



**CPA**

CHARTERED  
PROFESSIONAL  
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COMPTABLES  
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AGRÉÉS  
CANADA

# Event Sponsorship

## 2017 PUBLIC SECTOR CONFERENCE



# Connect with Industry Leaders Through CPA Sponsorship

CPA Canada Professional Learning and Development provides unparalleled opportunities for credible exposure with a carefully targeted audience of senior decision-makers.

Organizations sponsor CPA Canada events, year after year, to reinforce one-to-one business relationships and build new ones. Increase your visibility with progressive CPAs from industry, public practice and small firms who have come to learn from today's industry leaders and hear from valuable suppliers of the products and services they need.

Position your organization at the top — associate your brand with the enhanced credibility and image of a relationship with CPA Canada.



**Secure your  
CPA sponsorship  
early**

.....

Let our development team create a sponsorship program that's just right for you.

Contact Alexandra today and get a head start on the 2017 season:

**AGarant@cpacanada.ca**  
or **416-204-3397**



# Public Sector Conference

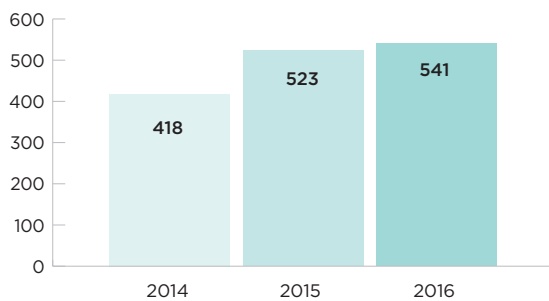
**October 23-24, 2017**  
**Shaw Centre | Ottawa, ON**  
**Two-day conference**

**Estimated attendance: 300 in-person  
 and 200 via live stream**

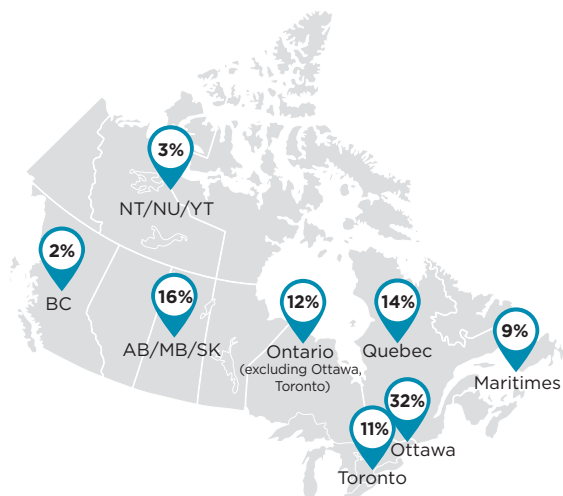
This annual event in the nation's capital is the place to be for all senior financial professionals in public sector and not-for-profit organizations who follow standards issued by the Public Sector Accounting Board (PSAB).

The conference features a robust, multi-track agenda that allows the attendees to customize their learning experience.

## Increase in participants (including speakers)



## Geographic summary of participants



## Sessions include

- important PSAB updates
- the most innovative practices in government financial management, including:
  - innovation and risk management
  - open data and transparency
  - evidence-based decision making and data analytics
  - adaptability and resiliency

## Audience

- senior financial professionals working in the public sector or in not-for-profit organizations using standards issued by PSAB
- auditors and other financial professionals who serve the public sector
- broader public sector financial statement users who need to understand financial reporting under standards issued by PSAB

**83%** of 2016 attendees worked in government

# Public Sector Conference Sponsorship Opportunities

## Benefits for all sponsors

- your logo, company biography and URL posted on the CPA Canada conference exclusive web page and conference app, where you will also be able to create a sponsor profile and include additional details about your organization
- your logo in the conference agenda and on the main screen between sessions
- your role as a sponsor acknowledged at the podium some time during the event



**Program: \$10,000**  
(Exhibit included)

- 
- one speaking opportunity (requires approval by CPA Canada); your speaker will be introduced by a committee member and the room will be set with the standard amenities for presentations
  - prominent placement of your logo in the program agenda, on the CPA Canada main screen between sessions and on the conference app
  - an exclusive special icon on the app
  - an optional complimentary standard exhibit booth
  - two free conference registrations
  - an optional reserved table at lunch(es)
  - the opportunity to invite up to four guests to reception(s)
  - the option to provide a promotional piece to be distributed during registration





**Optional Early  
Bird Breakfast  
Session: \$3,500**  
(Approval required)

- your company to submit an industry- or business-related topic(s) and provide an expert speaker for presentation (requires approval by CPA Canada)
- 45-minute session followed by a 15-minute question period
- session room set with the standard amenities for presentations: podium, projector, microphone, screen, laptop
- your logo on tent cards around room
- one free conference registration
- the opportunity to invite two guest representatives to your sponsored breakfast session
- an optional reserved table at your sponsored session
- the option to provide a small giveaway during your sponsored breakfast session
- the option to provide a promotional piece to be distributed during registration



**Keynote Address  
Introduction:  
\$3,500**  
(Two available)

- your company to provide one representative to introduce the keynote speaker (CPA Canada provides the general biography of the speaker but you develop and deliver the introduction; CPA Canada must pre-approve introduction)
- the opportunity to invite an additional two guest representatives to attend the keynote address
- one free conference registration
- the option to provide a giveaway consisting of notepads and/or pens in the general session room of your sponsored keynote address session
- the option to provide a promotional piece to be distributed during registration



**Registration:  
\$2,500**  
(Exclusive)

- your logo and a 10 to 30 word company description on a registration sign by the registration desk
- the option to provide a promotional piece to be distributed during registration
- you provide lanyards for participants during the event; lanyard specifications provided by CPA Canada



**Continental  
Breakfast: \$2,500**

- your logo and URL on tent cards distributed around breakfast area
- the option to provide a small giveaway on the breakfast stations
- the option to provide a promotional piece to be distributed during registration



**Networking  
Coffee Break:  
\$2,500**

- your logo and URL on tent cards distributed around coffee area
- the option to provide a small giveaway at the coffee stations
- the option to provide a promotional piece to be distributed during registration





### Networking Lunch: \$2,500

- your logo and URL on tent cards distributed around lunch area
- the option to provide a small giveaway on the lunch stations
- the option to provide a promotional piece to be distributed during registration



### Co-sponsored Networking Reception: \$2,500

- the opportunity to invite four guests to the networking reception
- your logo on tent cards distributed around the reception area and bar
- the opportunity to provide a small giveaway in the reception area
- the option to provide a promotional piece to be distributed during registration



### Exhibitors (10x10 booth): \$1,500

- rental of the standard exhibit space
- complimentary meals for two
- a participant package, either in whole or in part
- the option to provide a promotional piece to be distributed during registration

Benefits	Program Sponsor	Registration Sponsor	Title Sponsor	Networking sponsor	Conference Experience Sponsor	Reception Sponsor	Exhibitor
Opportunities available	Exclusive	Exclusive	Keynote sponsor Optional breakfast sponsor Session sponsor	Breakfast Lunch Networking breaks	App Wi-Fi <i>(Contact CPA Canada for details and pricing)</i>	Co-sponsored	Several
Logo recognition across conference collateral	✓	✓	✓	✓	✓	✓	✓
Complimentary booth	✓	✓	✓	✓	✓	✓	✓
Option to provide promotional piece to participants	✓	✓	✓	✓	✓	✓	✓
Signage/tent cards at your sponsored session		✓ <i>(Incl. company description and URL)</i>	✓	✓	✓	✓	
Swag/giveaway		✓	✓ *	✓ *	✓	✓	
Complimentary registrations	2		1				
Additional guests to conference reception	4				✓	4	
Speaking opportunity	✓		✓ *				
Logo display on splash screen of conference app	✓				✓ <i>(App sponsor only)</i>		
Logo display on splash screen of Wi-Fi browser	✓				✓ <i>(Wi-Fi sponsor only)</i>		
Optional banner ads in app	✓	Additional \$450	Additional \$450	Additional \$450	✓	Additional \$450	Additional \$450
Prominent placement of logo across conference collateral	✓						

\* See detailed description for additional information