

# Sponsorship Opportunities

**Monday—Tuesday**  
**July 29—30**  
**New York City**

**Thursday**  
**November 14**  
**Washington, DC**

This year, XBRL US will host two events focused on 1) FDTA and GREAT Acts now planned for implementation, and 2) sustainability reporting at the global, federal and state levels. These events will help representatives from federal, state and municipal governments discuss how to use data standards to improve efficiencies and modernize reporting.

**July 29 & 30 - a one and one-half day workshop in New York City** (<https://xbrl.us/govfin24>) focused on using standards to improve the municipal securities market as part of the FDTA. An audience of 150 - 200 regulators, standard setters, market participants, software and service providers and others is expected to attend.

**November 14 - a one-day conference in Washington, DC** designed to update attendees on progress to date and timelines for FDTA and GREAT Act implementation, as well as discuss the global direction of sustainability disclosure, including state and SEC regulatory activities related to climate disclosures. An audience of up to 150 regulators, standard setters, software and service providers and others is expected to attend.

Sessions will feature keynotes, panel presentations, demonstrations and attendee discussion of topics designed to address the opportunities and challenges in adopting XBRL and other data standards for meaningful change in regulatory data collection.

The following page lists several packages and additional promotional opportunities related to these events, which are great opportunities to connect with decision-makers and thought-leaders, create brand awareness, forge new relationships and let regulators and the marketplace know your group can be counted on to ensure successful implementations using the XBRL standard.

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**to learn more, get involved or discuss other sponsor options.**

## **Confirmed participating organizations (July):**

- \* Financial Accounting Standards Board (FASB)
- \* Governmental Accounting Standards Board (GASB)
- \* Municipal Securities Rulemaking Board (MSRB)
- \* National Association of Bond Lawyers (NABL)
- \* National Association of State Auditors, Comptrollers, and Treasurers (NASACT)
- \* Office of Structured Disclosure, Division of Economic and Risk Analysis, U.S. Securities and Exchange Commission (SEC)
- \* Office of Municipal Securities, SEC
- \* Virginia Housing Development Authority

All sponsor packages and promotional opportunities include two complimentary registrations.

Benefit	Host (claimed)	Champion	Advocate	Community
welcome remarks or keynote address	X			
introduction of keynote or afternoon program lineup		X		
panel moderation or participation	X	X		
exhibit table	X	X	X	
up to 4 additional passes	comp	30%	15%	
pre-event attendee welcome messaging	X	X	X	
full-page event program ad	X	X	X	
co-branding - website, marketing, signage, program	premium placement	premium placement	X	X
printing and check-in distribution of one-page 'sell sheet'	X	X	X	X
post-event attendee contact list	X	X	X	X
Sponsor both events initially to qualify for special pricing	NYC	\$16,000	\$12,000	\$8,000
	DC	\$12,000	\$8,000	\$6,000
	Both	\$24,000	\$16,000	\$12,000

**Other Promotional Opportunities**  
 each option: NYC \$8,000 || DC \$6,000 || Both \$12,000

**Networking Reception**

- \* closing remarks (2 min)
- \* signage on food & beverage tables
- \* post-event attendee contact list
- \* event co-branding - website, program

**Lunch & Break (per day)**

- \* signage on food & beverage tables
- \* post-event attendee contact list
- \* event co-branding - website, program

**Digital Q&A**

- \* app & stage branding during Q&A
- \* post-event attendee contact list
- \* event co-branding - attendee communications, program