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, research and publications.

• Market To Financial Decision Makers •
FEI offers you distinct and powerful ways to connect with our audience.

Learn More Today • partners@financialexecutives.org • 973.765.1050
www.financialexecutives.org
Want unparalleled exposure to key financial decision-makers?

With access to FEI’s membership of more than 10,000 senior-level financial executives, sponsors and strategic partners leverage the FEI brand to target elite C-suite executives with customized product and service marketing.

**LEVERAGE THE VALUE OF YOUR BRAND WITH THE POWER OF OURS**

FEI’s sponsorship opportunities and Strategic Partner Program are tested, dynamic and effective platforms that integrate a customized marketing approach with your current business strategy. With unique access to this powerful marketplace, FEI is flexible enough to change with your changing business needs and strategies.

Make the most of your marketing dollars. Align with FEI’s Business Development Team today.

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FEI would like to recognize our Strategic Partners. We are proud of our association with these fine companies.
FEI MEMBER DEMOGRAPHICS

MEMBER COMPANY

TOP INDUSTRY BREAKOUTS

- MANUFACTURING
- BANKING / FINANCE / INSURANCE
- TECHNOLOGY / TELECOMMUNICATIONS
- PROFESSIONAL SERVICES / CONSULTING
- RETAIL / WHOLESALE
- MEDICAL / PHARMA / HEALTHCARE
- ENERGY
- COMMUNICATIONS / MEDIA

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

NATURE OF ENTITY

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

TITLES / JOB FUNCTION

- C-SUITE LEVEL 37%
- DIRECTOR - ALL CATEGORIES 12%
- EVP/SVP/VP - ALL CATEGORIES 25%
- CONTROLLER/COMPTROLLER/TREASURER 11%
- SR. MNGR/MANAGER - ALL CATEGORIES 5%
- ACADEMIC 5%
- OTHER 5%

FORTUNE 500

44% of Fortune 500 companies employ an FEI member in a finance position.

January 2019
IN-PERSON EVENTS

FEI’s high-level, in-person conferences attract CFOs, Controllers, Treasurers, EVP/VPs of Finance, and Directors of Audit and Tax from FEI’s 10,000+ membership along with other executives in the financial community. FEI provides our sponsors and exhibitors with a national platform to engage with Finance Leaders who are responsible for making the strategic business development and purchasing decisions for their organizations.

ICONS: WOMEN OF NOTE
March 12, 2020 | The Nixon Library | Yorba Linda, CA
Experience an empowering afternoon as dynamic and diverse female icons in finance share their very personal leadership lessons. Learn from their stories and gain insights from their journeys of breaking down barriers and shifting cultures. Our motivating presenters will leave attendees inspired with the strategies needed to champion progress and enhance your career. Network and connect with peers as we bring together rising and established women in finance that will expand your perspectives and sharpen your skills. The event will begin with a luncheon and concludes with a cocktail reception.

>> View conference details and speaker bios.

CONFERENCE ON GOVERNMENT, RISK & COMPLIANCE
March 24, 2020 | Newark Liberty Airport Marriott | Newark, NJ
Companies are under pressure to significantly transform governance, risk and compliance (GRC) processes. Traditional mechanisms of effective risk management and regulatory compliance are fast becoming outdated. Attendees will connect with thought-provoking speakers, solution providers and industry leaders to share ideas and develop solutions to help make risk-aware decisions and drive business performance. Agenda topics include regulatory compliance, corporate governance, ERM, business performance, cybersecurity, financial fraud and forensic accounting, internal audit and forensic accounting and financial technology.

>> Download Sponsor and Exhibitor Opportunities Prospectus here.

PRIVATE COMPANY PRIORITIES 2020 CONFERENCE
March 31, 2020 | District of Columbia Bar | Washington, DC
For private companies, the intersection of new technologies, talent and a competitive business environment is driving disruption. Innovative companies are moving quickly to transform their business model in pursuit of new opportunities as a result of disruption. Attendees of the Private Company Priorities 2020 Conference will gain insight into the critical issues and upcoming trends facing private companies.

>> Download Sponsor and Exhibitor Opportunities Prospectus here.
IN-PERSON EVENTS

FINANCIAL LEADERSHIP SUMMIT and
ANNUAL FINANCIAL EXECUTIVE OF THE YEAR AWARDS CEREMONY
May 17-19, 2020  |  The Palmer House Sheraton  |  Chicago, IL
FEI’s Financial Leadership Summit promises to be a power packed program, full of high-impact keynote sessions and interactive concurrent session discussions. Featuring unique learning opportunities, access to best practices, and panels full of nationally recognized thought leaders, Summit offers a balance of training and plenty of time for professional networking and personal connections.

Held in conjunction with Summit, FEI’s Financial Executive of the Year Awards are presented to those individuals who have made a major impact on their company’s growth and profitability, and have shown exemplary leadership skills.

>> Download Sponsor and Exhibitor Opportunities Prospectus here.

FINANCE ELEVATED
TRANSFORMING YOUR BUSINESS THROUGH TECHNOLOGY AND INNOVATION
June 16-17, 2020  |  The Westin Bellevue  |  Bellevue, WA
The finance function of the future will look different from how it looks today and will require modern CFOs. The ability to leverage technology more effectively, utilize new tools and resources, and implement innovative technology solutions will create growth opportunities and help financial professionals make real-time, smarter and more profitable decisions. Attendees of this conference will gain insight into the emerging trends that will help you advance your finance teams, organization and grow the bottom line.

>> Download Sponsor and Exhibitor Opportunities Prospectus here.

CORPORATE FINANCIAL REPORTING INSIGHTS (CFRI) CONFERENCE
November 9-10, 2020  |  Sheraton New York Times Square Hotel  |  New York, NY
CFRI provides financial executives, auditors and others involved in financial reporting with a comprehensive year-end update on SEC requirements and rules proposals, FASB accounting changes and other developments affecting external financial reporting. It also presents multiple networking opportunities, respected speakers and an exciting exhibit hall.

>> View conference details.
Key webinar topics range from general finance to specific industry issues, cover emerging trends, regulatory and standards developments, leadership skills and job search skills. Showcase your thought leadership to FEI members and beyond.

**FEI CO-HOSTED WEBINAR**

Webinars produced by sponsor and hosted on FEI’s technology platform. Benefits include:

- Administration of registrations
- CPE administration and certification
- Listing of the webinar on the Events page and Webinar subpage of the FEI website
- Promotions to:
  - FEI members via bi-monthly Professional Development enewsletter
  - FEI’s LinkedIn Company page (approximately 8,500 followers)
- Promotion in one *FEI Daily* e-newsletter prior to the webinar
- Post-attendee list provided at the conclusion of the webinar including name, title, company and email address

**SPONSOR HOSTED WEBINAR**

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- Promotions to:
  - FEI members via bi-monthly Professional Development enewsletter
  - FEI’s LinkedIn Company page (approximately 8,500 followers)
- Promotion in one *FEI Daily* e-newsletter prior to the webinar
FEI DAILY DIGITAL ADVERTISING
(Monday - Friday e-newsletter)

FEI Daily Newsletter Subscribers
• Monday - Thursday: 3,300
• Friday: 6,000

FEI Daily Newsletter Open rate
(industry average 17.2%) 31%

Brand and promote your message in FEI’s daily newsletter sent to subscribers each morning. Reach our readers and drive them to engage with your online content.

Specifications
• 590 wide x 130 high pixels
• File size / format: 50 KB / JPG
• Landing page URL

FEI PROFESSIONAL DEVELOPMENT NEWSLETTER
(Bi-monthly Tuesday e-newsletter)

Your ad will be included in two consecutive newsletters.

Deliver your message directly to FEI members and prospects by placing your ad in FEI’s informative and popular Professional Development bi-weekly newsletter.

FEI Professional Development Newsletter Subscribers
• 14,000+

FEI Professional Development Newsletter Open rate
(industry average 17.2%) 28.8%

Specifications
• 600 wide x 100 high pixels
• File format: JPG, PNG or GIF
• Landing page URL
FEI DAILY
www.financialexecutives.org/fei-daily

Every business morning, FEI Daily provides readers 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.

- Clear, concise and trusted, this platform offers sponsorship opportunities to connect relevant messaging with this professional audience.
- Editorial content is updated daily and featured in an e-mail newsletter sent directly to FEI members and subscribers.
- Sponsored articles can be used to promote content such as whitepapers, e-books, biogs and research, or to announce upcoming live events, products or services through proven native advertising. Included are linkable company logos at the top and bottom of the article page.
- Sponsored articles are featured on the FEI Daily homepage for one week and promoted in the FEI Daily e-mail for 3 days.

FEI Daily Newsletter Subscribers
Monday - Thursday:  3,300
Friday:  6,000

FEI Daily Newsletter Open rate
(industry average 17.2%)  31%

FEI Daily website
Sponsored article average page views per week  190

FEI FORWARD

FEI Forward is a long-form e-newsletter published Sundays that is targeted to senior leaders in corporate finance, accounting and regulation. Monthly sponsorship is exclusive.

OPTION 1
- Logo placed in the top portion of four (4) FEI Forward emails with ‘Sponsored by”

OPTION 2
- Logo placed in the top portion of four (4) FEI Forward emails with ‘Sponsored by”
- Sponsored content (2 paragraph) of forward-looking content to be included in one FEI Forward email during the chosen months.

FEI Forward Newsletter  Subscribers:  3,443  Open rate:  52%  (industry average 17.2%)
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. Interactive content could include:

- Maximum of two (2) video interviews conducted and edited by the FEI Staff with subject matter experts along with edited transcripts (published during the discovery process, sponsor logo in lower third).

- An interview with subject matter experts published via the Financial Executive Podcast (published during the discovery process, sponsor logo in published transcript + 30 second ad read).

- Maximum of two FEI Updates discussing the research progress (published during the discovery process, sponsor logo in text).

- Final research paper published via a traditional PDF, along with a dedicated FEI Interactive Research page that houses the discovery material.
Learn More Today • Contact FEI’s Business Development Team

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