Exhibit and sponsor prospectus

CFO Conference

Sept. 16–18, 2020
Live online
About the event

This intensive virtual event, which CFOs developed for CFOs, provides insights on the profound changes shaping the world today, insights into what tomorrow will hold and how CFOs can respond as leaders, with better, more strategic decisions.

This year’s CFO Online Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with key decision-makers, despite social distancing constraints. We invite you to keep your revenue channel alive during this unprecedented time while elevating your organization’s visibility with CFOs and c-suite executives.
Attendee demographics

60% of attendees reported they will come back

52% have been CPAs more than 20 years

70% of attendees are decision-makers at their company or firm

Here’s what our attendees had to say about the 2019 conference:

“Great way to network with other CFOs. It allows me some time away to think objectively about our business.”

“5th year attending. Great presenters and networking. Look forward to conference every year.”

“I come to receive insights into growing my career to next level. Agenda covers current issues and practical ‘big picture’ insights and applications. Helps me to reflect and think globally, networking, and motivation toward future professional enhancement and growth ... going beyond CFO/CPA perceptions.”
Attendee demographics

**Business category**
- Business and industry: 87%
- Public accounting: 5%
- Education: 3%
- Consulting firm: 3%
- Government: 2%

**Top titles**
- CFO: 52%
- Director/manager: 15%
- Controller/comptroller: 12%
- CEO/VP-finance: 8%
- Staff: 4%
- Other: 9%

**Company annual revenue**
- Under $10 million: 12%
- Over $10 million: 44%
- Over $100 million: 25%
- Over $500 million: 3%
- Over $1 billion: 14%
- Over $10 billion: 2%

**Attendees by region**
- South: 38%
- West: 24%
- Midwest: 17%
- Northeast: 18%
- Outside of U.S./Unknown: 3%

*Source: 2019 CFO conference attendee survey*
Reach and sell 375+ CFOs and c-suite executives

The AICPA® and CIMA® deliver a national audience of top-level financial professionals! At this dynamic conference, you will benefit from a quality audience and exciting virtual opportunities that create important selling time.

The CFO Conference allows you to meet virtually with qualified purchasers of products and services. You’ll have direct exposure to corporate leaders, C-suite executives, firm leaders, finance directors, investment bankers, chief audit executives, audit committee members and thought leaders. Here’s your chance to develop solid new business leads and build on valuable existing relationships, plus you’ll enhance your name recognition among this key decision-making audience.

If you are looking to put your product in front of CFOs and other c-suite executives, don’t miss out on this exciting virtual opportunity.

Recommended exhibitors

Consultants and leaders in ...

- Account reconciliation software
- Accounting and auditing
- Accounting packages
- Analytic services
- AR/AP outsourcing
- Automation/paperless
- Budgeting software
- Cloud computing/cloud solutions
- Cyber security solutions
- Dashboard software
- Data analytics systems
- Data security
- Data warehousing
- ERP and CRM systems
- Executive recruiters
- Executive training
- Financial planning & analysis tools
- Financial services/business advisory
- Forecasting tools
- Fraud prevention
- Health insurance alternatives
- Health management finance
- Information management
- Insurance brokers
- Payroll/payment systems
- Pricing systems
- Process efficiency solutions
- Reporting tools
- Risk strategies & management
- Tax automation
- Technology/IT services
- Website management
- Workflow
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 — $16,500  |  Silver — $13,000

Executive-level benefits

- Logo on the website and mobile app
- Banner ad on the 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
- Additional registrations as follows:
  - Silver — one (1) additional CPE online registration
  - Gold — two (2) additional CPE online registrations
  - Platinum — three (3) additional CPE online registrations

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

$7,500

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

#### $10,000

| 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 |

#### $8,500

| 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 |

#### $8,000

| Virtual reception activity | - Sponsor will welcome attendees to virtual reception activity (call for details)  
|                            | - One (1) 30-second online commercial* played before one (1) session  
|                            | - Logo on signage in virtual Activity Room  
|                            | - Two (2) online conference registrations |

#### $7,500

| Online handouts | - Banner ad on AICPAConferences.com handouts page  
|                | - Logo in pre-event handouts email to all attendees  
<p>|                | - Two (2) online conference registrations |</p>
<table>
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<tr>
<th>Sponsorship opportunities</th>
<th>$7,500</th>
<th>$7,500</th>
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<tbody>
<tr>
<td>Online archives</td>
<td>Banner ad on AICPAConferences.com archives page (added 4-6 weeks post-event)</td>
<td>Logo in post-event archive email to all attendees</td>
<td>Two (2) online conference registrations</td>
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<tr>
<td>Technical support</td>
<td>Banner ad on AICPAConferences.com technical support page</td>
<td>Logo on help desk in virtual lobby</td>
<td>Logo in pre-event email to all attendees</td>
<td>Two (2) online conference registrations</td>
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<td>Music</td>
<td>Sponsor recognition listed in each session welcome window</td>
<td>Logo in pre-event handouts email to all attendees</td>
<td>Two (2) online conference registrations</td>
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<tr>
<td>Meal/Door Dash Sponsorship</td>
<td>Sponsorship recognition of Door Dash Meal Credit provided to all attendees</td>
<td>Logo in pre-event and post-event email to all attendees</td>
<td>Two (2) online conference registrations</td>
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</table>
Sponsorship opportunities

$6,000

Exhibitor Bingo Sponsor
- Bingo game requires attendees to visit your virtual booth to collect a "stamp" to enter drawings for donated raffle prizes (sponsor-supplies prize $100 minimum value).
- Company logo in virtual Lobby, in Leaderboard and Exhibit Hall recognizing Exhibitor Bingo Game Sponsorship
- Two (2) online conference registrations

$5,000

Session break activity
- Sponsor recognition during a session break activity (i.e., chair yoga, stretches, etc.)
- Logo placement may be included if sponsor provides/records activity
- Logo on signage in virtual Activity Room
- Two (2) online conference registrations

$5,000

Mobile app
- Logo in pre-event app download email
- Logo on app splash screen
- Banner ad on app
- Two (2) online conference registrations

$2,000

Online commercial*
- 30-second online commercial played before one (1) session
- Commercial visible by all attendees via archives (added 4-6 weeks post-event)
- Logo on pre-session window and post-session email sent to all session participants
- One (1) virtual session handout

* Session(s) with commercial viewing will be selected in conjunction with AICPA Staff and are subject to availability.
$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
- Two (2) online conference registration

Exhibitor 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.

$300

Exhibitor bingo participant
- Participant supplies prize of $100 minimum value