



IOFM Spring

CONFERENCE & EXPO

MAY 11-13, 2026

LOEWS SAPPHIRE FALLS RESORT | ORLANDO, FL

2026 MEDIA KIT

 events.iofm.com/conference-spring

IOFM Institute of Finance & Management **Produced by:**
diversified

WHY EXHIBIT



Highly Engaged Attendees

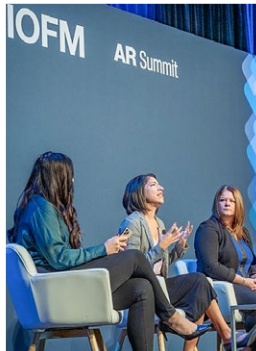
Financial operations professionals attend IOFM events year after year because they know they'll receive a focused, high-value learning experience. While attending sessions on automation, AI, fraud risk, compliance leadership, change management, policies & procedures, workflow & process improvement, T&E, 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

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, IOFM's conferences have established themselves as true market leaders in attracting financial operations professionals.

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



What our Spring 2025 Exhibitors say about their experience:



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



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.

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.”



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.

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

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



92%

OF ALL ATTENDEES at the Spring 2025 Conference reported that attending the event was important.



30%

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



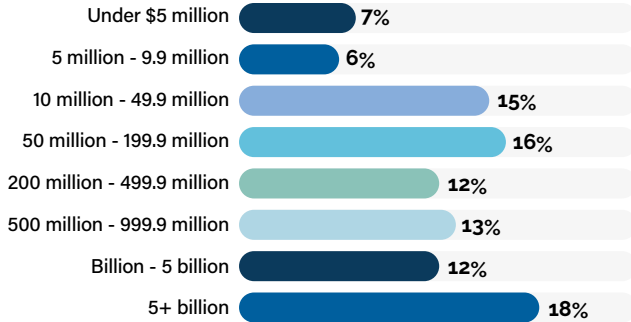
95%

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

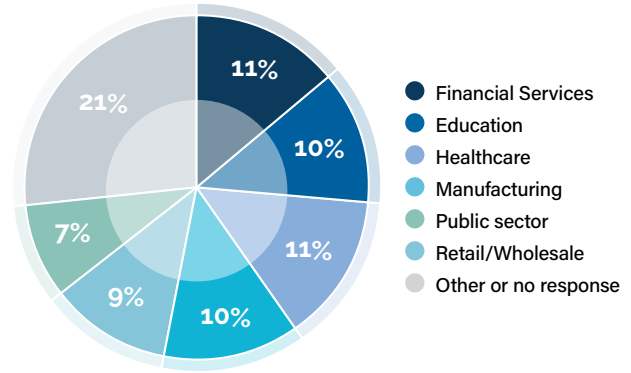
ABOUT OUR AUDIENCE



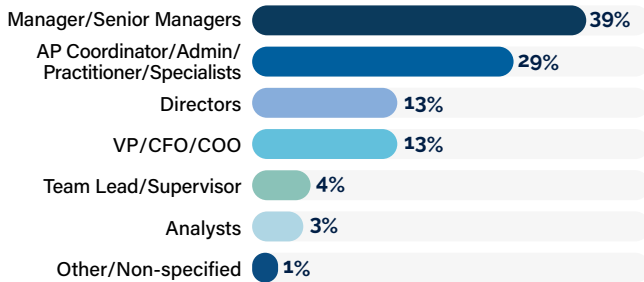
BY ANNUAL REVENUE



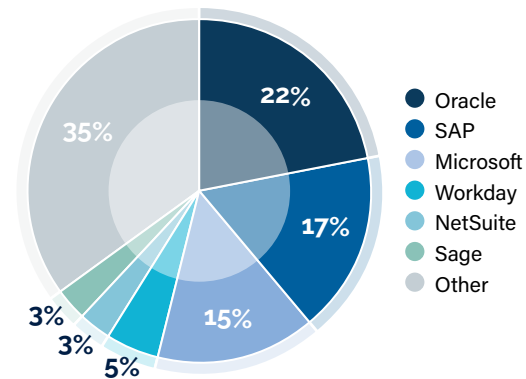
BY PRIMARY INDUSTRY



BY TITLE



BY ERP SYSTEM



IOFM's post-conference attendee survey results, 2024 and 2025 events.



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:

1 AVAILABLE

TITLE SPONSOR | \$38,750 (1 AVAILABLE)

- 20' x 20' booth
- Five (5) full conference passes
- Exclusive sponsor of Opening Reception
- 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 welcome screen banner
- Conference mobile app banner ad
- Logo on conference marketing mailings
- Premier logo placement on event signage/promotions

2 AVAILABLE

PLATINUM SPONSOR | \$38,750 (2 AVAILABLE)

- 20' x 20' booth
- Five (5) full conference passes
- Opening keynote sponsor
- Conference mobile app banner ad
- 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

14 AVAILABLE

GOLD SPONSOR | \$28,125

- 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 logo on event signage/promotions
- One post-event email to all conference attendees

SILVER SPONSOR | \$13,500

- 10' x 10' booth
- Three (3) full conference passes
- Logo on conference marketing mailings
- Company logo on event signage/promotions

PREMIUM EXHIBITOR | \$14,800

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

EXHIBITOR | \$7,400

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



ADDITIONAL SPONSORSHIPS

Exclusive

SPONSORSHIPS

Attendee Tote Bags | \$6,000

(Sponsor provides bags.)

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

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.

Coffee Breaks | \$2,600

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

Lanyards | \$6,000

(Sponsor provides pre-approved lanyards.)

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

Professional Profile Headshot Booth | \$6,000

Your brand prominently displayed on photo booth signage and conference Mobile App acknowledging your sponsorship of a popular Exhibit Hall service.

Wifi Sponsorship | \$7,800

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

Attendee Bag Insert | \$1,975 **5 AVAILABLE**

(Sponsor provides inserts.)

IOFM will insert your branded print piece, conference offer, coupon, or brochure in attendee bags. Product specs must be pre-approved by IOFM.

Knowledge Hub | \$4,250

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 and 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

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

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.)

Private Luncheon Roundtable | \$10,920

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**

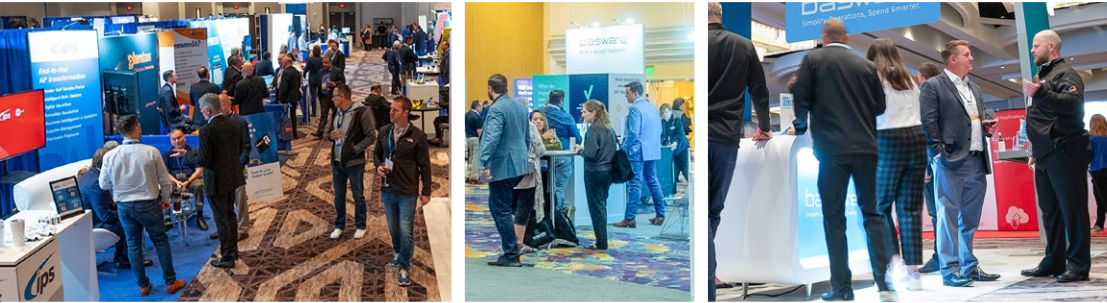
(Sponsor provides approved seat drop items.)

IOFM 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.

Solution Provider Panels | \$6,240

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, 1099 Disruptions, AI, and Automation. This opportunity allows panelists to share differing perspectives and experiences in a panel setting.

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

Companies that Have Exhibited:

- | | |
|---|---------------------------------|
| Abbyy | HTC Global Services |
| American Express | IBML |
| Activeworx | Integrim |
| Apex Analytix, LLC | Invocus,
A Division of Zycus |
| Appricity | 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 | Requodit, Inc. |
| Corporate Spending Innovations | SAP Concur |
| Coupa | Sciqest |
| 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. |

CONTACT INFORMATION

For more information about exhibiting at IOFM's Spring 2026 Conference & Expo and to learn how you can participate in our advertising and sponsorship opportunities, please contact:

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