

Exhibitor and Sponsor Prospectus



CURRENT FINANCIAL REPORTING ISSUES CONFERENCE

November 13-14, 2017

New York Marriott Marquis • New York City, NY

Operating in this constantly changing environment is something preparers need to not only manage, but embrace. Responding effectively to these changes is a necessary component to staying ahead of the curve, but can be a challenge for preparers with limited time and resources.

FEI's 36th annual Current Financial Reporting Issues (CFRI) Conference, November 13 and 14 in NYC will shed light on the impact disruptive forces can have on companies and how finance organizations can respond effectively.

During this two-day event, learn from the shared experiences of other controllers, regulators, auditors, and standard setters as they address the top issues impacting the financial reporting community including innovative technology, deregulation, new accounting standards, digitization of the finance function and the effects of the rapidly evolving political environment.

partners@financialexecutives.org • 973.765.1050

www.financialexecutives.org

ABOUT CFRI

FEI's CFRI Conference has been hosted annually since 1981. This must-attend event 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.

WHY EXHIBIT?

- **GAIN** national exposure to senior-level financial executives.
- **PARTNER** and leverage the value of your brand with the power of ours.
- **REACH** qualified decision-makers with targeted marketing.

85% of exhibitors surveyed were very satisfied with their exhibit experience at CFRI 2016.

*"This conference is important to both our clients and internal staff.
Our competitors are always here and we need to be, too."*

*"Excellent networking opportunities and engagement
with conference attendees with the updated floor plan layout."*



WHO ATTENDS CFRI?

- **CFOs / CAOs**
- **CONTROLLERS**
- **TREASURERS**
- **SVPs/VPs, FINANCE / STRATEGY**
- **DIRECTORS, FINANCE / ACCOUNTING / TAX**

FEI MEMBER TOP INDUSTRIES

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

FEI MEMBER COMPANY ANNUAL REVENUE



26.4%	< \$50 million
10.7%	\$51 - 99 million
23.5%	\$100 - 499 million
7.9%	\$500 - 999 million
15.5%	\$1 - 5 billion
16.0%	> \$5 billion

NATURE OF ENTITY

PRIVATE	58.3%
PUBLIC	29.7%
NON-PROFIT	5.4%
OTHER	6.6%

SPONSORSHIP OPPORTUNITIES

Sponsorship benefits familiarize members and conference attendees with your organizations' services and solutions, before, during and after Summit.

DIAMOND LEVEL		
SPONSORSHIP	DETAILS	COST
Diamond Level Sponsor	<ul style="list-style-type: none"> 1 breakfast session speaking opportunities 1 keynote speaker introduction 10' x 20' exhibit booth 10 conference registrations 9 x 6 banner displayed in general session Recognition as exclusive Diamond Level sponsor on all event promotional material Mobile app banner ad and alert Branded conference lanyards (optional, sponsor to provide) 	\$60,000 SOLD

PLATINUM LEVEL		
SPONSORSHIP	DETAILS	COST
Speaking Opportunities	<ul style="list-style-type: none"> An opportunity to present your most current content and/or solution. Monday or Tuesday breakfast session opportunities available 	\$30,000 SOLD

Networking Exhibit Hall Cocktail Reception	<ul style="list-style-type: none"> The exhibit hall is the heart of the Summit conference. Elevate your brand on signage and promotion throughout this professional networking event. 1 available on Monday, Nov. 13 (evening) 	\$25,000 SOLD
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Platinum level sponsorship includes all standard booth benefits listed, plus recognition as Platinum sponsor on all on-site and pre-conference marketing materials, 4 additional conference registrations (total of 6) and mobile app banner ad and alert.

All sponsorships receive the following standard Booth Benefits:

- 10' x 10' exhibit booth with 6' draped table
- Draped back walls/ side rails/ wastebasket
- 2 conference registrations Including all food and beverage functions in exhibit hall.
- Pre-and post conference attendee list with mailing addresses
- Signage with company name
- 100-word company description included in program guide, event website and mobile app
- Discount code for prospects and customers to attend CFRI 2017
- Mobile App Alert

Exhibit Booth Pricing

Single (10' x 10') = \$5,800

- 2 conference registrations

Double (10' x 20') = \$11,000

- 4 conference registrations

Additional conference registration: \$945

What 2016 sponsors said about CFRI ...

- "High quality attendees."
- "Great fit to our target profile."
- "Quality, senior level attendees."
- "Important for lead generation and company recognition."
- "The attendees present were very positive about our services."

SPONSORSHIP OPPORTUNITIES

All sponsors receive the standard booth benefits, unless otherwise indicated.

GOLD LEVEL		
SPONSORSHIP	DETAILS	COST
Power-Zone Sponsor	<ul style="list-style-type: none"> Be recognized as CFRI's exclusive Technology Sponsor, <ul style="list-style-type: none"> Mobile application Device charging station in booth WiFi throughout the conference with branded landing page 	\$15,000
Photo Lounge Sponsor	<ul style="list-style-type: none"> Prominent signage in the photo lounge area, as well as recognition on all event promotion. 	\$15,000
Luncheon Sponsor	<ul style="list-style-type: none"> Prominent signage, branded tablecloth and napkins and recognition on all event promotion. Monday, Nov. 13 or Tuesday, Nov. 14 	\$15,000
Post-CFRI Compendium Sponsor	<ul style="list-style-type: none"> Co-brand FEI's post-conference report to share with clients and prospects. 	\$15,000
Program Guide Sponsor	<ul style="list-style-type: none"> Enjoy front cover recognition and a full-page ad as CFRI program guide sponsor. 	\$12,500
Hotel Key Card Sponsor	<ul style="list-style-type: none"> Showcase your company's logo on branded hotel key cards seen by all conference attendees and used for the duration of their stay. 	\$12,500
Notepad and Pen Sponsor	<ul style="list-style-type: none"> Include your company-branded notepad and pen in each conference attendee bag. 	\$12,500
Conference Tote Bag Sponsor	<ul style="list-style-type: none"> Receive maximum exposure by branding the conference tote bag (provided by the sponsor), carried by all attendees, with your company's logo. 	\$10,000 SOLD

PAST CFRI SPONSORS

Adaptive Planning
 ADP, Inc.
 Advanced Business Solutions
 AFMS Global Logistic Consultants
 American Appraisal
 AppVine Inc
 arcplan
 Audit Analytics
 Avalara
 Basware
 Becker Professional Education
 Bloomberg BNA
 CALCBENCH
 CCH, a Wolters Kluwer business
 Certent, Inc.
 Chazey Partners Inc
 Chesapeake System Solutions
 Chrome River
 Clear Insight FPM Corp
 Compliance Week
 CoStar Real Estate Manager
 Corptax, Inc.
 Crowe Horwath LLP
 CXO- Cockpit
 DataTracks Inc
 Deloitte
 DisclosureNet
 Duff & Phelps
 E*Trade Financial Corporate Services, Inc.
 Equity Administration Solutions
 Equity Methods
 Ernst & Young LLP
 Excel4aaps
 Experis Finance
 Grant Thornton

SPONSORSHIP OPPORTUNITIES

All sponsors receive the standard booth benefits, unless otherwise indicated.

GOLD LEVEL		
SPONSORSHIP	DETAILS	COST
Hotel Room Drop Sponsor	<ul style="list-style-type: none"> Deliver your message with a branded piece to all conference attendees' hotel rooms. 	\$9,500
All-Day Coffee Service Sponsor	<ul style="list-style-type: none"> All day coffee service on exhibit hall floor, positioned near your booth, to generate additional traffic. Branded napkins or tablecloth included at coffee station. 	\$9,000 both days SOLD \$7,500 one day
Column Wrap Sponsor	<ul style="list-style-type: none"> Showcase your company's logo on a prominently positioned column wrap at a highly visible location within the venue. 	\$9,000
Networking Break Sponsor	<ul style="list-style-type: none"> Prominent signage, branded tablecloth and napkins and recognition on all event promotion. 2 3-available / Monday, Nov. 13 or Tuesday, Nov. 14 	\$8,000 per break 1 SOLD
Seat Drop Sponsor	<ul style="list-style-type: none"> Deliver your message with a branded piece to all conference attendees. Piece dropped on each seat in one general session 	\$8,000 1 SOLD 3 AVAILABLE

EXHIBIT BOOTH ADD-ONS

	COST
FEI Daily Article <ul style="list-style-type: none"> Your company's logo included in the e-newsletter distributed the week of CFRI. 	\$3,500
CFRI Program Guide Print Ad <ul style="list-style-type: none"> Full-page ad to be included in the program guide Half-page ad to be included in the program guide 	\$1,500 \$800
CFRI Mobile App Banner Ad	\$500

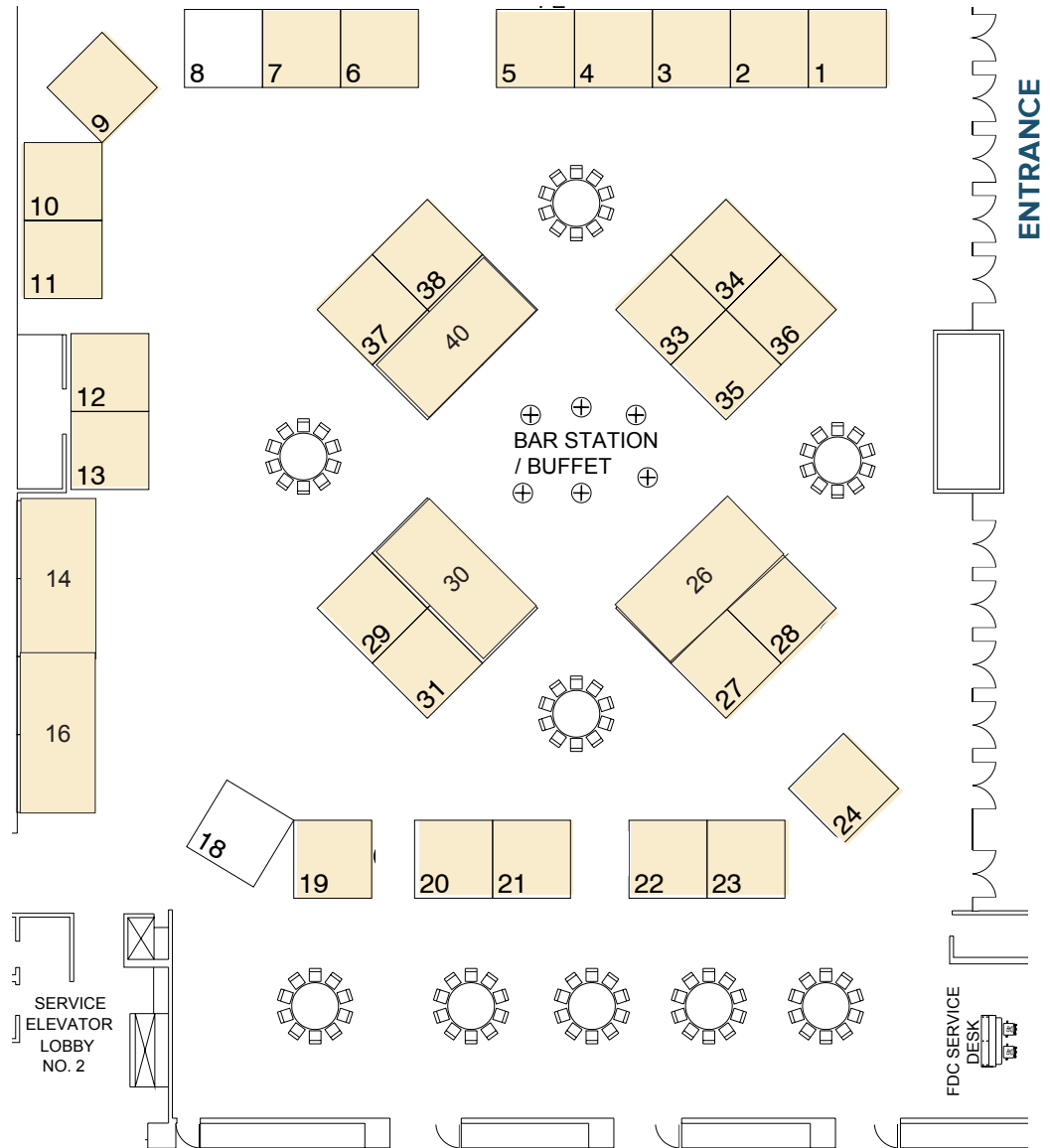
PAST CFRI SPONSORS (cont.)

Houlihan Lokey
 Hunter Warfield
 IBM Business Analytics
 Intelligize
 KPMG
 Leeyo
 Lease Accelerator
 Merchant Advocate
 Merrill
 Microsoft
 Nespresso
 Nuage Consulting Group LLC
 ProLease
 PwC
 Resources Global Professionals
 Robert Half Management Resources
 RR Donnelley
 SASB
 SEC Professionals Group
 Silicon Valley Accountants / Hyland
 Software
 SmartPros Ltd.
 Soilum
 Stout Risius Ross
 TelNet Choices
 The Siegfried Group
 Thomson Reuters Accelus
 Tipping Point Insurance
 Trintech
 Tuck Executive Education at
 Dartmouth
 UBS Financial Services Inc.
 Vena Solutions
 Vertex
 Wdesk
 Workday Inc
 Workiva

EXHIBITOR FLOOR PLAN

WESTSIDE BALLROOM

NOVEMBER 13 - 14, 2017



BOOTH

EXHIBITORS

1	WORKIVA
2	SEC PROFESSIONALS
3	LEASEQUERY
4	EXCEL4APPS
5	DUFF & PHELPS
6	PROLEASE
7	GRANT THORNTON
9	DATARAILS
10	EXPEREO
11	MICROSOFT
12	WOLTERS KLUWER CCH TAGETIK
13	COSTAR REAL ESTATE MANAGER
16	FEI / FERF
19	EMPIRE VALUATION CONSULTANTS
20	GREENLIGHT TECHNOLOGIES
21	LEASEACCELERATOR
22	EQUITY METHODS
23	BLOOMBERG BNA

BOOTH

EXHIBITORS

24	RGP
26	MERRILL CORP
27	VISUAL LEASE
28	PWC
29	STOUT
30	EY
31	AVALARA
33	CERTENT
34	KAPLAN
35	SIEGFRIED
36	KPMG
37	MINDSTREAM ANALYTICS
38	CROWE HORWATH
40	DELOITTE

COMPANY INFORMATION (Please Print)

Company _____

Address _____

City _____

State/Prov _____ ZIP/Postal Code _____

Country _____

Name of Individual to Receive Exhibitor Information _____

Phone _____ Fax _____

E-Mail _____

Cell Phone (for on-site contact) _____

PAYMENT INFORMATION We also accept credit cards and checks.

 American Express® Discover® MasterCard® Visa®

Card Holder's Name (please print) _____

Credit Card # _____ Expiration Date _____

The person signing this document expressly represents and warrants to FEI that he/she is authorized by Exhibitor to bind it to the rules and terms governing the Exhibit area. We have read the Event Rules and Regulations on the reverse side. Once signed, the contract will be legally binding. We understand that any change in the information in this contract must be made in writing. A non-refundable and non-transferable full payment of any item being reserved is required within 30 days of signing contract. Full payment is required immediately on any contract signed after October 13, 2017. Booth space will be subject to loss or reassignment for any payments not received by date indicated above. In addition, no refunds will be given on booth space or sponsorship cancellations.

Complete, sign and submit your contract to FEI's Business Development Staff via email, partners@financialexecutives.org or fax, 973.843.1241.

Authorized Signature Name (Please Print) _____

Title _____

Signature _____ Date _____

DIAMOND Sponsorship
SOLD \$60,000

PLATINUM Sponsorship

 — Speaking Opportunity **SOLD** \$30,000

 — Exhibit Hall Reception **SOLD** \$25,000

GOLD Sponsorship

- Power-Zone \$15,000
- Photo Lounge \$15,000
- Luncheon Sponsor \$15,000 ea.

 Monday, Nov. 13

 Tuesday, Nov. 14

 Post-CFRI Compendium \$15,000

 CFRI Program Guide \$12,500

 Hotel Key Card \$12,500

 Notepad & Pen \$12,500

 — Conference Tote Bag **SOLD** \$10,000

 Hotel Room Drop \$9,500

 Column Wrap \$9,000

 All-Day Coffee Service (1-day) \$7,500

 All-Day Coffee Service (2-days) \$9,000

 Networking Break Sponsor \$8,000 ea.

 — Monday, Nov. 13 - AM Session **SOLD**
 Monday, Nov. 13 - PM Session

 Tuesday, Nov. 14 - AM Session

 Seat Drop 3 still available \$8,000

Exhibit Booth Add-Ons
 FEI Daily Article \$3,500

 FEI Daily Digital Weekly Ad \$1,500

 Program Guide Ad

 Full-page ad \$1,500

 Half-page ad \$800

 Mobile App Alert & Banner \$500

 Additional Registrations \$945

Exhibitor Booth only
 Single (10' x 10') - by 9/15/17 \$5,300

 Single (10' x 10') - after 9/15/17 \$5,800

 Double (10' x 20') \$11,000

TOTAL \$ _____

of CFRI registrations to include _____

1. **Payment.** The booth and sponsorship costs agreed to on the front thereof are due within 30 days of signing this contract. Any contract entered into after October 13, 2017 agrees to submit a full payment upon signing.
2. **Management.** The word "Management" as used herein shall mean Financial Executives International (FEI) as specified in the contract, or its officers or committees or agents or employees or sponsors acting for it in the management of the Exposition.
3. **Eligible Exhibits.** Management has sole right to determine the eligibility of any company or product for inclusion in the Exposition.
4. **Contractor Services and Information.** Management has, in the best interest of the exhibitors, selected certain firms to serve as official contractors to provide various services to exhibitors. It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the exposition facility or with authorized contractors employed by Management. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc., will be included in the Exhibitor Service Manual.
5. **Booth Construction and Arrangement.** Exhibits shall be so arranged as not to obstruct the general view, or hide the exhibits of others. Plans for specially-built displays not in accordance with regulations are to be submitted to Management for approval in writing before construction is ordered. Complete information regarding booth height regulations will be included in the Exhibitor Service Manual.
6. **Decoration.** Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may devolve upon exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished 3 hours prior to the opening of the Exposition, Management shall authorize the official decorator to effect the necessary finishing and exhibitor must pay all charges involved thereby.
7. **Installation & Display Removal.** It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install its products in its exhibit space, or fails to pay the space rental at the time specified, Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. No exhibitor shall have the right prior to closing of the exposition to pack or remove articles on exhibit without permission from and approval in writing from Management.
8. **Use of Exhibit Space.** Exhibitors agree not to assign or sublet any space allotted to them without written consent of Management or to display or advertise goods other than those manufactured or carried by them in the regular course of business.
9. **Restrictions.** Management reserves the right to restrict or remove exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which, in the opinion of Management may detract from the general character of the Exposition. This reservation includes persons, things, conduct, printed matter or anything Management judges to be objectionable. Neon and other gas-based signs are prohibited. Flashing signs must be approved in advance, in writing, by Management. Exhibitor agrees to change the wording of any sign deemed by Management to be not in the best interest of the exposition. Sound amplifying devices may be operated only at levels not objectionable to adjoining exhibitors. Noisy or obstructive exhibits or activities producing objectionable noise or odors are prohibited. In the event of such restriction or eviction, Management is not liable for any refund of any amount paid hereunder. Demonstrations must be so located that crowds collected will be within the exhibitor's space and not blocking aisle or neighboring exhibits. The exhibitor agrees to grant Management the right to use photographs taken at the exposition in future promotion of the exhibit.
10. **Attendance.** Management shall have sole control over admission policies at all times.
11. **Exhibitor Activities.** Exhibitor agrees not to schedule or conduct any pre, during or post outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the Conference and Exposition, whether such activities are held at or away from the Hotel and/or Exposition Facility, except with written approval of Management. Distribution of advertising material and exhibitor publications of any sort shall be restricted to the exhibitor's booth.
12. **Responsibility.** If the exhibitor fails to comply in any respect with the terms of this agreement, Management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.
13. **Compliance.** The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Federal, State and City laws must be strictly observed. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules. Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or persons resulting from failure, knowingly or otherwise to distribute the load of his exhibit material in conformity with the maximum floor load specifications.
14. **Liability and Insurance.** Exhibitors shall indemnify and hold harmless Management, The New York Marriott Marquis and its servicing agents from all liability (damage or accident) which might ensue from any cause resulting from or connecting with transportation, placement, removal or display of exhibits. Exhibitors are urged to insure themselves against such risks of loss or liability. The New York Marriott Marquis and Management cannot guarantee Exhibitors against loss by theft or otherwise. Exhibitors agree to protect, save and hold The New York Marriott Marquis, Management and all agents and employees there of (hereinafter collectively called indemnities) forever harmless for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, exhibitor shall be fully responsible to pay for any and all damages to property owned by The New York Marriott Marquis, its owners or managers which results from an act or omission of the Exhibitor. Exhibitors agree to defend, indemnify and hold harmless its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premise, The New York Marriott Marquis or any part thereof.
15. **Cancellation or Termination of Exposition.** In the event that the premises or part thereof where the Exposition is to be held shall, in the sole determination of Management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal state or federal law or regulation or by reason of any other occurrence beyond the control of Management, Management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against Management the exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by Management in connection with the Exposition including a reserve for future claims and expenses in connection therewith. In case Management shall for any reason other than stated in the previous paragraph determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against Management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against Management a refund of all amounts paid by the exhibitor to Management in accordance with this agreement.
16. **Security.** Show Management will provide perimeter guard service during the hours the exhibit area is closed; however, the exhibitor is solely and fully responsible for their own exhibit material and booth contents, and should insure their exhibit against loss or damage from any cause whatsoever. All property of an Exhibitor is understood to remain in their care, custody and control in transit to or from within the confines of the exhibit hall. Exhibitors are encouraged to have guards or security and should insure their property at their own costs and expense.
17. **Cancellation.** In the event of a cancellation of exhibit space by Exhibitor, Show Management shall retain, as a cancellation fee, all amounts paid by the Exhibitor (and due from it) up to the time of cancellation pursuant to the billing and payment provisions on the front hereof. Cancellation fees cannot be applied toward exhibit space at other shows or advertisement. All cancellations must be in writing. Booth size reductions constitute a cancellation of contract, and all cancellation rules apply. In the event Exhibitor has no representation on the Show floor by the stated move in date, Show Management reserves the right to re-sell the exhibit space or to move another exhibitor into that space. Show Management shall not be liable for non-delivery of exhibit materials for any cause beyond its control, including without limitation, the facility in which the Show is to be held being damaged or destroyed, acts or regulations of any government authority, strikes or any act of God, or the postponement or cancellation of the Show for any reason. Show Management will, however, in the event of its not being able to hold the Show for any of these reasons, reimburse Exhibitor on a pro-rata basis on any amount paid, less any and all expenses incurred by Show Management, including but not limited to, rent, advertising, salaries, and operating costs.
18. **Amendment to Rules.** Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.
19. **Music Licensing.** FEI will not be obtaining ASCAP or BMI licensing for the event. Exhibitors may use either live or mechanical music, but it is their sole responsibility to obtain the appropriate music licensing as is required by ASCAP or BMI. Exhibitor shall in advance obtain all necessary licenses and/or permissions to perform said music and exhibitor shall, upon request of FEI, provide FEI with a copy of same.
20. **Americans With Disabilities Act.** Exhibitor assumes the position of "public accommodation" when they contract to exhibit in the Facility. Therefore, the Exhibitor must make their exhibit area accessible to the disabled without causing themselves undue "hardship." A copy of UBLIC LAW 101.336 [S. 993] AMERICANS WITH DISABILITIES ACT OF 1990 is available upon request from the Department of Justice.
21. **Responsibility Clause.** Exhibitor assumes responsibility and agrees to indemnify and defend Financial Executives International and The New York Marriott Marquis and their respective employees and agents against any claims or expenses arising out of the use of exhibit premises. The exhibitor understands that neither Financial Executives International nor The New York Marriott Marquis maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.