

IOFM Fall

CONFERENCE & EXPO

NOVEMBER 6-8, 2024

CAESARS PALACE | LAS VEGAS, NV



2024 MEDIA KIT



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.



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.



WHAT IOFM CONFERENCE 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.



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.



THE CONFERENCE is always so well attended. We always have multiple meetings set up for the weeks after with potential clients.





Desirable Demographics

You'll connect with senior decision makers and key influencers from leading organizations representing a broad cross-section of industries – 35% 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.



96%
OF ALL ATTENDEES
TO THE SPRING 2023
CONFERENCE REPORTED
THAT ATTENDING THE EVENT
WAS IMPORTANT.



35%
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.

“IT WAS A GOOD OPPORTUNITY to not only connect with new leads, but also gain a deeper understanding of the needs of our customers.**”**

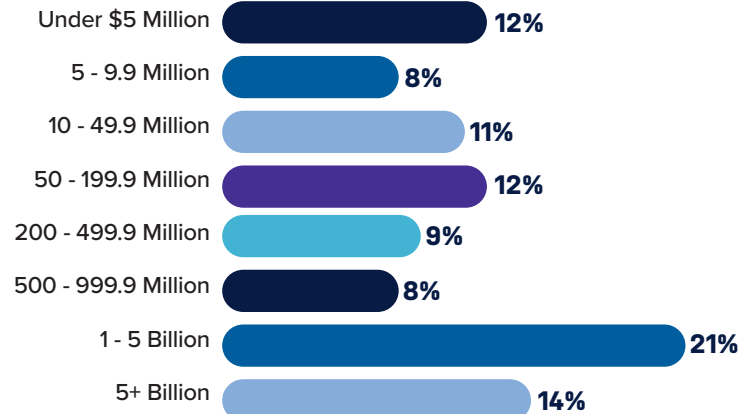


About Our Audience

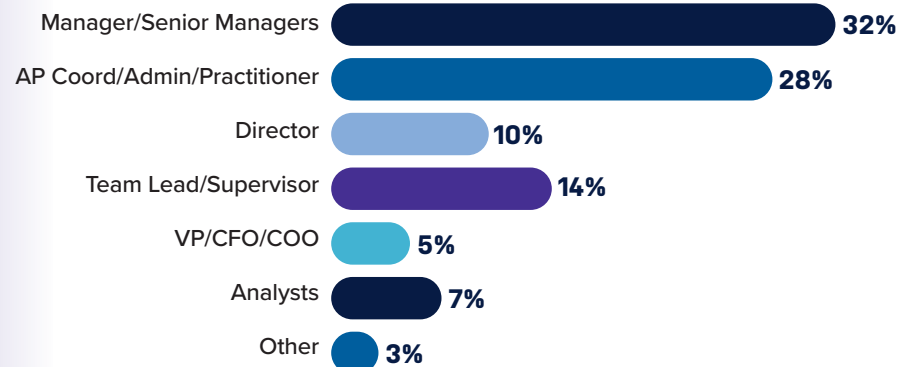
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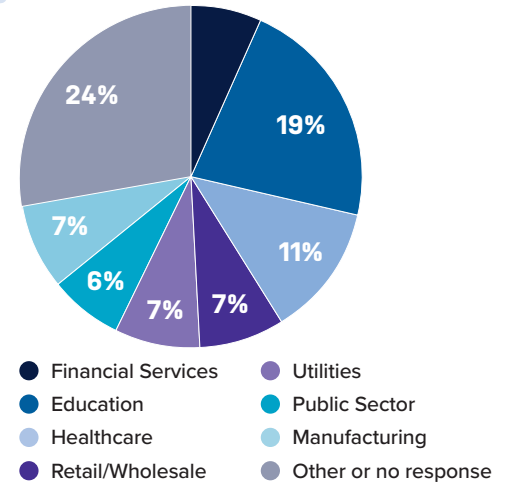
BY ANNUAL REVENUE



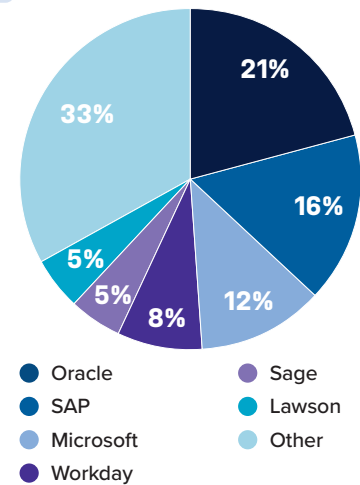
BY TITLE



BY PRIMARY INDUSTRY



BY ERP SYSTEM



Data from IOFM's Fall Conference & Expo Attendee Post-Event Survey, 2023.

Sponsorship & Exhibitor Packages

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CONFERENCE & EXPO
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Your sponsorship or exhibiting opportunity at the IOFM's Fall 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 | \$35,000

- 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 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

1 Available

Platinum Sponsor | \$35,000

- 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 session: a case study presentation of 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

14 Available

Gold Sponsor | \$26,500

- 10' x 20' booth
- Four (4) full conference passes
- Concurrent session: a case study presentation 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 | \$11,750

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

Premium Exhibitor | \$13,900

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

Exhibitor | \$6,950

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



EXCLUSIVE

ATTENDEE TOTE BAGS | \$5,250 (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.)

CHARGING STATION | \$3,500 (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.

COFFEE BREAKS | \$2,500 (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.

LANYARDS | \$5,250 (exclusive)

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

(Sponsor provides lanyards.)

KNOWLEDGE HUB | \$4,000

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 screen will be available for use

PRE AND 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 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.)

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.

5 Available SEAT DROP | \$1,875

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 November, IOFM will continue to offer AR professionals training and education, peer networking and the chance to evaluate the latest technology solutions at our Fall Conference & Expo.



EXHIBIT

15 booths will be available

15 Available

Exhibit Booth | \$5,500

Showcase your brand with a 10' x 10' pipe and 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 one of two sponsored panel sessions 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 Availability

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

LEARN MORE: [IOFM.com/AR-summit](https://iofm.com/AR-summit)

COMPANIES THAT HAVE EXHIBITED

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

With face-to-face time at a premium, the IOFM Fall 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 Fall 2024 Conference & Expo and to learn how you can participate in our advertising and sponsorship opportunities, please contact:



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events.iofm.com/conference-fall

