



Sponsorship Opportunities

Be Future Ready

Innovation, Technology, and Accounting Conference

Virtual Conference
February 15, 2022



THE INNOVATION, TECHNOLOGY AND ACCOUNTING CONFERENCE

Be Future Ready.

CPA Alberta is proud to present its third annual Innovation, Technology, and Accounting Conference to be held virtually on February 15 and 16.

This conference brings together Alberta CPAs who are eager to get the latest information on technology and innovation, data analytics, artificial intelligence, ethics, leadership, digital upskilling, and much more.

These topics are especially relevant and timely to professional accountants in key decision-making roles.

Sponsoring this event will provide you with an opportunity to highlight your organization's brand to a captive audience of 300+ CPAs, many in senior decision-making roles, from a wide variety of industries.

At our virtual conference, all clicks are tracked and recorded and you will be able to see who has shown the most interest in what you're offering.



VIRTUAL
FEBRUARY
15

WHY SPONSOR?

Promote your brand on CPA Alberta's digital platforms, and reach CPAs and decision makers from across the province.

Stand out at the Innovation, Technology, and Accounting Conference and demonstrate your unique services to a professional audience.

Meet, network and have one-on-one video conversations with CPAs, many of whom influence the decision making on innovation and technology directions in their organizations.

Raise awareness of your brand and corporate profile by taking advantage of brief speaking opportunities.

Align your brand with an organization that fosters and recognizes professional excellence and community involvement.

Connect your organization with Alberta CPAs from every sector. Meet those that work in public accounting, education, not-for-profit, energy, government, and more.

For more information or to customize a package that fits your specific needs, please email Deepa Acharya at dacharya@cpaalberta.ca or call 403.299.1325.

WHO ARE ALBERTA CPAs

CPAs belong to one of the largest accounting designations in the world. With more than 200,000 members nationally, you might say they have a pretty big list of connections.

Provincially, more than **30,000** CPAs call Alberta home. While CPAs work in a diverse list of roles and industries, there's one thing they all have in common—they're respected as integral members of their organizations.

32%

of CPAs working in non-public practice accounting work in the oil & gas, utilities, or construction sectors.

44%

of CPAs who work in non-public practice accounting are in a position of senior management or higher.

204 PREVIOUSLY REGISTERED ATTENDEES

| |
|------------------------------|
| Senior Management (27%) |
| Executive Leadership (23%) |
| Not Specified (21%) |
| Middle Management (16%) |
| Technical/Coordinating (10%) |
| Support (2%) |

56

47

42

33

21

5

INDUSTRY REPRESENTATION

204 Previously Registered Attendees

Industry and Other (52%)

Public Accounting (10%)

Education (6%)

Government (6%)

Contract Services (1%)

Law (1%)

90%

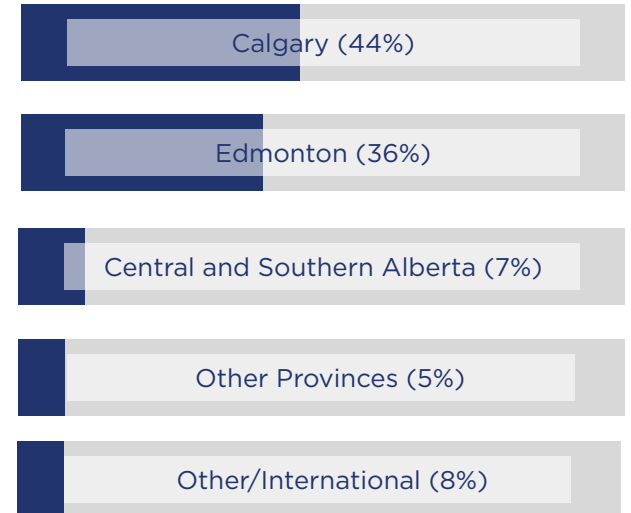
of previous conference attendees were interested in sponsor products and services.



PREVIOUS ATTENDEES

Find out how attendees spent their time at last year's Innovation, Technology, and Accounting Conference. More than 200 people attended.

WHERE THEY'RE FROM



Avg. % of attendees that viewed concurrent sessions.

95 %

Avg. % of people who attended the opening keynote.

94%

85%

Avg. % of people who attended the panel discussions.

200 +

More than 200 people attended the previous conference.

SPONSOR LEVELS

PRESENTING SPONSOR

(1 Available)

GOLD SPONSOR

(2 Available)

SILVER SPONSOR

(2 Available)

EXHIBITOR

(15 Available)

SPONSORSHIP OPPORTUNITIES AND BENEFITS

\$5,000

\$3,500

\$2,500

\$1,000

Pre-Event Brand Visibility Benefits:

Logo recognition on CPA Alberta website with 100 word blurb

Social Media mentions

At Virtual Event Brand Visibility Benefits (further details available):

Logo on home web screen and left hand menu

Advertising banners in different modules

Exhibitor booth

Sponsor directory

Sponsored Agenda Sessions

Networking

Virtual Meetings

Verbal acknowledgement at conference

Opportunities to speak about the organization and services provided

Introduce keynote speaker

Logo recognition on-screen at conference

Sponsor-branded item included in the virtual conference delegate package (item to be distributed by sponsor)

Opportunities to Create Connections and Build Professional Relationships:

Tickets to conference

2

2

1

1

Post-Event Brand Visibility Benefits:

Recognition in post-Conference "thank you" message in Daily Dividends newsletter and on CPA Alberta website

DEMO YOUR PRODUCT

OR SERVICES

Create connections and showcase your brand.

Based on feedback from Alberta CPAs, there is interest in learning about your company's product/service benefits through a formal demonstration and showcasing a real application-based solution to client challenges. Providing context of the client situation, challenges and your company solutions will help participants to learn the value you can provide. Our concept includes inviting your client to provide context and a testimonial to the business solutions they have experienced. Arrange in-platform video calls with clients.

DRAW PRIZES

Who doesn't love cool prizes? We invite you to provide a noteworthy technology or innovation related door prize that will be drawn for at the end of the Innovation, Technology and Accounting Conference. This is a great way to stand out and promote your brand.

Let us know what you have in mind!



THANK YOU TO OUR

PAST SPONSORS



CONSENTIA
MAKING KNOWLEDGE WORK.



We look forward to connecting with you!

For more information, contact Deepa Acharya at
dacharya@cpaalberta.ca or 403.299.1325.

cpaalberta.ca



CPA Alberta



CPA_AB



fb.me/CPAAlberta



[@CPA_AB](https://twitter.com/CPA_AB)