

ANNUAL FORUM FOR CPAs IN INDUSTRY



CPA

CHARTERED
PROFESSIONAL
ACCOUNTANTS
ALBERTA

THRIVE.
ADAPT.
EXPLORE.
RISE.

VIRTUAL CONFERENCE
NOVEMBER 9-13, 2020

SPONSORSHIP OPPORTUNITIES

HIGHLIGHT YOUR

ORGANIZATION'S BRAND

Connect with Alberta CPAs through sponsorship.

CPA Alberta is the professional organization representing over 29,500 Alberta CPAs who work across the province, Canada, and abroad.

We are delighted to offer sponsorship opportunities for CPA Alberta's first-ever virtual and expanded Annual Forum for CPAs in Industry from November 9-13, 2020. This conference promises to give attendees and sponsors a value-added, quality experience and offers a balance of live and on-demand content, along with opportunities for networking and sharing.

Given the accessibility of this online conference, accounting professionals from all corners of Alberta will be able to participate easily. Anticipated attendance is expected to reach over 300 and topics will include ethics, leadership, motivating a productive remote workforce, tax updates, economic updates, business continuity, and much more.

As an important sponsor, you will have a unique opportunity to not only get your brand noticed by an audience made up of company decision makers but also to have access to data that is just not possible at an in-person event. At our virtual event, all clicks will be tracked and recorded and you will be able to see who has shown the most interest in what you're offering.

CPAs are trusted and distinguished individuals who provide financial expertise, strategic direction, and leadership to organizations. They work in every sector of the economy including industry, public accounting, education, not-for-profit, energy, and the government.

CPA Alberta invites you to choose from a variety of opportunities outlined in this package. Sponsorships range from \$750 to \$4,000 and offer a multitude of benefits.



CPA Alberta
represents over
29,500 CPAs.

WHY SPONSOR?

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

Stand out at the Annual Forum for CPAs in Industry Conference and demonstrate your unique services to a professional audience

Meet, network, and have one-on-one conversations with CPAs, many of whom influence decision making in their organizations

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

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

Leverage data with the virtual platform's post-event analytics and capture qualified leads throughout the conference with contact information derived from one-on-one interactions at your booth.

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.

SPONSOR LEVELS

PRESENTING SPONSOR

(1 Available)

GOLD SPONSOR

(2 Available)

SILVER SPONSOR

(2 Available)

EXHIBITOR

(15 Available)

\$4,000

\$2,500

\$1,500

\$750

SPONSORSHIP OPPORTUNITIES AND BENEFITS

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	Five Minutes			
Introduce keynote speaker	Yes (2)			
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				

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.

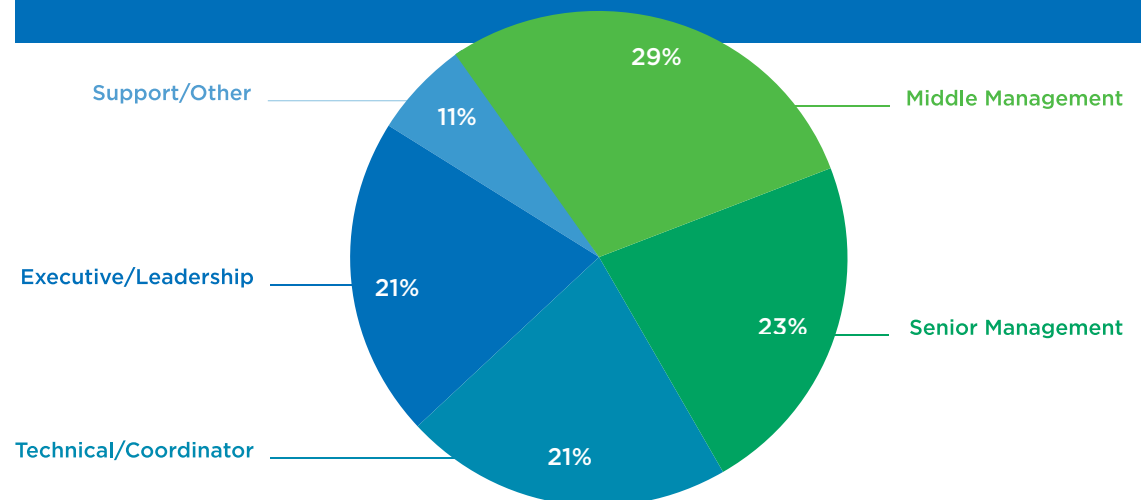
Provincially, more than **29,500** CPAs call Alberta home. While CPAs work in a diverse list of roles and industries, there's one thing they all have in common—they're respected as integral parts of their organizations.

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.





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



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