



FINANCIAL LEADERSHIP

# SUMMIT

MAY 21-23, 2023

MUSIC CITY, USA

Gaylord Opryland Resort & Convention Center  
Nashville, TN



Presented in conjunction with **FEI's Financial Education & Research Foundation**

# EVENT PROSPECTUS

2023 Conference Patron Opportunities

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## WHY BECOME A CONFERENCE **PATRON**?

- **REACH** qualified decision-makers through targeted marketing and interaction.
- **PARTNER** and leverage the value of your brand with the power of ours.
- **ACCESS** a network of qualified finance and business leaders.

**Financial Executives International (FEI)** serves the interests of financial leaders. Members and attendees who participate in Summit annually are part of the **C-Suite** (CFOs and CAOs), as well as **controllers, vice presidents, aspiring CFOs** and **organizational staff**. They represent **public, private** and **not-for-profit** organizations across the U.S.

**FEI's Financial Leadership Summit is a key opportunity to network in person with more than 500 finance leaders. Your participation and thought-leadership can influence collaboration, ideation, and help build a better future in finance.**

At Summit, attendees experience a power-packed program with high-impact keynote sessions and interactive discussions specifically designed for finance leaders. Key takeaways include the latest best practices to drive business strategy, empower the workforce and foster culture to shape organizational success.

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### - Why Patrons value their **participation** - Financial Leadership Summit Testimonials

*"Very professionally organized event."*

*"Our perfect target market.  
Attendees were very willing to talk to us!"*

*"An opportunity to connect with our sponsors  
and clients in one location."*

*"Very professional and a perfect fit  
for our target audience."*

## **FINANCIAL LEADERSHIP SUMMIT**

May 21 -23, 2023

## **Prospectus**

Patron

Opportunities

[partners@financialexecutives.org](mailto:partners@financialexecutives.org)





Leverage the value of your brand  
with the power of ours.

## Become a Conference Patron Today

All **Patron Opportunities** include:

- Patron recognition onsite and online, including company logo, profile and URL.
- Single (10'x10') Demonstration Center (Exhibit Hall Booth).
- Two (2) conference registrations including all food and beverage functions in the exhibit hall, plus Opening Reception.
- Invitation to share with clients and prospects to attend Summit 2023 at the FEI Member rate. Option to purchase additional discounted registrations for company staffers.
- Pre-event registration and post-event attendee reports (name/title/company/email) to be used one time each.

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### Demonstration Centers *(Exhibit Hall Booths)*

**Standard (10'x10)**  
**\$7,000**

- One (1) draped table
- Two (2) chairs
- Draped back walls and side rails
- One (1) wastebasket
- Two (2) registrations

**Deluxe (20'x10)**  
**\$13,000**

- Two (2) draped tables
- Four (4) chairs
- Draped back walls and side rails
- Two (2) wastebaskets
- Four (4) registrations

### MAXIMIZE YOUR PRESENCE WITH A DELUXE CENTER

By investing in a deluxe center your organization can showcase its products and services, while connecting with attendees on a personal level. Hold a prize raffle, offer a specialty snack or challenge them to a game of Jenga or mini putt.

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## Exclusive Patron Opportunities

### Opening Reception

\$35,000

#### KICK-OFF THE CONFERENCE AND KICK UP YOUR HEELS

- Recognition on-site and pre-event marketing
- Branding at food + beverage stations (e.g., napkin, cups, etc.)
- Entertainment/performance during the reception
- Welcome attendees to reception and conference (Sun., 5/21)
- Five (5) additional conference registrations
- Deluxe (20'x10') Demonstration Center

### Opening Keynote Introduction

\$35,000

#### START THE CONFERENCE WITH A BIG HOWDY

- Recognition on-site and pre-event marketing
- Welcome to conference attendees + introduction of opening keynote; possibility to moderate fireside chat-style session
- Five (5) additional conference registrations
- Deluxe (20'x10') Demonstration Center

### Closing Keynote Introduction

\$35,000

#### END THE CONFERENCE WITH A "Y'ALL COME BACK NOW"

- Recognition on-site and pre-event marketing
- Thank you to conference attendees + introduction of closing keynote; possibility to moderate fireside chat-style session
- Five (5) additional conference registrations
- Deluxe (20'x10') Demonstration Center

### Two-Day Luncheon

\$30,000

#### SOUND THE BELL - IT'S CHOW TIME

- Recognition on-site and pre-event marketing
- Food + beverage stations positioned near your demonstration center (Mon., 5/22 + Tues., 5/23)
- Branding at food + beverage stations (e.g., napkin, cups, etc.)
- Five (5) additional conference registrations
- Opportunity for Deluxe (20'x10') Demonstration Center at a reduced rate

### Exhibit Hall Networking Reception

\$30,000

#### IT'S A GRAND OLE OPRY-LAND PARTY

- Recognition on-site and pre-event marketing
- Food + beverage stations positioned near your demonstration center
- Entertainment/performance during the reception
- Welcome attendees to reception (Mon., 5/22)
- Five (5) additional conference registrations
- Opportunity for Deluxe (20'x10') Demonstration Center at a reduced rate

### Two-Day Coffee Service

\$25,000

#### POUR ME ANOTHER CUP OF JOE

- Recognition on-site and pre-event marketing
- Coffee service available during conference sessions
- Branding at service stations (e.g., napkin, cups, etc.)
- Five (5) additional conference registrations
- Opportunity for Deluxe (20'x10') Demonstration Center at a reduced rate

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## Thought-Leadership Patron Opportunities

### Concurrent Session

\$35,000

#### MAXIMIZE YOUR THOUGHT-LEADERSHIP AND PRESENCE

- Two (2) 50-minute presentation opportunities to share your relevant content/solutions, and provide client use-cases for CPE credits; session will be repeated to provide maximum attendance
- Recognition on-site and pre-event marketing
- Five (5) additional conference registrations
- Deluxe (20'x10') Demonstration Center

### Breakfast Session

\$30,000

#### MORNING PRESENTATION WHILE SHARING A MEAL

- 50-minute presentation opportunity to share your relevant content/solutions and provide client use-cases for 1 CPE credits
- Breakfast and coffee service provided to attendees
- Recognition on-site and pre-event marketing
- Five (5) additional conference registrations
- Opportunity for Deluxe (20'x10') Demonstration Center at a reduced rate

## Technology Patron Opportunities

### Keynote Session - Live Stream

\$50,000

#### INCREASE YOUR VISIBILITY AND REACH

- Recognition on-site, virtually and pre-event marketing
- 30-second company video streamed before each keynote session  
*Mon., 5/22 - Opening Keynote | Tues., 5/23 - Morning and Closing Keynote*
- Six (6) additional conference badges
- Deluxe(20'x10') Demonstration Center

### WiFi

\$17,500

#### KEEP ATTENDEES CONNECTED (LITERALLY)

- Recognition on-site and pre-event marketing
- Logo on each attendee badge with customized WiFi password
- Three (3) additional conference registrations

### Mobile App

\$14,000

#### ALLOW ATTENDEES TO COLLABORATE ONLINE

- Recognition on-site and pre-event marketing
- Logo on app splash screen and rotating banner ad
- Two (2) additional conference registrations

### Keynote Session Alertness Checks\*

\$9,000

#### HELP ATTENDEES GET THE CREDIT(S) THEY DESERVE

- Recognition on-site and pre-event marketing
- Rotating banner ad on live stream platform
- 15-second company video streamed before closing keynote session
- Two (2) additional conference registrations

\* Pending Keynote Live Stream; Alertness checks allow for online attendees to receive CPE credits for the sessions that attend.





# Networking Patron Opportunities

## Networking Reception Signature Cocktail

\$15,000

### CHEERS AND BOTTOMS UP

- Recognition on-site and pre-event marketing
- Beverage station positioned near your Demonstation Center (Mon., 5/22)
- Branding at service stations (e.g., drink stirrer, napkin, etc.)
- Three (3) additional conference registrations

## Single-Day Coffee Service

\$13,500

### BUT FIRST ... COFFEE

- Recognition on-site and pre-event marketing
- Coffee station positioned near your Demonstation Center
- Branding at service stations (e.g., napkins, cups, etc.)
- Two (2) additional conference registrations

## Single-Day Snack Breaks

\$13,500

### KEEP ATTENDEES FUELED BETWEEN SESSIONS

- Recognition on-site and pre-event marketing
- Snack station positioned near your Demonstation Center
- Branding at service stations (e.g., napkins, plates, etc.)
- Two (2) additional conference registrations

## Hydration Station

\$12,000

### GATHER AROUND THE OLE WATER COOLER

- Recognition on-site and pre-event marketing
- Branding at service stations (e.g., napkin, cups, etc.), plus opportunity for sponsor to provide branded water bottles
- Two (2) additional conference registrations

## Opening Reception Supporter

\$9,000

### HIGH-PROFILE BRANDING TO KICK OFF THE CONFERENCE

- Recognition on-site and pre-event marketing
- Branding at service stations (e.g., napkin, cups, etc.)
- Two (2) Opening Reception only registrations

## LET US HELP YOU SHOWCASE YOUR ORGANIZATION

Our Strategic Partnerships Team is here to match you with opportunities that best fit your objectives and needs. Let's work together to build a Patron package that maximizes your exposure to today's financial leaders.

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# Impactful Branding Opportunities

## Networking Lounge

\$17,500

### PUT YOUR FEET UP, TAKE A LOAD OFF

- Recognition on-site and pre-event marketing
- Branded material/product display opportunity (*provided by Patron*)
- Opportunity to serve specialty food/beverage (*additional fee*)
- Three (3) additional conference registrations

## Meeting Pods

\$16,000

### HELP ATTENDEES STAY ON TOP OF LIFE WHILE LEARNING

- Recognition on-site and pre-event marketing
- Branded material/product display opportunity (*provided by Patron*)
- Three (3) additional conference registrations

## Professional Headshot

\$15,000

### SMILES EVERYONE, SMILES

- Recognition on-site and pre-event marketing
- Professional photographer and set-up (lighting, setting, etc.) for headshot photos near your demonstration center when the exhibit hall is open to attendees (breaks, receptions, etc.)
- Two (2) additional conference registrations
- Deluxe (20'x10') Demonstration Center

## Conference Lanyard

\$15,000

### HAVE YOUR LOGO WORN/SEEN ALL CONFERENCE LONG

- Recognition on-site and pre-event marketing
- Logo included on conference lanyard
- Two (2) additional conference registrations

## Notepad and Pen

\$10,000

### PROMOTE YOUR BRAND WHILE ATTENDEES TAKE NOTES

- Recognition on-site and pre-event marketing
- Logo on notepad and pen provided to attendees
- Two (2) additional conference registrations

## General Session Seat Drop

\$10,000

### DELIVER YOUR MESSAGE WITH A BRANDED ITEM

- Recognition on-site and pre-event marketing
- Branded material/product to be placed on seats prior to the start of one general session (*provided by patron*)
- Two (2) additional conference registrations

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## Experience Enhancements

### Retargeting Campaign

\$6,000

- 50,000 impressions over 1 month
- Your company ads on websites visited by financial leaders
- Ad retargeting guarantees sustained, specific exposure to FEI's exclusive network
- Includes a personal dashboard to measure success in real time

### FEI Daily Article

\$4,000

- Articles can be used to extend the reach of thought leadership pieces
- Targeted promotion includes inclusion in FEI Daily for one week, one FEI Weekly e-newsletter, company logo
- Include a call to action with a unique URL for lead generation

### FEI Weekly Banner

\$2,500

- Increase your brand awareness with our audience by promoting your organization, whitepaper, research, product or upcoming event
- Ensure lead generation by promoting a thought leadership piece or upcoming event with a link to a landing page of your choice
- Sent every Friday morning to more than 6,300 finance leaders

### FEI PD Opportunities Banner

\$2,500

- Ensure lead generation by promoting a thought leadership piece or upcoming event with a link to a landing page of your choice
- Increase your brand awareness with our audience by promoting your organization, whitepaper, research, product or upcoming event
- Published bi-weekly to more than 19,000 FEI Members and stakeholders, this newsletter is financial leaders' primary source for upcoming FEI and sponsored events

### Event Email Banner

\$6,000

- Sent to our members and stakeholders, these emails contain registration information, keynote speakers, session highlights and reasons to attend the event. These are not sent on specific dates but when factors indicate the timing is correct

### Sponsored Webinar

Sponsor Platform  
\$4,000

- Event listing on the FEI's events page and webinars subpage
- Listing in FEI Professional Development e-newsletter through the event
- Post on FEI's LinkedIn page

FEI Platform  
\$6,000

- Presented by sponsor on FEI's technology platform
- Administration of event registration, CPE and CPE certification
- Choose Live Presentation or Pre-Recorded Video Presentation
- Event registration and attendee lists (name, title, company, email address) provided for one-time promotional use

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Ready to reach finance leaders as a Conference Patron?

Let's discuss your business objectives and create a customized approach to amplify your company's Summit experience.

Contact [partners@financialexecutives.org](mailto:partners@financialexecutives.org) to get started.

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