



CFMA's 2026 Annual Conference & Exhibition

Phoenix, AZ | JW Marriott Phoenix Desert Ridge Resort & Spa

Conference Dates: May 30-June 3, 2026

Exhibition Dates: May 31-June 2, 2026



Exhibitor Prospectus

Come Discover Why CFMA's Annual Conference Has **80% Exhibitor Retention!**

Get in front of decision-makers with the power to buy.
It's the only exhibition that delivers
the construction financial professional to you on the trade show floor.

By exhibiting at CFMA's Annual Conference your company will be among the industry's top providers of construction financial products and services. Reserve your spot today so you can:

Generate awareness for your products and services

Build relationships with prospective customers

Strengthen relationships with existing customers



Founded in 1981, CFMA is the only organization dedicated to providing construction financial professionals with unparalleled career development and networking opportunities. Along with publishing the award-winning *CFMA Building Profits* magazine, CFMA offers educational, professional, and connection programs through its over 90 chapters, Annual Conference & Exhibition, and online and in-person learning to more than 11,000 members across North America. CFMA members are CFOs, controllers, and treasurers who work primarily for general, specialty trade, and heavy construction, as well as those professionals who serve the construction industry, such as accountants, surety agents, bankers, and IT specialists.

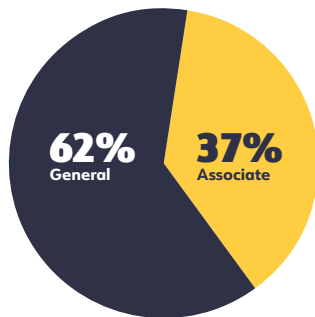
Make Influential Connections

CFMA's membership includes most of ENR's Top 100 Design-Build Firms, Top 400 General Contractors, and Top 600 Subcontractors. CFMA Exhibition attendees work for construction managers, developers, general contractors, heavy construction, industry service suppliers, material and equipment suppliers, and specialty trade contractors.

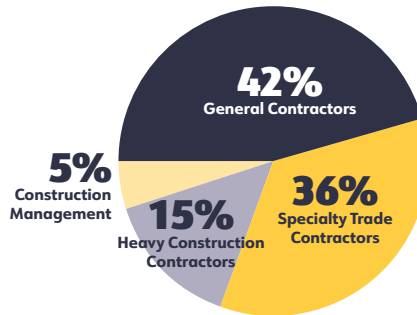
Conference attendees describe themselves as decision-makers or influencers in these product categories: banking and financial services, estimating software, financial and estate planning, HR and benefits administration, imaging software, insurance/surety and bonding, job costing/accounting/payroll software, management consulting, and project management software.

2025 Conference Attendees

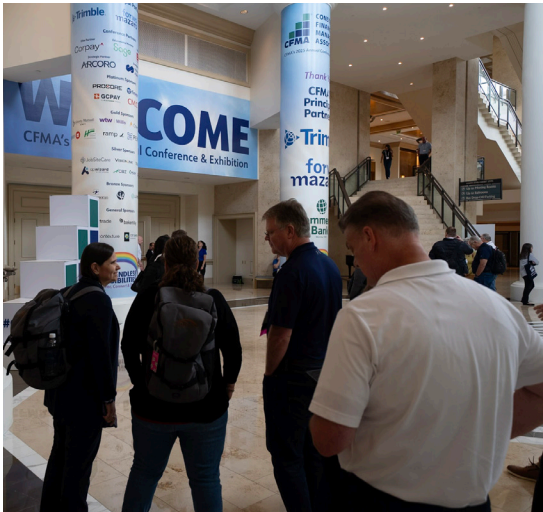
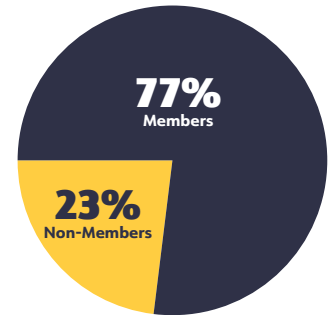
Membership Type



General Members



Attendee Type



Stand out from the crowd and maximize your exposure with our exciting new **App Listing Upgrades!**

Built to elevate your visibility and drive engagement, these options put your brand front and center – before, during, and after the conference. With the Enhanced App Listing, you'll enjoy a polished company description, direct links to your website and social channels, eye-catching branding with your logo and banner and a bonus pre-show hyperlink from the official CFMA conference website – ensuring you make a lasting impression. Want even more impact? The Premium App Listing Upgrade includes all these benefits PLUS ability to add video, files and links to showcase your story, products, and services. Don't miss this powerful opportunity to capture attention and connect with attendees like never before!

Your Competition Will Be There . . . Will You?

Who Exhibits With CFMA?

Accounting

Forvis Mazars
Moss Adams LLP

Banking & Financial

Corpay
Commerce Payments
FMI Corporation

Consultant

Tax
BRAYN Consulting
Sikich, LLP

Office Services

Business Information Group, Inc.
Tilson Technology
Management Construction

Additional Consultant Provider

Chartwell Financial Advisory
Cogency Global Inc
Palmer Consulting Group
Walker Reid
WestBridge Partners

Fleet Management

Union Leasing, Inc.
United Rentals

Insurance

Arch Insurance
Gallagher Construction
McGriff Construction

Human Resources

Beneco, Part of Futureplan
by Ascensus

Surety & Bonding

Liberty Mutual Surety
Old Republic Surety

Technology Solutions

Accounting Software
SAGE
Trimble

AP Automation

Oracle Textura
Paperless Environments

Asset Management

EquipmentWatch by
Randall Reilly Clue

ERP

Acumatica
Access COINS
CMiC

Fintech

GCPay
Siteline

Payroll

ADP
Miter

Project Management

HCSS
Procore

Exhibition Booth Pricing

Booth Size	CFMA Member Pricing	Non-Member Pricing
8' x 10'	\$4,300	\$5,300
8' x 20'	\$8,600	\$10,600
16' x 20'	\$17,200	\$21,200
Corner Fee	\$200 per corner	\$200 per corner
Enhanced App Listing*	\$500	\$500
Premium App Listing*	\$1,000	\$1,000
	TOTAL	TOTAL

Standard App Listing: company name, description, booth location

*** Enhanced App Listing:** Standard App Listing plus; Direct links to your website and social channels, Logo and graphical banner, Contact Information, Bonus pre-show hyperlink from the official CFMA conference website

*** Premium App Listing:** Standard & Enhanced App Listing plus; Video (5 MB Max), Files (20MB Max), Links

Booth Includes

Pipe & Drape: 10' back drape and 3' side rails

Ten (10) Non-Competing Exhibit Hours

Two (2) Exhibit Hall Passes

Pre- & Post- Show Mailing List

Listing in Exhibitor Online Directory

"We're Exhibiting" Logo to Display in Your E-mail

Company listing in Conference App (100-word profile & booth number)

One (1) 6' Draped Table

Two (2) Side Chairs

One (1) Wastebasket



2026 Hotel & Exhibition Floor

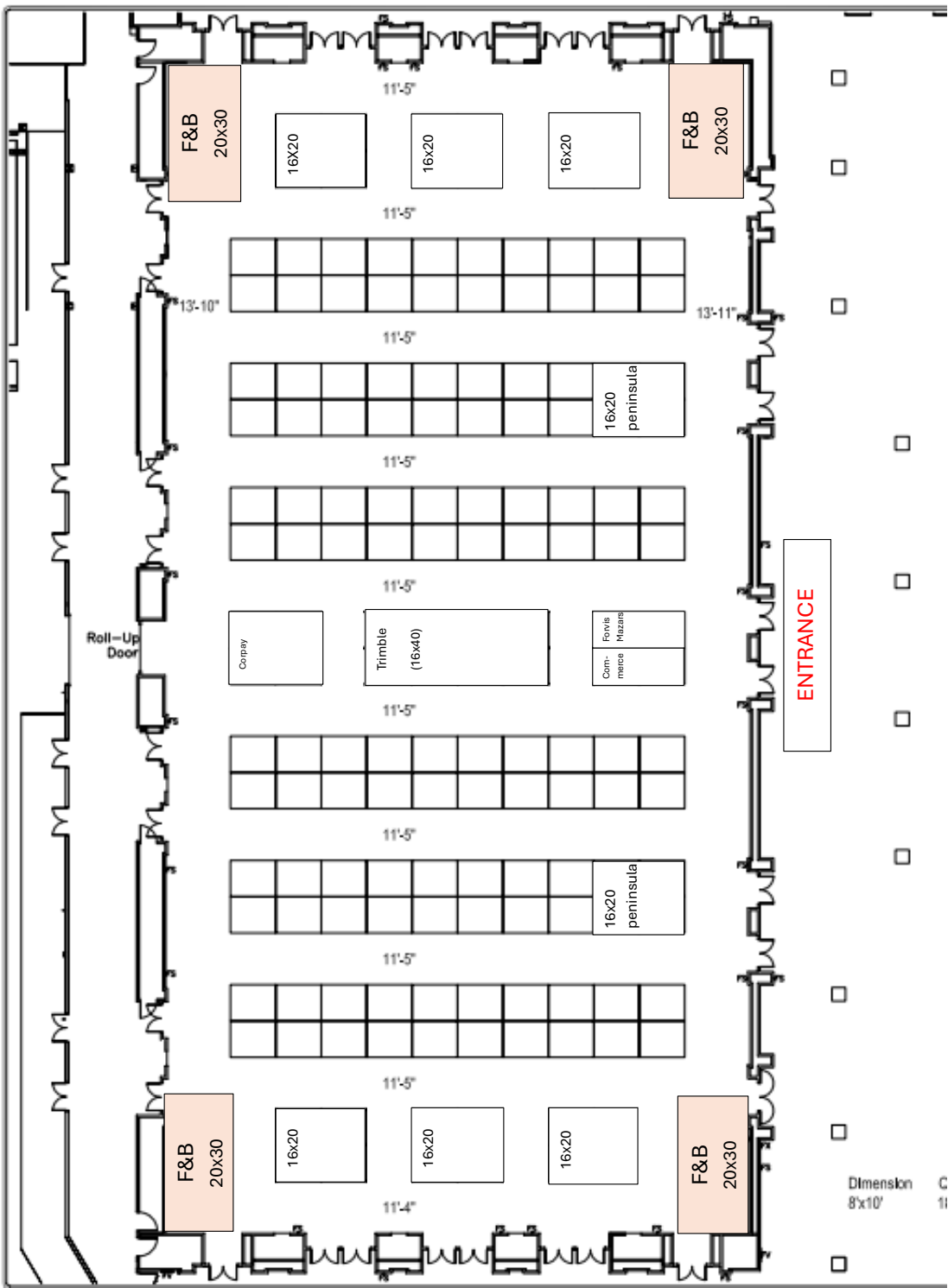


JW Marriott Phoenix Desert Ridge Resort & Spa

5350 E Marriott Dr, Phoenix, AZ 85054

Conference Dates: May 30-June 3, 2026

Exhibition Dates: May 31-June 2, 2026



CFMA'S 2026 ANNUAL CONFERENCE & EXHIBITION
EXHIBIT SPACE CONTRACT
JW Marriott Phoenix Desert Ridge Resort & Spa • Phoenix, AZ • May 30-June 3, 2026

Please Print or Type All Information

Exhibiting Company Name *(as you would like it to appear in all promotional material)*: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Website: _____ Phone: () _____

Product /Service Category

- | | |
|---|---|
| ☐ Accounting | ☐ Technology <i>(Technology Sub-Categories:)</i> |
| ☐ Banking & Financial | ☐ Accounting Software |
| ☐ Fleet Management | ☐ A/P Automation |
| ☐ Insurance | ☐ Asset Management |
| ☐ Human Resources | ☐ ERP |
| ☐ Surety & Bonding | ☐ Fintech |
| ☐ Consultant | ☐ Payroll |
| ☐ Technology Solutions | ☐ Project Management |

Exhibitor Contact *(name, title, and contact information of the individual who is to receive all future Exhibitor correspondence from CFMA and/or its agents)*

Name: _____ Title: _____

E-mail: _____ Phone: () _____

Booth Preference 1st # _____ 2nd # _____ 3rd # _____ I prefer not to be located near: _____

Exhibition Booth Pricing

Booth Size	CFMA Member Pricing	Cost	Non-Member Pricing	Cost
8' x 10'	\$4,300		\$5,300	
8' x 20'	\$8,600		\$10,600	
16' x 20'	\$17,200		\$21,200	
Corner Fee	\$200 per corner		\$200 per corner	
Enhanced App Listing*	\$500		\$500	
Premium App Listing	\$1,000		\$1,000	
	TOTAL		TOTAL	

Standard App Listing: company name, description, booth location

* **Enhanced App Listing:** Standard App Listing plus; Direct links to your website and social channels, Logo and graphical banner, Contact Information, Bonus pre-show hyperlink from the official CFMA conference website

* **Premium App Listing:** Standard & Enhanced App Listing plus; Video (5 MB Max), Files (20MB Max), Links

What your booth includes:

- | | |
|--|---|
| <ul style="list-style-type: none">• Pipe & Drape: 10' back drape and 3' side rails• Ten (10) Non-Competing Exhibit Hours• 2 Exhibit Hall Only Passes• Pre- & Post-Show Mailing List | <ul style="list-style-type: none">• Standard company name listing in Exhibitor Online Directory• "We're Exhibiting" logo to display in your e-mail• Company listing in Conference App (100-word profile & booth number) |
|--|---|

Non-Refundable Deposit: A non-refundable deposit of \$1,000 per reserved 8' x 10' booth space is required with this contract 14 days from the date of invoice, with balance due no later than December 8, 2025.

Authorized By

Name: _____ Title: _____

Make checks payable to: Construction Financial Management Association (CFMA)
Mail to: CFMA's 2026 Annual Conference & Exhibition • 214 Carnegie Center Drive • Suite 110 • Princeton, NJ 08540

CFMA'S 2026 ANNUAL CONFERENCE & EXHIBITION

EXHIBIT SPACE RULES & REGULATIONS

Defined Terms: The term "Exhibition" refers to the trade show component of CFMA's 2026 Annual Conference & Exhibition, held May 30-June 3, 2026, at the JW Marriott Phoenix Desert Ridge Resort & Spa. The Exhibition is sponsored by the Construction Financial Management Association (CFMA) its officers, directors, agents, representatives, employees, or assigns, unless the context requires otherwise. The term "Exhibitor" refers to the company and any of its officers, directors, shareholders, employees, contractors, agents, or representatives that applied for exhibit space rental and agreed to enter into this Contract.

Qualification of Exhibitors: Products and services displayed must be industry-related. CFMA reserves the right to determine the eligibility of an Exhibitor for inclusion in CFMA's Annual Conference & Exhibition prior to, or after, the execution of the contract. No Exhibitor may display products or distribute advertisements that infringe upon another company's registered trademark, copyright, or patent, unless they have an established partnership with that company. Product comparisons of companies other than the contracted Exhibitor are prohibited. CFMA, in its sole judgment, will determine the appropriateness of products exhibited and reserves the right to prohibit display or advertisement of products that are in violation of these Exhibition Rules or do not meet the Exhibition's objectives.

Contract Acceptance: Exhibitor acknowledges that this Contract is not issued for specific exhibit space, but rather for the right to participate as an Exhibitor in CFMA's 2026 Annual Conference & Exhibition. This Contract shall become effective when it has been submitted by the Exhibitor and accepted by a duly authorized representative of CFMA.

Exhibition Fees & Payment: Defer to the first page of the Exhibitor contract for prevailing booth fees. Exhibitors must have a current CFMA membership to receive the member rate. Should membership lapse prior to CFMA's Annual Conference & Exhibition, the space fee will be adjusted to the non-member rate. A \$1000 non-refundable deposit per 8' x 10' space required 14 days from the date of invoice. (8' x 10' = \$1000, 8' x 20' = \$2000, 16' x 20' = \$4000, etc.).

The remaining exhibition balance is due no later than December 8, 2025. After December 8, 2025, PAYMENT IN FULL is required with Exhibit Contract Submission. Failure to pay exhibition fees in full by December 8, 2025, will result in a \$500 late fee per 8' x 10' space and/or forfeiture of exhibit space.

Space Assignment: Assignments of space will be based on a booth selection lottery held during CFMA's 2025 Annual Conference & Exhibition. Following the booth selection lottery, remaining booths will be sold on a first come, first serve basis.

Use of Space: Exhibitor shall not assign, sell its rights, sublet, share, or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs, or printed materials from other than its own company in the assigned exhibit space without the written consent of CFMA. Upon approval to share the exhibit space, the Co-Exhibitor must submit a signed exhibit space contract binding them to all CFMA's 2026 Annual Conference & Exhibition Terms and Conditions. There will be an additional listing fee of \$500 for each co-exhibiting company.

Booth Downsizing by Exhibitor: Should the Exhibitor elect to downsize booth space, CFMA will try to resell the downsized space. If CFMA can resell the space, the Exhibitor will be charged a fee of \$750 per 8' x 10' booth space. If CFMA is unable to resell the space, the Exhibitor is responsible for 100% of the original contracted space. All requests for booth downsizing must be in writing, received prior to December 8, 2025, and is subject to CFMA approval. Exhibitor may be required to move to a new location if booth downsizing is approved by CFMA.

Cancellation of Participation: Notice of cancellation of exhibit space must be submitted in writing (via email) no later than December 8,

2025. All deposits are non-refundable; however, if payment in full was received, a full refund minus deposit will be granted. After December 8, 2025, no refunds will be granted.

Exhibitor Services Kit: Approximately 60 days before the Exhibition, a link to the online Exhibitor Services Kit will be sent to the "Primary Contact" listed on the Contract. The Exhibitor Services Kit will include information integral to the Exhibitor's participation at the Exhibition, including but not limited to: additional Exhibitor Rules and Regulations, official contractor order forms, shipping and drayage, utilities and building services, decorator, audio/visual, Exhibitor display rules and move-in/move-out schedules.

Exhibit Provisions, Design & Inclusions: Each Exhibitor will be provided (a) one 6' draped table; (b) two side chairs; (c) one wastebasket; (d) one line identification sign (7" X44") with name of company per 8' x 10' square feet of exhibition space unless otherwise specified. Each Exhibitor agrees to abide by exhibit display and construction guidelines published by CFMA and included in the Exhibitor Services Kit (kit will be published no later than 60 days prior to the show). All Exhibitors must remain within the confines of their own space and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, injury, or disadvantageously affect the display of other Exhibitors.

Character of Displays: All exhibits shall display products or services in a tasteful manner as determined by CFMA in its sole discretion. All packing containers, wrapping material, cardboard boxes, carrying cases, etc., must be stored off the exhibit floor. Exhibitors must make arrangements with the General Service Contractor for storage of crates and other packing materials.

Sound Devices: The use of devices for mechanical reproduction of sound or music is permitted but must be controlled. Sound of any kind must not be projected outside of the exhibitor's booth. Exhibitors are specifically prohibited from operating such noise-creating devices as bells, horns, microphones or megaphones. Noise levels must not exceed 80 decibels.

Copyrighted Materials: Exhibitors shall not use or distribute any copyrighted materials at the Exhibition unless all necessary rights are obtained and all required royalties, fees, etc. are paid.

Exhibitor Promotions & Entertainment: All promotional material and entertainment must be conducted within the exhibitor booth, no exceptions.

Use of Aisles & Common Areas: The aisles and passageways remain strictly under the control of CFMA. No signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles and passageways.

Affiliate Events: Scheduling of private functions, cocktail parties, special events, etc., must be approved by CFMA and occur outside of CFMA's Full Conference agenda. All requests for meeting rooms, hotel outlets, and special function rooms must be approved by CFMA.. For affiliate event inquiries contact Heidi Boe hboe@cfma.org.

Prize-Drawings & Promotions: Prize-drawings will be allowed within CFMA Rules and Regulations as detailed in the Exhibitor Resource Center.

Safety, Fire & Health: Federal, State and City laws must be strictly observed. A full listing of fire and safety regulations can be found in the Exhibitor Services Kit.

Exhibit Space Occupancy & Inspection: Installation of exhibits may occur from 9:00 am -6:00 pm on Saturday, May 30, 2026 and 8:00 am - 1:00 pm on Sunday, May 31, 2026. Any exhibitor failing to occupy their space by 11:59 am on Sunday, May 31, 2026, shall be deemed forfeited

FOR MORE INFORMATION CONTACT

Staci Bradley • 609-945-2430 • sbradley@cfma.org

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EXHIBIT SPACE RULES & REGULATIONS

by Exhibitor and no refund shall be granted. CFMA may reassign such space, at its discretion, without any obligation to Exhibitor. All exhibits must be ready for inspection by CFMA staff at 12:00 pm on Sunday, May 31, 2026. No exhibitor will be allowed to set up their exhibit display after 12:00 pm. All exhibits must be open for business during exhibition hours; any space left unattended during exhibition hours forfeits their rights to the space. Exhibitors may not dismantle their display until after the official close on Tuesday, June 2, 2026 at 2:31 pm. or until the Exhibition is officially closed by CFMA. All exhibits must be dismantled by 5:30 pm on Tuesday, June 2, 2026. Any exhibits not dismantled by that date and time shall, at CFMA's option, become the property of CFMA. Times are subject to change. Any Exhibitor found in non-compliance will result in their removal from the exhibition floor and inability to exhibit in future CFMA exhibitions. Unattended freight in unclaimed space will be removed from the exhibit floor and stored at the exhibitor's sole risk and expense.

Contractor Services: CFMA has contracted with official contractors to provide services at CFMA's 2026 Annual Conference & Exhibition. While exhibitors may utilize exhibitor-appointed contractors (EAC) for non-exclusive services at CFMA's 2026 Annual Conference & Exhibition within certain guidelines, contractors other than official contractors may not solicit exhibitors to provide products or services at CFMA's 2026 Annual Conference & Exhibition. All outside entertainment and service vendors must be approved by CFMA. In addition, exclusive services provided by the facility, such as (but not limited to) electricity, internet, and food and beverage, are the only vendors allowed for that particular service and must be utilized by the Exhibitor if needed.

Care of Exhibit Facility: Exhibitor shall promptly pay for any and all damage to the JW Marriott Phoenix Desert Ridge & Spa, associated facilities, booth equipment, or the property of others caused by the Exhibitor or any of its employees, agents, contractors, or representatives. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, or otherwise affixed to any pillars, walls, doors, or other parts of the building. No helium or mylar balloons are allowed. Stickers (any material with gummed backing) are prohibited in the exhibit area. Exhibitors shall be responsible for damage to property.

Assumption of Risks: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and save CFMA, CFMA's designated Exhibition Services contractor, audio/visual company, and the JW Marriott Phoenix Desert Ridge Resort & Spa or any of their respective employees and agents, harmless against all claims, losses, or damages to persons or property, governmental charges, or fines and attorney's fees arising out of or caused by Exhibitor including, but not limited to, Exhibitor's installation, removal, and maintenance. Occupancy or use of the Exhibition premises or a part thereof excludes any such liability caused by the sole negligence of CFMA, CFMA's designated Exhibition Services contractor, audio/visual company, and/or the JW Marriott Phoenix Desert Ridge Resort & Spa or any of their respective employees, representatives, and agents.

Mandatory Insurance Coverage: A certificate evidencing Comprehensive General Liability Coverage in the Exhibitor's Company name must be provided to CFMA by March 18, 2026, with at least the minimum of \$1,000,000.00 per occurrence. Failure to provide a Certificate of Insurance will exclude the exhibiting company from participating in CFMA's 2026 Annual Conference & Exhibition. Exhibitor acknowledges that CFMA, CFMA's designated Exhibition Services contractor, audio/visual company, and the JW Marriott Phoenix Desert Ridge & Spa do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain General Liability Insurance. Should Exhibitor contract an Exhibitor Appointed Contractor (EAC), the EAC must provide a certificate evidencing

Comprehensive General Liability Coverage of \$2,000,000.00 per occurrence in the EAC's name March 18, 2026.

Americans with Disabilities Act: Exhibitors shall be responsible for compliance with the Americans with Disabilities Act as it relates to their participation in the Exhibition, their booth, promotional materials, and other services and activities conducted by the Exhibitor during the Exhibition.

Exhibitor Registration:

1. Included in each 8' x 10' exhibit space are two (2) complimentary exhibitor booth passes. An Exhibitor booth pass allows access to the exhibit area and events in the Exhibition Hall only. Exhibitor booth pass **does not** grant access to conference sessions, events outside the exhibition hall, or food and beverage outside the exhibit hall.
2. One (1) extra exhibitor pass may be purchased for an additional \$750 per person for each 8' x 10'.
3. In addition, exhibitors may upgrade one exhibitor booth pass per 8' x 10' booth to full conference registration for an additional \$1,500. Full Conference Registration grants access to all education sessions, General Sessions, daily breakfast, lunch and refreshment breaks, and the Closing Night Party.
4. The deadline for all exhibitor registrations is April 15, 2026. Registrations received between April 16, 2026, and May 11, 2026, will incur a \$300 late fee per registration. After May 11, 2026, all exhibitor registrations must be completed onsite and will be subject to a \$600 onsite registration fee.

CFMA Intellectual Property Usage (Attendee Data): All content provided in the CFMA's 2026 Annual Conference & Exhibition Attendee Data, including but not limited to name, email, company name, title, and other intellectual property materials, is protected by intellectual property rights owned by CFMA. Exhibitor understands and agrees to the following terms:

- Limited Use: CFMA grants the Exhibitor a limited, non-exclusive license to use the Attendee List solely for the purpose of direct communication with individuals who have opted in to receive such communication.
- Permitted Communications: The Exhibitor may send no more than three (two pre-conference and one post-conference) email marketing communications regarding CFMA's 2026 Conference & Exhibition.
- Prohibited Uses: The Exhibitor may not use the Attendee List for any other purpose, including but not limited to:
 - o Selling or renting the Attendee List to third parties.
 - o Combining the Attendee List with other data sources to create new profiles or databases.
 - o Using the Attendee List to send unsolicited marketing materials or spam.
 - o Sharing the Attendee List with any unauthorized individuals or entities.
- Consequences of Non-Compliance: Any Exhibitor found in violation of these restrictions will be subject to penalties, including but not limited to, fines, termination of their exhibit space, and prohibition from future participation in CFMA events.

Exhibitor Listing & Promotional Materials: By exhibiting at CFMA's 2026 Annual Conference & Exhibition, Exhibitor grants CFMA a perpetual non-exclusive license to use and display the Exhibitor

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company name, logo, and contact information in any Conference marketing material and Exhibitor directory on the CFMA Conference website and Conference App and Conference promotional materials. CFMA shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. Exhibitors may not use the CFMA logo but, with permission, may use the show's provided logo only to indicate their status as an Exhibitor at the show and not to imply any endorsement by CFMA.

Consent to Use of Photographic Images: By registering for or attending CFMA meetings, exhibitions, or other activities, participants, including registrants, exhibitors, and attendees, consent to CFMA's use and distribution of their image or voice in photographs, videos, electronic reproductions, or audio recordings from these events, both now and in the future.

Change of Dates and/or Location: CFMA reserves the right to change the dates, location, and event format (including, but not limited to, in person to virtual in whole or part) of CFMA's 2026 Annual Conference & Exhibition. If CFMA exercises this right, it will provide prompt advance notice to Exhibitor of such change. To the extent practicable, CFMA will provide the Exhibitor with comparable booth space in the new location. If Exhibitor opts to cancel its reservation of booth space due to such change, CFMA will provide refunds in accordance with the cancellation policy stated above.

Force Majeure: Neither party shall be held responsible for delays or non-performance caused by activities or factors beyond its reasonable control, including without limitation, government regulations, actions related to public health emergencies, war, weather, epidemics/pandemics, strikes, lockouts, fires, acts of God, threats of acts of terrorism or similar acts, curtailment of interruption of transportation facilities, cancellation of the Event, resolutions and regulations (including, but not limited to, those regarding travel, self-quarantine and gathering size) imposed by any state within the United States of America, State Department or other governmental closure, prohibition or limitation of travel by any government employees, corporate and educational institution travel restrictions, civil disturbance, or any other activities or factors beyond its control that makes it inadvisable, impractical or impossible to hold the Event, whether similar or dissimilar to any of the foregoing. If the Event is cancelled through no malfeasance of Exhibitor, Exhibitor shall be entitled to a refund of any exhibit space fees paid. It shall not, however, be entitled to reimbursement for out-of-pocket expenses incurred in connection with the Event.

Governing Rules and Regulations: CFMA reserves the right to establish and modify rules and regulations governing the Exhibition. These rules may address matters not explicitly covered by this Contract or the Exhibitor Services Kit.

Notice of Changes: CFMA will provide reasonable notice to Exhibitors of any changes to the rules and regulations.

Binding Effect: Exhibitors agree to comply with the rules and regulations as they may be amended from time to time, unless they object in writing within three business days of receiving notice of the change. If an Exhibitor objects, the change will not apply to them until a mutually agreed-upon resolution is reached.

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