one-time use
- One (1) online conference registration

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**Speaking sponsorships**

**$10,000**

**Solution session**

- 50-minute session worth 1 CPE credit
- Session attendee contact information for one-time use (includes email addresses)
- Session recording available on the AICPAConferences.com archives page
- Two (2) online conference registrations
- One (1) speaker registration

**$9,500**

**TECH demo**

- Pre-recorded 25-minute presentation (no CPE credit) available during a scheduled break
- Recording available on the AICPAConferences.com archives page
- Demo attendee contact information for one-time use (includes email addresses)
- Two (2) online conference registrations
- One (1) speaker registration
# Sponsorship opportunities

## Digital sponsorships

### $12,500

**Virtual streaming**
- 45-second online commercial streamed before opening general session
- Two (2) additional commercial* plays throughout conference
- Banner ad and dedicated tab on AICPAConferences.com event summary page
- Hosted chat lobby for the online audience during a session break
- Four (4) online conference registrations

### $10,000

**Closed captioning**
- Sponsor recognition in closed captioning message in every session
- One (1) 30-second online commercial* play per day
- Logo on AICPAConferences.com event home page with closed-captioning information
- Logo in pre-event email to all attendees as the closed-captioning sponsor
- Two (2) online conference registrations

### $9,500

**Online handouts**
- Banner ad on AICPAConferences.com handouts page
- Logo in pre-event handouts email to all attendees
- Two (2) online conference registrations

### $9,500

**Online archives**
- Banner ad on AICPAConferences.com archives page (added 4–6 weeks post-event)
- Logo in post-event archive email to all attendees
- Two (2) online conference registrations
## Sponsorship opportunities

### $9,500

<table>
<thead>
<tr>
<th>Ad on Navigation Bar</th>
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</thead>
<tbody>
<tr>
<td>• Ad on navigation bar visible throughout the virtual platform</td>
</tr>
<tr>
<td>• Two (2) online conference registrations</td>
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### $9,500

<table>
<thead>
<tr>
<th>Technical support</th>
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<tbody>
<tr>
<td>• Banner ad on AICPAConferences.com technical support page</td>
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<tr>
<td>• Logo on help desk in virtual lobby</td>
</tr>
<tr>
<td>• Logo in pre-event email to all attendees</td>
</tr>
<tr>
<td>• Two (2) online conference registrations</td>
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</tbody>
</table>

### $8,500

<table>
<thead>
<tr>
<th>Music</th>
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<tbody>
<tr>
<td>• Sponsor recognition listed in each session welcome window</td>
</tr>
<tr>
<td>• Logo in pre-event handouts email to all attendees</td>
</tr>
<tr>
<td>• Two (2) online conference registrations</td>
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</tbody>
</table>

### $5,000

<table>
<thead>
<tr>
<th>Mobile app</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Logo in pre-event app download email</td>
</tr>
<tr>
<td>• Logo on app splash screen</td>
</tr>
<tr>
<td>• Banner ad on app</td>
</tr>
<tr>
<td>• Two (2) online conference registrations</td>
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</tbody>
</table>

### $3,000

<table>
<thead>
<tr>
<th>Online commercial*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 30-second online commercial played before one (1) session</td>
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<tr>
<td>• Commercial visible by all attendees via archives (added 4–6 weeks post-event)</td>
</tr>
<tr>
<td>• Logo on pre-session window and post-session email sent to all session participants</td>
</tr>
<tr>
<td>• One (1) virtual session handout</td>
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* Session(s) with commercial viewing will be selected in conjunction with AICPA Staff and are subject to availability.
Sponsor exhibit hall opportunities

$3,000

3-D virtual booth
• Customizable branding opportunities (logo, graphic images, banner ad, etc.)
• Information card
• Video upload
• Resources/handouts window
• Personalized contacts list
• Live public and private chat feature
• Metrics including users, visits, and downloads

Additional benefits:
• Company listing on AICPAConferences.com
• Company listing in the conference mobile app
• Pre and post-conference attendee list with USPS mailing addresses for one-time use
• One (1) online conference registration

Sponsor Bingo!
A fun and engaging game to bring attendees to your booth. Tokens are collected while moving throughout the exhibit hall, visiting each participating exhibitor and learning about your products/services. Attendees are entered into drawings for donated raffle prizes.

$500

Sponsor bingo participant
• Participant supplies prize of $100 minimum value