

The ONE

National Conference 2018

October 1-2 | Halifax, Nova Scotia

Sustainability
through
adaptability
RAISEing the bar

Event Sponsorship Package



Connect. Grow. Learn. CPA Sponsorship

CPA Canada's **The ONE** is your exclusive opportunity to meet industry business leaders and decision makers at the premier national conference for accounting and business professionals.

See and be seen by CFOs, CEOs, and senior government, healthcare and education professionals from across the country.

Expose your products and services to new markets; meet senior level specialists and increase awareness for your brand at a national level.

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

“The CPA Conference is a world-class event. Our sponsorship enabled us to reach accounting professionals in a meaningful way and provided AIC with a prime opportunity to profile our Members’ real estate valuation.”

— Sheila Roy, Director,
Communications and Marketing,
Appraisal Institute of Canada

October 1-2, 2018

Halifax Convention Centre, Halifax, NS



5th	Year of The ONE Conference for CPAs and other business professionals
1200	Specialists — 30% Directors and above
41%	Business and industry experience
11%	Government or Crown Corporations

LAST YEAR'S SPONSORS INCLUDED:



Sponsorship

Our exhibitor and sponsorship packages are designed to put you front and centre with those who matter most. Take your brand to them by sponsoring breaks, include your brand on banners, or get exposure through our mobile conference app. Big or small, or combined with our other conference bundles, this is **The ONE** conference where you cannot afford **not** to be seen.

	Platinum	Gold	Silver	Exhibitor	Conference Networking Reception	Early Riser Session
Exhibit Booth	10 × 10	10 × 10	10 × 10	10 × 10	10 × 20	10 × 10
Inclusion in interactive tradeshow map	✓	✓	✓	✓	✓	✓
2 meal packages (exhibitor staff)	✓	✓	✓	✓	✓	✓
Conference app Passport Game inclusion	Exclusive icon	✓	✓	✓	✓	✓
Live application communication with participants via the conference app	✓	✓	✓	✓	✓	✓
Lead Retrieval Tool in Application (optional)	✓	✓	✓	✓	✓	✓
Branded banner to be included on conference sponsor wall	✓	✓	✓		✓	✓
Ad in Conference Program	Full	Half	Quarter		Half	Half
Logo on main stage screen	Premium	✓			Premium	✓
Conference registration	2	1			2	2
Logo included in > 1 pre-conference marketing activity	✓	✓			✓	
45-minute session with 15 minute Q&A in session room with standard amenities	✓					✓
Co-branded (with CPA Canada) water bottle (optional)	✓					
Additional colleagues			2		4	2

Additional Silver/Gold inclusions:

	Gold Keynote	Gold Registration	Silver Coffee/Lunch/Continental Breakfast	Silver Application (App)	Silver Charging Station
Giveaway opportunities	✓	✓	✓	✓	✓
Additional colleagues	2		2		2
Introduce keynote speaker	✓				
Provide SWAG at sponsored keynote	✓				
Additional Signage for Registration		✓			
Provide 1500 lanyards for participants		✓			
2 mobile charging stations with 'sponsored by' signs at entrance					✓
Logo on tent cards distributed around break area			✓	✓	

Additional Sponsorship/Add-Ons

- ✓ Wifi: \$3,000 (signage in building and on app), Opportunity to provide Wifi for Conference (1)
- ✓ Pre-conference Reception: \$5,000 (1/4 page ad, 2 additional guests at reception)
- ✓ App Banner Ads: \$500-\$1,000 (5 available)

Sponsorship Level	Cost	Availability	
Platinum	\$20,000	1	This is the full program sponsorship
Conference Networking Reception	\$15,000	1	Promote your organization at the reception that the majority of participants attend
Early Riser Session	\$10,000	2	This is an opportunity to present a session to those who will be arriving early to participate in our early workshop activities
Gold: Keynote Address	\$10,000	4	Be seen and heard introducing a keynote and promoting your brand or conference offer
Gold: Registration	\$10,000	1	Be seen by every participant and exhibitor—even your competition!
Silver: Coffee/Lunch/Continental Breakfast	\$8,000	2 for each break/ meal (6 in total)	Be there to support our participants and get some promotional time in where people always gather—the food!
Silver: Application (App)	\$8,000	1	In 2017 over 1800 unique visitors used our CPA Canada The ONE app to find their way, choose their sessions and chat with others
Silver: Charging Station	\$8,000	1	At the mobile lounge, provide a service that everyone with a phone or digital device needs—complete with signage
Exhibitor	\$5,000	40	Just want to be where the action is? Our basic sponsorship still puts you front and centre with our participants

A great, well run conference offering lots of networking opportunities.

— Sharon Smith, Associate Director, Accountancy Insurance

*The **ONE** Conference was a great opportunity for our company to network with engaged and interested attendees.*

— Stephanie Tortorici, Channel Manager, True Sky

*As an exhibitor and sponsor, **The ONE** National Conference 2017 was a great experience for us. TD Insurance is pleased to support this event.*

— Jorge Cardelus, Relationship Manager, Affinity Market Group, TD Insurance Meloche Monnex

To secure your sponsorship, contact sales@cpacanada.ca