



CAPPA CONFERENCE 2018

Telus Convention Centre – October 23, 2018
 Build a Sponsorship Program that suits your needs

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|--|--------|
| Booth Exhibitor Space* | \$1100 |
| (includes Conference Website Sponsor Logo, Delegate Book & Display Poster recognition) | |
| Event Naming Sponsorship* | \$8000 |
| Keynote Speaker Sponsor & Introduction* | \$3000 |
| Lunch Speaker Sponsor & Introduction* | \$2500 |
| Breakout Session Sponsor (12 available) * | \$1300 |
| Networking Lunch Sponsor* | \$2000 |
| Settle in & say Hello Breakfast Sponsor* | \$2000 |
| Mix & Mingle Break Sponsor (2 available) * | \$1500 |
| Hanging Around Lanyard Sponsor* | \$1800 |
| Carry On Tote Bag Sponsor* - Sold | \$3000 |
| Delegate Book ¼ page ad | \$ 600 |
| Delegate Book ½ page ad | \$ 900 |
| Delegate Book full page ad | \$1400 |
| Conference Website Button Ad (logo included for sponsors) * | \$1250 |
| Conference Post on LinkedIn (minimum 2 postings) | \$ 500 |
| Conference Post on Twitter | \$ 100 |
| Conference Post on Facebook | \$ 100 |
| E-Broadcast Sponsor Special Offer Promotion to Database (1) * | \$4000 |
| Conference Sponsor Volunteer at Registration/Info Desk | \$1000 |

Early Bird – Sponsor *
before January 31st &
receive a
complimentary ¼
page Delegate Book
Ad!

Who attends:

Production Accountants, Revenue Accountants, Royalty Accountants, Analysts, Team Leads, Supervisors, Managers, Controllers – Users, Decision Makers, and Decision Influencers

Important Statistical Information:

- Conference is CAPPAs premier event
- PAs at all job levels attend, including decision makers and decision influencers
- CAPPAs website has over 3300 *unique* visitors each three-month period
- Our weekly e-broadcast open rates are at industry highs at over 50%
- CAPPAs has almost 1000 members
- Our LinkedIn Company page has approximately 800 followers
- 88% of our members have post-secondary education
- 61% of our member earn over \$100,000 a year
- 72% of our members are female
- 68% of our members are between ages 36 and 55
- 60% of our members contribute to decisions such as company software purchases
- 42% of our members plan to retire within 10 years (38% of our members' employers do *not* contribute to the employee's pension/RRSP)



CAPPAs

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