Event Sponsorship Package

NATIONAL TECHNOLOGY FORUM 2020
May 25 and 26, 2020 • Toronto, ON

IN COOPERATION WITH

180Systems
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About the Forum

Gain valuable exposure to a carefully targeted audience of more than 300 senior professionals from manufacturing, financial services, public practice, technology consulting, NPOs and other business and industry sectors.

Network with an engaged group of senior CPAs, IT professionals and trusted business advisors; technology decision-makers in their organizations, and technology decision influencers for business clients across industry sectors.

Choose a sponsorship package that works for you – podium sponsorships (exclusive sessions and expert panel sessions), exhibit hall booths, keynote addresses and many more options available.

Secure your place today at CPA Canada’s National Technology Forum

Build your optimum sponsorship package

Nabil Hasbun
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Anticipated attendance: 300+

The National Technology Forum is a dynamic, must-attend event for senior decision-makers in business and industry, and professional service firms. It is presented by CPA Canada in cooperation with 180 Systems.

The forum offers an unparalleled environment for organizations like yours – developers, vendors and re-sellers – to showcase industry-specific insights on the best tech products and services you have available today, and in the future.

The forum program

The overall technical agenda is designed to be distinct, inclusive and innovative.

A variety of session formats will be used to address contemporary issues being faced by organizations today and to help them prepare for technologies of tomorrow. We have organized the National Technology Forum into three main tracks in order to make it easier for you to find the best sponsorship fit for your organization:

1. **Enterprise software (ERP, BI, CPM, CRM and HR)**
   ERP sessions will be broken out by industry (manufacturing and distribution, professional services, NPO and public sector, and financial services) and also by small and medium-sized enterprises (SME) and large enterprises

2. **Emerging technologies that are impacting businesses**
   - RPA (robotic process automation)
   - Blockchain
   - AI and machine learning
   - Edge computing
   - IoT
   - Quantum computing

3. **Contemporary challenges for CPA’s in public practice or industry**
   - Cybersecurity and privacy
   - Virtual offices and remote staff
   - Audit of the future
   - Project management
   - Change management
   - Data analytics
   - Cloud computing

Session formats available in each track include:
   - Customer journeys from selection to implementation
   - Industry challenges and alternative solutions
   - Business cases
   - Hands on sessions
   - Moderated panels with leading experts on best practice and technology trends

We are also interested in your suggestions and recommendations for specific topics and session formats. Simply contact Nabil Hasbun (contact information on page 3) to discuss your idea(s) for the forum. See Custom Sponsorship Opportunities (page 8) for details.
The forum exhibit hall
We designed the forum to encourage discussion and debate in the technical sessions. In addition, our overall format provides plenty of time for valuable follow up and networking in the vibrant Exhibit Hall – including the ALL NEW Learning Lab (See page 16). As a sponsor and exhibitor, you will have the opportunity to reserve a 25 minute time slot in the Learning Lab, where you can introduce a product, give a demo, or host a question and answer session during Exhibit Hall hours to drive traffic back to your booth.

The Exhibit Hall is open during all food functions including a special Forum Networking Reception, Monday, May 25, immediately following the technical sessions. Local CPA Canada members and customers will be invited to attend the Reception in addition to forum attendees.

The forum audience
The National Technology Forum attracts a powerful group of senior leaders who are responsible for and are directly influencing technology investment decisions in business sectors such as professional services, IT consulting firms, financial services, manufacturing and distribution, not-for-profit organizations, and others.

The Event Demographics paint a picture of the forum audience over the past two years.
Event Demographics

Who is attending the National Technology Forum?

- President, CEO, C-Suite: 10%
- Controller, Senior Manager and Accountant: 38%
- Partner, Technology Consultant – Advisory Firm: 21%
- CFO, CIO, COO, VP, Director: 26%
- Other: 5%

Where are attendees coming from?

- CENTRAL CANADA: 74%
- UNITED STATES: 13%
- WEST COAST: 3%
- PRINERIE PROVINCES: 3%
- ATLANTIC REGION: 5%
- INTERNATIONAL: 2%
What business sectors do the attendees represent?

- CPA firms: 23%
- Manufacturing and distribution: 22%
- Technology consulting: 18%
- NPO / public sector: 13%
- Financial services: 10%
- Other service organization: 8%
- Natural resources: 4%
- Other: 2%

How large are the businesses and organizations represented at the forum?

- 1-10 employees: 8%
- 11-50 employees: 17%
- 51-200 employees: 21%
- 201-500 employees: 11%
- 501-1,000 employees: 9%
- 1,001-5,000 employees: 17%
- 5,001-10,000 employees: 3%
- 10,001+ employees: 14%

*Statistics obtained from 2019 Technology Forum*
Sponsorship Opportunities

Benefits for all sponsors

- Your company logo and URL linked via the CPA Canada Forum webpage
- Your company logo on forum signage
- Your logo in the program agenda and on the main screen between sessions
- Acknowledgement of your sponsorship from the podium during the forum
- A corporate profile on the forum’s mobile app, including your company logo, URL and social media
- The ability to connect with active attendees via the forum’s mobile app
- Access to the final participant list in PDF format, including name, firm and city
- Complimentary registrations (total number varies with level of sponsorship)
- The option to provide a promotional piece at the resource table
Innovative ways to reach your audience

Unlike other events, the National Technology Forum provides you and your organization with several ways to engage and inspire the audience. Connect directly with business leaders at exclusive sessions, moderated panels, networking breaks, the Exhibit Hall (including the NEW Learning Lab) and through the mobile app.

Podium sponsorships include:
- Customer journeys, with a focus on
  - ERP solutions (sector specific)
  - blockchain, AI or other emerging technologies
  - robotic process automation
  - other enterprise solutions
  - BI
  - CPM
  - CRM
  - HR
- Technology solutions provider hands-on sessions
- Technology solutions provider power panels
- Contemporary business issues, challenges and solutions panels
- Cybersecurity and privacy-related sessions
- Custom session proposals (subject to acceptance by CPA Canada and 180 Systems)

Traditional forum sponsorship options include:
- Opening or closing keynote speaker introduction
- Forum wi-fi access
- Forum mobile app
- Registration

Exhibitor opportunities include:
- Single booth
- Double booth
- Reserved time at Learning Lab

Build a premium sponsorship package that’s right for your organization by combining podium, traditional, exhibitor and other activities to maximize your return on investment. Special discount pricing applies.
Podium Sponsorship: Details and Pricing

Customer journey sessions
These sessions are always a big hit at the National Technology Forum. Attendees welcome the opportunity to hear from their peers about technology investment experiences in a real-life business scenario.

As a sponsor, you can nominate a customer to be interviewed in a relaxed setting by an independent technology consultant from 180 Systems. Through a set of pre-determined questions, the audience will hear the story of your customer’s journey to the right technology solution to address their contemporary business and technology issues – proper needs assessment, sourcing, negotiation, selection, implementation and ongoing support.

These sessions provide a unique opportunity to highlight your customer’s success in the application of technology solutions in their business; lessons learned, pain points along the way, and successes in bringing transparency to organizational ecosystems using your products.

Gain valuable feedback from the interactive audience Q&A portion of the session and follow up with the audience members by participating as a forum exhibitor as well.

Customer journeys are each exclusive to one sponsor, and are available in the following areas:

- **ERP solutions** in specific sectors including manufacturing and distribution, financial services and professional services, public sector / not-for-profit
- **Blockchain, AI, Robotic Process Automation** and other emerging technology applications
- **Other enterprise solutions** with a focus on business intelligence, customer relationship management, corporate performance management or human resources
- **Practitioner / Advisory Firm solutions** with a focus on practice management tools, client services tools in advisory areas like accounting, tax and audit

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Number of presenters / panellists per session: 1 (exclusive session)

Complimentary for customer

| 60 minutes | $5,000 |
Contemporary business issues, challenges and solutions panels

These sessions are designed to address contemporary challenges being faced by businesses and highlight your solution as the best answer. Attendees will hear from their peers about their experiences in real-life business scenarios.

Sponsor one or more of these sessions and you can nominate customers to participate in interactive sessions moderated by independent consultants from 180 Systems.

Provide appropriate company representatives to participate in sessions, moderated by independent consultants from 180 Systems.

Through a set of pre-determined questions and discussion points, the session will explore contemporary issues or challenges being experienced by organizations and rationalize your solution as the best answer.

Business Process Challenges sessions are an ideal place to showcase the best features, strengths and advantages of your products.

Contemporary Business Issues, Challenges and Solutions Panels will feature a maximum of three panellists and are available in the following areas:

- **ERP solutions** in specific sectors including manufacturing and distribution, financial services and professional services
- **Blockchain, AI, RPA** and other emerging technology applications
- **Other enterprise solutions** with a focus on business intelligence, customer relationship management, corporate performance management or human resources

Securing a seat on one or more of these special panels will provide the audience with great take-away solutions from you; solutions they can use in their own organizations and recommend to clients. You'll also be able to illustrate your products at work, solving today's business challenges.

| Number of presenters / panellists per session: | 3 |
| Complimentary for panellists | 75 minutes | $3,000 |

Technology solutions providers’ power panel

Sponsor a seat on this special panel, and you will be part of a unique group of forward-looking organizations that are providing the entire forum audience of senior decision-makers a glimpse of your vision of tomorrow.

Moderated by an independent consultant, this panel will consist of leaders from the development and consulting marketplaces; forward-thinking professionals who understand and elucidate the role of influential new technologies that are reshaping the landscape of our business and personal lives. Which ones are advancing most rapidly and are the most important? What are the most interesting and disruptive technology trends on the horizon?

Demonstrate the positioning of your firm or organization by taking advantage of this unique opportunity.

The topic areas will be agreed upon before the panel session, by the moderator and panellists.

| Number of presenters / panellists per session: | 4 |
| Complimentary for panellists | 75 minutes | $3,500 |
Technology provider hands-on sessions

The hands-on session sponsored by Tableau Software at the 2019 National Technology Forum was one of most highly-rated sessions. Participants appreciated the opportunity to see and feel Tableau Desktop and work through real-life exercises during the session.

Up to four hands-on sessions will be available for sponsorship in 2020.

Sponsor a hands-on session in 2020, and you will be able to showcase your products and solutions using a real-life case study from your customer or training files. You will provide the pre-registered attendees with access to your software and with a case study and/or exercises illustrating familiar business scenarios.

Fast-track new customer acquisitions by demonstrating the effectiveness of using your products as the obvious technology solutions for the organizations and clients of an engaged audience.

| Number of presenters / panellists per session: 1 (exclusive sessions) |
| Complimentary for presenter |
| 90 minutes | $5,000 |

Cybersecurity and privacy issues, strategies, solutions

The technology decisions made by our forum attendees include important considerations relating to cybersecurity, business continuity and privacy. They are responsible for elevating the role of security and privacy in their organization and their clients’ businesses, communicating its importance and managing its application.

Sponsor a cybersecurity and/or privacy session and demonstrate your organization’s expertise in the area, by showcasing products, services and strategies you can provide using contemporary, real-life business scenarios culled from your customer and client files.

Take the podium and illustrate how you can help attendees to help their organizations and clients become cyber resilient; enabling them to operate under persistent threats and sophisticated attacks, embrace disruption carefully, keep liability in check and increase efficiency and productivity.

| Number of presenters / panellists per session: 1 (exclusive sessions) |
| Complimentary for presenter |
| 60 minutes | $3,500 |
New for 2020

Submit an original session proposal!

Got an idea for a session that will engage a group of progressive, senior decision-makers from business and professional service firms? Let’s talk about it! We have reserved a limited number of session slots at the 2020 National Technology Forum for Custom Podium Sponsorships.

These sponsored sessions will be 60 minutes in length and be exclusive to your organization. The format can be single speakers, a small panel (three or less), can be sector specific or not, and can include product demos, though it should not be sales oriented. The focus should be on the application of technology solutions to contemporary business issues, awareness or evolution of emerging technologies, new tools or new functionality, new advisory service areas that focus on or utilize technology for delivery, or a similar perspective.

The sessions should fall under one of our four major forum themes:
• enterprise solutions
• emerging technologies
• the advisory services practice
• security and privacy

Contact Michael Burns or Frank Colantonio (See page 3 for contact information) to discuss this exciting opportunity. Session proposals are subject to approval by the CPA Canada and 180 Systems.

| Number of presenters / panellists per session: | 1 (exclusive sessions) |
| Complimentary for presenter | |
| 60 minutes | $5,000 |
Other Sponsorship Opportunities

**Keynote introduction**
Demonstrate your organization’s commitment to technology by sponsoring the Opening or Closing Keynote Speaker at the 2020 National Technology Forum. This high-profile sponsorship opportunity includes:

- A few minutes at the start of the forum for your corporate representative to introduce the entire audience with your organization, its support of the forum and its commitment to technology
- Kicking off the forum by introducing our Opening Keynote, **Alfredo Tan**, Chief Digital and Innovation Office at WestJet Airlines, and Industry Professor at McMaster University
- Introduce the closing Keynote
- Acknowledgement by CPA Canada during the forum welcome remarks
- The option to supply a giveaway (subject to CPA Canada approval) to all attendees in the general session

Sponsorships available:
2 (opening and closing keynote address)

Number of presenters / panellists per session:
2 (opening and closing keynote address)

One complimentary registration for a staff member
Up to five invitations to the sponsored session

$3,500 Early Bird Pricing until January 10, 2020
$3,675 after January 11, 2020

**Registration**
Achieve maximum visibility with this exclusive sponsorship opportunity. The forum registration sponsor will benefit from:

- Signage at the forum registration desk, including your company logo, URL and social media
- One complimentary forum registration for a staff member
- Supplying the official forum lanyard worn by attendees throughout the two-day event
- Taking advantage of the option to supply a giveaway (subject to CPA Canada approval) to all attendees

Sponsorships available:
1 (exclusive)

One complimentary registration for a staff member

$3,000 Early Bird Pricing until January 10, 2020
$3,150 after January 11, 2020
Wi-fi
The forum wi-fi is used extensively by attendees during sessions and on networking breaks. Demonstrate your organization’s support of the forum by sponsoring the forum wi-fi. You’ll benefit from:
• Signage throughout the forum venue reminding attendees of your investment
• One complimentary forum registration for a staff member
• Your corporate name or slogan incorporated into the official forum wi-fi password
• The opportunity to provide a promotional piece / giveaway at the resource table

Sponsorships available: 1 (exclusive)
One complimentary registration for a staff member
$4,000 Early Bird Pricing until January 10, 2020
$4,200 after January 11, 2020

Mobile app
The mobile app is the primary reference source for attendees; the place to review the agenda and plan their itinerary, to follow presentations during sessions on site, and for post-forum review. Your sponsorship of the mobile app will include:
• Your corporate name and logo on the mobile app splash page
• A complimentary banner ad on the mobile app
• One complimentary forum registration for a staff member
• Your corporate name or slogan incorporated into the official app password
• The opportunity to provide a promotional piece / giveaway at the resource table

Sponsorships available: 1 (exclusive)
One complimentary registration for a staff member
$5,000 Early Bird Pricing until January 10, 2020
$5,250 after January 11, 2020
**Exhibitor booths**

Exhibit at the National Technology Forum and showcase the best your organization has to offer. You’ll connect with a motivated group of progressive professionals charged with technology decisions in their organizations and influential advisors on technology to their broad client base. CPA Canada will also be sending invitations to attend the May 25 Networking Reception and Exhibit to a targeted list of members, to join others and meet the vendors at the end of their workday, regardless of their attendance at the forum.

As an exhibitor, you will benefit from:
- 10’ × 10’ exhibit booth
  (10’ × 20’ for double space)
- one 6’ draped table
  (two tables for double space)
- two chairs (four chairs for double space)
- access to electricity and wi-fi
- open exhibitor hall during breakfasts, informal luncheons, breaks and reception
- corporate logo on exhibit signage
  (for confirmed exhibitors at time of printing)
- **BONUS!** Bring-your-own-device license for forum’s order lead capture and retrieval tool
- Option to purchase a lead capture licence from $249

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**Sponsorships available:** 25–30 booths

- **$595** for up to two corporate representatives
  (a 25% discount!)

**Single booth**

- $4,500 Early Bird Pricing until January 10, 2020
- $4,725 after January 11, 2020

**Double booth**

- $7,500 Early Bird Pricing until January 10, 2020
- $7,875 after January 11, 2020

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**National Tech Learning Lab**

As an exhibitors or exhibitor / sponsor at the 2020 National Technology Forum, you can top up your investment by reserving a time slot at the NEW Learning Lab. A limited number of 25-minute slots will be allocated in the exhibit hall during the May 25 Networking Reception.

Seating will be available for engaged attendees and invitees, and wi-fi, projector and screen will be available for you.

Generate exposure, demonstrate use or your products, provide hands-on demonstrations, solicit feedback on software, prototypes, or tools; it’s up to you how you make the best use of this unique opportunity!

Deliver a quick, memorable experience for attendees in your exclusive 25-minute time slot and follow up at your exhibit booth.

A limited number of Learning Lab slots are available. Reserve one early before they sell out.

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**Sponsorships available:** 5

(begins at 5:00 p.m., Monday, May 25)

*Available add-on for confirmed exhibitors and exhibitor / sponsors only*

- **Included:**
  - Dedicated space in Exhibit Hall
  - Seating for up to 20 people
  - Projector and screen, microphone and sound

- **$500 each**
Maximize your ROI at the National Technology Forum by building a multifaceted sponsorship package! A limited number of premium packages are available.

How to become a premium sponsor:

1. Pick and choose the best-fit combination of podium and other sponsorship opportunities from the offerings above, including a single or double booth in the exhibition hall

2. The retail value of your total investment must be at least:
   a. $29,000 for Platinum
   b. $20,000 for Gold
   c. $14,000 for Silver

3. Confirm final selections with:
   Frank Colantonio at frank@fcassociates.ca
   Michael Burns at mburns@180systems.com, or
   Nabil Hasbun at nhasbun@cpacanada.ca

4. Receive a special discount on total package investment:
   a. 15% for Platinum
   b. 10% for Gold or Silver
   c. **BONUS!** Complimentary banner ad on the forum’s mobile app for platinum, gold and silver sponsors