Financial Executive International offers you distinct and powerful ways to connect with our audience.

SPONSORSHIP OPPORTUNITIES
2022 | 2023

Get unparalleled exposure to key financial decision-makers and access to FEI’s membership of financial executives.

Sponsors and strategic partners leverage the FEI brand to target elite C-suite executives with customized products and service marketing opportunities.

Learn More Today • partners@financialexecutives.org

www.financialexecutives.org
FEI is committed to cultivating partnerships where brand alignment and visibility are key to effectively generating leads that meet corporate business objectives. FEI has prepared a content cadence that can showcase your brand and keep your company at the forefront of financial leaders making critical procurement decisions.

GAIN ACCESS TO KEY FINANCIAL DECISION-MAKERS

With access to FEI’s membership and digital reach of 10,000+ financial leaders, our sponsors reach elite C-suite executives responsible for making strategic business development and purchasing decisions for their organizations.

LEVERAGE THE VALUE OF YOUR BRAND WITH THE POWER OF OURS

Celebrating 90 years, FEI is a trusted resource for finance professionals and the industry. Raise your brand awareness, enhance brand loyalty and increase visibility on FEI’s national platform through our customized product and service marketing offerings.

POSITION YOUR ORGANIZATION AS A THOUGHT LEADER

Establish authority and credibility in the industry by sharing expert comments, insights and opinions in a particular field or topic. Our events and programs cover a variety of timely, relevant topics to showcase your thought leaders or work with FEI to develop opportunities specific to your business needs.

Customize a program to meet your business objectives - lead generation, targeted promotion, educate and inspire, sponsor recognition, in-person and virtual presence.

A SPECIAL THANK YOU TO OUR STRATEGIC PARTNERS.

Become a strategic partner for additional brand exposure, greater access to our members and a dedicated account manager.
FEI MEMBER DEMOGRAPHICS

FEI is the leading advocate for the views of corporate financial management and members holding policy-making positions as chief accountants, chief financial officers, controllers, tax executives, and treasurers at companies from every major industry. FEI enhances member and stakeholder professional development through conferences, accredited courses, research and publications, peer networking, leadership opportunities, and career management services.

8500+ Members

MEMBER COMPANY ANNUAL REVENUE

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50 Million</td>
<td>14%</td>
</tr>
<tr>
<td>$51 to $99 Million</td>
<td>6%</td>
</tr>
<tr>
<td>$100 to $499 Million</td>
<td>12%</td>
</tr>
<tr>
<td>$500 to $999 Million</td>
<td>4%</td>
</tr>
<tr>
<td>$1 to $5 Billion</td>
<td>9%</td>
</tr>
<tr>
<td>More than $5 Billion</td>
<td>55%</td>
</tr>
</tbody>
</table>

MEMBER COMPANY TOP INDUSTRY BREAKOUTS

- Medical / Pharma Healthcare: 4%
- Energy: 4%
- Manufacturing: 56%
- Professional Services / Consulting: 36%
- Communications / Media: 5%
- Banking / Finance / Insurance: 4%
- Technology / Telecommunications: 9%
- Retail / Wholesale: 3%

TITLES/JOB FUNCTION

- C-Suite Level: 27%
- EVP/SVP/VP - All Categories: 17%
- Other: 16%
- Sr. Mngr/Manager - All Categories: 16%
- Director - All Categories: 12%
- Controller/Comptroller/Treasurer: 9%
- Academic: 3%

MEMBERS BY SECTOR

- Public: 56%
- Private: 36%
- Non-Profit: 4%
- Other: 4%
FEI’s events attract CFOs, Controllers, Treasurers, EVP/VPs of Finance, and Directors of Audit and Tax from FEI’s membership along with other executives in the financial community. FEI provides its sponsors with a national platform to engage with finance leaders who are responsible for making strategic business development and purchasing decisions for their organizations.

**NEW! Employee Benefits + Compensation Webinar Series**
*Fall 2022 | VIRTUAL*

Employee Benefits and Compensation is top of mind for finance leaders. This content series will provide proven resources and strategies to address the ever-changing employee benefits and compensation landscape. Attendees will gain insight into the critical issues and upcoming trends impacting financial budgets and human resources to help them manage benefits, employer-sponsored retirement plans, and healthcare-related costs.

**Audience:** Large company corporate focus; offshoot of Benefits Technical Committee.

**NEW! Culture Conversations: DE&I Webinar Series**
*October 22 – June 2023 | VIRTUAL*

Held throughout the year, Culture Conversations is a one-on-one discussion series that provides a platform for finance professionals from diverse backgrounds to discuss challenges and share success stories. The purpose of these conversations is to provide increased visibility for diverse communities and deepen understanding for others.

**Audience:** Broad appeal, welcoming professionals of all finance/accounting functions and company sizes.

**NEW! FEI Engage: Career Showcase**
*October 18-19, 2022 | VIRTUAL*

Today’s tight labor supply is making it challenging for companies to attract and retain new talent. Through relationships with the leading finance and accounting schools around the country and the newly launched FEI Engage subscription program, FEI’s inaugural virtual Career Showcase will give sponsors direct access to top finance and accounting talent seeking internships and entry-level roles. Sponsors will present to job seekers on their openings, company culture, and benefits; engage directly with job seekers in real-time; and gain access to the filterable and searchable resume bank.

**Audience:** Companies of all sizes seeking recruiting and hiring solutions.
NEW! FEI 90th ANNIVERSARY CELEBRATION
November 6, 2022 | IN-PERSON (HELD IN CONJUNCTION WITH CFRI CONFERENCE, SHERATON TIMES SQUARE, NYC)
Join us to celebrate FEI’s member-driven organizational mission and vision to be “where financial leaders thrive.” Pledge your company’s support of FEI’s 90-year milestone and commitment to the next 90 years through sponsorship of FEI’s 90th Anniversary Celebration held in conjunction with the Corporate Financial Reporting Insights (CFRI) conference on Sunday, November 6.

CORPORATE FINANCIAL REPORTING INSIGHTS (CFRI) CONFERENCE
November 7-8, 2022 | HYBRID CONFERENCE (SHERATON TIMES SQUARE, NYC / VIRTUAL PLATFORM)
As the global economic landscape changes and becomes more interconnected, corporations are taking the opportunity to reimagine and adapt their business models to align with changing societal priorities. With responsibilities to employees, customers, shareholders, communities, and others, now is the time for corporations to reframe their role in society.

Stay ahead of a rapidly changing environment by engaging with peers around technical accounting updates from the U.S. SEC, FASB, PCAOB, and topics such as ESG, DE&I, technology, leadership, and corporate responsibility that will shape the finance function for years to come. Meet finance leaders from leading companies as they discuss the latest developments in rule-making and standard-setting, share unique experiences and best practices, and respond to questions on the latest challenges facing the controllership function and the profession at large.

Audience: Controllership of large public companies.

NEW! CHANGEMAKERS: POWER SKILLS CONFERENCE
December 2022 | VIRTUAL
This power-skills conference offers a forum for attendees to transform how they conduct business and answer their question of ‘why.’ Learn and grow professionally and personally from hearing key changemakers in finance share their tips, tools, strategies, and lessons learned during this content-rich agenda aimed at professionals at varying career levels. Embrace the future of work with a skills-based approach to enhancing your talents, maximizing your potential, and accelerating your career path.

Audience: Early- to mid-career professionals in finance/accounting – the pipeline of future financial executives. This is a branding and thought leadership opportunity to show your organization as a company of choice.

NEW! FINANCE TRANSFORMATION WEBINAR SERIES
January – December 2023 | VIRTUAL
Finance transformation is a critical area of evolution for the finance function, and the use of technology in finance can create efficiencies and improve the quality of financial reporting. Join this series to learn from thought leaders about new and emerging trends on how to use automation, AI, robotics, and other transformative tools in finance. Plus, the series will cover how companies have gone about getting their organization up to speed on these tools, focusing on best practices and lessons learned both internally and in engaging with auditors.

Audience: An offshoot of the Finance Transformation workgroup of CCR, which is large company controllership function.

ESG UPDATES CONFERENCE
February 23, 2023 | VIRTUAL
Investors, domestic and international regulators, and other relevant stakeholders have increased the urgency in their calls for increased ESG reporting. In light of recent proposals requiring ESG disclosures to be part of financial reporting, finance professionals are working to augment their understanding of these various proposals, what implications may be, and how to go about incorporating the requirements.

This ESG Updates Conference will answer top-of-mind questions that finance leaders have around what’s happening internationally, human capital guidelines, and hot topics in ESG. The ESG Updates Conference will feature in-depth discussions from leading ESG standard-setters (both domestic and international), investors, ratings agencies, experts in ESG integration with financial reporting, and other notable thought leaders.

Audience: Controllership of large public companies.

ICONS: WOMEN OF NOTE CONFERENCE
March 22, 2023 | VIRTUAL
Experience an empowering event as dynamic and diverse icons within finance share their very personal leadership lessons. Motivating presenters will leave attendees inspired with the strategies needed to champion progress and enhance careers. Sponsorship of and participation in this event demonstrates your organization’s support for diversity, as we bring together rising and established women in finance to expand perspectives and offer solutions to the unique challenges faced by women in this profession.

Audience: Broad appeal, welcoming professionals of all finance/accounting functions and company sizes.
PRIVATE COMPANY PRIORITIES CONFERENCE + WASHINGTON D.C. FLY-IN

April 18-19, 2023 | VIRTUAL

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 in pursuit of 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 upcoming trends facing private companies.

FEI’s Washington D.C. Virtual Fly-In allows private company members to communicate 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.

Audience: Those interested in all private company operational matters. There is an advocacy component, primarily focusing on tax legislation for companies of all sizes (including pass-through, family enterprises, and estate planning).

GOVERNANCE, RISK MANAGEMENT, & COMPLIANCE PRIORITIES CONFERENCE

April 27, 2023 | VIRTUAL

Companies are under pressure to significantly transform governance, risk, and compliance (GRC) processes as traditional mechanisms of effective risk management and regulatory compliance are fast becoming outdated, and newly expanded disclosure requirements both around ESG, and additional required disaggregation of financial statements, will increase the complexity and scope of risks to be addressed. The Governance, Risk Management, and Compliance conference will provide attendees with the most up-to-date information on how to evaluate related risks on these topics and identify solutions using technology. Attendees will learn best practices and new ideas on how to revisit governance structures as the scope of the controllership is quickly broadening.

Audience: Large companies, both private and public. Covers topics related to risk management concerns; therefore, particularly relevant to the Chief Risk Officer. Also references cybersecurity from the risk management perspective.

FINANCIAL LEADERSHIP SUMMIT CONFERENCE

May 21-23, 2023 | IN-PERSON EVENT (GAYLORD NASHVILLE)

Experience a power-packed program, full of high-impact keynote sessions and interactive discussions designed for financial leaders. Discover the latest best practices to drive your business strategy, empower your workforce and foster a culture to shape your organization’s success. The Financial Leadership Summit conference is a key opportunity to network in person with more than 500 of your peers where you’ll learn, collaborate, and build upon ideas for a better future in finance.

Audience: Mid-market ($10-$500 million in revenue) private companies.

BELONGING IN FINANCE: A DE&I CONFERENCE

June 14, 2023 | VIRTUAL

This one-day conference is designed to enable current and future finance leaders to create a sense of belonging within their teams and organizations. This conference will cover key issues such as how to be an effective advocate, the most common mistakes that teams make with DE&I, and the challenges that young finance professionals from diverse backgrounds face in the workplace.

Audience: Broad appeal – welcoming professionals of all finance/accounting functions and company sizes, particularly those interested in diversity, equity, and inclusion.

FINANCE & TECHNOLOGY PRIORITIES CONFERENCE

June 20-21, 2023 | VIRTUAL

The finance function of the future will require modern CFOs to work closely with CIOs to leverage technology more effectively, utilize new tools and resources, and implement innovative technology solutions. The Finance & Technology Priorities conference will review the latest in tech options to create growth opportunities and enable financial leaders to make real-time, educated, secure, and more profitable decisions. This conference brings together influential, dynamic, and innovative speakers who will share their industry expertise in accounting, financial reporting, and technology trends.

Audience: Large companies, both private and public. Covers topics related to risk management concerns from a technology perspective; particularly relevant to the Chief Information Security Officer and Controller.
FORWARD THINKING

The Financial Education & Research Foundation will hold live, in-depth Q&A discussions around various topics that are relevant and timely to leaders in the finance profession. This will not be your traditional webinar series, but an interactive conversation and content series. Attendees will be able to submit their own questions prior to or during the discussion. Content developed and speakers arranged by FEI.

- FEI Host will thank the sponsor at the beginning of each session in the series
- Sponsor will have live, 1 minute intro at the beginning of each webinar with camera capabilities
- Extensive promotion including a listing on FEI events page, webinar subpage and Professional Development e-newsletters and a post on FEI’s LinkedIn Page
- “Takeaway” podcast created with sponsor, sponsor reps and FEI to allow sponsor opportunity to showcase their thought leadership from the series and Q&A, distributed across multiple podcast channels
- Enhanced branding during the webinar, sponsor to provide (optional)
  - Branded video to run in session’s lobby wait-room
    - 30 seconds to 1 minute in length
    - Plays upon attendee entrance and loops until webinar begins
  - Banner ad with URL on presentation platform background header
  - Materials for Resource Library for attendees to access during the presentation. Items used during presentation will automatically be added. Maximum 5 items in pdf or URL format.
- Registration and attendee lists with name, company and email address for a one-time promotional use, provided within 7 business days

THE FINANCIAL EXECUTIVE PODCAST FIRESIDE CHAT

An audio digest focusing on the ideas and strategies of financial executives. FEI hosts discuss Financial Education & Research Foundation (FERF) topics, quarterly financial reporting insights and other topics relevant to finance leaders. Episodes are featured in FEI Weekly and promoted through all FEI’s social media channels. Podcasts are available on multiple podcast platforms.

PODCAST FEATURING YOUR THOUGHT LEADER

- Podcasts are conversational and an opportunity to highlight your company’s knowledge and thought leadership around a particular topic
- Appearance by Sponsor’s thought leaders, approved in consultation with FEI, for a “fireside chat” on the Financial Executives Podcast
- FEI and Sponsor will develop the content together through an initial conversation
- The session will take place over one podcast episode, approximately 30-45 minutes long
- An initial draft of the recording will be returned to the sponsor for edits/changes
- Approximate publish date to be mutually agreed upon by both FEI and sponsor

MID-ROLL AD SPONSOR

Sponsor a podcast and your 30-second to 1 minute message is highlighted in the middle of the podcast as a sponsor of the show.

Sponsor can provide audio or ad copy to be converted to audio by FEI.

Sponsor recognition and link to URL of your choosing included in show notes and one FEI Weekly communication.
SHOWCASE YOUR THOUGHT LEADERSHIP TO FEI MEMBERS AND BEYOND.

Key webinar topics range from general finance to specific industry issues, covering emerging trends, regulatory and standards developments and leadership skills.

SPONSOR PLATFORM/PROMOTION ONLY

This is a great way to extend exposure for content you’re already producing. Sponsor provides FEI with event materials and registration link and FEI promotes sponsor’s event through multi-channel marketing.

FEI will provide the following promotion:

- 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

Webinar presented by sponsor on FEI’s technology platform (ON24) with technical details coordinated by FEI to ensure a professional, high-quality webinar. Marketed extensively through multi-channel marketing.

Choose:

- **LIVE PRESENTATION**: Speaker(s) will share their presentation live with attendees via webcam and screen share capabilities if desired
- **PRE-RECORDED VIDEO PRESENTATION**: Sponsor provides a pre-recorded video presentation (minimum 50 minutes), speakers are online during the scheduled webinar and answer questions from the audience live during Q&A session

Sponsor Benefits

*Educate and Engage*

Thought leader(s) and/or client to present a 60-minute session on a relevant topic, focused on education and/or problem solving

*Enhanced Branding and Content Distribution*

Branded video to run in session’s lobby wait-room, banner ad with URL on presentation platform, resource library and recording link for additional distribution

*Targeted Promotion*

Listing on FEI events page, webinar subpage, Professional Development e-newsletters, and FEI’s LinkedIn page

*Registration Tracking*

Codes available to promote session and audience tracking

*Event Registration and CPE Administration*

Administration of event registration, CPE and CPE certification in compliance with NASBA requirements.

*Lead Generation*

Event registration and attendee lists (name, title, company, email address) for one-time promotional use
RESEARCH

FINANCIAL EDUCATION & RESEARCH FOUNDATION (FERF)

FEI is leveraging its decades of experience, its loyal membership and new distribution methods to create “Interactive Content” that create a “conversation” around thought leadership that engages members throughout the research cycle, rather than relying on a press release and single publish date. Whatever the medium — video, podcasts, digital, social, webinar or print — FEI’s Staff will translate market trends into shareable content that sets the agenda for the finance and accounting industry. This approach allows the audience to engage with the research from discovery through results, while embracing an interactive, “future-friendly” content strategy that expands reach and attention.

Contact us for more information on how to align your brand with FEI’s research projects.

DIGITAL MARKETING

FEI DAILY ARTICLE
FEI Daily provides finance leaders with breaking news, analysis of industry and regulatory trends, and features that keep readers up-to-date, well-informed, and better able to tackle the challenges of their demanding jobs. This clear, concise and trusted platform offers sponsorship opportunities to connect relevant messaging with our professional audience.

SPONSORED CONTENT can be used to promote whitepapers, e-books, blogs and research, or to announce upcoming events, products or services through proven native advertising. Articles are featured on the FEI Daily Homepage for one week and promoted in one FEI Weekly e-newsletter. Must include a call to action. Company logo and URL appears near article.

OPPORTUNITIES BY THE NUMBERS (AVG):

FEI Daily:
350 views per week

FEI Events Page
4900 views per month

FEI Podcasts:
Downloads: 400
first 90 days

FEI Weekly
Subscribers: 6350
Open Rate: 46%

Professional Development Newsletter
Subscribers: 19,000
Open Rate: 25%

Retargeting
Guaranteed Number of Impressions

Webinars
Varies based on timing, topic and relevance
BANNER ADS
Optimize your exposure with our audience by promoting your brand or upcoming event in multiple issues. Includes a link to a landing page URL of your choice.

FEI WEEKLY - Sent every Friday morning to more than 6300 finance leaders, this communication contains in-depth, educational content including news, analysis of industry and regulatory trends, and features that keep readers up-to-date, well-informed, and better able to tackle the challenges of their demanding roles.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES NEWSLETTER - Published every other Tuesday to more than 19,000 FEI Members and stakeholders, this newsletter is financial leaders’ primary source for upcoming FEI and sponsored webinars, courses, and conferences on the most pressing topics and more.

CONFERENCE EMAILS - 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.

RETARGETING CAMPAIGN
Get direct access to FEI’s website visitors and retarget them with custom banner ads anywhere they visit online. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you’re trying to reach. Tap into FEI’s exclusive network rather than relying on broad, generic targeting on common ad platforms.

Includes a personal dashboard to measure success in real time – track impressions, clicks – and customize your reach, duration and geography. Build awareness of your organization or upcoming programs to meet your objectives. Choose from one of our guaranteed minimum impressions packages or contact us for a personalized program.

- 50,000 impressions over 1 month
- 100,000 impressions over 2 months
- 200,000 impressions over 2 months
- 300,000 impressions over 3 months
CONTACT US

Customize a program to keep your organization in front of our audience all year long. Contact us today for more information or to get started!

CONTACT FEI’S BUSINESS DEVELOPMENT TEAM

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