



2021

Prospectus

Not-for-Profit Industry Conference

June 7–9

Gaylord National Harbor,
National Harbor, MD, and live online



Sponsorship and
exhibitor opportunities

2021 Prospectus

Moving forward in 2021

Not-for-Profit Industry Conference

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Moving forward in 2021

The Not-for-Profit Conference offers you the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with NFP finance and accounting professionals.

We invite you to reach NFP financial executives, including CFOs, CEOs/executive directors, controllers, directors of finance and board trustees, and other financial managers with not-for-profit clients ready to learn about new products and solutions to enhance their businesses at the AICPA.



81%

of attendees have attended the NFP Industry Conference in the past

52%

of attendees have more than 20 years as a CPA

66%

of attendees are decision-makers in their firm

Attendee demographics

Business Category



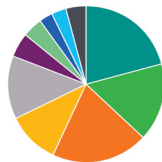
- Public accounting 48%
- Business and industry 43%
- Education 3%
- Other 6%

Firm size



- Sole practitioner 6%
- 2-9 employees 15%
- 10-50 employees 37%
- 51-100 employees 13%
- 101-500 employees 16%
- 501-1,000 employees 6%
- 1,000+ employees 7%

Top titles



- Partner 21%
- Accounting/Financial Reporting-Director/Manager/Staff 16%
- CFO/Controller/Comptroller 20%
- Staff 11%
- Manager 13%
- Senior Manager 5%
- Managing Director/Director 4%
- Shareholder/Owner 3%
- Sole Practitioner 3%
- Other 4%

Reimagine leadership

Be a sponsor

Strategically build your custom sponsorship package from our à la carte offerings!

Sponsor benefits

- 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 post-conference
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Access to promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions and online activities with attendees (does not include private events)
- Option to purchase additional discounted CPE badges

Reach executive-level status.

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Platinum
\$32,500

Gold
\$21,500

Silver
\$18,500

Bronze
\$15,500

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Bingo! participation
- ▶ Premium booth location/placement (near entrance, on corner or near networking areas)
- ▶ Additional on-site Expo-only badges (1 per 10x10)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Speaking sponsorships

\$10,000

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

\$8,500

Education lab*

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

- 20-minute live speaking opportunity
- Featured in Exhibit Hall during networking event and streamed live online
- Session attendee contact information (*includes email addresses*)
- Session listed on main agenda on website, AICPAConferences.com and mobile app
- Two (2) CPE badges
- One (1) CPE speaker registration

*Session title, speaker and content subject to committee pre-approval

“This conference consistently provides top quality speakers and the most current content available. It is by far the best conference I attend all year”

— Not-for-Profit 2020 attendee

Technology sponsorships

\$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
- Logo listed in mobile app FAQs
- Sponsorship recognition on on-site signage
- Two (2) CPE badges

\$12,500

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional commercial plays throughout the event
- Banner ad with hyperlink on AICPAConferences.com Event Summary page
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar
- Logo on digital step and repeat background on AICPAConferences.com My Itinerary page
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$10,000

Closed captioning

Maximize your brand with this multi-channel package providing visibility in all online sessions.

- Sponsor recognition in text closed captioning message before every online session
- One (1) 30-second commercial play per day streamed on-site and online
- Logo with hyperlink on AICPAConferences.com Event Summary page
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$10,000

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
- Logo on virtual lobby help desk with direct link to booth
- Rotating banner ad
- Sponsorship recognition on on-site signage
- Two (2) CPE badges

Technology sponsorships

\$10,000

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*
- Logo on digital step and repeat background on AICPAConferences.com *Archives page*
- Two (2) CPE badges

\$9,500

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*
- Logo on digital step and repeat background on AICPAConferences.com *Handouts page*
- Two (2) CPE badges

\$9,500

Technical support

Enhance brand recognition while attendees find online support and assistance.

- Banner ad with hyperlink on AICPAConferences.com *Technical Support page*
- Logo with hyperlink in pre-event access email to attendees
- Logo on virtual lobby help desk with direct link to booth
- Logo on digital step and repeat background on AICPAConferences.com *Technical Support page*
- Two (2) CPE badges

\$8,500

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
- Two (2) CPE badges

Material sponsorships

\$15,000

Step challenge

Build health and wellness while promoting your brand.

- AICPA to send a custom branded email to attendees with challenge instructions
- Logo listed in mobile app FAQs
- Logo on step data collection survey
- Mobile app push notifications promoting challenge and announcing winner
- AICPA provided prize on behalf of sponsor – 2022 conference registration
- Two (2) CPE badges
- Optional: additional sponsor-provided prize

\$12,000

Face mask

Receive unlimited brand exposure with every on-site attendee.

- AICPA-provided face mask with sponsor logo
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsorship recognition at on-site safety station
- Two (2) CPE badges

\$10,000

Lanyard

Promote your brand throughout the entire event with one of the most popular on-site sponsorships.

- Logo displayed on AICPA provided lanyards
- Sponsorship recognition on on-site signage
- Two (2) CPE badges

“Very informative and relevant to the day and time.
Would highly recommend.”

— Not-for-Profit 2020 Attendee

Material sponsorships

\$10,000

Hand-sanitizer stations

Place your brand directly in the hands of on-site attendees.

- Logo on hand-sanitizer stations placed throughout the conference center and exhibit hall
- Up to three (3) branded exposure points with sponsorship recognition
- Two (2) CPE badges

\$7,500

Safety products

Promote your brand on-site while supporting attendees' well-being.

- AICPA-provided safety products with sponsor branding
- One (1) of the following examples: hand sanitizer, sanitizing wipes, door pull
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsorship recognition at on-site safety station
- Two (2) CPE badges

\$5,000

Bingo! sponsor

Attract attendees to your booth with this popular game.

- A fun and engaging game to bring attendees to your on-site and virtual booth
- Attendees are entered into drawings for donated raffle prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on signage promoting Bingo! in virtual lobby and on-site Exhibit Hall
- Sponsor recognition on online leaderboard and on-site Bingo! cards
- Two (2) CPE badges

“Outstanding, effective and entertaining! Looking forward to next year!”

— Not-for-Profit 2020 attendee

Networking sponsorships

\$13,500

Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall.

- Priority bar placement near your exhibit booth
- Sponsorship recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app
- Mobile app push notification promoting reception and sponsor
- Two (2) CPE badges

\$12,000

Lunch

Gain exposure while on-site attendees network over lunch.

- Sponsorship recognition throughout lunch
- Logo in agenda in mobile app
- Mobile app push notification promoting lunch and sponsor
- Two (2) CPE badges

\$8,000

Virtual reception

Bring fun to online attendees with this high-visibility activity.

- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- One (1) 30-second online commercial played before one (1) session
- Logo in agenda in mobile app
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

Networking sponsorships

\$8,500

Signature drink

Get creative with an on-site specialty drink named after your company.

- Custom cocktail or beverage served during the on-site networking reception
- Available at bar placed near your booth
- Sponsorship recognition on designated bar
- Mobile app push notification promoting signature drink and sponsor
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins and/or stirrers

\$8,500

Afternoon 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 booth
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins

\$7,500

Morning break

Build brand recognition as on-site attendees grab a beverage between sessions.

- Sponsorship recognition on each beverage station
- Logo in agenda on mobile app
- Placement near exhibit booth
- Two (2) CPE badges
- Optional: sponsor-provided coffee sleeves and/or stirrers

Reserve your booth

Package 1:

On-site and 3D virtual booth

\$4,700

10x10 booth

▶ On-site booth per 10x10 space:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) booth ID sign
- Pipe and drape
- Carpeted flooring

▶ Includes 3D virtual booth!

Package 2:

3D virtual booth only

\$3,000

Virtual booth only

▶ 3D virtual booth:

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Video upload
- Resources/handouts
- Personalized contacts list
- Live private video chat
- Live public text chat
- Metrics and contact information with email addresses for users, visits, and downloads
- Two (2) CPE online badges

Additional exhibitor benefits:

- ▶ Company profile on mobile app with a link to the company website
- ▶ Company listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- ▶ Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- ▶ Access to promotional marketing code offering a \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all on-site food and beverage functions and online activities with attendees (does not include private events)
- ▶ Option to purchase additional discounted CPE badges or on-site Expo-only badges

Enhance your experience

Exhibit booth add-ons:

\$300

Bingo!

A fun and engaging game to bring attendees to your on-site and virtual booth. Points are earned 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.

- Participant supplies prize of \$100 minimum value
- Recognition on virtual leaderboard
- Recognition on Bingo! on-site signage

\$3,000

Commercial package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play before one (1) session streamed on-site and online (excludes keynotes)
- Commercial visible by all attendees via archives page (added 4–6 weeks post-event)
- Logo on online pre-session window
- Logo on post-session email sent to all online session participants
- One (1) online session handout
- *Commercial session selection is subject to availability and approval*



Ready to get started?
Have questions?
Other sponsorship ideas?

Contact us today!

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[Start here →](#)



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