



IOFM Spring

CONFERENCE & EXPO

MAY 12-14, 2025

LOEWS SAPPHIRE FALLS RESORT
ORLANDO, FL

2025 MEDIA KIT



events.iofm.com/conference-spring

WHY EXHIBIT



Highly Engaged Attendees

Financial operations professionals attend IOFM events year after year because they know they'll receive a focused, high-value learning experience. While attending sessions on automation, leadership, change management, policies & procedures, workflow & process improvement, T&E, or any other topic, their professional pain points are top of mind at all times – and they're eager to learn about solutions.



Measurable Market Growth

Year after year, IOFM's conferences have shown consistent growth by building trust among attendees from years past and attracting new prospects from a vast universe of contacts working in financial operations. With over 1,300 practitioners attending the spring and fall events combined, the conference and expo has established itself as a true market leader in attracting financial operations professionals.

“Great opportunity to reach out and discuss industry challenges with prospective clients, (and) to show potential clients tools and technology that may be of value to their specific needs.”



WHAT OUR SPRING 2024 EXHIBITORS SAY ABOUT THEIR EXPERIENCE:

“This is a great conference with a captured audience. The attendees are excited to learn about solutions that will make their job easier.”

“Having so many attendees actually stop by with a purpose, not just to get free swag. Also appreciated so many breaks that gave attendees multiple opportunities to go to the expo hall.”

“I love the networking and meeting with customers and interacting with potential clients who really understand the value of our product offering.”



WHY EXHIBIT



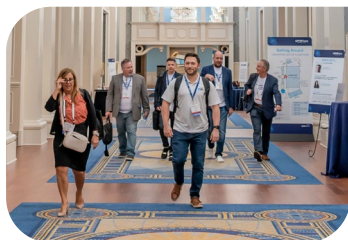
Desirable Demographics

You'll connect with senior decision makers and key influencers from leading organizations representing a broad cross-section of industries – 30% of which are companies with \$1 Billion or more in annual revenue. High-value content dedicated to management, leadership, and automation attract professionals serving key roles in purchasing decisions.



Critical Connections

In the current state of communications and media, one tactic clearly stands out – face-to-face interaction. Meeting customers and prospects in person is an irreplaceable way to build successful relationships that last long after the first sale and remain throughout a contact's career. At its Conference & Expo, IOFM goes above and beyond to encourage engagement, stimulate conversation, and ensure attendees understand who you are and how your solution can support their business.



It was a good opportunity to not only connect with new leads, but also gain a deeper understanding of the needs of our customers.

Great place to meet qualified buyers in the accounting space. Everyone who comes by understands what you're selling – that's rare.



96%

OF ALL ATTENDEES
at the Spring 2024 Conference
reported that attending the event
was important.



30%

OF ATTENDEES
represent organizations with
\$1 Billion+ in annual revenue.



95%

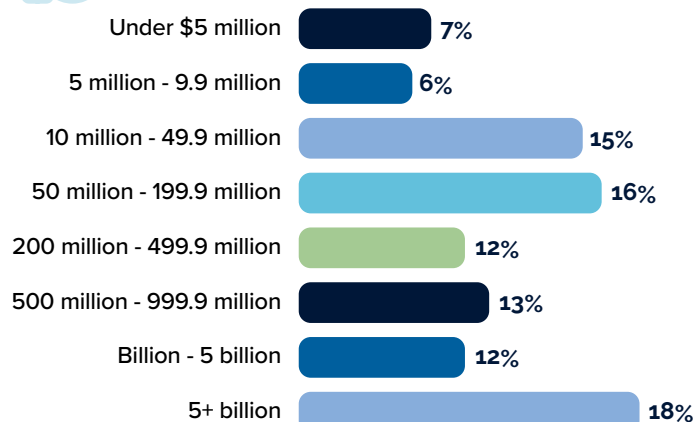
OF ATTENDEES
report that researching and
evaluating new technologies and
solutions was important in their
decision to attend.



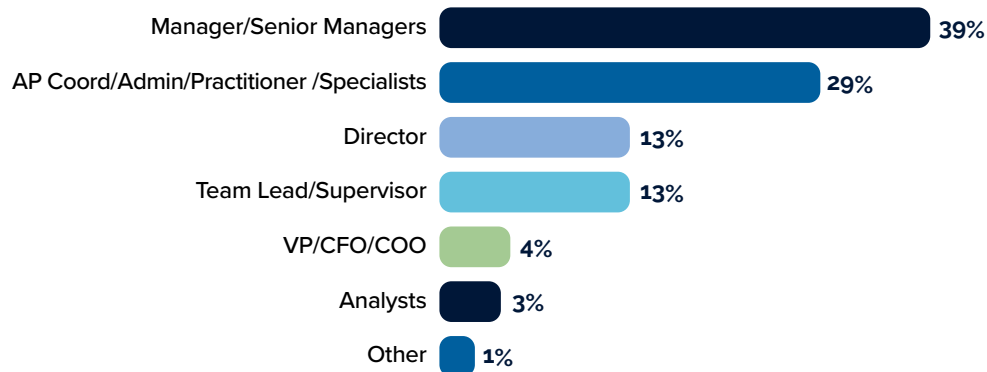
ABOUT OUR AUDIENCE



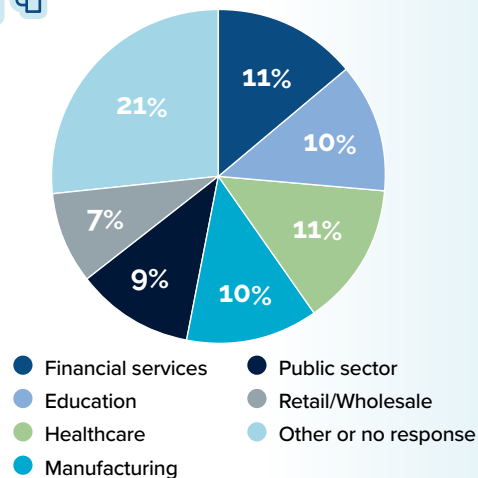
BY ANNUAL REVENUE



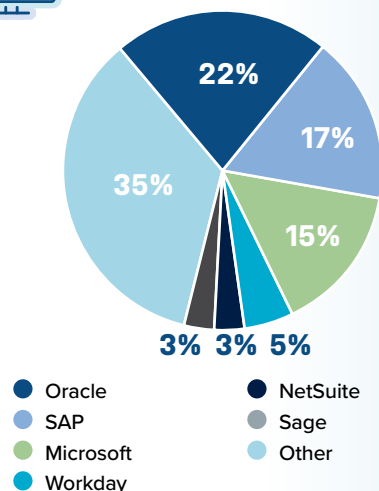
BY TITLE



BY PRIMARY INDUSTRY



BY ERP SYSTEM



Data from Accounts Payable & Procure-to-Pay Spring Conference & Expo Attendee Post-Event Survey Results, 2023.

SPONSORSHIP & EXHIBITOR PACKAGES

YOUR SPONSORSHIP OR EXHIBITING OPPORTUNITY at the IOFM's Spring Conference gets your brand in front of key financial operations professionals representing their organizations as intelligence-gatherers. Introduce your product, your service, and solutions before, during and after the conference with visibility on the event website and on-site mobile app. Maximize your exposure with an exclusive, premium sponsorship:



Title Sponsor | \$37,500

1 AVAILABLE

- 20' x 20' booth
- Five (5) full conference passes
- Pre-event email to all registered attendees within 3 weeks leading up to the event (timing to be determined by IOFM)
- Two (2) post-event emails to all registered attendees within 4 weeks after the event (timing to be determined by IOFM)
- Concurrent 50-minute session: a case study presentation featuring a client practitioner (option to present jointly alongside your client or have the client speak alone)
- Conference mobile app full screen splash page
- Logo on conference marketing mailings
- Premium logo placement on all signage listing sponsors

-SOLD-

Gold Sponsor | \$27,300

14 AVAILABLE

- 10' x 20' booth
- Four (4) full conference passes
- Concurrent 50-minute session: a case study presentation featuring a client practitioner (option to present jointly alongside your client or have the client speak alone)
- Conference mobile app banner ad
- Logo on conference marketing mailings
- Company name included on all signage listing sponsors
- One post-event email to all conference attendees



Platinum Sponsor | \$37,500

1 AVAILABLE

- 20' x 20' booth
- Five (5) full conference passes
- Opening keynote sponsor
- Pre-event email to all registered attendees within 3 weeks leading up to the event (timing to be determined by IOFM)
- Two (2) post-event emails to all registered attendees within 4 weeks after the event (timing to be determined by IOFM)
- Concurrent 50-minute session: a case study presentation of featuring a client practitioner (option to present jointly alongside your client or have the client speak alone)
- Logo on conference marketing mailings
- Premium logo placement on all signage listing sponsors

-SOLD-

Silver Sponsor | \$12,500

- 10' x 10' booth
- Three (3) full conference passes
- Logo on conference marketing mailings
- Company name included on all signage listing sponsors

Premium Exhibitor | \$14,300

- 10' x 20'
- Four (4) full conference passes

Exhibitor | \$7,150

- 10' x 10' booth
- Two (2) full conference passes



ADDITIONAL SPONSORSHIPS

EXCLUSIVE

(EXCLUSIVE)

Attendee Tote Bags | \$5,750

Place your brand in the hands of every attendee. We will distribute your branded conference tote bags with your company logo to all attendees.

(Sponsor provides bags.)

(EXCLUSIVE)

Charging Station | \$3,500

Offer attendees the chance to charge their mobile devices! Your branded station will be placed in a high-traffic area, sure to draw attention and receive appreciation from attendees.

(EXCLUSIVE)

Coffee Breaks | \$2,500

Your company will be front and center on signage as attendees come to get their caffeine boost. Plus, you'll be named as sponsoring all three conference coffee breaks in the schedule, event guide, and mobile app.

(EXCLUSIVE)

Lanyards | \$5,750

Turn every attendee into a walking ambassador for your brand with your logo proudly displayed on their badge lanyards.

(Sponsor provides lanyards.)

(EXCLUSIVE)

WIFI SPONSORSHIP | \$7,500

Give your brand daily exposure with every attendee. Includes exclusive WiFi signage, plus the opportunity to brand user access and password.

Knowledge Hub | \$4,000

Knowledge Hub sessions will take place on the exhibit hall floor during networking breaks and receptions, which means no competition with other sessions.

You'll get:

- Approximately 20 minutes to showcase solutions & demo products to attendees
- Plenty of casual seating and standing room for attendees to stop by and listen
- A high-top table, one laptop and projection screen will be available for use

Pre or Post-Event Emails | \$3,500

Connect with attendees and ensure they're looking forward to meeting you before even arriving to the event, or follow up with them in the weeks after the conference. IOFM will e-mail your marketing message to all conference registrants within three weeks of the event start date (pre-event emails) or within three weeks of the end date (post-event emails.)

(Sponsor provides HTML to be emailed; email dates selected on a first-come, first-served basis.)

Private Luncheon Roundtable | \$10,500

Position your organization as a true thought leader by engaging a select group of senior-level attendees in a focused conversation about the challenges they face.

- IOFM provides the moderator for this one hour facilitated discussion, taking place in a private meeting room during the conference luncheon (target: 12 attendees).
- The discussion will focus on a topic determined in conjunction with the sponsor, and must be deemed business relevant by IOFM.
- As the sponsor, you are permitted to have one person at the table for the discussion, but are to contribute as called on by the moderator. There is no formal presentation.

Seat Drop | \$1,975 **5 AVAILABLE**

Place your printed card or small branded giveaway in the hands of attendees with a seat drop prior to meals (breakfast and lunch) or the Keynote.

(Sponsor provides approved seat drop items.)

Solution Provider Panels | \$6,000

Participate on a panel of subject matter experts during a highly interactive session. An IOFM moderator will help drive the discussion on solutions for topics such as: P2P technologies and Automation. This opportunity allows panelists to share differing perspectives and experiences in a panel setting.

ENGAGING AND EMPOWERING AR PROFESSIONALS

This May 12-14, IOFM will continue to offer AR professionals training and education, peer networking and the chance to evaluate the latest technology solutions at our Spring Conference & Expo.



EXHIBIT

15 booths will be available

15 AVAILABLE

Exhibit Booth | \$5,500

Showcase your brand with a 10' x 10' pipe & drape booth on the exhibit floor. Includes 2 complimentary Conference Passes.



ENGAGE

Participate in panel discussions and speaking opportunities

8 AVAILABLE

Sponsored Panel | \$4,000

Join a sponsored panel session with an IOFM moderator who will help drive the discussion on topics relevant to our audience, letting you and your fellow panelists share perspectives and advice. Live Q&A will increase engagement and showcase your organization's expertise.



PROMOTE

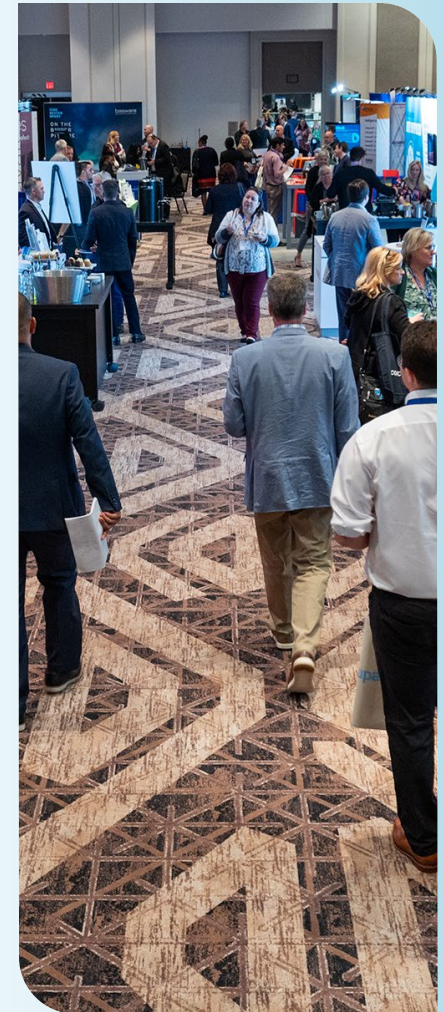
Add an ancillary sponsorship to make your brand stand out

LIMITED

Pre- or Post-Event Email | \$2,500

Connect with attendees before the event and get them excited to meet you in person, or remind them of everything your brand has to offer. IOFM will email your message to event registrants within four weeks of event start or end date.

** Sponsor provides all assets in HTML; email dates are limited and selected on a first-come, first-served basis.*



FOR MORE INFORMATION ABOUT THE AR SUMMIT, CONTACT GORDON BIVENS, SENIOR ACCOUNT MANAGER:
gbivens@divcom.com | 207-842-5668

ROI YOU CAN COUNT ON

With face-to-face time at a premium, the IOFM Spring Conference & Expo is the best way to directly communicate and personally engage with a highly targeted audience of dedicated practitioners and leaders in financial operations.

1. Generate high-quality leads from active buyers and influencers
2. Expand your market reach and gain the attention of new prospects
3. Reinforce your brand and value proposition among existing clients
4. Network and evaluate opportunities for strategic partnerships
5. Demonstrate the value of your solutions and services
6. Position yourself as a thought leader in financial operations

CONTACT INFORMATION

For more information about exhibiting at **IOFM's Spring 2025 Conference & Expo** and to learn how you can participate in our advertising and sponsorship opportunities, please contact:

GORDON BIVENS
Senior Account Manager
gbivens@divcom.com
207-842-5668



IOFM Spring
CONFERENCE & EXPO

MAY 12-14, 2025

LOEWS SAPPHIRE FALLS RESORT | ORLANDO, FL



events.iofm.com/conference-spring

COMPANIES THAT HAVE EXHIBITED

Abbyy	HTC Global Services
American Express	IBML
Activeworx	Integrim
Apex Analytix, LLC	Invocus, A Division of Zycus
Apptricity	ipayables
Appzen	Kern, Inc.
Artsyl Technologies, Inc.	Keymark, Inc.
Auditec Solutions	Knowledgelake
Avidxchange	Kofax
Sap Ariba	Konica Minolta
Basware	Magiclamp Software
Berkone	Mastercard
BILL	Medius Software, Inc.
Bottomline Technologies	Mineraltree
Canon Information and Imaging Solutions, Inc.	NAPCP
Certify	Nivo1
City National Bank	Objectif Lune
Cloudx	Onbase by Hyland
Cokala Tax Information Reporting Solutions, LLC	Panasonic
Comdata Corporation	Parascript, LLC
Commerce Bank	Paymerang
Conexiom	PNC Treasury Services
Corcentric	Proconversions Corporation
Corpay	Requordit, Inc.
Corporate Spending Innovations	SAP Concur
Coupa	Sciquest
Data Dimensions	Scottmadden, Inc.
Dataserv	Statement-Matching.com
DDC Group	Symbo
Deloitte Tax, LLP	Taulia
Digitech Systems	Tax1099.Com
Direct Commerce	TD Bank
Docstar	Techatlantis
EML	Tipalti
Ephesoft	Tradeshift
Esker	Transcepta
Fifth Third Bank	Tungsten Network
Financial Operations Networks	Velocity Procurement
Fiscal Technologies	Verbella CMG
Fundtech	Vic.ai
Helpsystems	Viewpost
	Wells Fargo
	Yooz, Inc.