



Private Company Priorities 2023 *and* **Virtual Washington D.C. Fly-In**

June 13+14, 2023

EVENT PROSPECTUS

Conference Patron Opportunities

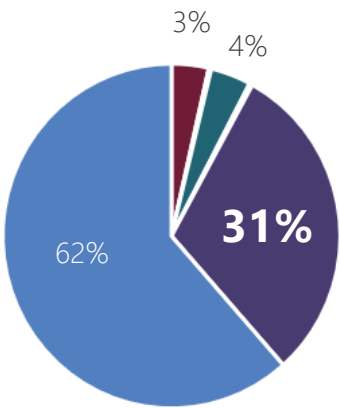
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Financial Executives International (FEI) serves the interests of finance leaders. Members and attendees who participate in our events and conferences are part of the **C-Suite** (CFOs and CAOs), as well as **controllers, vice presidents, aspiring CFOs**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

WHY BECOME A CONFERENCE **PATRON**?

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

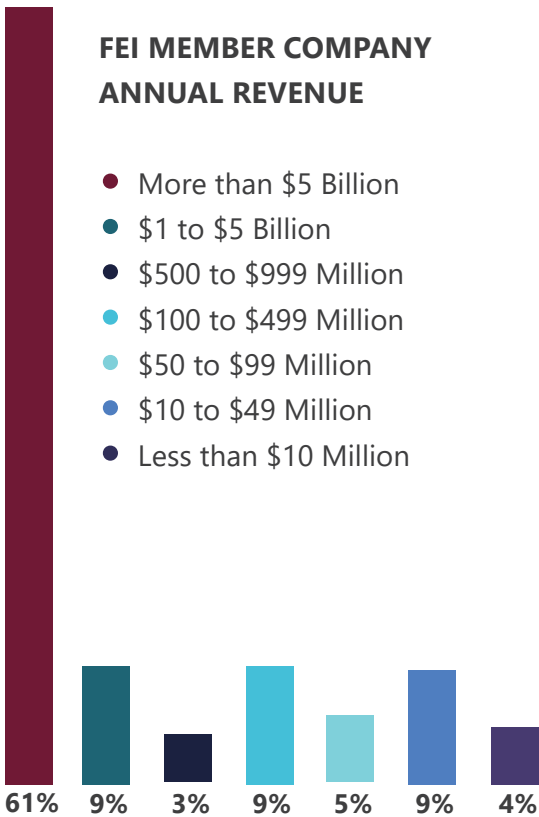


FEI MEMBER COMPANY DEMOGRAPHICS

- Public
- **Private**
- Not-for-Profit
- Educational Institution

FEI MEMBER COMPANY ANNUAL REVENUE

- More than \$5 Billion
- \$1 to \$5 Billion
- \$500 to \$999 Million
- \$100 to \$499 Million
- \$50 to \$99 Million
- \$10 to \$49 Million
- Less than \$10 Million



PRIVATE COMPANY PRIORITIES CONFERENCE
June 13+14, 2023
PROSPECTUS
Patron Opportunities



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

CONFERENCE OVERVIEW

DAY 1 • CONFERENCE

JUNE 13, 2023

For private companies, the intersection of new technologies, talent retention, pandemic recovery, and a competitive business environment is driving disruption. Innovative companies are moving quickly to transform their business model to pursue new opportunities that disruption can present. Subject matter experts will discuss pressing topics including issues related to corporate, legal, and regulatory standards; new changes for private company taxes; building resilient family enterprises; allocating capital; cybersecurity; and other critical concerns. The **Private Company Priorities Conference** will provide insight into the critical issues and trends facing private companies.

KEY TOPICS OF FOCUS

- Keynote Session
Skills Needed by a CFO for a Private Equity (PE) Firm's Portfolio Company
- Legislative Updates for Private Companies
- Operational Resilience and the Private Company
- Changing Demographics, Changing Succession Plans
- Private Company Deals, DeSPACed
- Private Companies Accounting Updates
- Economic Challenges for Private Companies
- What the Inflation Reduction Act means for Private Companies

DAY 2 • VIRTUAL FLY-IN

JUNE 14, 2023

As the country emerges from the pandemic and the impact of federal relief and economic stimulus spreads through the economy, and Congress and the Biden Administration consider significant changes to the tax code, private companies face challenges that should be addressed by policymakers in Washington, DC to enable them to recover, grow, and compete with their C-corporation counterparts.

FEI's Virtual Washington D.C. Fly-In allows private company members to communicate these challenges and express their views on key public policy issues of concern to private companies to members of the House, Senate, and their staff. The annual Washington D.C. Fly-In is a critical component of FEI's advocacy efforts on behalf of the private company community.



Thought-Leadership Presentation Opportunity

Session Presentation

\$20,000

- Recognition pre-event and online, including company logo, profile, and URL.
- 50-minute presentation opportunity on agreed upon session topic for CPE credits, plus time for Q&A.
- Branding opportunities on the conference engagement hub, including a lobby wait-room video, banner ad, and resource widget.
- Six (6) conference registrations for company staffers.
- Invitation to share with clients to attend at the FEI Member rate.
- Pre-event registration and post-event attendee reports that include name/title/company/email (to be used one time each).

Impactful Branding Opportunity

Supporter

\$24,000

- Recognition pre-event and online, including company logo, profile, and URL.
- Reduced rate for additional branding opportunities on the conference engagement hub, including a lobby wait-room video and banner ad.
- Four (4) conference registrations for company staffers.
- Invitation to share with clients to attend at the FEI Member rate.
- Pre-event registration and post-event attendee reports that include name/title/company/email (to be used one time each).

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 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.



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 experience with FEI.

Contact partners@financialexecutives.org to get started.