



CPA

CHARTERED
PROFESSIONAL
ACCOUNTANTS
ALBERTA

THE

INNOVATION TECHNOLOGY

AND ACCOUNTING CONFERENCE

INNOVATE WITH PURPOSE

SPONSORSHIP OPPORTUNITIES

FEBRUARY 22, 2021 | VIRTUAL CONFERENCE

THE INNOVATION, TECHNOLOGY, AND ACCOUNTING CONFERENCE

INNOVATE
WITH
PURPOSE

CPA Alberta is proud to present its second annual Innovation, Technology, and Accounting Conference to be held virtually on February 22.

This conference brings together Alberta CPAs who are interested in gaining more information on the latest topics in technology and innovation, including 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 up to 300 delegates, from a wide variety of industries.

FEBRUARY
22 VIRTUAL
CONFERENCE

WHY SPONSOR

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

Stand out at The Innovation, Technology, and Accounting Conference and demonstrate your unique offering 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.



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.

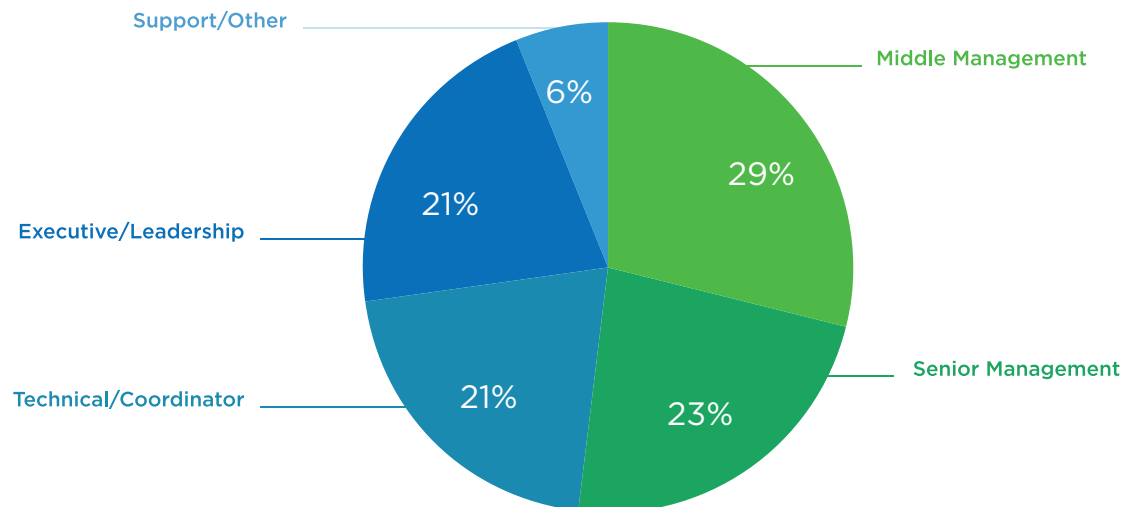
Provincially, more than **29,500** CPAs call Alberta home. While CPAs work in a diverse list of roles and industries, there's one thing they all have in common—they're respected as integral parts of their organizations.

44%

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

32%

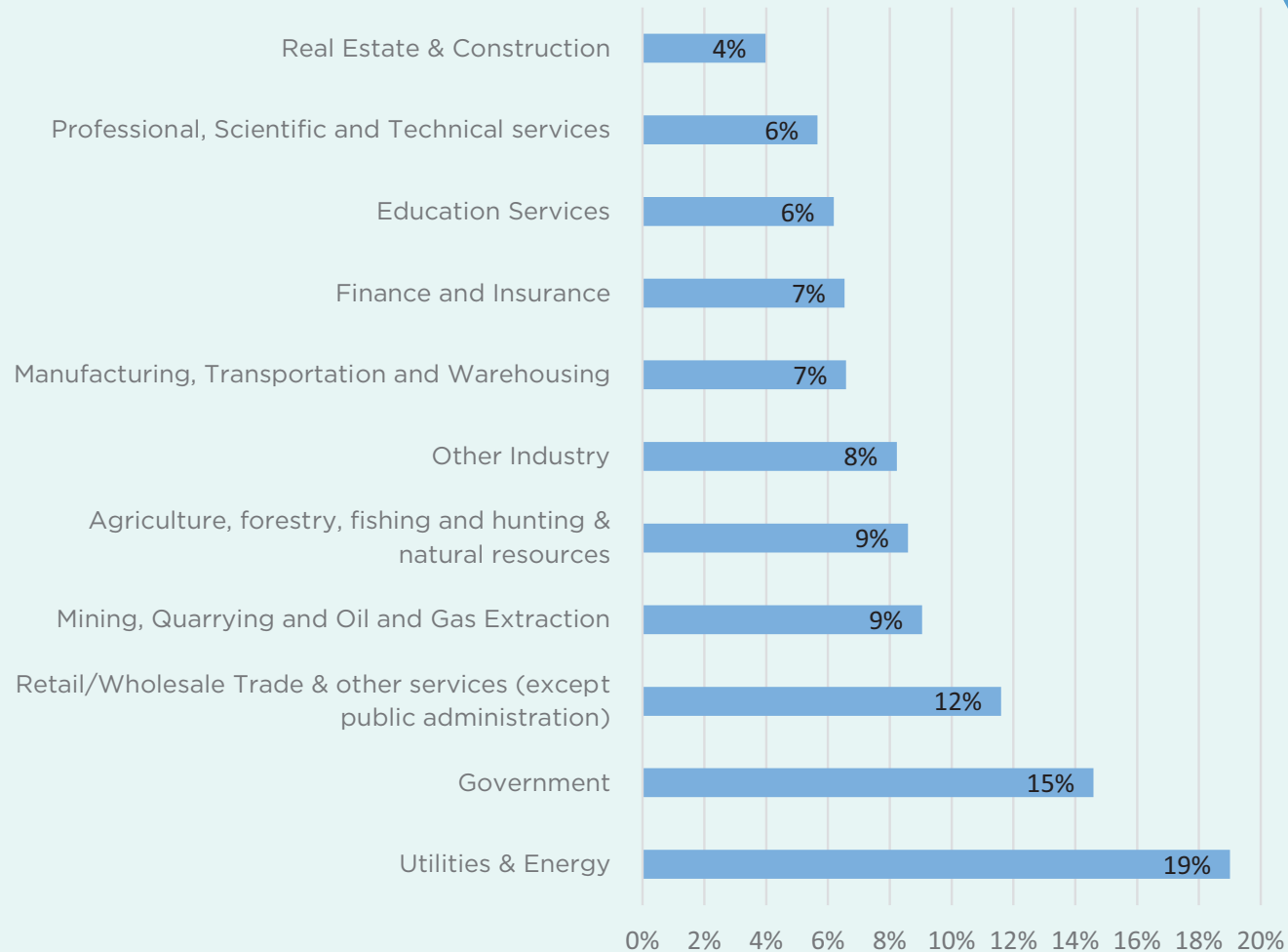
of CPAs working in non-public practice accounting work in the oil & gas, utilities, or construction sectors.



INDUSTRY REPRESENTATION

90%

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



SPONSOR LEVELS

PRESENTING SPONSOR

(1 Available)

\$4,000

GOLD SPONSOR

(2 Available)

\$2,500

SILVER SPONSOR

(2 Available)

\$1,500

EXHIBITOR

(15 Available)

\$750

SPONSORSHIP OPPORTUNITIES AND BENEFITS

	PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR	EXHIBITOR
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 LAST YEAR'S SPONSORS





We look forward to connecting with you!

For more information, contact Deepa Acharya at dacharya@cpaalberta.ca or 403.299.1325, or Cheryl Condon at ccondron@cpaalberta.ca or 403.299.1307.

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