



Partnership Program Prospectus



The Association of
Accountants and
Financial Professionals
in Business

Why Partner with IMA?

IMA® (Institute of Management Accountants) offers strategic partnerships and a range of advertising and promotional opportunities for industry leaders to raise awareness of products, services, new technologies, and best practices that can help IMA members add value and drive growth in their organizations.

Opportunities enable companies to engage with CFOs, controllers, finance executives, accountants, analysts, and other practitioners. Connect with new customers, gain qualified leads, accelerate brand awareness, achieve measurable return on investment, and make business happen!

IMA members work on the CFO team in companies of all sizes, in all sectors, both public and private.

About IMA

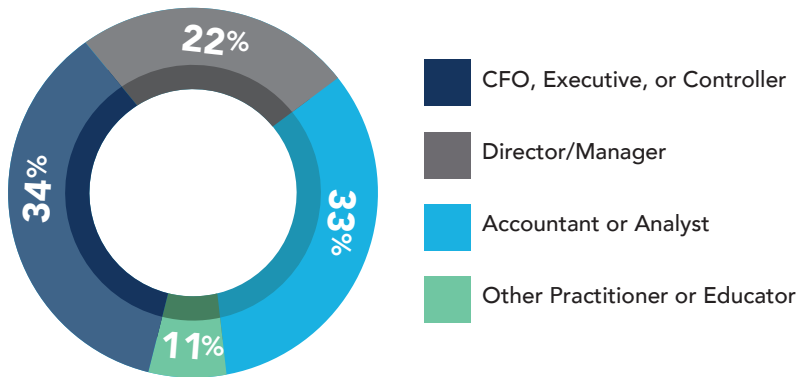
IMA, the association of accountants and financial professionals in business, is one of the largest and most respected associations focused exclusively on advancing the accounting and finance profession.

Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) program, continuing education, networking, and advocacy of the highest ethical business practices. IMA has a global network of about 140,000 members in 150 countries and 350 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its offices in four global regions: The Americas, Asia/Pacific, Europe, and Middle East/Africa/India.

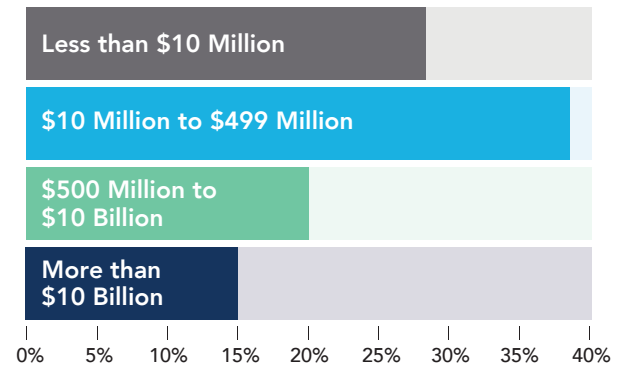
For more information about IMA, please visit www.imanet.org.

IMA Membership Snapshot

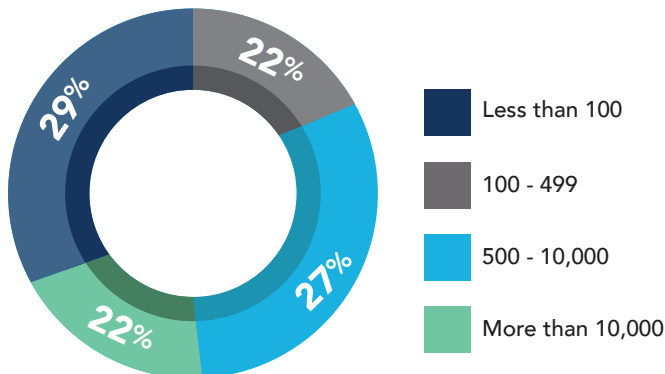
Decision Makers



Company Revenue



Company Size By Employee



Fortune 500

70% of Fortune 500 companies employ an IMA member in a finance role

Current Partners, Sponsors, and Exhibitors include:

- ERP, ERM, GRC, CPM, EPM, BPM, BI, BA, Treasury, and FP&A software providers
- AR, AP, and P2P accounting systems and document management systems
- Professional services, auditing, tax, and consulting
- Staffing and job placement services
- Professional employer organizations, payroll and benefits administrators, and 401k retirement planners
- Business services, insurance, and banking companies
- Professional development education providers

Solutions



Strategic Partnerships

Strategic Partnerships are driven by your goals and initiatives and are custom designed with benefits including:

- Exclusive platform ownership
- Thought leadership development and promotion
- Market leader positioning
- Print, online, and digital marketing tactics



Webinar Sponsorships

- Supporting Sponsorships include prominent brand placement on invites, verbal mentions in live events, logo on title, conclusion, and all presentation slides, and opt-in registrant and attendee contact data for lead follow up.
- Presenting Sponsorship includes all supporting sponsorship benefits plus the ability to drive educational content, provide subject matter expert speakers, and customer case studies.
- Webinars are complimentary for IMA members, provide NASBA CPE credit, and average 2,200+ registrants and 1,200+ attendees.
- Tech-Talk Webinar Series Title Sponsorship includes brand placement and opt-in registrant/attendee data for all four series events. Webinars are held quarterly.
- Strategic Management Webinar Series Title Sponsorship includes brand placement and opt-in registrant/attendee data for all four series events. Webinars are held quarterly.



Conferences and In-Person Events

IMA's Annual Conference & Expo

Meet face-to-face with nearly 1,000 management accounting and corporate finance professionals, C-suite executives, influencers, and decision makers eager to learn how your products and services can solve their business challenges while adding value to their companies. Keynote or concurrent speaking opportunities are available along with custom sponsorship packages.

IMA's Student Leadership Conference

Attended by more than 600 accounting, finance, and information technology students and educators who learn about industry trends, employment opportunities, CMA certification, ethics, and career management, as well as networking with speakers, sponsors, exhibitors, and each other.

Corporate Recognition Events Exclusive Sponsorship

Invitation-only networking events presented in multiple U.S. cities several times each year. Senior finance leaders from companies employing best practices in their accounting and finance operations are honored guests of the evening and have the opportunity to engage their peers. The sponsor receives a 30 minute speaking opportunity to engage the audience with thought leadership. Sponsor also receives prominent brand positioning, can invite their key prospects and clients, and receives attendee follow-up contact information. Sponsor may also have 2-3 business development staff attend the live event for networking.

Women's Leadership Summit Sponsorship

The Women's Accounting Leadership Series is held twice per year and brings together accomplished female leaders, mid-career colleagues and aspiring professionals in accounting and finance for a discussion about careers and technical issues in accounting. An average of 125–150 professionals attend the one-day event to learn, share, and network together. The sponsor receives exclusive positioning and other customized benefits including a potential speaking opportunity.

International Conferences

IMA conducts international conferences throughout the year in our regional offices in Amsterdam, Dubai, Beijing, Shanghai, and Singapore. These can be customized to achieve your local engagement goals for face-to-face networking opportunities to drive business development and lead generation.

Advertising Opportunities



Strategic Finance, IMA's award-winning monthly magazine allows you to reach CFOs, vice presidents of finance, controllers, and others in the accounting, finance, and information management industries around the world.

- See media kit at www.SFmagazine.com for advertising details, specifications, and rates.
- Exclusive issue advertiser receives banner ad positioning on both SFmagazine.com and SF Alert emails sent to 115,000+ global members and subscribers.
- SF Alert and SF Technotes Alert advertising packages available.

Direct, one-to-one e-mails to IMA members

- Sent under the "IMA Partner Program" banner
- Featuring sponsor-provided, dedicated thought leadership or promotional content
- Unique open rates average 18-23%
- Distribution can be full global membership or segmented by region

e-Newsletter

- **Inside IMA** – Exclusive single-issue sponsor positioning. Advertising options include exclusive digital banner or promotional/thought leadership content. Newsletter is sent once per month to over 65,000 members.



Thought Leadership

Research Project – Supporting Sponsor: IMA's Research and Policy team conducts leading-edge original research that helps inform IMA members and the profession on the latest trends, challenges, and best practices in management accounting. Your company can be an exclusive supporting sponsor for one of these topical research projects that will result in a co-branded white paper that you can use to help inform your customers and prospects and gain recognition of your support of the accounting profession and affiliation with IMA.

Custom Research Project Sponsorship: Topics are selected collaboratively with you and provide alignment with your need for educating professionals and lead nurturing. IMA promotes these white papers to its entire membership and provides you with full reprint and distribution rights to support your content marketing goals.

Article Authorship: Sponsors may submit an original educational article written by a senior executive or recognized thought leader to appear in *Strategic Finance* magazine or other IMA publication. Sponsor receives full reprint and distribution rights for content marketing efforts.

To discuss customized sponsorships and pricing that meet your goals and budget, contact **Sam Walker, Director of Business Development** at swalker@imanet.org.
