Exhibit and sponsor prospectus

Accelerate your expertise.

Don’t just keep up with the speed of change. *Outpace it.*

Governmental and Not-for-Profit Training Program

October 19–21, 2020

Live online
About the event

The AICPA Governmental and Not-For-Profit Training Program provides hands-on training to help attendees gain a better understanding of the numerous regulations, compliance, ethical and governance issues surrounding government and not-for-profit entities. This year’s virtual platform offers you the opportunity to make solid contacts, build relationships and generate qualified sales leads with Governmental and NFP finance and accounting professionals, despite social distancing constraints.

We invite you to keep your revenue channel alive during this unprecedented time while elevating your organization’s visibility at this key accounting conference for the NFP and Government industry.
Attendee demographics

50% of attendees gave this conference a 5 out of 5 rating and 39% gave it a 4 out of 5!

46% have been CPAs more than 20 years

51% of attendees are decision-makers in their firm or NFP

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

“Best governmental and NP information. Have been attending consistently for 25 years!”

“Every aspect of this conference was hitting on a pertinent issue in my nonprofit organization at this time. very relevant.”

“Great offering of governmental, nonprofit and single audit topics.”

“Great speakers. I like to be able to discuss matters with members of GASB and at the federal level of agencies providing funding to my clients. I also appreciate hearing from some of the top experts in the country.”
Attendee demographics

**Business category**
- Public accounting: 67%
- Business and industry: 17%
- Government: 10%
- Other: 6%

**Top titles**
- Partner 33%
- Manager/director 26%
- Staff 19%
- C-Suite 10%
- Sole practitioner 5%
- Shareholder/owner 2%
- Other 5%

**Attendees by region**
- South 32%
- West 35%
- Midwest 20%
- Northeast 11%
- Outside of U.S./Unknown 2%

**Firm size (public accounting only)**
- Sole Practitioner 9%
- 2–5 employee 23%
- 6–10 employees 16%
- 11–50 employees 27%
- 51–99 employees 5%
- 100–500 employees 15%
- 501–1,000 employees 1%
- 1,000+ employees 4%
Recommended exhibitors

Consultants and Leaders in ...

- 403b providers
- Accounting and auditing
- Actuarial consultants
- Analytical report tracking
- Assurance
- Auditing software
- Automation/paperless
- Banks
- Budgeting models/assistance
- Cash management
- Cloud computing/cloud solutions
- Cost management software
- Credit card processing companies
- CRM solutions
- Data analysis
- Data security
- Document management
- Electronic health record providers
- Expense reporting
- Financial guarantor
- Fund accounting
- Information management
- Insurance
- Inventory control
- Investment products
- Job costing
- Law firms serving NFPs
- Licensing
- NFP software providers
- Practice management software
- Payroll/payment systems
- Publishers of NFP resources
- Recruiting/staffing companies
- Revenue management
- Technology/IT Services
- Third-party record keepers
- Wealth management services
- Website management

Who you’ll reach:
(example of past companies who attended)

- Altman Rogers & Co
- American Forest and Paper Association
- American Heart Association
- Anchorage Community Development Authority
- Arkansas Legislative Audit
- Auditor of State of Ohio
- BMW Car Club of America
- Brooklyn Public Library
- City of Montgomery
- Community Foundation Alliance
- Denver Water Department
- Eide Bailly LLP
- Fort Lauderdale-Hollywood Int’l Airport
- Jones, Maresca & McQuade P. A.
- National Marrow Donor Program
- North Carolina Office of the State Auditor
- Novant Health Inc.
- Seim Johnson LLP
- Saint Louis Art Museum
- State of Wyoming Department of Agriculture
- Tennessee Comptroller of the Treasury
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.

Gold — $10,000 | Silver — $8,500

Executive level benefits

- Priority placement in the virtual exhibit listing
- Logo on session break slides
- Additional CPE registrations:
  - Gold — two (2)
  - Silver — one (1)

Speaking sponsorship

$8,500

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
- Available at Gold level only
<table>
<thead>
<tr>
<th>Sponsorship opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital sponsorships</strong></td>
</tr>
<tr>
<td><strong>$10,000</strong></td>
</tr>
<tr>
<td>Virtual streaming</td>
</tr>
<tr>
<td>- 45-second commercial streamed before opening general session</td>
</tr>
<tr>
<td>- Two (2) additional commercial* plays throughout conference</td>
</tr>
<tr>
<td>- Banner ad and dedicated tab on AICPAConferences.com event summary page</td>
</tr>
<tr>
<td>- Host a chat lobby for the online audience during a session break</td>
</tr>
<tr>
<td>- Four (4) online conference registrations</td>
</tr>
<tr>
<td><strong>$7,500</strong></td>
</tr>
<tr>
<td>Closed captioning</td>
</tr>
<tr>
<td>- Sponsor recognition in closed captioning message in every session</td>
</tr>
<tr>
<td>- One (1) 30-second online commercial* play per day</td>
</tr>
<tr>
<td>- Logo on AICPA Conferences event home page with closed-captioning information</td>
</tr>
<tr>
<td>- Logo in pre-event email to all attendees as the closed-captioning sponsor</td>
</tr>
<tr>
<td>- Two (2) online conference registrations</td>
</tr>
<tr>
<td><strong>$6,000</strong></td>
</tr>
<tr>
<td>Online handouts</td>
</tr>
<tr>
<td>- Banner ad on AICPAConferences.com handouts page</td>
</tr>
<tr>
<td>- Logo in pre-event handouts email to all attendees</td>
</tr>
<tr>
<td>- Two (2) online conference registrations</td>
</tr>
<tr>
<td><strong>$6,000</strong></td>
</tr>
<tr>
<td>Online archives</td>
</tr>
<tr>
<td>- Banner on AICPA Conferences archives page (added 4-6 weeks post-event)</td>
</tr>
<tr>
<td>- Logo in post-event archive email to all attendees</td>
</tr>
<tr>
<td>- Two (2) online conference registrations</td>
</tr>
</tbody>
</table>
## Sponsorship opportunities

### $6,000

**Music**
- Sponsor recognition listed in each session welcome window
- Logo in pre-event handouts email to all attendees
- Two (2) online conference registrations

### $5,000

**Technical support**
- Banner ad on AICPA Conferences technical support page
- Logo in pre-event email to all attendees
- Two (2) online conference registrations

### $1,500

**Online commercial***
- 30-second 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.*
$2,000

<table>
<thead>
<tr>
<th>Company name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo</td>
</tr>
<tr>
<td>Company description</td>
</tr>
<tr>
<td>Company contact information</td>
</tr>
<tr>
<td>Company website link</td>
</tr>
<tr>
<td>Pre and post-conference attendee list with USPS mailing addresses for one-time use</td>
</tr>
<tr>
<td>One (1) conference registration</td>
</tr>
<tr>
<td>One (1) banner ad in listing</td>
</tr>
<tr>
<td>Embed video options</td>
</tr>
<tr>
<td>Resources/handouts upload tab</td>
</tr>
<tr>
<td>Personalized contacts tab</td>
</tr>
<tr>
<td>Live chat feature</td>
</tr>
<tr>
<td>Two (2) hosted live Zoom Virtual Showcases (up to 100 attendees each)</td>
</tr>
<tr>
<td>Company listing metrics including users, visits, and downloads</td>
</tr>
</tbody>
</table>

Founded by AICPA and CIMA, the Association of International Certified Professional Accountants powers leaders in accounting and finance around the globe.

© 2020 Association of International Certified Professional Accountants. All rights reserved. CIMA and The Chartered Institute of Management Accountants are trademarks of The Chartered Institute of Management Accountants and are registered in the United Kingdom and other countries. The Globe Design is a trademark owned by the Association of International Certified Professional Accountants and licensed to CIMA. 2005-89881