

2013

Event Sponsorship Opportunities



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

2013

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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 82,000 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 to 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 CICA development team create a sponsorship program that's just right for you. Contact Bruce or Darcey today and get a head start on the 2013/14 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 2012 events

Media



Sponsors



MACQUARIE GLOBAL INVESTMENTS



THOMSON REUTERS

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



MACQUARIE GLOBAL INVESTMENTS



THOMSON REUTERS

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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.

Our formalized Sponsorship Program includes events listed from pages 6 to 15. We have included event related information as well as the opportunities available 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 16. Specifics are subject to change.

To discuss a customized approach to events listed here, or any other CICA Continuing Education event, please contact Bruce or Darcey.

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

2013 Commodity Tax Symposium – West

6

March 4-5, 2013 • Hyatt Regency Hotel • Calgary, AB

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

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 (co-sponsorship)	\$3,500

Exhibiting Sponsorships

10 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 see pages 17 - 22.

ANTICIPATED ATTENDANCE — 125-150

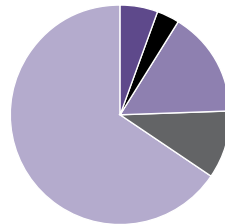
Symposium Overview

The Symposium West plays host to Canada's leading indirect tax experts. Each session is designed specifically to help businesses in Western Canada stay on top of the latest technical changes, while providing an excellent opportunity to network with significant industry players. Don't miss out on our event featuring must-attend sessions on BC Carbon Tax, Customs Issues and CTC's, Tax Technology Systems and many more. Plus, an optional PST Refresher Workshop to get you back in the game.

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 2012 event attracted 110 attendees:

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

Anticipated Marketing Plan (subject to change)

- An online event specific page developed exclusively for this event
- Full brochure mailing to approx. 10,000 addresses
- 4 email blasts to approx. 30,000 addresses
- Ad(s) in related product marketing vehicle

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

2013 Commodity Tax Symposium

7

September 29 – October 2, 2013 • Westin Ottawa Hotel • Ottawa, ON

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

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 (co-sponsorship)	\$5,000

Exhibiting Sponsorships

6 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 see pages 17 - 22.

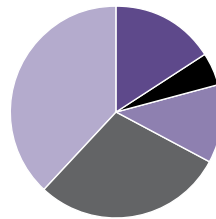
ANTICIPATED ATTENDANCE — 350-400

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 2012 event attracted 364 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 this event
- Preliminary postcard to alumni and interested groups, approx. 1,500 addresses
- Full brochure mailing to approx. 10,000 addresses
- 4-5 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
or: www.castore.ca/CTS

2013 National Conference on Income Taxes

8

October, 2013 • 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

2-4 Exhibitors (10x10 booth)	\$2,500 (max 6-8 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 see pages 17 - 22.

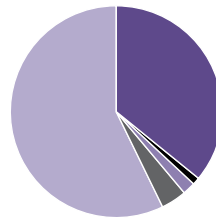
ANTICIPATED ATTENDANCE — 150-200

Conference Overview

This two-day income tax conference is dedicated to giving general practitioners the perfect balance of practical and technical insights into the year's most vital tax strategies and legislative changes. Featuring a series of plenary and concurrent sessions, as well as extended-length special sessions, you'll learn from some of Canada's most impressive tax experts and have an opportunity to share thoughts and ideas with your peers during our evening networking reception.

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 2012 event attracted 157 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 this event
- Preliminary postcard mailing to alumni and interested groups, approx. 2,000 addresses
- Full brochure mailing to approx. 11,500 addresses
- 4-5 email blasts to approx. 15,000 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
or: www.castore.ca/NCIT

2013 Financial Reporting Conference for the Oil and Gas Industry

9

June 5-6, 2013 • Metropolitan Conference Centre • Calgary, AB
2 day Conference

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 see pages 17 - 22.

ANTICIPATED ATTENDANCE — 175-200

Conference Overview

The Canadian oil and gas industry faced unique challenges in adopting IFRSs and the challenges continue with both the newly issued IFRSs effective January 1, 2013, and those anticipated in the near future. This conference will provide technical updates and sessions discussing the interpretation and application of the new and anticipated standards and other key standards impacting the industry, 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 industry.

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.

The 2012 event attracted 182 attendees.

Anticipated Marketing Plan

- An online event specific page developed exclusively for this event
- Full brochure mailing to approx. 10,000 addresses
- 4-5 email blasts to approx. 15,000 addresses
- Ad(s) in related product marketing vehicle

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

2013 Financial Reporting and Accounting Conference (IFRS and ASPE)

10

September 24-25, 2013 • 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

8 Exhibitors (10x10 booth)	\$3,500 (max 12 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 see pages 17 - 22.

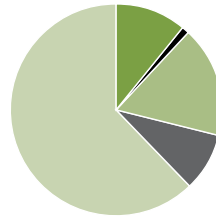
ANTICIPATED ATTENDANCE — 350-400

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 (ASPE), panel discussions on current issues and challenges, and regulatory updates. 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 2012 event attracted 361 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 this event
- Preliminary postcard mailing to alumni and interested groups, approx. 2,000 addresses
- Full brochure mailing to approx. 12,000 addresses
- 4-5 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
or: www.castore.ca/FRAC

2013 Public Sector and Not-for-Profit Financial Reporting Conference

11

October 23-24, 2013 • Ottawa Congress Centre • 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 see pages 17 - 22.

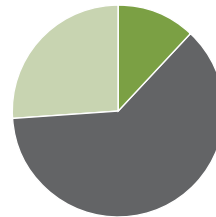
ANTICIPATED ATTENDANCE — 225-275

Conference Overview

This annual conference is dedicated to issues relevant to public sector and not-for-profit organizations that follow 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. This multi-tracked conference has sessions for both seasoned public sector financial professionals and those who have recently transitioned to PSAB standards. This flagship event provides an unparalleled networking opportunity to discuss your issues and challenges with colleagues from across Canada.

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 2012 event attracted 255 attendees:

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

Anticipated Marketing Plan

- An online event specific page developed exclusively for this event
- Preliminary postcard mailing to alumni and interested groups, approx. 2,000 addresses
- Full brochure mailing to approx. 12,000 addresses
- 4-5 email blasts to approx. 20,000 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
or: www.castore.ca/PublicSector

2013 Conference for Audit Committees

November 28-29, 2013 • 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 see pages 17 - 22.

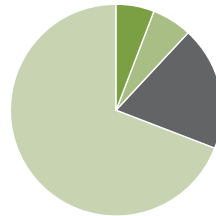
ANTICIPATED ATTENDANCE — 100-150

Conference Overview

This conference features keynote addresses, panel discussions and technical updates and is designed to develop existing and future audit committee members. Topics include the latest developments in financial reporting and audit committee expectations, emerging governance requirements and issues, regulatory developments and other current topics relevant to this important board committee. This conference provides a unique opportunity to discuss your issues and challenges with colleagues from across the country.

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 2012 event attracted 125 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 this event
- Preliminary postcard mailing to alumni and interested groups, approx. 1,500 addresses
- Full brochure mailing to approx. 10,000 addresses
- 4-5 email blasts to approx. 20,000 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
or: www.castore.ca/CFAC

2013 Financial Reporting Conference for the Mining Industry

13

December 2013 • 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 see pages 17 - 22.

ANTICIPATED ATTENDANCE — 125-175

Conference Overview

The Canadian mining industry faced some unique challenges in adopting IFRSs and the challenges continue with the newly issued IFRSs effective January 1, 2013. How are the standards interpreted and applied by mining companies and how can the industry ensure consistency of practice among the companies? This conference will provide technical updates and lessons learned to date for all the key standards impacting the industry, along with sessions addressing broader areas of interest and concern for financial professionals in or serving this industry. It also provides a unique networking opportunity to discuss issues and challenges with colleagues in your industry.

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

The 2012 event attracted 130 attendees.

Anticipated Marketing Plan

- An online event specific page developed exclusively for this event
- Full brochure mailing to approx. 10,000 addresses
- 5-6 email blasts to approx. 15,000 addresses
- Ad(s) in related product marketing vehicle

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

2013 Canadian Conference on IT Audit, Governance and Security

14

March 26-27, 2013 • Westin Harbour Castle • Toronto, ON

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

Co-developed by CICA / IIA / ISACA

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 (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

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 see pages 17 - 22.

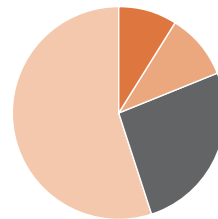
ANTICIPATED ATTENDANCE — 125-150

Conference Overview

This event will deliver valuable practical insights into the critical IT challenges of today and tomorrow. It features general and concurrent sessions led by IT industry and professional services leaders providing the latest state-of-the-art IT practices in audit, governance and security. An essential learning and networking experience designed for IT decision makers to expand their knowledge and maintain their competitive edge, including: CFOs, CIOs, auditors and finance professionals with responsibility for the IT function.

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 2012 event attracted 115 attendees:

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

Anticipated Marketing Plan (subject to change)

- An online event specific page developed exclusively for this event
- Full brochure mailing to approx. 15,000 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
or: www.castore.ca/ITAudit

2013 Business and Industry Conference

15

November, 2013 • Toronto, ON

2 day Conference including general and concurrent sessions • optional Workshop

Event Sponsorship Opportunities

UNIQUE PRACTICE AREAS & INDUSTRIES 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 see pages 17 - 22.

ANTICIPATED ATTENDANCE — 125-175

Conference Overview

Canadian businesses expect more from senior financial officers. Gone are the days when accounting and reporting were considered their primary role. Success as a strategic leader who will add value to the business depends on possessing a combination of technical expertise with well-honed soft skills. This unique event offers a comprehensive blend of sessions providing timely technical updates and professional leadership skill-building strategies. This conference is ideal for CFOs, other senior financial executives and those aspiring to senior financial leadership. Join peers from other Canadian companies to discuss common challenges, explore parallel opportunities for efficiency gains and growth and to build your professional network.

Intended Audience

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

The 2012 event attracted 153 attendees.

Anticipated Marketing Plan

- An online event specific page developed exclusively for this event
- Preliminary postcard to alumni and interested groups, approx. 1,500 addresses
- Full brochure mailing 12,000 addresses
- 4-5 email blasts 35,000 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
or: www.castore.ca/BusinessIndustry

Event Sponsorship Opportunities 2013 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 4-5, Calgary	pg 6	125		•	•		•	•	•	•		•	•	•
Commodity Tax Symposium September 29 - October 2, Ottawa	pg 7	350		•	•		•	•	•	•	•	•	•	•
National Conference on Income Taxes October, Toronto	pg 8	150	•	•	•	•	•	•	•		•	•	•	•
FINANCIAL REPORTING & GOVERNANCE														
Financial Reporting Conference for the Oil and Gas Industry June 5-6, Calgary	pg 9	175	•	•	•		•	•	•	•		•	•	•
Financial Reporting and Accounting Conference (IFRS and ASPE) September 24-25, Toronto	pg 10	350	•	•	•		•	•	•	•		•	•	•
Public Sector and Not-for-Profit Financial Reporting Conference October 23-24, Ottawa	pg 11	225	•	•	•		•	•	•	•		•	•	•
Conference for Audit Committees November 28-29, Toronto	pg 12	100	•	•	•		•	•	•	•		•	•	•
Financial Reporting Conference for the Mining Industry December, Toronto	pg 13	125	•	•	•		•	•	•	•		•	•	•
UNIQUE PRACTICE AREAS & INDUSTRIES														
Canadian Conference on IT Audit, Governance and Security March 26-27, Toronto	pg 14	125	•	•	•		•	•	•	•		•	•	•
CICA Business and Industry Conference November, Toronto	pg 15	125	•	•	•		•	•	•	•		•	•	•



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 16 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

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

PROGRAM SPONSORSHIP

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)

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)

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)

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

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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

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

REGISTRATION SPONSORSHIP (exclusive)

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

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

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

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

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

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

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

EXHIBITING SPONSORSHIP

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. *Don't miss out!*

Event Advertising Opportunities

ADVERTISE IN THE EVENT BROCHURE

We have opportunity in each event brochure for two corporate companies to advertise:

- Ads will be full colour and quarter page in size
- Depending on event you choose, reach from 10,000 - 25,000 people



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

INCOME TAX • INDIRECT TAX • IFRS • FINANCIAL REPORTING & GOVERNANCE •
CORPORATE FINANCE • INFORMATION TECHNOLOGY • SMALL BUSINESS ADVISORY