



Not-for-Profit Industry Conference

June 21–23, 2017 • Gaylord National • National Harbor, MD

EXHIBIT AND SPONSOR PROSPECTUS



AICPAStore.com/NOT • 800.504.4749

Not-for-Profit Industry Conference

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Gaylord National, National Harbor, MD



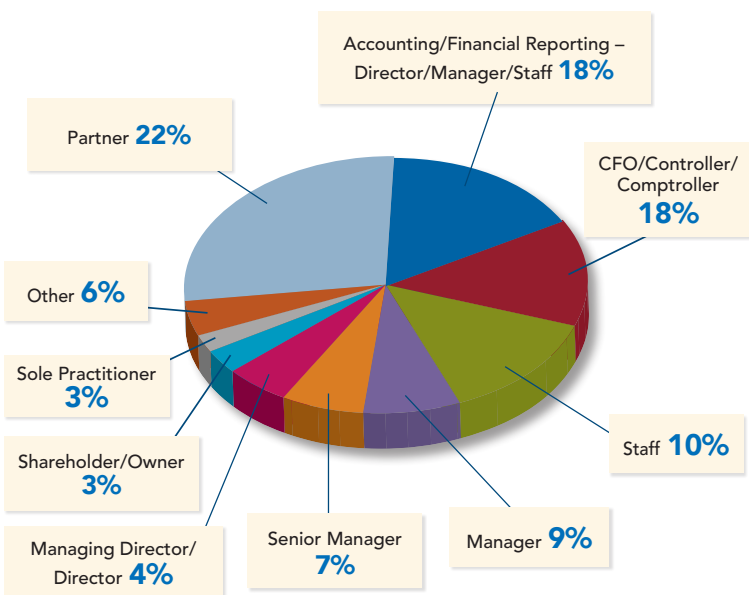
ABOUT THE CONFERENCE

Considered THE annual conference for this sector, the **AICPA Not-for-Profit Industry Conference** brings together the industry's top experts and thought leaders to offer their perspectives on the most crucial issues facing not-for-profits and those who serve them. Attendees learn how to deal with new regulatory issues affecting tax, compliance, accounting & auditing, and governance. They will hear new financial management and leadership strategies as well as collaboration and fundraising ideas.

DEMOGRAPHICS

Targeted attendees include individuals in the financial management of not-for-profits as well as CPAs, accountants, consultants, tax advisors, and auditors with NFP clients, and those seeking quality CPE credits in the nonprofit arena, including qualifying Yellow Book CPE.

1,500 attendees: Public Accounting: **43%**
Business & Industry: **31%**
Education: **3%**



Sole Practitioner:	2%
2–9 employees.....	4%
10–50 employees.....	21%
51–100 employees.....	15%
101–500 employees.....	33%
501–1,000 employees.....	7%
1,001–5,000 employees....	12%
5,000+ employees	6%

ATTENDEES BY REGION

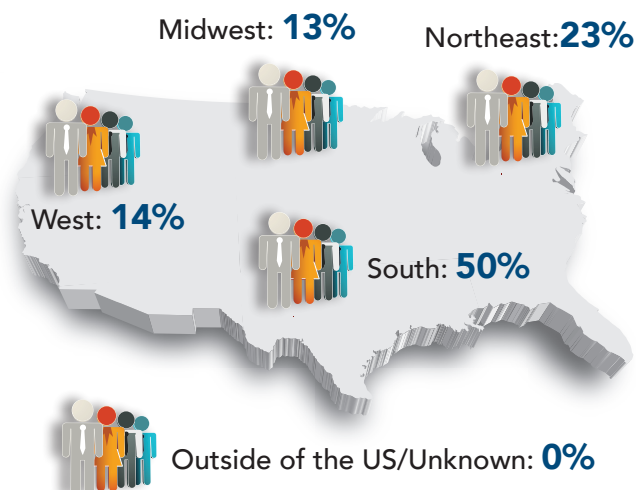


EXHIBIT OPPORTUNITIES

Reach and sell CPAs and NFP financial professionals with well-equipped booth space at \$4,700 premium booth/corner booth; \$4,200 standard booth.

Only AICPA delivers a national audience of top-level CPA and NFP professionals! At this and all AICPA Conferences, you benefit from quality audience and exciting exhibit hall programs that create maximum selling time.

When you exhibit, you get 10 x 10 ft space that comes with a carpeted floor, draped table with two chairs and wastebasket. You also earn these sales-building benefits:

- 2 main-conference passes for you and your staff that qualify for CPE credit when desired. (For additional conference passes, contact Rachel Justice, 919.402.4541)
- Unlimited expo-only passes at \$500 each (no admission to sessions).
- Pre and post-conference attendee lists with USPS mailing addresses.
- Inclusion in the mobile app exhibitor directory with a 50 word description.
- Special attendee discount code for your customers and prospects.

Most of all, you get exposure to the market's best buying audience... top-level CPA firm partners and managers, plus others in key financial roles in the Not-for-Profit Industry.

And don't forget the advantages of sponsorship. Sponsorships position your company as a leader at a time when key decision-makers are eager to learn, and ready to help their firm or clients grow. So when you think about investing in face-to-face interaction at an AICPA Conference, consider the impact that a sponsorship will make on key customers and prospects.

Becoming a sponsor is easy. We offer sponsorships at many price-points, and all come with premium exhibit space and all exhibitor benefits! With any sponsorship you choose, you receive brand-building exposure with your corporate logo on signage, on big screens, in general sessions, in the mobile app and more.

Call your conference sales manager today to reach and sell leading Not-For-Profit and CPA professionals.

RECOMMENDED EXHIBITORS

Consultants and Leaders in:

- 403b Providers
- Auditing Software
- Banks
- Budgeting Software
- Cost Management Software
- Credit Card Processing Companies
- CRM Software
- Electronic Health Record Providers
- Fund Accounting Software
- Law firms serving NFPs
- NFP Software Providers
- Payroll/HR vendors
- Publishers of NFP resources
- Recruiting/Staffing Companies
- Third Party Record Keepers
- Wealth Management Services



WHY EXHIBIT?

- This is your Prime Target Market
- Showcase Products & Services
- Stand Out as a Leader
- Build Brand Awareness
- Network with New Clients
- Strengthen Relationships with Existing Customers
- Check Out your Competition
- Reach True Decision-Makers
- Reach & Exceed Sales Goals
- Increase Market Share

**People like to do
Business with
People they've met
Face to Face.**

SPONSORSHIP PRICING

Sponsorships increase your ROI, drive traffic to your booth and build brand recognition in a competitive marketplace.

The following sponsorships were designed to stretch your marketing budget and help your business STAND OUT as an industry leader.

SPONSORSHIP	DETAILS	COST
EXECUTIVE LEVEL:		
PLATINUM	Sponsor of a Networking item and a Materials item, 10'x20' exhibit space, insert in tote bag, banner ad on mobile app, logo on cover of brochure, full page ad in conference program, prominent signage, six badges total.	<i>Sold</i> \$32,500
GOLD	Sponsor of a Networking Reception, insert in tote bag, banner ad on mobile app, logo on cover of brochure, full page ad in conference program, prominent signage, five badges total.	\$21,500
SILVER	Sponsor of either a Networking item or Materials item, insert in tote bag, banner ad on mobile app, full page ad in conference program, prominent signage, four badges total.	\$18,500
BRONZE	Sponsor of a Networking item, insert in tote bag, banner ad on mobile app, 1/2 page ad in conference program, prominent signage, three badges total.	\$15,500
TECHNOLOGY:		
WIFI	Major signage, tent cards, wallet cards with your logo and customized password.	\$15,000
POWER ZONE	Power strips strategically placed in meeting rooms to recharge devices; prominent signage.	<i>Hold</i> \$8,500
EXCLUSIVE MOBILE APP	Your logo on oversized mobile app kiosks positioned near registration and your booth, logo on the loading screen of app, rotating banner ad, recognition in app invitations and promotions.	\$15,000

NOT-FOR-PROFIT INDUSTRY CONFERENCE

JUNE 21–23, 2017

GAYLORD NATIONAL
NATIONAL HARBOR, MD

All Sponsorships receive the following:

- A 10' x 10' exhibit space in a Premium Location (top of aisle, on a corner, near the entrance, near food & beverage stations, near bar).
- At least two (2) conference badges with CPE credit. (more badges offered depending on the Sponsorship.)

Branding Advantages with all Sponsorships:

- Premium listing in the Mobile App Exhibitor Directory.
- Your company logo on the "Thank You" signage at the entrance to Exhibit Hall.
- Your company name/logo will be prominently displayed on signage promoting your Sponsorship.
- Company logo on PowerPoint slide recognizing you as Sponsor. Slide rotates with other sponsor slides during session breaks.
- Your company logo on the Conference Mobile App.
- Inclusion in conference marketing materials, e-blasts and social media, wherever possible.

Speaking Opportunities*:

Ask about our Sponsorships that qualify you to present in a 50-minute, sponsored early morning riser Solution Session.

Sponsor a 25-minute Mini-Solution Session during a networking break in the Learning Pavilion.

* To maintain program integrity, consistency and assure attendee interest, all presentations are required to be educational in nature and approved by the Committee.

SPONSORSHIP PRICING LIST

SPONSORSHIP	DETAILS	COST
MATERIALS:		
TOTE BAG	Your logo on bags given to all attendees, insert in bag.	\$13,500 Hold
LANYARDS	Logo on lanyards worn by attendees during the conference.	\$10,000 Sold
PROFES- SIONAL HEADSHOT	Offer attendees a chance to update their headshots while increasing traffic at your booth! Photo area is set up at specific location and attendees are required to come to your booth to pick up confirmation card in order to download their digital headshot.	\$8,500
LUGGAGE CHECK	Logo on luggage tags given to all attendees. Major signage at complimentary luggage check located by the conference area for attendees.	\$8,500
NOTEBOOK AND PEN	Sponsor supplied notebook and pen set with logo on all attendee bags.	\$8,500
NETWORKING:		
BREAKFAST	Title recognition as Breakfast Sponsor on conference materials; your company logo will be imprinted on napkins used at Breakfast; prominent signage promoting sponsorship in breakfast area.	\$15,000
LUNCHEON	Prominent signage at luncheon; company name and/or logo on menu card at each table; up to 2 tables reserved to invite customers/prospects..	\$13,500 Sold
MORNING BREAK	Located in Expo Hall, Morning Breaks provide high traffic and exposure. Title recognition with prominent signage and your company logo imprinted on napkins used during the Break. (2 available)	\$8,000
AFTERNOON BREAK	Located in Expo Hall, Afternoon Breaks provide high traffic and exposure. Title recognition with prominent signage and your company logo imprinted on napkins used during the Break, specialty food item served at break. (2 available)	\$8,500 Sold
ALL-DAY COFFEE	All-Day Coffee service in Expo Hall; your exhibit booth will be placed adjacent to coffee station driving traffic to booth; your logo on prominent signage and on coffee sleeves used at coffee stations; title recognition as a Sponsor on conference materials.	\$15,000 Sold
SPECIALTY BAR	Specialty cocktail or beverage served at sponsored bar. Prominent signage at the bar signifying your position as a market leader and your support of the conference.	\$8,500
RECHARGE LOUNGE	Corporate logo on Recharge Lounge, baskets of fruit and power bars set next to stations with signage.	\$12,500 Sold
LEARNING LAB/ Mini Solution Session	Sponsor a 20-25 minute mini-solution session during a networking break in the Expo Hall Learning Pavillion. Major signage; session promoted in conference program. (8 available) 2 Sold	\$8,000

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2017 EXHIBIT SPACE APPLICATION & CONTRACT

NOT-FOR-PROFIT INDUSTRY CONFERENCE

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PRECONFERENCE LOGISTICS INFORMATION:

The person listed below will receive all exhibit-related correspondence, including the Exhibitor Kit/Service Manual.

Name: _____

Title: _____

Company: _____

Address (no P.O. Boxes): _____

City: _____ State: _____ ZIP: _____

Country: _____

Phone: _____ Fax: _____

Email: _____

PUBLICITY INFORMATION:

The following information will be used for exhibitor listings in the mobile app. Please **type or print clearly** and list all information exactly as it should appear for publication, including all capitalization and punctuation.

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Country: _____

Phone: _____

Email: _____

URL: _____

EXHIBIT SPACE ASSIGNMENT/PRICING: Locations will be assigned based on availability at the time the contract and full payment is received. Cost is for a 10' wide by 10' long booth space which includes carpet, draped table, and two chairs.

Premium Booth Location: \$4,700 _____

Standard Booth Location: \$4,200 _____

Top 3 booth preferences: #1 _____ #2 _____ #3 _____

EARLY BIRD PRICE FOR RETURN EXHIBITORS:

Premium \$4,400 _____ Standard \$3,900 _____ (Ends 10/1/16)

Companies you do NOT want to be near (if possible): _____

Companies you want to be near (if possible): _____

CONFERENCE ADVERTISING (EXHIBITORS & SPONSORS ONLY):

	Rate
Tote Bag Insert:	<input type="checkbox"/> \$2,000

Conference Mobile App:

Mobile App Banner Ad: ☐ \$1,000

On-site Conference Program:

Inside Full Page: \$1,200

Half Page: ☐ \$750

On-site Hall Signage (Sponsors only)

Large Hanging Sign down Main Hallway \$1,000

Small Hanging Sign down Main Hallway \$500

CONFERENCE SPONSOR: Indicate the type of sponsorship and price below. If you are interested in additional sponsorship opportunities, please contact Morris Marketing at 800.504.4749.

Sponsorship: _____ Price: _____

PAYMENT AND CANCELLATION POLICY: Space locations will be confirmed once application and full payment is received. Full payment must be received 30 days of the invoice date. **Applications received within 60 days of the conference will be invoiced immediately and must be paid immediately.** Cancellations received 60 days or more prior to the conference will entitle the exhibitor to a refund minus 10 percent (10%) of the exhibit fee. No refunds will be given on cancellations received fewer than 60 days before the conference. All cancellation requests must be made in writing to Morris Marketing via fax 888.316.9536 or email amorris@morrismarketinginc.com.

EXHIBITOR ACCEPTANCE: By signing this contract, I affirm that I am a duly authorized agent of my organization, that I have the authority to complete and submit this application, and that my organization agrees to all the terms and conditions contained in the exhibitor prospectus, space application and contract. By signing this contract, I acknowledge that I am responsible for full booth payment.

Print Name: _____ Title: _____

Signature: _____ Date: _____

RETURN EXHIBIT APPLICATION TO: jerickson@morrismarketinginc.com or Fax 888.316.9536

IF PAYING BY CHECK, MAKE PAYABLE & SEND TO: AICPA Conferences, Not-For-Profit Industry Conference, PO Box 25824, Lehigh Valley, PA 18002-5824

IF PAYING BY CREDIT CARD, COMPLETE ATTACHED PAYMENT FORM & SEND TO: jerickson@morrismarketinginc.com

FOR AICPA USE ONLY: Date Rcd: _____ Date Entered: _____ Booth # Assigned: _____ Total Price: \$ _____ Amt Rcd: \$ _____ Balance Due: \$ _____ BATES No. _____



2017 EXHIBITOR RULES & REGULATIONS

PURPOSE OF THE EXHIBIT: The exhibition is for the purpose of education and to provide a service to the AICPA membership.

STANDARD EXHIBIT SPACE: The exhibition space will be provided in the form of a tabletop space. Each exhibitor will be provided with:

- One draped table;
- Two chairs; and
- One wastebasket.

Upon acceptance of applications for exhibit space, exhibitors will be sent an exhibitor package outlining:

- Shipping procedures;
- Set-up and dismantle instructions; and
- Information on securing electricity, audiovisual equipment and other supplies.

PRICES: The exhibit price includes all items described below (under "Exhibit fee includes"). All payments must be received by the AICPA sixty (60) days prior to the start of the conference. **Exhibitors will not be allowed access to the exhibition hall unless all fees have been paid in full.**

EXHIBIT FEE INCLUDES*:

- Rental of the standard exhibit space (as described previously);
- Admission to the main conference sessions for two (2) representatives from the exhibiting company. (For additional conference passes, contact Rachel Justice, 919.402.4541.) Additional unlimited expo-only passes may be purchased at \$500 each (no admission to sessions);
- Breakfasts, breaks, luncheons and the networking reception for two (2) representatives from the exhibiting company;
- Registration list, including the names and postal addresses of conference participants (no e-mail addresses or phone numbers), before and after the conference for one-time use;
- Company listing on the conference mobile app; and
- Special discount for your customers and prospects to attend the conference.

The AICPA does not endorse products offered by any vendor unless otherwise stated.
* Exhibit fees do not include hotel accommodations.

EXHIBIT HOURS: Exhibit hours are established by the AICPA. Unless otherwise noted, exhibits may not be open while the conference sessions are in progress. Exhibit hours are scheduled; however, these times are approximate and subject to change pending the final conference agenda. To maintain the educational integrity of the program, exhibitors are asked to adhere to the exhibit hours indicated. This will enable conference participants to receive the maximum benefit from the conference program and the exhibits.

EXHIBIT SETUP AND DISMANTLE: Exhibitors are responsible for setting up and dismantling their exhibits during established time periods. **NOTE: Early dismantling is not permitted.**

Firms that dismantle prior to the end of the exhibit time will not be given priority when choosing booth locations at next year's conference or may be denied exhibit privileges at future AICPA programs.

ASSIGNMENT OF EXHIBIT SPACE: In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. The AICPA reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, individual or company without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibit hall. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them without written approval from the AICPA.

ELIGIBLE EXHIBITS: The AICPA reserves the right to determine the eligibility of any company or product for inclusion in the exhibition and to reject, eject or prohibit any exhibit, in whole or in part, or exhibitor with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of the exhibit fee unearned at the time of the ejection. If an exhibit or exhibitor is ejected for violation of these Rules and Regulations or any other stated reason, no return of fee shall be made.

USE OF SPACE: Vendors may use exhibit booths or backdrops, provided they can be accommodated within their individual exhibit space and do not violate fire safety laws. Exhibits must be constructed so as not to obstruct the general view or the view of neighboring exhibits. Interference with the lighting and space of other exhibitors is prohibited. The AICPA reserves the right to restrict exhibits that, because of method of operation, materials, or for any reason, become objectionable. All sound equipment must be regulated so that it does not disturb neighboring exhibits or the conference sessions. The AICPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to licensing and copyright regulations by ASCAP/BMI regarding music at public meetings, conventions and shows, exhibitors may not play music during the exhibition, either live or recorded.

CHARACTER OF DISPLAY: Any materials not in keeping with the character and standards of the AICPA may not be distributed or utilized by any exhibitor. The AICPA reserves the right to prohibit or evict any exhibit that, in the opinion of the AICPA, detracts from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that the AICPA finds objectionable. In the event of such restriction or eviction, the AICPA and its employees and agents shall not be liable for any refunds of rentals or other exhibit expenses.

PROFESSIONAL CONDUCT: Exhibitors should adhere to professional standards of behavior. All solicitation, demonstration and other promotional activities must be confined to the limits of the exhibit space.

STAFFING: Exhibits should be staffed during the specified exhibit hours by knowledgeable representatives. Exhibitors must supply the AICPA with the name(s) of all representatives who will attend the exhibition. The AICPA will not provide staffing for the exhibits.

BADGES: Exhibitor representatives must wear appropriate AICPA badges at all times in the exhibition hall. The badges will be available at the conference registration desk during the exhibit set-up period.

SECURITY: Although the AICPA and the hotel may maintain a security force, exhibitors are responsible for the safety and security of their exhibits and should consider removing from the exhibition hall or otherwise securing all equipment, supplies and other materials at the close of each conference day.

SHIPPING/DRAYAGE/STORAGE: Exhibitors are responsible for shipping materials to and from the conference. Any and all costs associated with the shipping, drayage and storage of exhibit materials are the responsibility of the exhibitor.

FIRE, SAFETY AND HEALTH: Federal, state and local laws covering fire, safety and health must be strictly observed. Aisles and fire exits must not be blocked by exhibits. Storage of boxes and materials beneath exhibit tables may also be restricted. All materials used in decoration must be flame-proof. Electrical wiring must conform to the National Electrical Code Safety Rules. Please follow the instructions of the hotel personnel and/or the contracted exhibition company regarding conformity with fire, safety and health codes.

CARE OF FACILITIES: Exhibitors or their representatives must not injure or deface the walls or floors of the building. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

HOSPITALITY SUITES: Hospitality suites must be scheduled so as not to conflict with any scheduled conference activities and be approved by AICPA staff. Publicity for hospitality suites is the responsibility of the suite host and must comply with these Rules and Regulations.

CANCELLATION OF EXHIBIT SPACE: Cancellations received 60 days or more prior to the conference will entitle the exhibitor to a refund minus 10 percent (10%) of the exhibit fee. No refunds will be given on cancellations received fewer than 60 days before the conference. All cancellation requests must be made in writing to Direct Sales via fax 888.316.9536 or email amorris@morrismarketinginc.com.

TERMINATION OF EXHIBIT: In the event the premises where the exhibit is to be held, in the sole determination of the AICPA, become unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency or any other act beyond the control of the AICPA, this agreement may be terminated by the AICPA. In the event of such termination, the exhibitor waives any and all damages and agrees that the AICPA may, after deducting all costs and expenses including a reserve for claims, refund to the exhibitor as and for complete settlement and discharge of all said exhibitor's claims and demands his pro rata amount of all funds paid by all exhibitors.

LIABILITY: The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the AICPA, the owner of the host facilities, and their respective employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or any part thereof, excluding any such liability caused solely by the gross negligence of the owner of the host facilities, its employees and agents.

In addition, the exhibitor acknowledges that the AICPA and the owner of the host facilities do not maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Neither party shall be liable to the other for any special, indirect, incidental, consequential, punitive or exemplary damages or loss, nor any lost profits, savings, or business opportunity. With respect to this agreement in general, the liability of AICPA and its personnel shall not exceed the total amount of fees actually paid to AICPA under this agreement. A claim for the return of fees shall be the exclusive remedy for any damages. The limitation of liability set forth in this paragraph is intended to apply to the full extent allowed by law, regardless of the grounds or nature of any claim asserted and shall survive termination of this agreement.

INTERPRETATION AND AMENDMENTS: AICPA reserves the right to interpret or amend these Rules and Regulations as it deems proper to ensure the success of the exhibition and further the educational purposes of the AICPA.

Initials of exhibiting company representative



c/o Morris Marketing Inc.
800.504.4749

2017 Exhibit/Sponsorship Credit Card Payment Authorization Form

Please sign and complete this form to authorize AICPA to make a one time debit to the credit card listed below.

By signing this form you have provided AICPA with permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize AICPA to charge my credit card
(full name)

account indicated below for _____ on or after _____. This payment is for
(amount) (date)

Exhibition/Sponsorship at _____
(Specific name of AICPA Conference & Conference Dates)

Company Name _____

Billing Address _____ Phone# _____

City, State, Zip _____ Email _____

Account Type: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Cardholder Name _____

Account Number _____

Expiration Date _____

CVV2 (3-digit number on back of Visa/MC, 4-digit number on front of AMEX) _____

SIGNATURE _____ DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.

Please scan and securely email to: jerickson@morrismarketinginc.com

Thank you!
Jessica Erickson, Exhibit & Sponsorship Sales