

2021 MEDIA KIT

APP2PSpring
CONFERENCE & EXPO

August 29-31, 2021

Disney's Coronado Springs Resort*
Lake Buena Vista, FL



Why Exhibit?

Highly Engaged Attendees

Financial operations professionals attend APP2P events year after year because they know they'll receive a focused, high-value learning experience. While attending sessions focusing on AP & P2P 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, APP2P events 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 and engaging AP and P2P professionals.

Desirable Demographics

You'll connect with senior decision makers and key influencers from leading organizations representing a broad cross-section of industries - 37% 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. The APP2P Conference & Expo presents an unmatched opportunity to connect your brand to more than 550 AP & P2P practitioners.

Critical Connections

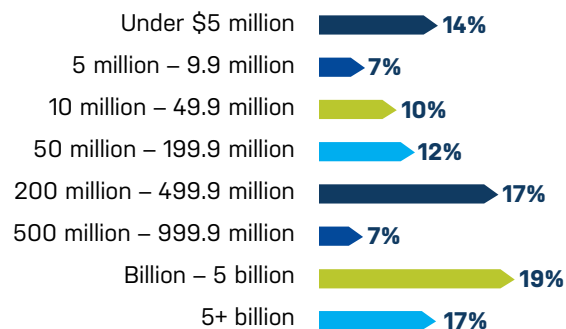
In the current state of communications and media, one tactic clearly stands out – face-to-face interaction. Meeting customers and prospects in person is an irreplaceable way to build successful relationships that last long after the first sale and remain throughout a contact's career. At the APP2P Conference & 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.



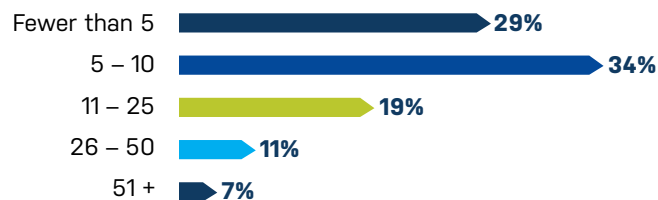
36%
OF ATTENDEES
REPRESENT
ORGANIZATIONS
WITH **\$1B+**
IN ANNUAL
REVENUE

About Our Audience

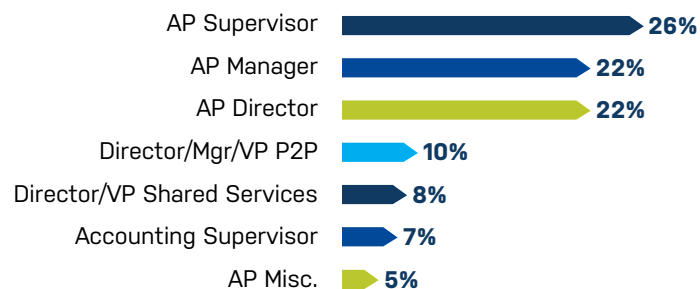
BY ANNUAL REVENUE



BY EMPLOYEE

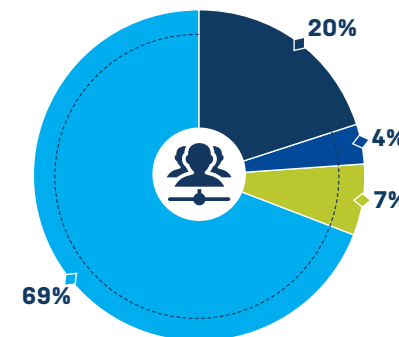


BY TITLE



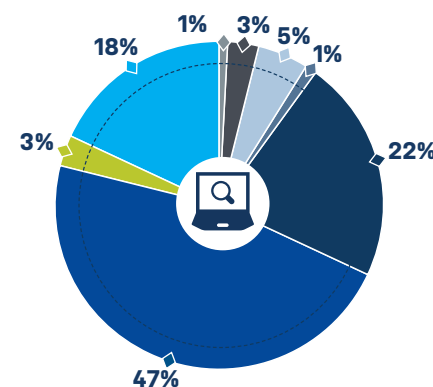
BY AP DEPARTMENT SET UP

- ◆ Centralized – 69%
- ◆ Part of a shared services organization – 20%
- ◆ Decentralized on a common system – 7%
- ◆ Decentralized on different systems – 4%



BY ERP SYSTEM

- ◆ Deltek – 1%
- ◆ Lawson – 3%
- ◆ Microsoft – 5%
- ◆ NetSuite – 1%
- ◆ Oracle – 22%
- ◆ Other – 47%
- ◆ Sage – 3%
- ◆ SAP – 18%



Sponsorship & Exhibitor Packages

Your sponsorship or exhibiting opportunity at the APP2P Spring Conference gets your brand in front of key AP & P2P 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:



Available

TITLE SPONSOR \$27,500

- 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 session: a case study presentation of up to 60 minutes 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



Available

GOLD SPONSOR \$19,500

- 10' x 20' booth
- Four (4) full conference passes
- Concurrent session: a case study presentation of up to 60 minutes featuring a client practitioner (option to present jointly alongside your client or have the client speak alone)
- Conference mobile banner ad
- Logo on conference marketing mailings
- Company name included on all signage listing sponsors
- One post-event email to all conference attendees

SILVER SPONSOR \$9,500

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

EXHIBITOR \$5,500

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



"As a Gold Sponsor Vendor, I felt the audience was right in our sweet-spot to deliver our message about our product and services. Plus, I liked the size of the event, not too large, not too small."

Jim Murphy
APPSC
Sr. Account Executive
DATASERV, LLC

Additional Sponsorships

PRE AND POST-EVENT EMAILS – \$2,500

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 following. IOFM will e-mail your marketing message to all conference registrants within three weeks of the conference start date (pre-event emails) or within three weeks of the conference end date (post-event emails.)

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

COFFEE BREAKS – \$3,000 (exclusive)

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.

CHARGING STATION – \$5,000 (exclusive)

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.

LANYARDS – \$4,000 (exclusive)

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

ATTENDEE TOTE BAGS – \$4,000 (exclusive)

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

KNOWLEDGE HUB – \$3,000

Knowledge Hub sessions will take place on the exhibit hall floor during networking breaks and lunches, 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
- Two armchairs, a high-top table, one laptop and projection screens will be available for use

PRIVATE LUNCHEON ROUNDTABLE – \$9,500

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.
- Exclusive invitations are sent by IOFM to attendees of the conference based on demographics determined in conjunction with sponsor.
- Lunch will be served in the roundtable meeting room. This roundtable is not listed as part of the main conference agenda. Sponsorship of this roundtable includes one full conference pass for the sponsor.

SOLUTION PROVIDER PANELS – \$4,000

Participate on a panel of AP & P2P professionals 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.



Your Safety is Our Priority



With many things changing in the world right now, we want to assure you that as we continue to plan for the APP2P Spring 2021 Conference & Expo, the health and safety of our exhibitors, sponsors, staff, speakers and attendees is our top priority.

We continue to monitor the COVID-19 pandemic, as well as updates and recommendations from public health officials, federal, state, and local authorities, the Centers for Disease Control (CDC) and the World Health Organization (WHO). We are in close collaboration with the Orlando municipality and the Coronado Springs Resort as they confirm and roll out their re-opening plans.

Additionally, we are working with leading event industry associations globally as they develop guidelines for the events industry.

Since this situation remains fluid, we will be adapting and expanding our plans. Our protocols will reflect the most current advice and best practices, so please check our website regularly for updates.

For additional Health & Safety details, please visit:
events.iofm.com/conference-spring/health-safety



ROI You Can Count On

With face-to-face time at a premium, the APP2P Conference & Expo is the best way to directly communicate and personally engage with a highly targeted audience of Accounts Payable and Procure-to-Pay leaders.

- 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 AP & P2P

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COMPANIES THAT HAVE EXHIBITED

Abbyy	Dataserv	Mineraltree
American Express	Ddc Group	NAPCP
Aoc Solutions	Deloitte Tax LLP	Nivo1
Apex Analytix, LLC	Digitech Systems	Nvoicepay
Apptricity	Direct Commerce	Objectif Lune
Appzen	Docstar	Onbase by Hyland
Artsyl	EML	Panasonic
Technologies, Inc.	Ephesoft	Parascript LLC
Auditec Solutions	Esker	Paybox Corp
Avidxchange	Invoiceinfo	Paymerang
Sap Ariba	Ipayables	PNC Treasury Services
Basware	Fiscal Technologies	Proconversions Corporation
Berkone	Fundtech	Requordit Inc.
Bottomline Technologies	Helpsystems	ScanOne
Canon Information and Imaging Solutions, Inc.	Htc Global Services	Sciquest
Certify	IBML	Scottmadden, Inc.
Chrome River Technologies	Integrim	Statement-Matching.com
City National Bank	Invocus, A Division of Zycus	Store Financial
Cloudx	Invoiceinfo	Taulia
Cokala Tax Information Reporting Solutions, Llc	Ipayables	Tax1099.Com
Comdata Corporation	Kern, Inc.	TD Bank
Commerce Bank	Keymark, Inc.	Techatlantix
Concur	Knowledgelake	Top Image Systems
Conexiom	Kofax	Tradeshift
Corcentric	Konica Minolta	Transcepta
Coupa	Lavante	Tungsten Network
Csi Mastercard	Magiclamp Software	Verbella CMG
Data Dimensions	Mastercard	Viewpost
	Medius Software Inc.	Wells Fargo
	Miria Systems	Yooz Inc

CONTACT INFORMATION

FOR MORE INFORMATION ABOUT EXHIBITING AT THE [APP2P SPRING 2021 CONFERENCE & EXPO](#) AND TO LEARN HOW YOU CAN PARTICIPATE IN OUR ADVERTISING AND SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:



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