

# Partnership Marketing Opportunities



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 understand how products and services impact the entire organization and not simply one functional area. This provides you with numerous opportunities to cross-sell and up-sell.

## About IMA

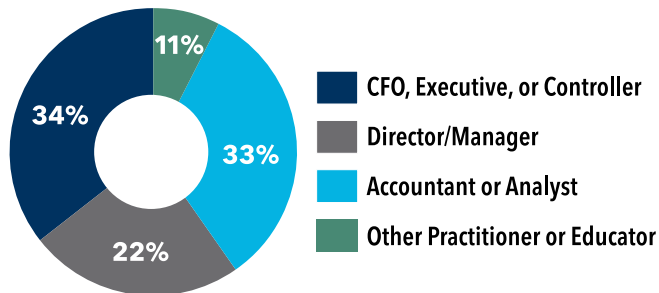
IMA, the association of accountants and financial professionals in business, is one of the largest and most respected associations focused exclusively on advancing the management accounting profession.

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 more than 85,000 members in 140 countries and 300 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions: The Americas, Asia/Pacific, Europe, and Middle East/Africa/India.

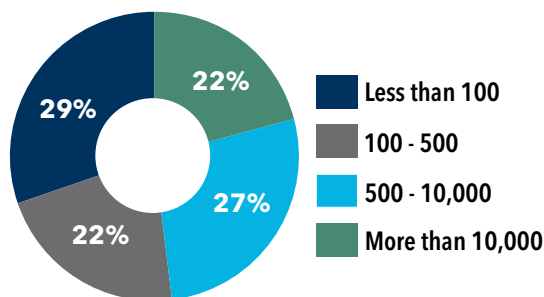
For more information about IMA, please visit [www.imanet.org](http://www.imanet.org)

# IMA Membership Snapshot

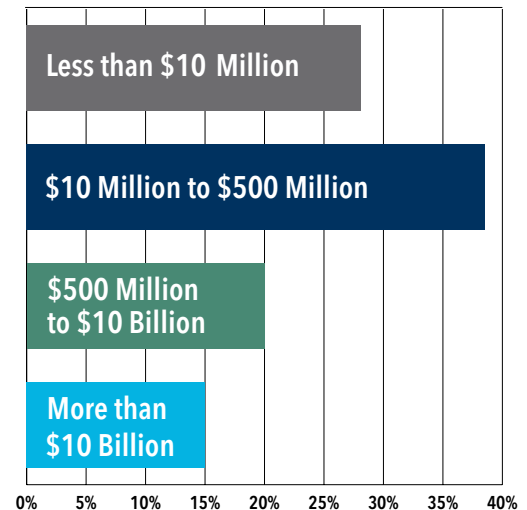
## Decision Makers



## Company Size By Employee



## Company Revenue



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

## 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 administration, 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 evite, verbal mentions in live events, logo on title and conclusion slide, and all presentation slides in addition to the registrant and attendee contact data for lead follow-up.
- Presenting Sponsorship includes all supporting sponsorship benefits plus the ability to sponsor to help drive educational content, provide subject matter expert speakers, and customer case studies.
- Webinars are complimentary for IMA members, provide NASBA CPE credit, and average 1,300 registrants and 800-1,000 attendees
- Tech-Talk Webinar Series Title Sponsorship with brand placement and registrant/attendee data for all four series events.

## ***Conferences and In-person Events***

### **IMA's Annual Conference & Expo**

Meet face-to-face with nearly 1,000 solution-hungry 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. [www.imaconference.org](http://www.imaconference.org)

### **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 network with speakers, sponsors, exhibitors, and each other. [www.imaslc.org](http://www.imaslc.org)

### **Corporate Recognition Events 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. Sponsor receives prominent brand positioning, can invite their key prospects and clients, and receive attendee follow-up contact information. Sponsor may also have 2-3 business development staff attend the live event for networking as well as present welcoming remarks to the audience.

### **Women's Accounting Leadership Event Series Sponsorship**

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

### **International Conferences**

IMA conducts international conferences throughout the year located in our regional offices in 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.

- Total qualified paid circulation of 47,969 (Source: June 2016 BPA Circulation Statement).
- See media kit at [www.sfmagazine.com](http://www.sfmagazine.com) for advertising details, specifications, and rates.

### **Strategic Finance Digital**

- Exclusive issue advertiser receives banner ad positioning on both [SFmagazine.com](http://SFmagazine.com) and SF Alert E-mails sent to 85,000+ global members and subscribers.
- SF Alert and SF Technotes Alert advertising packages available.
- See [www.SFmagazine.com](http://www.SFmagazine.com) media kit for full details.



### 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 19-25%
- Distribution can be full global membership or segmented by region

### e-Newsletters

- **Inside IMA** – Exclusive single-issue sponsor positioning (twice monthly).
  - Advertising options include exclusive digital banner or promotional/thought leadership content
- **Career Connection, Campus Connection, and CMA Connection** (quarterly)

### Thought Leadership

**Research Project – Supporting Sponsor:** IMA’s Research and Policy team conduct leading-edge original research that helps inform IMA members and industry 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 industry professionals and lead nurturing. IMA promotes these white papers to its full membership and provides you with full reprint and redistribution 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 publications. Sponsor receives full reprint and distribution rights for content marketing efforts.

**IMA Pulse Surveys:** IMA conducts bi-monthly quick response surveys polling our members on top-of-mind issues affecting companies and the profession. Results are distributed via eblasts and IMA social media. Exclusive sponsorship is offered to support planned surveys or to collaborate in the design of a custom survey which helps connect IMA members to your company.

To discuss customized sponsorships that meet your goals and budget, contact  
**Steve Shannon, Director of Partnership Marketing,**  
at (201) 474-1560 or [sshannon@imanet.org](mailto:sshannon@imanet.org)