

CPA ALBERTA PRESENTS

THE **INNOVATION**  
**TECHNOLOGY**  
**AND ACCOUNTING** CONFERENCE

**INNOVATE WITH PURPOSE**

FEBRUARY 11-12, 2020 | WESTIN, EDMONTON



**SPONSORSHIP OPPORTUNITIES**

# THE INNOVATION, TECHNOLOGY, AND ACCOUNTING CONFERENCE

## INNOVATE WITH PURPOSE

CPA Alberta is proud to present its first annual Innovation, Technology and Accounting Conference to be held from February 11 to 12, 2020 in Edmonton, Alberta. This conference will feature topics especially relevant and timely to decision makers in the professional accounting field. This is your opportunity to highlight your organization's brand to a captive audience of up to 300 delegates, from a wide variety of industries, through sponsorship, product demonstrations, and live testimonials.

To discuss your options, contact Deepa Acharya at [dacharya@cpaalberta.ca](mailto:dacharya@cpaalberta.ca) or 403.299.1325, or Bronwen Webster at [bwebster@cpaalberta.ca](mailto:bwebster@cpaalberta.ca) or 403.231.8051.

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**FEBRUARY**  
**11-12**

WESTIN | EDMONTON

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A close-up photograph of a silver microphone on a black stand, positioned on a stage. The background is filled with out-of-focus, warm-toned lights, creating a bokeh effect. A yellow curved line graphic is visible on the left side of the image.

# TAKE THE STAGE WITH YOUR BRAND

## Connect your organization with Alberta CPAs

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

CPAs are recognized as highly-valued leaders in the Canadian business community—often working in positions such as CEO, CFO and COO. They work in every sector of the economy including public accounting, education, not-for-profit, energy and government, providing financial expertise, strategic direction and leadership to their organizations.

We are pleased to offer sponsorship opportunities for the CPA Alberta's inaugural Innovation, Technology and Accounting Conference taking place in Edmonton on February 11 and 12, 2020. This conference will bring together Alberta CPAs who are interested in gaining more information on the latest topics in technology and innovation. Topics will include data analytics, cyber security, robotics, blockchain, artificial intelligence, governance, ethics, leadership, machine learning and much more.

CPA Alberta invites you to choose from a variety of opportunities outlined in this package. Sponsorships range from \$1,500 to \$10,000 and also include demonstration and live testimonial options.



# 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 offering to a professional audience.

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

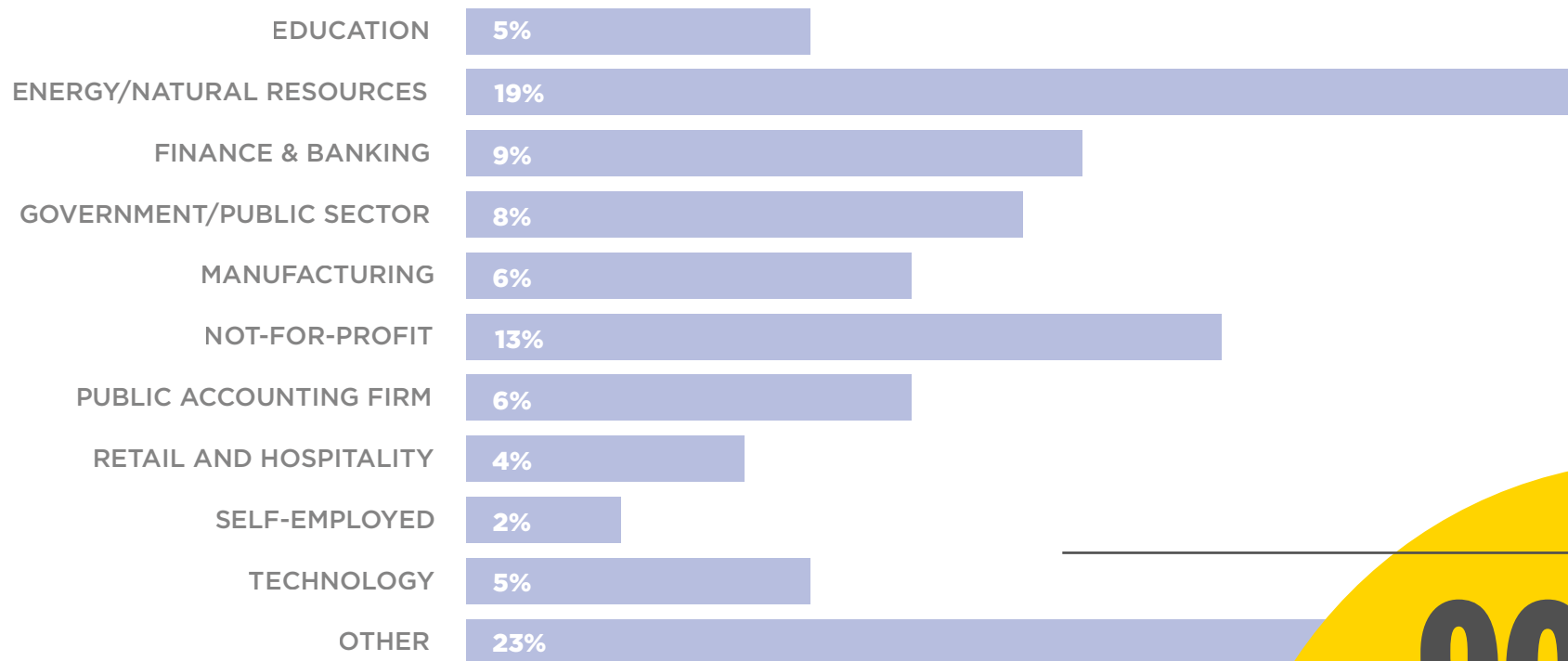
**Raise awareness** of your brand and corporate profile by taking advantage of speaking opportunities.

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

For more information or to customize a package that fits your specific needs, please contact Deepa Acharya at [dacharya@cpaalberta.ca](mailto:dacharya@cpaalberta.ca) or 403.299.1325, or Bronwen Webster at [bwebster@cpaalberta.ca](mailto:bwebster@cpaalberta.ca) or 403.231.8051.

# INDUSTRY REPRESENTATION

CPAs work in every sector, from public accounting and education to not-for-profit, energy, and government. Here are the industries represented at CPA Alberta's previously held conferences.



# 90%

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

# PREMIUM SPONSORS

## SPONSORSHIP OPPORTUNITIES AND BENEFITS

**PLATINUM SPONSOR**  
(1 Available)

**GOLD SPONSOR**  
(2 Available)

**SILVER SPONSOR**  
(2 Available)

\$10,000

\$7,000

\$4,000

<b>Pre-Event Brand Visibility Benefits:</b>			
Logo recognition on CPA Alberta website with 100 word description			
Logo recognition in Conference promotional material			
Social Media mentions			
<b>At-Event Brand Visibility Benefits:</b>			
Logo recognition on printed signage at Conference			
Verbal acknowledgement at Conference			
Opportunities to speak about the organization and services provided			
Keynote Introduction			
Breakout sessions presenter introduction			
Logo recognition on-screen at Conference			
Sponsor-branded item included in the Conference delegate takeaway package (item to be provided by sponsor)			
<b>Opportunities to Create Connections and Build Professional Relationships:</b>			
Tickets to conference	4	2	2
Exhibit booth location of sponsor's choice at the Conference			
Exhibit booth at Conference			
<b>Post-Event Brand Visibility Benefits:</b>			
Recognition in post-Conference "thank you" message in Daily Dividends newsletter and on CPA Alberta website			

# CONNECTED SPONSORS

## SPONSORSHIP OPPORTUNITIES AND BENEFITS

**WIFI  
SPONSOR**  
(1 Available)

\$3,500

**LUNCH  
SPONSOR**  
(2 Available)

\$3,000

**NETWORKING  
BREAK SPONSOR**  
(1 Available)

\$2,000

<b>Pre-Event Brand Visibility Benefits:</b>			
Logo recognition on CPA Alberta website			
Logo recognition in Conference promotional material			
Social Media mentions			
<b>At-Event Brand Visibility Benefits:</b>			
Logo recognition on printed signage at Conference			
Verbal acknowledgement at Conference			
Opportunities to speak about the organization and services provided			
Keynote Introduction			
Breakout sessions presenter introduction			
Logo recognition on-screen at Conference			
Sponsor-branded item included in the Conference delegate takeaway package (item to be provided by sponsor)			
<b>Opportunities to Create Connections and Build Professional Relationships:</b>			
Tickets to conference	1	1	
Exhibit booth location of sponsor's choice at the Conference			
Exhibit booth at Conference			
<b>Post-Event Brand Visibility Benefits:</b>			
Recognition in post-Conference "thank you" message in Daily Dividends newsletter and on CPA Alberta website			



# BOOTH AND DEMO SPONSORSHIP

## 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. Client participation can be in-person, online, or via video.



## 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!



# BOOTH SPONSORS

## SPONSORSHIP OPPORTUNITIES AND BENEFITS

### BOOTH SPONSOR

(4 Available)

\$2,000

### BOOTH AND CONCURRENT SESSION DEMO SPONSOR

(8 Available)

\$3,000

Pre-Event Brand Visibility Benefits:		
Logo recognition on CPA Alberta website		
Logo recognition in Conference promotional material		
Social Media mentions		
At-Event Brand Visibility Benefits:		
Logo recognition on printed signage at Conference		
Verbal acknowledgement at Conference		
Opportunities to speak about the organization and services provided		
Keynote Introduction		
Breakout sessions presenter introduction		
Vendor company name, speaker, logo, and description in conference agenda		
Logo recognition on-screen at Conference		
Sponsor-branded item included in the Conference delegate takeaway package (item to be provided by sponsor)		
Opportunities to Create Connections and Build Professional Relationships:		
Tickets to conference	1	2
Exhibit booth location of sponsor's choice at the Conference		
Exhibit booth at Conference		
Post-Event Brand Visibility Benefits:		
Recognition in post-Conference "thank you" message in Daily Dividends newsletter and on CPA Alberta website		



We look forward to connecting with you!

For more information, contact Deepa Acharya at [dacharya@cpaalberta.ca](mailto:dacharya@cpaalberta.ca) or 403.299.1325, or Bronwen Webster at [bwebster@cpaalberta.ca](mailto:bwebster@cpaalberta.ca) or 403.231.8051.

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CPA Alberta



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