

Financial Executive International offers you distinct and powerful ways to connect with our audience.

SPONSORSHIP OPPORTUNITIES

2024



Get unparalleled exposure to key financial decision-makers and access to FEI's membership of financial executives.

Sponsors and strategic partners leverage the FEI brand to target elite C-suite executives with customized products and service marketing opportunities.

Learn More Today • partners@financialexecutives.org

www.financialexecutives.org

Meet your business objectives through **lead generation, brand awareness, thought leadership and targeted promotion.**

Connect with key financial decision makers

Access to 19,000+ finance leaders responsible for making strategic business and purchasing decisions.

Leverage the value of your brand with the power of ours

Celebrating over 90 years, FEI is a trusted resource for the finance profession.

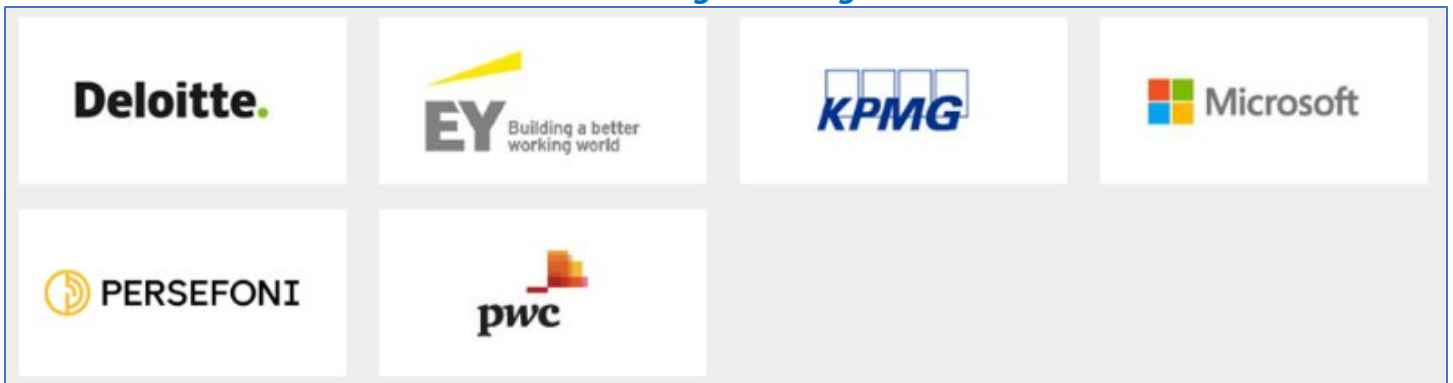
Position your organization as a thought leader in the industry

Establish authority and credibility by sharing expert comments, insights, and opinions on a topic.

Our opportunities at-a-glance...

- **Events** – In-person and virtual speaking opportunities and sponsorship
- **Webinars** – Your thought leadership promoted on our channels OR created and hosted by FEI
- **Podcasts** – Engage in a conversation with an FEI thought leader or sponsor a midroll message/ad
- **FEI Daily Sponsored Content** – Your thought leadership content promoted through our channels
- **Sponsored Emails** – Gain direct access to our members' inboxes
- **Banner Ads** – Build brand awareness through email sponsorship
- **Retargeting** – Your company ads on websites visited by financial leaders
- **Research** – Associate your brand with unbiased, original research

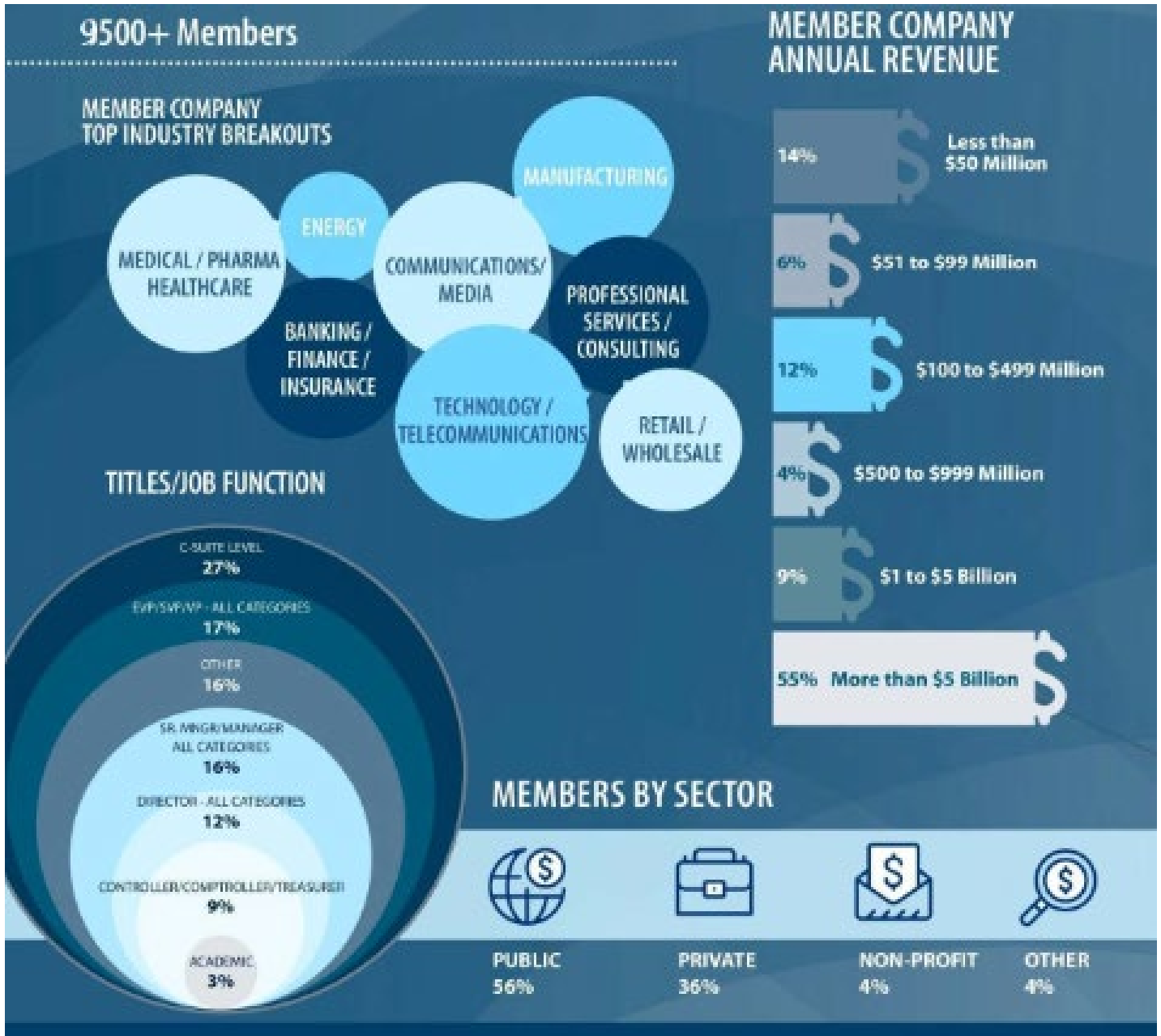
Consider becoming a Strategic Partner!



Strategic Partners receive additional brand exposure, greater access to our members and a dedicated account manager.

FEI MEMBER INFORMATION

FEI is the leading advocate for the views of corporate finance management and members holding policy-making positions as chief accountants, chief financial officers, controllers, tax executives and treasurers at companies from all sizes and industry. FEI enhances member and stakeholder professional development through conferences, accredited courses, research and publications, leadership opportunities and career management.

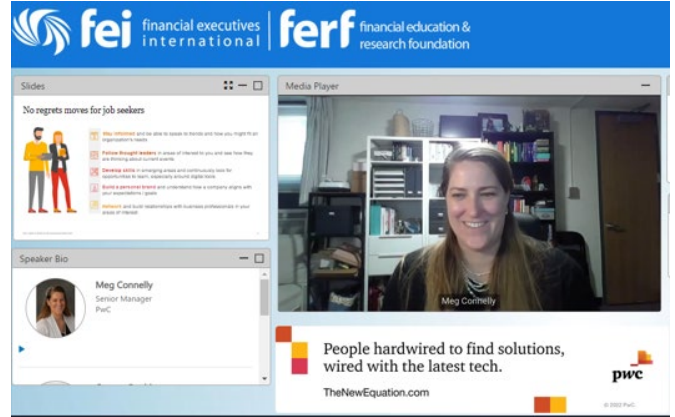


Conference and Virtual Events – [View here](#)

Contact us for pricing information for all of our events.

Gain access to a highly qualified subset of our audience by sponsoring one of our many conferences or webinar series. This allows your message to be on target every time.

Consider becoming a Sponsor by providing a **thought leader** to offer knowledge, expertise and solutions or join us as a sponsor for **brand awareness** and **lead generation**.



FEI Conferences: Our largest annual events

- Icons: Women of Note** (Virtual)
- ESG Updates** (Virtual)
- NEW: AI in Finance and Accounting** (Virtual)
- Financial Leadership Summit Conference** (In-Person)
- NEW: USC & FEI 42nd Annual Financial Reporting** (Hybrid)
- Finance and Technology** (Virtual)
- Fraud, Cyber & Governance** (Virtual)
- Corporate Financial Reporting Insights-CFRI** (Virtual)

Date	Attendee Company Size
March 19, 2024	All
March 26+27, 2024	Large
April 12, 2024	All
May 19-21, 2024	Mid-Market
June 6, 2024	Large
June 25, 2024	Large
Fall 2024	All
November 12-14, 2024	Large

Webinar Series: Targeted events for demand/lead generation

Fraud, Cyber & Governance Workshops (Virtual)	January – June 2024	Mid
Private Company Priorities (Virtual)	April 2024	All
Conversations on Belonging Webinar Series (Virtual)	June 2024	All
Finance Transformation Webinar Series (Virtual)	October 2024	Mid/Large

[CLICK HERE](#) to view detailed information on our events including description, attendee info and more!

Webinars

Showcase your **thought leadership** on technology solutions, specific industry issues, emerging trends, regulatory and standards developments, leadership skills and more. Consider a series for maximum exposure.

FEI Platform

FEI Staff will ensure a professional, high-quality webinar and coordinate details with your thought leaders. Includes CPE, branded wait room video and ability to post resources for attendees. Marketed extensively through multi-channel marketing plus you'll receive a registration and session attendee list and to use for limited promotional outreach.

Sponsor Platform | Promotion Only

Extend the reach of webinars hosted on your platform. Sponsor provides FEI with date, time and registration link on sponsor's platform to promote to thousands of senior finance leaders through multi-channel marketing including a listing on the FEI Events page, the Professional Development e-Newsletter and a post on FEI's LinkedIn page.



Digital and Sponsored Content Opportunities

THE FINANCIAL EXECUTIVE PODCAST – [View here](#)

Be available to your audience wherever they are. This podcast focuses on the ideas and strategies relevant to financial executives including how to work smarter not harder. FEI hosts discuss research topics, quarterly financial reporting insights and other topics relevant to finance leaders.



Fireside Chat: Feature Your Thought Leader

Podcasts are conversational and an opportunity to highlight your company's knowledge, insight **and thought leadership** around a particular topic. Content is created in consultation with FEI to ensure that it is relevant and timely and will be available on all major podcasts channels. Additional promotion includes FEI Weekly and a post on FEI's LinkedIn page.

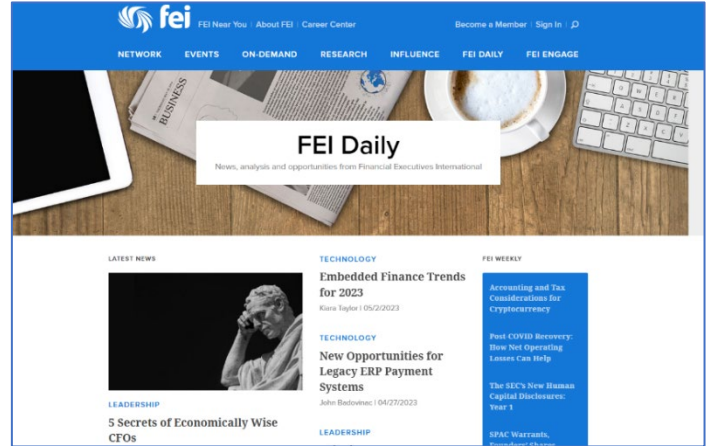
Midroll Ad Sponsor

Increase **brand awareness** by placing a 30-second to 1-minute audio message in the middle of a Financial Executives Podcast episode. Sponsor recognition and URL are included in the show notes.

FEI DAILY - SPONSORED CONTENT –[View here](#)

This trusted platform offers the opportunity to post **thought leadership** to our professional audience to keep readers up-to-date, informed, and better able to tackle the challenges of their demanding jobs.

Promote whitepapers, e-books, blogs and research, or announce upcoming events, products or services. Featured on the FEI Daily Homepage for one week and promoted in one FEI Weekly e-newsletter.



NEW: SPONSORED EMAILS TO FEI MEMBERS

Gain direct access to our members’ inboxes to increase **brand awareness**, **drive engagement** and **establish valuable partnerships**. Tailored content or exclusive offers encourage 21,000+ members to actively engage with your brand fostering stronger relationships and customer loyalty. Each email has only one designated sponsor.

BANNER ADS

Promote your organization, whitepaper, research, product, or upcoming event to increase **brand awareness** or ensure **lead generation** by providing a link to a landing page. For best results, consider a campaign that runs for several issues.

Professional Development Opportunities Newsletter –

Financial leaders’ primary source for upcoming FEI and sponsored webinars, courses, and conferences on the most pressing topics. Sent every other week to more than 19,000 FEI Members and stakeholders.

FEI Weekly - Contains in-depth, educational content relevant to members and early career professionals. Sent every other week to more than 16,000 finance leaders and early career professionals.

Conference Emails - Contains registration information, keynote speakers, session highlights and reasons to attend the event. Must be a sponsor of the event.



RETARGETING CAMPAIGNS

Guarantee sustained exposure to FEI’s exclusive network rather than relying on broad, generic advertising on other platforms.

Enhance **brand awareness** by promoting your organization or **generate leads** by promoting a specific event or **thought leadership** piece.

A personalized dashboard measures success in real time. Choose from a variety of guaranteed minimum impressions packages (ex. 300,000 impressions over 3 months) or contact us for a personalized program.



How retargeting works

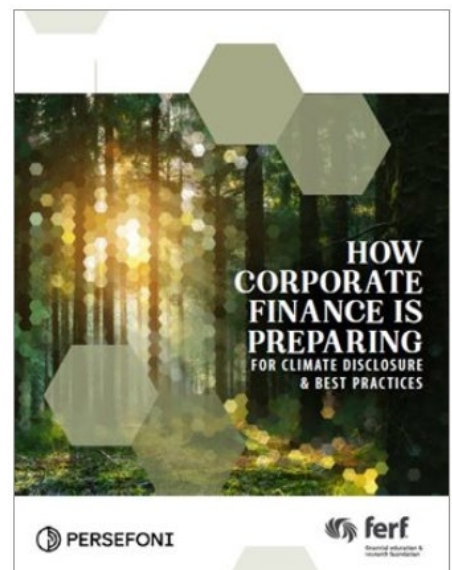


RESEARCH – [View here](#)

FEI’s Staff will work with the sponsor to translate market trends into shareable content that sets the agenda for the finance and accounting industry.

Co-branded reports and other items (videos, podcasts, digital, social or webinars) are created and shared with FEI’s extensive audience. Scope, planning and scheduling of research report will be established by joint agreement with FEI and Sponsor.

Upcoming Research Projects: Finance Technology and Compensation / Staffing



Opportunities by the Numbers (average):

<p>FEI Podcasts 450 downloads per episode</p>	<p>FEI Daily 400 page views per week</p>	<p>FEI Weekly Subscribers: 16,000 Open Rate: 44%</p>	<p>Professional Development Newsletter Subscribers: 19,000 Open Rate: 35%</p>
<p>FEI Home Page 25,000 page views per month</p>	<p>Sponsored Email Subscribers: 21,000 Open Rate: 33%</p>	<p>Retargeting Guaranteed number of impressions</p>	<p>Webinars Registration varies based on timing, topic, and relevance to the audience</p>

Contact us for more information:

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