



FINANCIAL LEADERSHIP SUMMIT

VISION 20/20



EXHIBITOR AND SPONSOR PROSPECTUS

**SUMMIT OPENING RECEPTION and
FINANCIAL EXECUTIVE OF THE YEAR AWARD CEREMONY**
Sunday, May 17

2-DAY CONFERENCE
Monday, May 18 and Tuesday, May 19

FEATURED KEYNOTES



Cam Marston

Author and Corporate Authority
Generational Insights



Patty McCord

Former Chief Talent Officer
Netflix



Mark Schulman

Rock Star Drummer for Pink and Author

ABOUT **SUMMIT**

Since 1930, FEI's Financial Leadership Summit Conference has brought together senior-level financial executives for a program focused on the unique challenges they face. With an innovative agenda, Summit features multiple networking opportunities, nationally-recognized speakers and an exciting exhibit hall where your company can showcase its products, services and solutions.

WHY **EXHIBIT?**

- **GAIN** national exposure to senior-level financial executives.
- **PARTNER** and leverage the value of your brand with the power of ours.
- **REACH** qualified decision-makers with targeted marketing.

WHO ATTENDS **SUMMIT?**

- **CFOs / CAOs**
- **CONTROLLERS**
- **TREASURERS**
- **SVPs/VPs, FINANCE / STRATEGY**
- **DIRECTORS, FINANCE / ACCOUNTING / TAX**

99% of exhibitors surveyed were pleased with their exhibit experience at Summit 2019.

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

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

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

"Good leads and networking opportunities."



ABOUT **FEI**

FEI is the leading advocate for the views of corporate financial management. Its more than 10,000 members hold policy-making positions as chief financial officers, controllers and treasurers at companies from every major industry. FEI enhances member professional development through peer networking, career management services, conferences, webinars, research and publications.

FEI MEMBER COMPANIES INCLUDE

PRIVATE	62%
PUBLIC	26%
NON-PROFIT	6%
OTHER*	6%

*e.g., Government, Educational Institutions

FEI MEMBER COMPANY ANNUAL REVENUE



25%	< \$50 million
12%	\$51 - 99 million
22%	\$100 - 499 million
8%	\$500 - 999 million
15%	\$1 - 5 billion
18%	> \$5 billion

SPONSORSHIP OPPORTUNITIES

Sponsorship benefits enhance your presence and familiarize members and conference attendees with your organizations' services and solutions, before, during and after Summit.

All sponsorships include the following standard booth benefits:

- 8' x 10' exhibit booth with 6' draped table
- Draped back walls and side rails, and wastebasket
- 2 conference registrations including all food and beverage functions in exhibit hall (includes 2 Opening Reception tickets)
- Pre-and post conference attendee list with mailing addresses
- Signage with company name
- 100-word company description - on event website and in mobile app
- Discount code for prospects and customers to attend Summit 2020

DIAMOND LEVEL

SPONSORSHIP	DETAILS	COST
Exclusive Diamond Level Sponsor	<ul style="list-style-type: none"> • Financial Executive of the Year Category Sponsorship • 1 keynote speaker introduction • 16' x 10' double exhibit booth • 10 conference registrations • 9 x 6 banner displayed in general session room • Recognition as exclusive Diamond Level sponsor on all event promotional material • Mobile app banner ad • Branded promotional item delivered to Hotel Room or General Session Seat Drop (optional, sponsor to provide) 	\$50,000 SOLD

PLATINUM LEVEL

PLATINUM level sponsors include all standard booth benefits listed above, 6 conference registrations and mobile app banner ad.

SPONSORSHIP	DETAILS	COST
Breakfast Speaking Sessions	<ul style="list-style-type: none"> • 50-minute speaking session to present your most current content and solutions. • Eight (8) available 	\$25,000 3 - SOLD 5 - AVAILABLE
Exclusive Networking Cocktail Reception	<ul style="list-style-type: none"> • Elevate your brand on signage and promotion throughout this professional networking event. • Monday, 5/18 	\$25,000

PAST SUMMIT SPONSORS

Accounting Principals
 ACL
 Adaptive Insights
 Adaptive Planning
 ADP, Inc.
 Advanced Business Solutions
 AFMS, LLC
 American Appraisal
 APEX Analytix
 arcplan
 Avalara
 Axiom EPM
 BDO
 BillTrust
 Blackline
 Bloomberg BNA
 BMO Financial Group
 Business Learning Institute
 Catalyst by EBM Software
 Cellar Law
 Center for Audit Quality
 Certent
 Chatham Financial
 Chazey Partners
 Chrome River
 Collaborative Solutions
 Colonial Life
 Com-Control Inc
 Compliance Week
 Coupa
 Crowe Horwath LLP
 Cushman & Wakefield
 CXO - Cockpit
 CyclePoint from SourceAmerica
 DataTracks Inc.
 Deloitte
 DOMO
 EASi
 Equity Methods
 EY
 Euler Hermes
 Expaticore

SPONSORSHIP OPPORTUNITIES

Sponsorship benefits enhance your presence and familiarize members and conference attendees with your organizations' services and solutions, before, during and after Summit.

GOLD LEVEL		
GOLD level sponsors include all standard booth benefits listed on page 3.		
SPONSORSHIP	DETAILS	COST
Boot Camp	<ul style="list-style-type: none"> Spearhead a 3-hour, session designed to engage and educate while providing 3 CPE credits 3 available; Tuesday, 5/19 (following adjournment of Summit) 	\$20,000
Financial Executive of the Year Awards	<ul style="list-style-type: none"> Exclusive category sponsor; small-med & large Public and Private and Non-Profit Invitation for two at private dinner with award winners and FEI leadership on Saturday, May 16 Award presentation to category winner on Sunday, May 17 Reserved VIP table for five at Award Ceremony on Sunday, May 17 	Large Public SOLD
Leader Nightcaps	<ul style="list-style-type: none"> Exclusive sponsorship of this invitation-only event for FEI Chapter leaders and Board members. Monday, 5/18 (evening) 	\$15,000 SOLD
Technology	<ul style="list-style-type: none"> Recognition as exclusive Sponsor <ul style="list-style-type: none"> Mobile application; Device charging station in booth; WiFi throughout the conference 	\$15,000 SOLD
Luncheon	<ul style="list-style-type: none"> Prominent signage, branded tablecloth and napkins 2-minute speaking opportunity to address conference attendees in general session room One available each day (Monday, 5/18 and Tuesday, 5/19) 	\$15,000 1 - AVAILABLE
All Day Coffee	<ul style="list-style-type: none"> Prominent signage, branded tablecloth and napkins Service location options include main general session room or near entrance 2-minute speaking opportunity in general session room 	\$15,000
All Day Infused Water	<ul style="list-style-type: none"> Prominent signage, branded tablecloth and napkins Service location options include main general session room or near entrance 2-minute speaking opportunity in general session room 	\$14,000

PAST SUMMIT SPONSORS (cont.)

ezCater Inc
 Forte Business Travel Solutions
 Funding Profiles
 GCE
 Global Advisors
 Global Cash Card
 Global Equity
 Grant Thornton
 Hays Companies
 Host Analytics
 Hunter Warfield
 Hyland Software
 Iconixx
 IGM
 Institute of Internal Auditors
 IMA - Institute of Management Accountants
 Infor
 Intacct
 InterDyn BMI
 Jedox
 Keste
 Keyser
 KPMG
 Kyriba
 Ledgent
 Lee & Associates
 Liberty Mutual
 Lincoln Financial
 LPL Retirement Partners
 Merchant Advocate
 Merrill Corporation
 Microsoft
 NACD
 Nuage Consulting Group, LLC
 Oracle
 Planview
 Protiviti
 Prudential Capital Group
 PwC
 Radius
 RBC

SPONSORSHIP OPPORTUNITIES

Sponsorship benefits enhance your presence and familiarize members and conference attendees with your organizations' services and solutions, before, during and after Summit.

SILVER LEVEL

SILVER level sponsors include all standard booth benefits listed on page 3.

SPONSORSHIP	DETAILS	COST
Hotel Key Card and Case	<ul style="list-style-type: none"> Showcase your company's logo on branded hotel key cards and sleeves provided to all conference attendees. 	\$12,500
Conference Lanyard	<ul style="list-style-type: none"> Display your company's logo on conference lanyards. (Sponsor to provide.) 	\$10,000
Conference Tote Bag	<ul style="list-style-type: none"> Receive maximum exposure by branding the conference tote bag, carried by all attendees, with your company's logo. (Sponsor to provide.) 	\$10,000 SOLD
Hotel Room Drop	<ul style="list-style-type: none"> Deliver your message with a branded piece to all conference attendees' hotel rooms. (Sponsor to provide.) <ul style="list-style-type: none"> Inside room drop Outside room door Under room door 	\$10,000 \$9,000 \$8,000
Notepad and Pen	<ul style="list-style-type: none"> Include your company-branded notepad and pen in each conference attendee bag (sponsor to provide). 	\$8,000
Networking Break	<ul style="list-style-type: none"> Prominent signage, branded tablecloth and napkins at networking break and recognition on all event promotion 2 available on Mon., 5/18 (morning and afternoon) 1 available on Tues., 5/19 (morning) 	\$8,000 1 - SOLD 2 - AVAILABLE
Seat Drop Sponsor	<ul style="list-style-type: none"> Deliver your message with a branded piece to all conference attendees on each seat before one general session 3 available (Sponsor to provide). 	\$8,000
Summit Opening Reception Sponsor	<ul style="list-style-type: none"> Includes two additional tickets to Summit Opening Reception (total of four) evening of Sunday, May 17 Sponsor logo displayed on napkins at all food and beverage stations Recognition on all event signage and promotions 	\$8,000

PAST SUMMIT SPONSORS (cont.)

Reologie
 Resources Global Professionals
 Revitas, INC
 Robert Half Management Resources
 SC & H Group
 Schneider Industries, Inc.
 Silicon Valley Accountants & OnBase
 Hyland
 SingerLewak
 SkyStem
 SmartPros Ltd.
 SMB Suite
 Solium
 TelNet
 The Siegfried Group
 Tipping Point Insurance
 Travers Cresa
 TriNet
 UltimateSoftware
 UMB Financial Corporation
 V1
 Vaco
 VeriShip Inc.
 Vonage
 Wdesk
 Western Union Business Solutions
 Workday
 Workiva
 Xactly
 Zurich Insurance

Exhibit Booth

8' x 10' Booth

- \$6,000
- \$6,500 (after April 15, 2020)

16' x 10' Booth

- \$11,000
- \$12,000 (after April 15, 2020)

Additional conference registration: \$1,095

ADDITIONAL BRANDING AND THOUGHT LEADERSHIP INITIATIVES

COST

Opening Reception Supporter

\$2,500

- Sponsorship recognition on event promotions;
- Logo on reception napkins along with other sponsors; and
- Two (2) tickets to Opening Reception and Award Ceremony only - Sunday, May 17.

FEI Daily Article

\$3,500

- Promote your company's thought leadership with a sponsored article in FEI's daily e-newsletter. Articles are posted either Monday/Wednesday/Friday or Tuesday/Thursday/Friday.

FEI Forward

\$10,000

- Exclusive monthly sponsorship
- Published Sundays targeting leaders in corporate finance, accounting and regulation.
- 52% Open rates

(4 consecutive weeks)

Co-Sponsored Webinars

- Sponsor platform
Webinars are produced and hosted by the sponsor and promoted across FEI's media platforms.

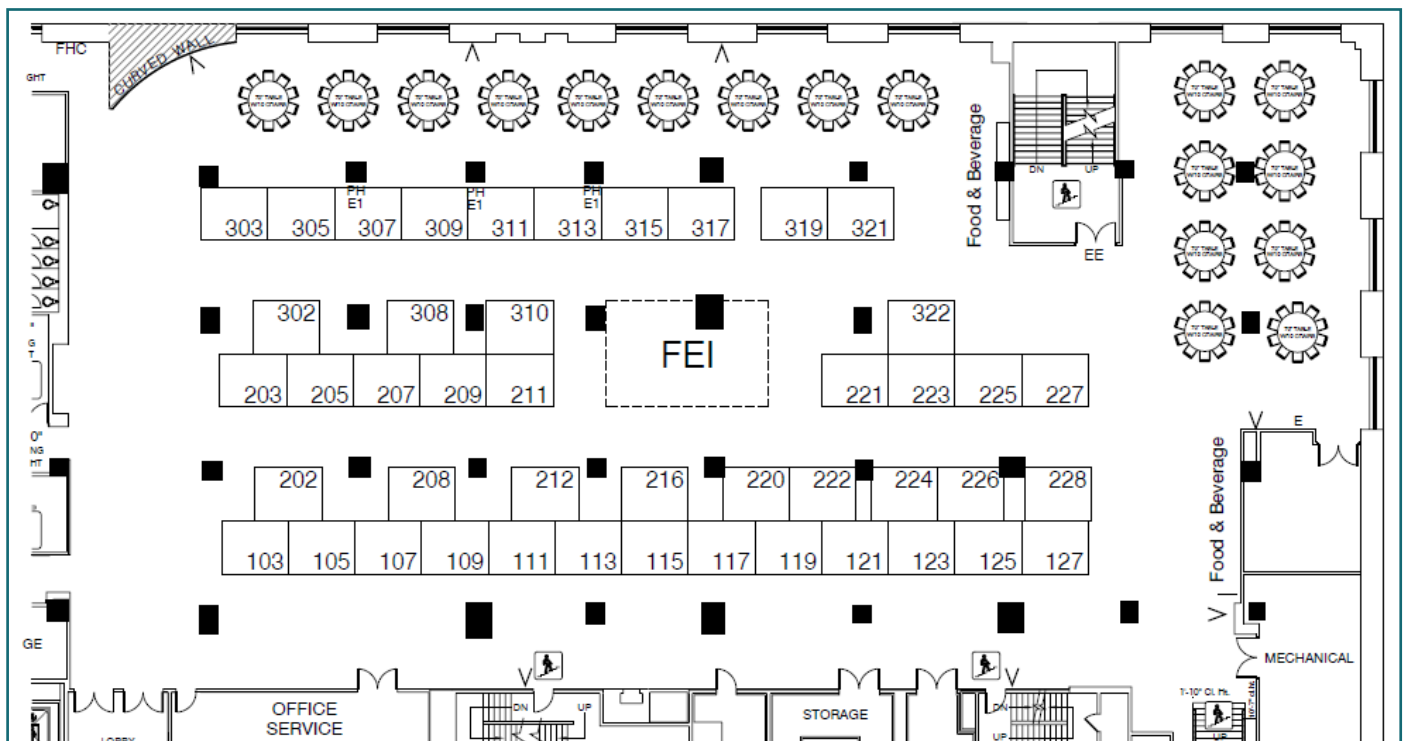
\$3,000

- FEI platform
Webinars are produced by the sponsor and hosted on FEI's technology platform and promoted across FEI media platforms.

\$4,000

EXHIBITOR FLOOR PLAN

LEVEL 4 | EXHIBIT HALL



COMPANY INFORMATION (Please Print)

Company _____

Address _____

City _____

State/Prov _____ ZIP/Postal Code _____

Country _____

Name of Individual to Receive Exhibitor Information _____

Phone _____ Fax _____

E-Mail _____

Cell Phone (for on-site contact) _____

PAYMENT INFORMATION We accept credit cards and checks.

 American Express® Discover® MasterCard® Visa®

Card Holder's Name (please print) _____

Credit Card # _____ Expiration Date _____

The person signing this document expressly represents and warrants to FEI that he/she is authorized by Exhibitor to bind it to the rules and terms governing the Exhibit area. We have read the Event Rules and Regulations on the reverse side. Once signed, the contract will be legally binding. We understand that any change in the information in this contract must be made in writing. A non-refundable and non-transferable full payment of any item being reserved is required within 30 days of signing contract. Full payment is required immediately on any contract signed after April 15, 2020. Booth space will be subject to loss or reassignment for any payments not received by date indicated above. In addition, no refunds will be given on booth space or sponsorship cancellations.

Complete, sign and submit your contract to FEI's Business Development Staff via email, partners@financialexecutives.org or fax, 973.843.1241.

Authorized Signature Name (Please Print) _____

Title _____

Signature _____ Date _____

PLATINUM Sponsorships

- Breakfast Session \$25,000
- Cocktail Reception \$25,000

GOLD Sponsorships

- Boot Camp \$20,000
- FEOTY Awards \$20,000
- ~~Leader Nightcaps~~ **SOLD** \$15,000
- ~~Technology~~ **SOLD** \$15,000
- Luncheon Sponsor \$15,000
- ~~Mon, 5/18~~ **SOLD**
- Tues, 5/19
- All Day Coffee \$15,000
- All Day Infused Water \$14,000

Silver Sponsorships

- Hotel Key Card and Case \$12,500
- Conference Lanyard \$10,000
- ~~Conference Tote Bag~~ **SOLD** \$10,000
- Hotel Room Drop
 - Inside Room Drop \$10,000
 - Outside Room Drop \$9,000
 - Under Room Door \$8,000
- Notepad and Pen \$8,000
- Networking Break \$8,000 ea.
- ~~Mon, 5/18 - AM~~ **SOLD**
- Mon, 5/18 - PM
- Tues, 5/19 - AM

- Seat Drop \$8,000
- Summit Opening Sponsor \$8,000

Exhibit Booth Add-Ons

- Opening Reception Supporter \$2,500
- FEI Daily Article \$3,500
- FEI Forward \$10,000/4 weeks
- Co-sponsored webinar
 - Sponsor platform \$3,000
 - FEI platform \$4,000
- Additional Registrations \$1,095

Exhibit Booth

- 8' x 10 Booth
 - Before April 15, 2020 \$6,000
 - After April 15, 2020 \$6,500
- 16' x 10 Booth
 - Before April 15, 2020 \$11,000
 - After April 15, 2020 \$12,000

Opening Reception and Financial Executive of the Year Award Ceremony

- Ticket only ___# tickets \$200 ea.

___# of Summit registrations to include

___# of attendees to Opening Reception & Awards

TOTAL \$ _____

1. Payment. The booth and sponsorship costs agreed to on the front thereof are due within 30 days of signing this contract. Any contract entered into after April 15, 2020 agrees to submit a full payment upon signing.
2. Management. The word "Management" as used herein shall mean Financial Executives International (FEI) as specified in the contract, or its officers or committees or agents or employees or sponsors acting for it in the management of the Exposition.
3. Eligible Exhibits. Management has sole right to determine the eligibility of any company or product for inclusion in the Exposition.
4. Contractor Services and Information. Management has, in the best interest of the exhibitors, selected certain firms to serve as official contractors to provide various services to exhibitors. It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the exposition facility or with authorized contractors employed by Management. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc., will be included in the Exhibitor Service Manual.
5. Booth Construction and Arrangement. Exhibits shall be so arranged as not to obstruct the general view, or hide the exhibits of others. Plans for specially-built displays not in accordance with regulations are to be submitted to Management for approval in writing before construction is ordered. Complete information regarding booth height regulations will be included in the Exhibitor Service Manual.
6. Decoration. Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may devolve upon exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished 3 hours prior to the opening of the Exposition, Management shall authorize the official decorator to effect the necessary finishing and exhibitor must pay all charges involved thereby.
7. Installation & Display Removal. It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install its products in its exhibit space, or fails to pay the space rental at the time specified, Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. No exhibitor shall have the right prior to closing of the exposition to pack or remove articles on exhibit without permission from and approval in writing from Management.
8. Use of Exhibit Space. Exhibitors agree not to assign or sublet any space allotted to them without written consent of Management or to display or advertise goods other than those manufactured or carried by them in the regular course of business.
9. Restrictions. Management reserves the right to restrict or remove exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which, in the opinion of Management may detract from the general character of the Exposition. This reservation includes persons, things, conduct, printed matter or anything Management judges to be objectionable. Neon and other gas-based signs are prohibited. Flashing signs must be approved in advance, in writing, by Management. Exhibitor agrees to change the wording of any sign deemed by Management to be not in the best interest of the exposition. Sound amplifying devices may be operated only at levels not objectionable to adjoining exhibitors. Noisy or obstructive exhibits or activities producing objectionable noise or odors are prohibited. In the event of such restriction or eviction, Management is not liable for any refund of any amount paid hereunder. Demonstrations must be so located that crowds collected will be within the exhibitor's space and not blocking aisle or neighboring exhibits. The exhibitor agrees to grant Management the right to use photographs taken at the exposition in future promotion of the exhibit.
10. Attendance. Management shall have sole control over admission policies at all times.
11. Exhibitor Activities. Exhibitor agrees not to schedule or conduct any pre, during or post outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the Conference and Exposition, whether such activities are held at or away from the Hotel and/or Exposition Facility, except with written approval of Management. Distribution of advertising material and exhibitor publications of any sort shall be restricted to the exhibitor's booth.
12. Responsibility. If the exhibitor fails to comply in any respect with the terms of this agreement, Management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.
13. Compliance. The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Federal, State and City laws must be strictly observed. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules. Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or persons resulting from failure, knowingly or otherwise to distribute the load of his exhibit material in conformity with the maximum floor load specifications.
14. Liability and Insurance. Exhibitors shall indemnify and hold harmless Management, Disney's Grand Floridian Resort & Spa and its servicing agents from all liability (damage or accident) which might ensue from any cause resulting from or connecting with transportation, placement, removal or display of exhibits. Exhibitors are urged to insure themselves against such risks of loss or liability. The Palmer House Hilton and Management cannot guarantee Exhibitors against loss by theft or otherwise. Exhibitors agree to protect, save and hold The Palmer House Hilton, Management and all agents and employees there of (hereinafter collectively called indemnities) forever harmless for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, exhibitor shall be fully responsible to pay for any and all damages to property owned by The Palmer House Hilton, its owners or managers which results from an act or omission of the Exhibitor. Exhibitors agree to defend, indemnify and hold harmless its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premise, The Palmer House Hilton or any part thereof.
15. Cancellation or Termination of Exposition. In the event that the premises or part thereof where the Exposition is to be held shall, in the sole determination of Management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal state or federal law or regulation or by reason of any other occurrence beyond the control of Management, Management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against Management the exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by Management in connection with the Exposition including a reserve for future claims and expenses in connection therewith. In case Management shall for any reason other than stated in the previous paragraph determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against Management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against Management a refund of all amounts paid by the exhibitor to Management in accordance with this agreement.
16. Security. Show Management will provide perimeter guard service during the hours the exhibit area is closed; however, the exhibitor is solely and fully responsible for their own exhibit material and booth contents, and should insure their exhibit against loss or damage from any cause whatsoever. All property of an Exhibitor is understood to remain in their care, custody and control in transit to or from within the confines of the exhibit hall. Exhibitors are encouraged to have guards or security and should insure their property at their own costs and expense.
17. Cancellation. In the event of a cancellation of exhibit space by Exhibitor, Show Management shall retain, as a cancellation fee, all amounts paid by the Exhibitor (and due from it) up to the time of cancellation pursuant to the billing and payment provisions on the front hereof. Cancellation fees cannot be applied toward exhibit space at other shows or advertisement. All cancellations must be in writing. Booth size reductions constitute a cancellation of contract, and all cancellation rules apply. In the event Exhibitor has no representation on the Show floor by the stated move in date, Show Management reserves the right to re-sell the exhibit space or to move another exhibitor into that space. Show Management shall not be liable for non-delivery of exhibit materials for any cause beyond its control, including without limitation, the facility in which the Show is to be held being damaged or destroyed, acts or regulations of any government authority, strikes or any act of God, or the postponement or cancellation of the Show for any reason. Show Management will, however, in the event of its not being able to hold the Show for any of these reasons, reimburse Exhibitor on a pro-rata basis on any amount paid, less any and all expenses incurred by Show Management, including but not limited to, rent, advertising, salaries, and operating costs.
18. Amendment to Rules. Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.
19. Music Licensing. FEI will not be obtaining ASCAP or BMI licensing for the event. Exhibitors may use either live or mechanical music, but it is their sole responsibility to obtain the appropriate music licensing as is required by ASCAP or BMI. Exhibitor shall in advance obtain all necessary licenses and/or permissions to perform said music and exhibitor shall, upon request of FEI, provide FEI with a copy of same.
20. Americans With Disabilities Act. Exhibitor assumes the position of "public accommodation" when they contract to exhibit in the Facility. Therefore, the Exhibitor must make their exhibit area accessible to the disabled without causing themselves undue "hardship." A copy of UBLIC LAW 101.336 [S. 993] AMERICANS WITH DISABILITIES ACT OF 1990 is available upon request from the Department of Justice.
21. Responsibility Clause. Exhibitor assumes responsibility and agrees to indemnify and defend Financial Executives International and The Palmer House Hilton and their respective employees and agents against any claims or expenses arising out of the use of exhibit premises. The exhibitor understands that neither Financial Executives International nor The Palmer House Hilton maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.