

2012

Event Sponsorship Opportunities



Connect with qualified prospects. Meet the decision makers in an intimate forum!

2012

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Connect with qualified prospects. Meet the decision makers in an intimate forum!



ABOUT THE CANADIAN INSTITUTE OF CHARTERED ACCOUNTANTS (CICA)

Chartered Accountants (CAs) are Canada's most valued, internationally recognized profession of leaders in senior management, advisory, financial, tax and assurance roles. Through their integrity, expertise, and internationally recognized qualification standards, Canada's 80,000 CAs sustain their influence and leadership position both in Canada and globally. As trusted business advisors to Canadian organizations of all sizes, Canada's CAs foster confidence in Canadian business and contribute to the health and sustainability of Canada's capital markets and economy. The Canadian Institute of Chartered Accountants (CICA) represents Canada's CA profession both nationally and internationally. The CICA is a founding member of the International Federation of Accountants (IFAC) and the Global Accounting Alliance (GAA).

CICA CONTINUING EDUCATION provides unparalleled opportunities for credible exposure with a carefully targeted audience of senior decision-makers. Organizations sponsor CICA events, year-after-year to reinforce one-to-one business relationships and build new ones, with progressive groups of accountants, lawyers and other business professionals who have come to learn from today's industry leaders and to see and hear from valuable suppliers of products and services they need. Position your organization as a leader – associate your brand with the enhanced credibility and image that a relationship with CICA will bring!

Secure your sponsorship early... let our development team create a sponsorship program that's just right for you. Contact Manuela or Rob today and get a head start on the 2012/13 season:

CONTINUING EDUCATION — SPONSORSHIP DEVELOPMENT

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For information on all CICA Continuing Education products, visit: www.cpd.cica.ca

or: www.clearningcentre.ca

CICA Continuing Education would like to thank our Partners for participating in our 2011 events

Media



Sponsors



Exhibitors



CCH Canadian Limited has exhibited at the CICA conferences for many years. The events are well organized and always run smoothly. We find them an effective way to reach the professional accounting market.

Mary Hunter
CCH Canadian Limited



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Opportunities

CICA CONTINUING EDUCATION is pleased to provide the following sponsorship opportunities to help you position your organization as a leader and associate your brand with enhanced credibility and image.

We have limited our Sponsorship Program to the following events, and have included event related information as well as the opportunities available to you to ensure your selection is the right marketing incentive for your organization. Some restrictions may apply and may not be listed. For an at-a-glance summary of Event Sponsorship Opportunities, please see page 20. Specifics are subject to change.

For information on all CICA Continuing Education products, visit: www.cpd.cica.ca
or: www.calearningcentre.ca

2012 Commodity Tax Symposium – West

8

March 5-6, 2012 • Westin Calgary Hotel • Calgary, AB

2 day Conference including general and concurrent sessions • optional Workshop March 7

Event Sponsorship Opportunities

TAXATION

Commodity Tax Symposium – West

Title Sponsorships

Optional Breakfast Session (exclusive)	\$6,000 (approval required)
Keynote Address Introduction (exclusive)	\$6,000

Supporting Sponsorships

Registration (exclusive)	\$3,500
Continental Breakfast	\$3,500
Networking Coffee Breaks	\$3,500
Networking Lunch	\$3,500
Networking Reception	\$3,500 (co-sponsorship)

Exhibiting Sponsorships

4 Exhibitors (10x10 booth)	\$2,500
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

ANTICIPATED ATTENDANCE — 100-125

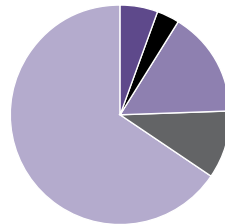
Symposium Overview

This year's Symposium West has a revitalized focus on the most important indirect tax issues facing businesses in Western Canada today! Our expanded agenda plays host to numerous general and concurrent sessions, as well as an optional workshop to help you stay on the cutting edge of the ever-changing indirect tax landscape. It will also provide you with a superb networking opportunity to meet the major indirect tax players across Canada - from practice, consulting, industry and government.

Intended Audience

Professionals who are serious about working in, or advising businesses in the area of indirect taxation:

- CAs, lawyers, consultants and academics who research, and advise in the areas of HST, GST, PST, customs and trade, and other indirect taxes
- Senior executives and other professionals who lead internal commodity tax groups in industry and not-for-profit environments
- CRA, Department of Finance and Provincial Ministry of Finance representatives charged with policy and compliance initiatives relating to sales taxes and other indirect taxes.



The 2011 event attracted 91 attendees:

- **Partners/Managers in Accounting Firms**
- **Partners/Associates in Legal/Consulting Firms**
- **Directors/Managers in Industry**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Commodity Tax Symposium – West
- Full brochure mailing to approx. 10,000 addresses
- 4 email blasts to approx. 30,00 addresses
- Ad in Beyond Numbers magazine

For more event information, please visit: www.cpd.cica.ca/CTSWest

2012 Commodity Tax Symposium

9

October 1-2, 2012 • Westin Ottawa Hotel • Ottawa, ON

2 day Conference including general and concurrent sessions • Welcome Reception and optional Workshops September 30 and October 3

Event Sponsorship Opportunities

TAXATION

Commodity Tax Symposium

Title Sponsorships

Optional Breakfast Session (exclusive)	\$8,500 (approval required)
Keynote Address Introduction (exclusive)	\$8,500

Supporting Sponsorships

Welcome Reception	\$5,000
Registration (exclusive)	\$5,000
Continental Breakfast	\$5,000
Networking Coffee Breaks	\$5,000
Networking Lunch	\$5,000
Networking Reception	\$5,000 (co-sponsorship)

Exhibiting Sponsorships (sold out in 2011)

4 Exhibitors (10x10 booth)	\$3,500
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

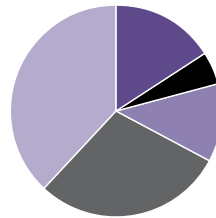
ANTICIPATED ATTENDANCE — 400-425

Symposium Overview

“The Symposium” is the annual, national gathering place for progressive professionals working or advising in commodity taxation. Containing a series of plenary sessions, concurrent presentations and keynote speaker addresses on critical issues relating to GST, HST, PST, QST and Customs and Trade, the Symposium provides the best networking opportunities in the marketplace, and access to some of the most technically impressive commodity tax experts in Canada.

Intended Audience

For professionals in the area of indirect taxation: CAs, lawyers, consultants and academics who research and advise in the areas of GST, HST, PST, Customs and Trade and other indirect taxes, senior executives and other professionals who lead internal commodity tax groups in industry and not-for-profit environments, CRA, Department of Finance and Provincial Ministry of Finance representatives charged with policy and compliance initiatives relating to sales taxes and other indirect taxes.



The 2011 event attracted 394 attendees:

- **Partners/Managers in Accounting Firms**
- **Partners/Associates in Legal/Consulting Firms**
- **Directors/Managers in Industry**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Commodity Tax Symposium
- Full brochure mailing to approx. 10,000 addresses
- 3 email blasts to approx. 20,000 addresses
- Ad(s) in related product marketing vehicle

More information on this event will be available in June, please visit: www.cpd.cica.ca/CTS

2012 National Conference on Income Taxes

10

September 12-14, 2012 • Sheraton Toronto Airport and Conference Centre • Toronto, ON
2 day Conference including general and concurrent sessions • with optional Workshop(s)

Event Sponsorship Opportunities

TAXATION

National Conference on Income Taxes

Title Sponsorships

Program	\$16,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$6,000 (approval required)
Keynote Address Introduction (exclusive)	\$6,000
Lunch & Award Presentation (exclusive)	\$6,000

Supporting Sponsorships

Registration (exclusive)	\$3,500 (exhibit included)
Continental Breakfast	\$3,500 (exhibit included)
Networking Coffee Breaks	\$3,500 (exhibit included)
Networking Lunch	\$3,500
Networking Reception	\$3,500

Exhibiting Sponsorships (sold out in 2011)

2 Exhibitors (10x10 booth)	\$2,500 (max 6 with above)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

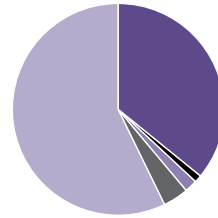
ANTICIPATED ATTENDANCE — 175-225

Conference Overview

This two-day conference features several tracks of concurrent sessions, and plenary sessions. Some of Canada's leading income tax experts will present technical sessions on topics in vital income tax areas that deliver proven practical strategies. Learn valuable tax planning tips for maximizing opportunities for your employer, your clients and yourself!

Intended Audience

Comprised of tax practitioners for small to medium size companies in both public practice and industries like financial services, wealth management, mutual funds and life insurance.



The 2011 event attracted 170 attendees:

- **Partners/Managers in Accounting Firms**
- **Partners/Associates in Legal/Consulting Firms**
- **Directors/Managers in Industry**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the National Conference on Income Taxes
- Preliminary postcard mailing to approx. 9,500 addresses
- Full brochure mailing to approx. 11,500 addresses
- 3 email blasts to approx. 10,000 addresses
- Ad(s) in related product marketing vehicle

More information on this event will be available in June, please visit: www.cpd.cica.ca/NCIT

2012 Financial Reporting and Accounting Conference (IFRS and ASPE)

11

September 24-25, 2012 • Metro Toronto Convention Centre • Toronto, ON

2 day Conference including general and concurrent sessions • optional Workshop(s)

Event Sponsorship Opportunities

FINANCIAL REPORTING & GOVERNANCE

Financial Reporting and Accounting Conference

Title Sponsorships

Program	\$22,500 (exhibit included)
Optional Breakfast Session (exclusive)	\$8,500 (approval required)
Keynote Address Introduction (exclusive)	\$8,500

Supporting Sponsorships

Registration (exclusive)	\$5,000 (exhibit included)
Continental Breakfast	\$5,000 (exhibit included)
Networking Coffee Breaks	\$5,000 (exhibit included)
Networking Lunch	\$5,000
Networking Reception	\$5,000

Exhibiting Sponsorships (sold out in 2011)

4 Exhibitors (10x10 booth)	\$3,500 (max 8 with above)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

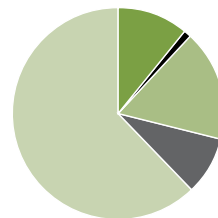
ANTICIPATED ATTENDANCE — 350-450

Conference Overview

This is Canada's leading annual financial reporting and accounting event and provides an up-to-date and extensive review of the most critical current and emerging issues facing both publicly traded and privately held corporations in Canada. The agenda includes extensive coverage of the latest developments in both IFRSs and Accounting Standards for Private Enterprises and panel discussions on current issues and challenges. This flagship conference also features top-of-the-line keynote speakers and sessions of broader interest. In-depth workshops addressing the most relevant and challenging financial reporting topics will also be available.

Intended Audience

Comprised of senior managers, officers, and other professionals involved with a broad range of corporate entities, who face the challenge of remaining current on continuously emerging developments in financial reporting and disclosure, including: Chief Financial Officers, Vice Presidents of Finance, Controllers or Assistant Controllers, Regulatory Compliance Officers, Directors of Finance and Corporate Accounting, and Corporate Managers of Financial Reporting and Accounting, Public Accountants, Auditors, and other professionals involved with financial reporting, Securities Industry Regulators, Financial Analysts, and other F/S users.



The 2011 event attracted 399 attendees:

- **Partners/Managers in Accounting Firms**
- **Partners/Associates in Legal/Consulting Firms**
- **Directors/Managers in Industry**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Financial Reporting and Accounting Conference (IFRS and ASPE)
- Preliminary postcard mailing to approx. 30,000 addresses
- Full brochure mailing to approx. 13,500 addresses
- 3 email blasts to approx. 20,000 addresses
- Ad(s) in related product marketing vehicle

More information on this event will be available in June, please visit: www.cpd.cica.ca/FRAC

2012 Public Sector and Not-for-Profit Financial Reporting Conference

12

October 2012 • Ottawa, ON
2 day Conference

Event Sponsorship Opportunities

FINANCIAL REPORTING & GOVERNANCE Public Sector and Not-for-Profit Financial Reporting Conference

Title Sponsorships

Program	\$10,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$3,500 (approval required)
Keynote Address Introduction (exclusive)	\$3,500

Supporting Sponsorships

Registration (exclusive)	\$2,500 (exhibit included)
Continental Breakfast	\$2,500 (exhibit included)
Networking Coffee Breaks	\$2,500 (exhibit included)
Networking Lunch	\$2,500
Networking Reception	\$2,500

Exhibiting Sponsorships

2 Exhibitors (10x10 booth)	\$1,500 (max 6 with above)
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Advertising

1/4 page, colour ad in full brochure	\$2,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

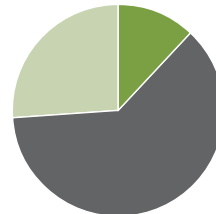
ANTICIPATED ATTENDANCE — 275-325

Conference Overview

This conference is dedicated to issues relevant to the public sector and not-for-profit organizations that follow or are transitioning to standards issued by the Public Sector Accounting Board (PSAB). This practical conference will provide technical updates on key standards along with sessions addressing the most critical issues facing public sector financial reporting. Sessions of broader interest to senior financial professionals in this sector will also be presented. This is the ideal conference for senior financial staff working for or servicing organizations using or transitioning to PSAB. You will benefit from an unparalleled networking opportunity where you can discuss the issues and challenges you face with colleagues and peers.

Intended Audience

Comprised of public sector leaders and senior staff with Controllershship, Treasury, Legislative Audit, or Budget functions, in addition to senior staff with financial responsibilities in agencies, departments and ministries.



The 2011 event attracted 307 attendees:

- **Partners/Managers in Accounting Firms**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Public Sector and Not-for-Profit Financial Reporting Conference
- Preliminary postcard mailing to approx. 10,000 addresses
- Full brochure mailing to approx. 10,000 addresses
- 3 email blasts to approx. 25,000 addresses
- Ad(s) in related product marketing vehicle

More information on this event will be available in July, please visit: www.cpd.cica.ca/PublicSector

2012 National Conference for Audit Committees

November 20-21, 2012 • Westin Harbour Castle • Toronto, ON

2 day Conference including general and technical sessions

Event Sponsorship Opportunities

FINANCIAL REPORTING & GOVERNANCE

Conference for Audit Committees

Title Sponsorships

Program	\$10,000
Optional Breakfast Session (exclusive)	\$3,500 (approval required)
Keynote Address Introduction (exclusive)	\$3,500

Supporting Sponsorships

Registration (exclusive)	\$2,500
Continental Breakfast	\$2,500
Networking Coffee Breaks	\$2,500
Networking Lunch	\$2,500
Networking Reception	\$2,500

Exhibiting Sponsorships

Exhibitors (10x10 booth)	\$1,500 (approval required)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

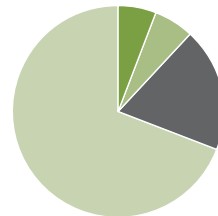
ANTICIPATED ATTENDANCE — 125-175

Conference Overview

This event features keynote addresses and sessions designed to develop existing and future audit committee members. The focus is on roles and responsibilities; financial reporting and corporate governance developments; integrity and ethics; internal control and assurance and accounting standards. This conference also provides a unique opportunity to discuss the issues and challenges you face with colleagues and peers.

Intended Audience

Designed for professionals from business and associations in all sectors of the economy – public, corporate, and not-for-profit. It's a must attend for: CAs, Lawyers and Consultants who advise clients on governance matters, current members and Chairs of Audit Committees, CAs and other professionals interested in being on Audit Committees, CEOs, Presidents, CFOs and Corporate Secretaries, Directors of Communications and Public Affairs, and Regulators.



The 2011 event attracted 145 attendees:

- **Partners/Managers in Accounting Firms**
- **Directors/Managers in Industry**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Conference for Audit Committees
- Preliminary postcard mailing to approx. 10,000 addresses
- Full brochure mailing to approx. 10,000 addresses
- 3 email blasts to approx. 26,000 addresses
- Ad(s) in related product marketing vehicle

More information on this upcoming event will be available in July, please visit: www.cpd.cica.ca/CFAC

Event Sponsorship Opportunities

FINANCIAL REPORTING & GOVERNANCE

Financial Reporting Conference for the Oil and Gas Industry

Title Sponsorships

Program	\$10,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$3,500 (approval required)
Keynote Address Introduction (exclusive)	\$3,500

Supporting Sponsorships

Registration (exclusive)	\$2,500 (exhibit included)
Continental Breakfast	\$2,500 (exhibit included)
Networking Coffee Breaks	\$2,500 (exhibit included)
Networking Lunch	\$2,500
Networking Reception	\$2,500

Exhibiting Sponsorships

4 Exhibitors (10x10 booth)	\$1,500 (max 4 with above)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

ANTICIPATED ATTENDANCE — 150-200

Conference Overview

The adoption of IFRS created some unique challenges for the Canadian oil and gas industry and, in some cases, created uncertainty on how to interpret and apply the new standards. This conference will provide technical updates for all the key standards impacting the industry and lessons learned to date, along with sessions addressing broader areas of interest and concern for financial professionals in this industry. This conference will also provide a unique opportunity to discuss the issues and challenges you face with colleagues and peers from across the country.

Intended Audience

Finance professionals working in, or providing services to the oil and gas industry including:

- CFOs, directors of finance, controllers and other senior financial officers
- Public accountants and other professional advisors
- Securities regulators, financial analysts and other financial statement users.

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Financial Reporting Conference for the Oil and Gas Industry
- Preliminary postcard mailing to approx. 10,000 addresses
- Full brochure mailing to approx. 10,000 addresses
- 3 email blasts to approx. 10,000 addresses
- Ad(s) in related product marketing vehicle

For more information on this event, please visit: www.cpd.cica.ca/OilGas

December 2012 • Toronto, ON

2 day Conference including general and technical sessions

Event Sponsorship Opportunities

FINANCIAL REPORTING & GOVERNANCE

Financial Reporting Conference for the Mining Industry

Title Sponsorships

Program	\$10,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$3,500 (approval required)
Keynote Address Introduction (exclusive)	\$3,500

Supporting Sponsorships

Registration (exclusive)	\$2,500 (exhibit included)
Continental Breakfast	\$2,500 (exhibit included)
Networking Coffee Breaks	\$2,500 (exhibit included)
Networking Lunch	\$2,500
Networking Reception	\$2,500

Exhibiting Sponsorships

4 Exhibitors (10x10 booth)	\$1,500 (max 4 with above)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

ANTICIPATED ATTENDANCE — 150-200

Conference Overview

The adoption of IFRS created some unique challenges for the Canadian mining industry and created uncertainty for mining companies on how to interpret and apply the new standards, along with concerns of diversity in practice across the industry. This conference will provide technical updates for all the key standards impacting the industry and lessons learned to date, along with sessions addressing broader areas of interest and concern for financial professionals in this industry. This conference will also provide a unique opportunity to discuss the issues and challenges you face with colleagues and peers from across the country.

Intended Audience

Finance professionals working in, or providing services to the mining industry such as:

- Chief Financial Officers and other senior financial executives who are directly responsible for accounting and reporting
- Public accountants and other professional advisors
- Securities regulators, financial analysts and other financial statement users

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Financial Reporting Conference for the Mining Industry
- Preliminary postcard mailing to approx. 10,000 addresses
- Full brochure mailing to approx. 10,000 addresses
- 3 email blasts to approx. 10,000 addresses
- Ad(s) in related product marketing vehicle

For more information on this event, please visit: www.cpd.cica.ca/Mining

2012 Canadian Conference on IT Audit, Governance and Security

16

March 26-27, 2012 • Hilton Toronto Hotel • Toronto, ON

2 day Conference including general sessions and multiple concurrent tracks • optional Workshops

Event Sponsorship Opportunities

UNIQUE PRACTICE AREAS & INDUSTRIES

Canadian Conference on IT Audit, Governance and Security

Title Sponsorships

Program	\$16,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$6,000 (approval required)
Keynote Address Introduction and CIO Roundtable with Douglas Merrill, former CIO and VP of Engineering at Google (exclusive)	\$4,000

Supporting Sponsorships

Registration (exclusive)	\$3,500 (exhibit included)
Continental Breakfast	\$3,500 (exhibit included)
Networking Coffee Breaks	\$3,500 (exhibit included)
Networking Lunch	\$3,500
Networking Reception	\$3,500

Exhibiting Sponsorships (sold out in 2011)

4 Exhibitors (10x10 booth)	\$2,500 (max 8 with above)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

Co-developed by CICA / IIA / ISACA

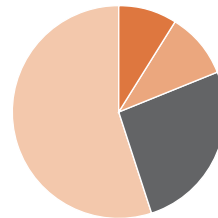
ANTICIPATED ATTENDANCE — 125-150

Conference Overview

This two-day conference features keynote addresses and plenary sessions from top IT innovators combined with concurrent sessions on a variety of “hot topics”, each of which encompasses different aspects of IT audit, governance, and security. This impressive, hand-picked program will refocus you and your team on the practical issues you need in order to expand your knowledge and enhance your competitive edge. Includes a special Keynote Address “Innovate or Die: Building a Culture of Strategy and Innovation” presented by Douglas Merrill, former CIO and VP of Engineering at Google.

Intended Audience

Comprised of IT professionals and financial leaders with responsibility for the IT function including: auditors, chief information officers, and chief IT security officers, and senior financial professionals with responsibility for the IT function.



The 2011 event attracted 127 attendees:

- **Partners/Managers in Public Accounting Firms**
- **Directors/Managers in Industry**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Canadian Conference on IT Audit, Governance and Security
- Full brochure mailing to approx. 10,000 addresses
- 5 email blasts to approx. 6,000 addresses
- Ad In the Bottom Line

For more information on this event, please visit: www.cpd.cica.ca/ITAudit

2012 National Conference for SME Advisors

17

August 8-10 2012 • Westin Nova Scotian • Halifax, NS
2.5 day Conference • optional Workshop on August 7

Event Sponsorship Opportunities

UNIQUE PRACTICE AREAS & INDUSTRIES

CICA National Conference for SME Advisors

Title Sponsorships

Program	\$16,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$6,000 (approval required)
Keynote Address Introduction (exclusive)	\$6,000

Supporting Sponsorships

Registration (exclusive)	\$3,500 (exhibit included)
Continental Breakfast	\$3,500 (exhibit included)
Networking Coffee Breaks	\$3,500 (exhibit included)
Networking Lunch	\$3,500
Networking Reception	\$3,500

Exhibiting Sponsorships (sold out in 2010)

2 Exhibitors (10x10 booth)	\$2,500 (max 6 with above)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

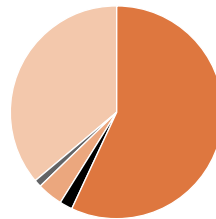
ANTICIPATED ATTENDANCE — 150-200

Conference Overview

This biennial conference will provide CAs in practice with a valuable forum where you can gather proven tools and acquire new skills that are essential for the proactive SME business advisor. It's the place to find real, time tested ways to build a better practice for yourself... and better businesses for your clients. Sessions will feature successful practitioners who have insight and experience to share with you - what works, what doesn't work - no nonsense advice from colleagues who have been very successful providing business advisory services to clients. You will also benefit from a series of subject matter experts who focus on small business and public practice innovations (national representation). Includes a special keynote address by David Chilton, author of "The Wealthy Barber" and "The Wealthy Barber, Returns".

Intended Audience

Designed exclusively for Chartered Accountants - sole practitioners, partners and managers in accounting firms who advise Small and Medium-sized Enterprises.



The last conference attracted 162 attendees:

- **Partners/Managers in Public Accounting Firms**
- **Partners/Associates in Legal/Consulting Firms**
- **Directors/Managers in Industry**
- **Government and Education**
- **Other**

Anticipated Marketing Plan

- An online event specific page developed exclusively for the National Conference for SME Advisors
- Preliminary postcard mailing to approx. 7,000 addresses
- Full brochure mailing to approx. 10,500 addresses
- 3 email blasts to approx. 7,000 addresses
- Ad and/or insert in the Bottom Line

For more information on this event, please visit: www.cpd.cica.ca/SMEadvisors

2012 Business and Industry Conference

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November 2012 • Toronto, ON

2 day Conference including general and concurrent sessions • optional Workshop

Event Sponsorship Opportunities

UNIQUE PRACTICE AREAS & INDUSTRIES

National Business and Industry Conference

Title Sponsorships

Program	\$10,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$3,500 (approval required)
Keynote Address Introduction (exclusive)	\$3,500

Supporting Sponsorships

Registration (exclusive)	\$2,500 (exhibit included)
Continental Breakfast	\$2,500 (exhibit included)
Networking Coffee Breaks	\$2,500 (exhibit included)
Networking Lunch	\$2,500
Networking Reception	\$2,500

Exhibiting Sponsorships

2 Exhibitors (10x10 booth)	\$1,500 (max 6 with above)
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Advertising

1/4 page, colour ad in full brochure	\$1,000
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For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

ANTICIPATED ATTENDANCE — 150-200

Conference Overview

The successful senior financial officer in today's Canadian corporation depends on a combination of technical expertise, soft skills, strategic finesse, and professional judgment. This unique two-day event offers a comprehensive blend of sessions that address the most relevant and current topics with insight on what's coming next. Join your peers from other Canadian companies to discuss common challenges, explore parallel opportunities, and build your professional network.

Intended Audience

- Chief Financial Officers and other senior financial executives
- Chartered Accountants in industry aspiring to senior financial leadership

The 2011 event attracted 164 attendees and was **sold out** due to space limitations.*

Anticipated Marketing Plan

- An online event specific page developed exclusively for the Business and Industry Conference
- Full brochure mailing 25,000 addresses
- 3-4 email blasts 47,000 addresses
- Ad(s) in related product marketing vehicle

More information on this event will be available in August, please visit: www.cpd.cica.ca/BusinessIndustry

*No stats from 2011 are available at this time.

2012 Corporate Finance Market Briefs

19

Throughout 2012 • Toronto, ON and other cities across Canada

4:30-6:30pm • panel discussions and debates • Q&A • networking opportunities

ANTICIPATED ATTENDANCE — 50-100

Overview

The **CICA Corporate Finance Market Briefs** are a series of special briefings focusing on the most current issues facing corporate financiers in Canada today. These sessions feature presentations by recognized market leaders and are designed to facilitate the exchange of information and ideas on CF topics of the day. The format includes presentations, panel discussions, debates, Q&A sessions and networking opportunities.

Intended Audience

For CAs and other business professionals with an interest in the topic of the day.

Anticipated Marketing Plan

- 3 email blasts for each Market Brief to appropriately targeted audiences
- other marketing incentives to be determined

For specific dates and locations visit the...

Continuing Education CPD Website: www.cpd.cica.ca/CorporateFinance/CFMarketBriefs

Event Sponsorship Opportunities

CORPORATE FINANCE

CICA Corporate Finance Market Briefs

Title Sponsorships

Program \$1,000

Supporting Sponsorships

Networking Reception \$1,000

For details of benefits, please contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 21.

Event Sponsorship Opportunities 2012 SUMMARY

	Anticipated Attendance	TITLE SPONSORSHIPS				SUPPORTING SPONSORSHIPS						EXHIBITING SPONSORSHIP	Advertise in Event Brochure	
		Program Sponsorship	Optional Breakfast Session Sponsorship	Keynote Address Introduction Sponsorship	Lunch Session Introduction Sponsorship	Registration Sponsorship	Continental Breakfast Sponsorship	Networking Coffee Breaks Sponsorship	Networking Lunch Sponsorship	Welcome Reception Sponsorship	Networking Reception Sponsorship			
TAXATION														
Commodity Tax Symposium – West March 5-6, Calgary	pg 8	100		•	•		•	•	•	•		•	•	•
Commodity Tax Symposium October 1-2, Ottawa	pg 9	400		•	•		•	•	•	•	•	•	•	•
National Conference on Income Taxes September 12-14, Toronto	pg 10	175	•	•	•	•	•	•	•	•		•	•	•
FINANCIAL REPORTING & GOVERNANCE														
Financial Reporting and Accounting Conference (IFRS and ASPE) September 24-25, Toronto	pg 11	350	•	•	•		•	•	•	•		•	•	•
Public Sector and Not-for-Profit Financial Reporting Conference October, Ottawa	pg 12	275	•	•	•		•	•	•	•		•	•	•
National Conference for Audit Committees November 20-21, Toronto	pg 13	125	•	•	•		•	•	•	•		•	•	•
Financial Reporting Conference for the Oil and Gas Industry (NEW) June 6-7, Calgary	pg 14	150	•	•	•		•	•	•	•		•	•	•
Financial Reporting Conference for the Mining Industry (NEW) December, Toronto	pg 15	150	•	•	•		•	•	•	•		•	•	•
UNIQUE PRACTICE AREAS & INDUSTRIES														
Canadian Conference on IT Audit, Governance and Security March 26-27, Toronto	pg 16	125	•	•	•		•	•	•	•		•	•	•
CICA National Conference for SME Advisors August 8-10, Halifax	pg 17	150	•	•	•		•	•	•	•		•	•	•
CICA Business and Industry Conference November, Toronto	pg 18	150	•	•	•		•	•	•	•		•	•	•
CORPORATE FINANCE														
CICA Corporate Finance Market Briefs Throughout 2012, Toronto	pg 19	50	•									•		



Benefits

CICA CONTINUING EDUCATION is pleased to provide the following sponsorship opportunities to help you position your organization as a leader and associate your brand with enhanced credibility and image.

Some of the benefits listed are time sensitive, and thus are conditional based upon timely receipt of contract and payment. Not all opportunities are available for all events, see the “Event Sponsorship Opportunities Summary” on page 20 to see, at-a-glance, what sponsorships are available to fit your marketing needs. Some restrictions may apply and may not be listed. Specifics are subject to change.

For information on all CICA Continuing Education products, visit: www.cpd.cica.ca
or: www.calearningcentre.ca

Title Sponsorship Benefits

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CICA CONTINUING EDUCATION programs are delivered by leaders in the industry, what better way to position your organization as a leader than by supporting CICA programs with a Title Sponsorship Package. A **Title Sponsorship Package** gives your organization exposure at the program level, allowing you to show your corporate commitment to continuing professional development and allowing you to stand out from the crowd. These packages are limited, so ensure you secure your sponsorship early.

* ALL SPONSORS RECEIVE THESE BENEFITS

All benefits listed below come standard with all **Title Sponsorship, Supporting Sponsorship** and **Exhibiting Sponsorship** packages. *Some of the benefits listed are time sensitive, and thus are conditional based upon timely receipt of contract and payment. Some restrictions may apply and may not be listed. Specifics are subject to change.*

- Logo on Web Community Sponsor page
- Logo on event Brochure(s)
- Logo on event Agenda
- Logo on professionally designed general Thank You sign in foyer and on session screens between sessions
- Participant list including name, firm, city
- Opportunity to provide one promotional insert to be included in participant packages
- Acknowledgement at podium some time during event
- Logo on Thank You page of CICA Continuing Education Catalogue the following year

PLUS you will receive the benefits outlined in the Sponsorship package of your choice.

PROGRAM SPONSORSHIP

COST: \$10,000-\$22,500

EXPOSURE/DURATION: Sponsorship runs over conference portion of event

- You get everything listed under “ALL SPONSORS RECEIVE THESE BENEFITS” *
- Recognized as Program Sponsor
- Head up Agenda — your company name is placed above Timetable on Web Community and your logo is placed above timetable on the onsite Agenda with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Program sign housing logo, and session details placed by entrance of all session room(s)
- Four guest representatives from your organization may attend Networking Reception(s)
- May supply small giveaway (not to compete with Registration giveaway — CICA approval required)
- 1/4 page ad in event brochure
- Two FREE Conference Registrations
- Optional Exhibit space where applicable
- Optional reserved table at Lunch(es)
- Consideration of speaking opportunity

OPTIONAL BREAKFAST SESSION SPONSORSHIP (exclusive)

COST: \$3,500-\$8,500

EXPOSURE/DURATION: Session not to exceed one hour

- You get everything listed under “ALL SPONSORS RECEIVE THESE BENEFITS” *
- Company name is placed beside Breakfast session time slot on Web Community Timetable with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Breakfast session time slot on event Agenda
- Sponsor to provide speaker and session program (approval from CICA event committee required)
- Tent cards on tables during Breakfast session housing your logo
- Breakfast session sign outlining session title, speaker and housing your logo, placed by session room
- Optional Reserved table
- Two guest representatives may attend Breakfast session from your organization
- One FREE Conference Registration
- May supply small giveaway around Breakfast room (not to compete with Registration giveaway — CICA approval required)
- Assessment of your speaker’s performance as critiqued by attendees

KEYNOTE ADDRESS (INTRODUCTION) SPONSORSHIP (exclusive)

COST: \$3,500-\$8,500

EXPOSURE/DURATION: Session runs for up to one and a half hours

- You get everything listed under “ALL SPONSORS RECEIVE THESE BENEFITS” *
- Company name is placed beside Keynote time slot on Web Community Timetable with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Keynote time slot on event Agenda
- Sponsor provides a company representative to say a few words about themselves and company and then introduces the Keynote Speaker(s)
- Keynote Session sign outlining session and speaker(s), noting that it is sponsored by your firm (logo), and placed by session room
- Sponsor may supply notepads and/or pens
- Two guest representatives may attend the Keynote presentation from your organization
- One FREE Conference Registration

LUNCH SESSION (INTRODUCTION) SPONSORSHIP (exclusive)

COST: \$3,500-\$8,500

EXPOSURE/DURATION: Lunch runs for up to one and a half hours

- You get everything listed under “ALL SPONSORS RECEIVE THESE BENEFITS” *
- Company name is placed beside Lunch Session time slot on Web Community Timetable with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Lunch Session time slot on event Agenda
- Sponsor provides a company representative to say a few words about themselves and company and then introduces the Luncheon Speaker(s)
- Lunch Session sign outlining session and speaker(s), noting that it is sponsored by your firm (logo), and placed by dining room
- Tent cards on tables during Lunch housing your logo
- Optional Reserved table
- Two guest representatives may attend Lunch from your organization
- One FREE Conference Registration

Supporting Sponsorship Benefits

CICA CONTINUING EDUCATION programs provide unparalleled opportunities for credible exposure with a carefully targeted audience of senior decision-makers. CICA **Supporting Sponsorship Packages** focus on networking opportunities, which is an important element for success and growth in today's market. Organizations sponsor CICA events, year-after-year to reinforce one-to-one business relationships and build new ones with progressive groups of accountants, lawyers and other business professionals who have come to learn and network with today's industry leaders and their peers. Be a part of the networking experience.

* ALL SPONSORS RECEIVE THESE BENEFITS

All benefits listed below come standard with all **Title Sponsorship, Supporting Sponsorship and Exhibiting Sponsorship** packages. *Some of the benefits listed are time sensitive, and thus are conditional based upon timely receipt of contract and payment. Some restrictions may apply and may not be listed.*

Specifics are subject to change.

- Logo on Web Community Sponsor page
- Logo on event Brochure(s)
- Logo on event Agenda
- Logo on professionally designed general Thank You sign in foyer and on session screens between sessions
- Participant list including name, firm, city
- Opportunity to provide one promotional insert to be included in participant packages
- Acknowledgement at podium some time during event
- Logo on Thank You page of CICA Continuing Education Catalogue the following year

PLUS you will receive the benefits outlined in the Sponsorship package of your choice.

REGISTRATION SPONSORSHIP (exclusive)

COST: \$2,000-\$5,000

EXPOSURE/DURATION: Registration desk is open over conference portion of event

- You get everything listed under "ALL SPONSORS RECEIVE THESE BENEFITS" *
- Company name is placed beside Registration time slot on Web Community Timetable with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Registration time slot on event Agenda
- Registration sign housing logo and a 10-30 word description, placed by Registration desk
- Optional Exhibit space where applicable
- Sponsor may supply lanyards and/or mints or alternate giveaway in participant package (CICA approval required)

CONTINENTAL BREAKFAST SPONSORSHIP

COST: \$2,000-\$5,000

EXPOSURE/DURATION: Breakfast runs for one hour

- You get everything listed under "ALL SPONSORS RECEIVE THESE BENEFITS" *
- Company name is placed beside Continental Breakfast time slot on Web Community Timetable with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Continental Breakfast time slot on event Agenda
- Continental Breakfast sign housing logo and website address in Breakfast area
- Tent cards surrounding Breakfast area housing your logo
- Optional Exhibit space where applicable
- May supply small giveaway around Breakfast area (not to compete with Registration giveaway — CICA approval required)

NETWORKING COFFEE BREAK SPONSORSHIP

COST: \$2,000-\$5,000

EXPOSURE/DURATION: Morning and Afternoon Coffee Breaks over duration of conference portion of event

- You get everything listed under "ALL SPONSORS RECEIVE THESE BENEFITS" *
- Company name is placed beside Coffee Break time slot on Web Community Timetable with link to Sponsor page

- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Coffee Break time slot on event Agenda
- Coffee Break sign housing logo and website address, placed in Coffee area
- Tent cards around Coffee area housing your logo
- Optional Exhibit space where applicable
- May supply small giveaway, around Coffee area (not to compete with Registration giveaway — CICA approval required)

NETWORKING LUNCH SPONSORSHIP

COST: \$2,000-\$5,000

EXPOSURE/DURATION: Lunch runs for up to one and a half hours

- You get everything listed under “ALL SPONSORS RECEIVE THESE BENEFITS” *
- Company name is placed beside Networking Lunch time slot on Web Community Timetable with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Networking Lunch time slot on event Agenda
- Networking Lunch sign housing logo, placed by dining room
- Tent cards on tables during Lunch housing your logo
- Optional Reserved table
- Two guest representatives may attend Lunch from your organization
- May supply small giveaway around Lunch area (not to compete with Registration giveaway - CICA approval required)

WELCOME RECEPTION OR NETWORKING RECEPTION SPONSORSHIP

COST: \$2,000-\$5,000

EXPOSURE/DURATION: Reception runs for up to two hours with host bar and appetizers

- You get everything listed under “ALL SPONSORS RECEIVE THESE BENEFITS” *
- Company name is placed beside Reception time slot on Web Community Timetable with link to Sponsor page
- A 75 word company description and business URL link on the Web Community Sponsor page
- Logo is placed beside Reception time slot on event Agenda
- Reception sign housing logo, placed in/by Reception area/room
- Tent cards surrounding Reception area and Bar housing your logo
- May supply small giveaway around Reception area (not to compete with Registration giveaway — CICA approval required)
- Four guest representatives can attend Reception from your organization

Exhibiting Sponsorship Benefits

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CICA CONTINUING EDUCATION programs provide unparalleled opportunities for credible exposure with a carefully targeted audience of senior decision-makers. A limited number of booths provide exhibitors with an excellent networking opportunity to display and reinforce one-to-one business relationships with these decision makers. Exhibits are placed in foyer where participants gather for buffet meals and coffee. The atmosphere is not a tradeshow environment, it is more intimate and relaxed, making the exhibits seem like they are part of the program.

* ALL SPONSORS RECEIVE THESE BENEFITS

All benefits listed below come standard with all **Title Sponsorship, Supporting Sponsorship** and **Exhibiting Sponsorship** packages. *Some of the benefits listed are time sensitive, and thus are conditional based upon timely receipt of contract and payment. Not all opportunities are available for all events. Some restrictions may apply and may not be listed. Specifics are subject to change.*

- Logo on Web Community Sponsor page
- Logo on event Brochure(s)
- Logo on event Agenda
- Logo on professionally designed general Thank You sign in foyer and on session screens between sessions
- Participant list including name, firm, city
- Opportunity to provide one promotional insert to be included in participant packages
- Acknowledgement at podium some time during event
- Logo on Thank You page of CICA Continuing Education Catalogue the following year

PLUS you will receive the benefits outlined in the Sponsorship package of your choice.

EXHIBITING SPONSORSHIP

COST: \$1,500-\$3,500

EXPOSURE/DURATION: Exhibit runs from breakfast on day 1 to end of last coffee break on last day of conference portion of event

- You get everything listed under "ALL SPONSORS RECEIVE THESE BENEFITS" *
- 10'x10' Exhibit Space
- One, 6' draped table
- Two chairs
- Access to electricity
- Complimentary meals for two
- Reception hosted by Exhibitors (not applicable at all events)
- Exhibits are open during Breakfasts, Coffee Breaks and scheduled Receptions hosted by Exhibitors as noted above

EXPAND YOUR COMPANY'S awareness by reaching targeted audiences when you advertise through CICA's Continuing Education direct marketing program. Our program provides a unique vehicle to help you reach the decision makers in your particular practice area. Advertising in our event brochures will also help boost your sponsorship or exhibiting efforts.

Event Advertising Opportunities

ADVERTISE IN THE EVENT'S FINAL BROCHURE

COST: \$1,000

- We have opportunity for two corporate companies to advertise in our event brochures.
- Ads will be full colour and quarter page in size.



For information on all CICA Continuing Education products, visit: www.cpd.cica.ca
or: www.calearningcentre.ca

INCOME TAX • INDIRECT TAX • IFRS • FINANCIAL REPORTING & GOVERNANCE •
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