



CAPPA CONFERENCE 2018

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

Booth Exhibitor Space (includes Conference Website Sponsor Logo, Delegate Book & Display Poster recognition)	\$1100
Event Naming Sponsorship	\$8000
Morning Keynote Speaker Sponsor & Introduction - Sold	\$3000
Lunch Keynote Speaker Sponsor & Introduction	\$2500
Breakout Session Sponsor (12 available)	\$1300
Networking Lunch Sponsor – Sold	\$2000
Settle in & say Hello Breakfast Sponsor	\$2000
Mix & Mingle Break Sponsor (2 available)	\$1500
Hanging Around Lanyard Sponsor* - Sold	\$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

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

Canadian Association of
Petroleum Production Accounting

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