

COMMODITY TAX SYMPOSIUM

Ottawa and virtual | October 28-29, 2024

SPONSORSHIP PACKAGE

VISIT [CPACANADA.CA/CTS](https://cpacanada.ca/cts)

BROUGHT TO YOU BY EXPERTS IN INDIRECT TAX

COMMODITY TAX SYMPOSIUM 2024

Brought to you by experts in indirect tax

OCTOBER 28-29, 2024 | In-Person at The Westin Ottawa & virtual

ANTICIPATED IN-PERSON ATTENDANCE: 200

ANTICIPATED VIRTUAL ATTENDANCE: 200

Cutting-edge insight for leaders in the commodity tax world.

Canada's largest and longest-running indirect tax event returns this fall in a hybrid format, making it easier to attend in person or online. The symposium is the annual gathering place for forward-thinking professionals working or advising in commodity taxation.

The symposium contains a series of plenary sessions, concurrent presentations and keynote speakers addressing critical issues in:

- GST/HST
- PST
- QST
- customs and trade
- new developments in case law

AUDIENCE

- accounting professionals
- lawyers
- consultants
- academics
- managers
- senior executives
- professionals who lead internal commodity tax groups for industry and not-for-profits
- representatives from CRA, Department of Finance and provincial ministries of finance
- those who work as part of a commodity tax group

Want to get noticed and make an impact? Supporting the Commodity Tax Symposium comes with unlimited potential thanks to virtual and on-site options. As a conference sponsor or exhibitor, you'll be able to strategically position your brand in front of our valuable audience: a diverse, erudite, community of business leaders.

Take the next step in your sponsorship search.

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ABOUT CPA CANADA

CPA Canada is one of the largest national accounting bodies in the world. We represent 220,000 CPAs and are dedicated to building a strong accounting profession at home and abroad.



TOP TEN AREAS OF EMPLOYMENT

1. Public Practice
2. Finance and Insurance
3. Other Services
(except Public Administration)
4. Business Industry
5. Public Administration/Government
6. Manufacturing
7. Education
8. Professional, Scientific and
Technical Services
9. Retail/Wholesale Trade
10. Transportation and Warehousing



TOP TEN JOB TITLES

1. Accountant/Senior
Accountant/Analyst
2. Manager/Senior Manager
3. Director/Assistant Director
4. Controller/Comptroller
Chief Accountant
5. President/CEO/Owner
6. Partner
7. Principal
8. CFO/VP Finance
9. Consultant
10. Sole Practitioner



GEOGRAPHIC SUMMARY

- Bermuda: 1%
- NT/NU/YK: <1%
- BC: 17%
- AB: 13%
- SK/MB: 5%
- Ontario: 40%
- Quebec: 19%
- Atlantic: 5%



COMMODITY TAX SYMPOSIUM 2024

Sponsor opportunities and pricing

OPPORTUNITIES	INVESTMENT	NUMBER OF OPPORTUNITIES
Program sponsor (sold out)	\$4,799	1
Networking reception	\$3,699	1
Wi-Fi sponsor	\$3,599	1
Breakfast sponsor	\$3,399	2
Refreshment break sponsor	\$3,399	2
Lunch sponsor	\$3,399	2
Keynote address introduction	\$1,799	1
Registration sponsor	\$1,299	1
In-Person exhibitor booth	\$2,199	10
Virtual exhibit booth	\$699	10

The deadline for sponsorship is October 7, 2024.

SPONSORSHIP OPPORTUNITY DETAILS

PROGRAM SPONSOR (SOLD OUT)

The program sponsor receives recognition at the beginning of the conference with prominent placement both in-person and across the virtual platform.

- ads: provide a 20 second video advertisement to be played during conference
- acknowledgment: sponsorship acknowledgment at podium
- logo placement: microsite, virtual platform/conference app and on presentation screens on site
- notification: 1 notification directing attendees to your booth if booth is purchased
- conference attendance: 3 complimentary virtual registrations
- in-person exhibit booth (includes virtual exhibit booth)

NETWORKING RECEPTION

Receive exposure to our in-person attendees by sponsoring our networking reception.

- logo placement: microsite, virtual platform/conference app and on presentation screens on site
- opportunity to provide branded signage for the reception area and a giveaway to each attendee
- conference attendance: 3 complimentary tickets to the networking reception

WI-FI SPONSOR

Receive brand recognition with in-person attendees by having them type in your company name to access Wi-Fi.

- logo placement: microsite, virtual platform/conference app and on presentation screens
- Wi-Fi login: Wi-Fi login to include sponsor name
- conference attendance: 1 in-person registration will be provided

BREAKFAST SPONSOR *(two available - one for each day)*

Start the day with your brand being recognised by in-person attendees with a breakfast sponsorship.

- logo placement: microsite, virtual platform/conference app, on presentation screens and in breakfast area
- opportunity to provide branded signage for the breakfast area and a giveaway to each attendee
- conference attendance: 1 in-person registration will be provided

REFRESHMENT BREAKS SPONSOR *(two available - one for each day)*

Increase your brand recognition to the in-person attendees during refreshment breaks.

- logo placement: microsite, virtual platform/conference app, on presentation screens and on signage during refreshment breaks
- opportunity to provide branded signage for the refreshment area and a giveaway to each attendee
- conference attendance: 1 in-person registration will be provided

SPONSOR OPPORTUNITY DETAILS CONTINUED

LUNCH SPONSOR *(two available - one for each day)*

Increase your brand recognition to the in-person attendees during lunch at the conference.

- logo placement: microsite, virtual platform/conference app, on presentation screens and on signage during lunch
- opportunity to provide branded signage for the lunch area and a giveaway to each attendee
- conference attendance: 1 in-person registration will be provided

KEYNOTE ADDRESS INTRODUCTION

The keynote address introduction sponsor receives recognition before the keynote address takes place.

- ads: provide a 20 second video advertisement to be played prior to the keynote address
- acknowledgment: sponsorship acknowledgment at podium
- logo placement: microsite, virtual platform/conference app and on presentation screens on site
- notification: 1 notification directing attendees to your booth, if booth is purchased
- conference attendance: 2 complimentary virtual registrations

REGISTRATION SPONSOR

This opportunity provides exposure to all attendees during in-person attendee registration and on our virtual platform log-in page.

Virtual benefits:

- logo placement: on-site registration desk, virtual log-in page, conference microsite, virtual platform/conference app and on presentation screens on site
- conference attendance: 1 complimentary virtual registration

IN-PERSON EXHIBITOR

Connect face-to-face with attendees.

- logo placement: microsite, virtual platform/conference app and on presentation screens
- exhibit booth: 10' × 10' booth space
- includes virtual exhibitor booth (see below for details)
- meals for two exhibitor staff (for additional staff, fees will apply)

SPONSOR OPPORTUNITY DETAILS CONTINUED

VIRTUAL EXHIBITOR BOOTH

Connect with our attendees to build brand awareness, product promotion and more.

Booth features include:

- access exhibitor portal
- display company and booth staff details
- highlight a video
- share relevant links and additional content
- logo placement: microsite, virtual platform/conference app and on presentation screens
- reporting: sponsors will be provided with data on your booth



BENEFITS FOR ALL SPONSORS

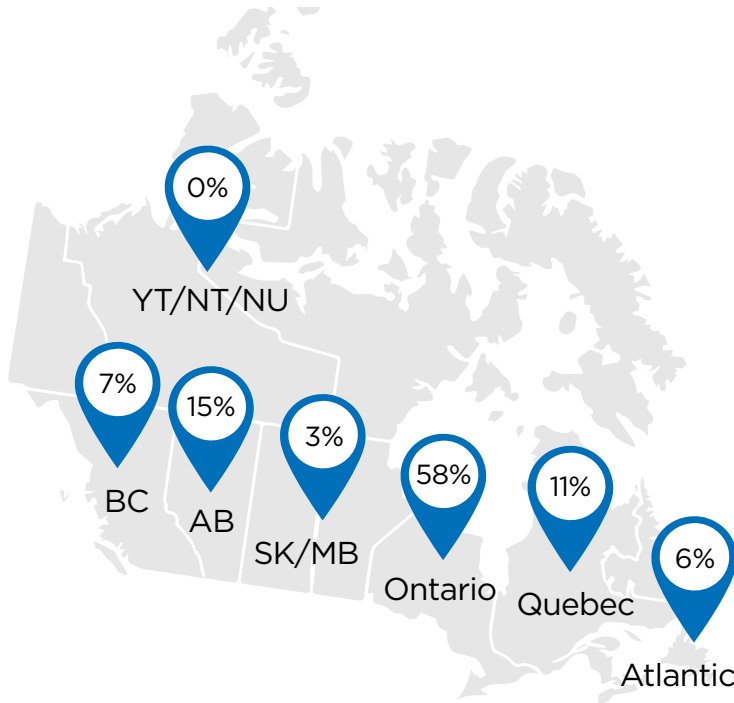
Participant List:

Sponsors will receive access to the list of participants who provide express consent to CPA Canada to share their contact information. The participant list includes name, company name, email address, and will be shared in a secure manner.

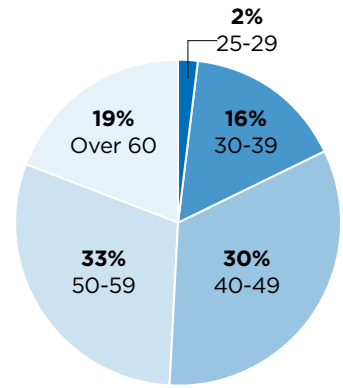


Demographics from the Commodity Tax Symposium 2023

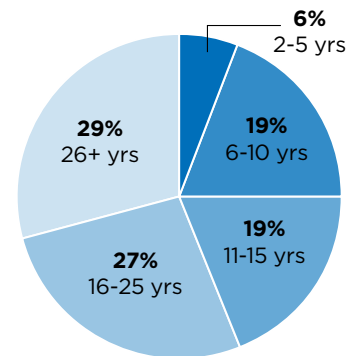
GEOGRAPHIC SUMMARY OF PARTICIPANTS



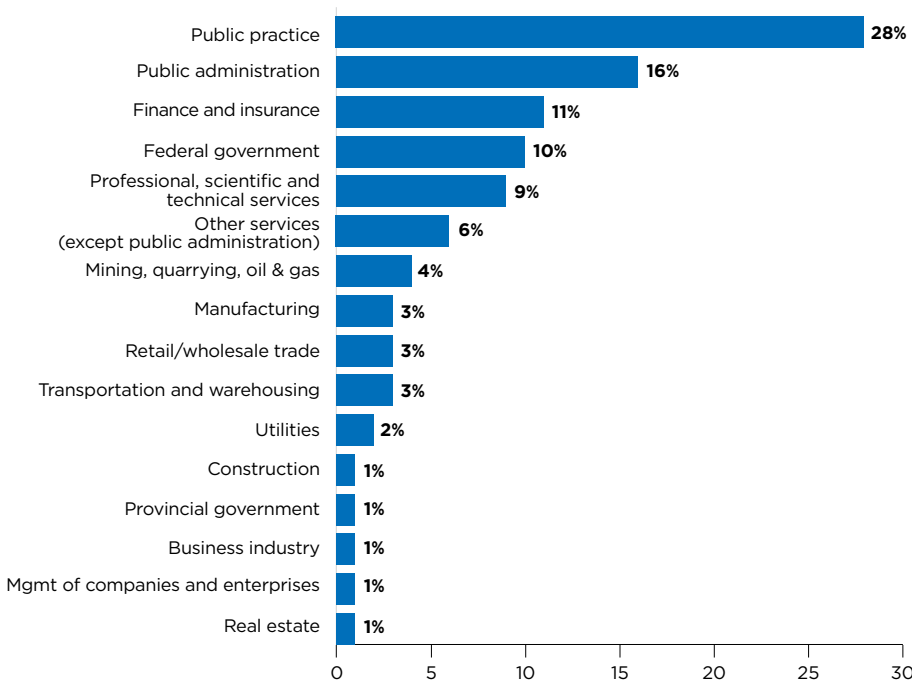
ATTENDANCE BY AGE



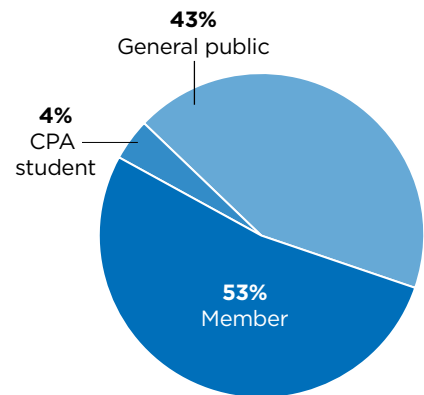
ATTENDANCE BY LENGTH OF MEMBERSHIP



ATTENDANCE BY INDUSTRY TYPE



ATTENDANCE BY MEMBER TYPE



Top reasons to support the Commodity Tax Symposium

1. Brand visibility

Sponsorships put your brand visuals in front of our audience who may not be aware of your business. The earlier you sign up, the more exposure you get before, during and after the event.

2. Targeted marketing

The conference appeals to different types of audiences. You gain opportunities to engage one on one with people looking for relevant product solutions.

3. Consumer perception

Customers form positive opinions when your business is tied to a CPA Canada Conference.

4. Efficient lead generation

The conference brings you a host of compatible customers, and sponsors are provided with an opt-in list of participants who agree to hear from sponsors.

5. Sales goals

Along with leads, the conference allows you to sell on the spot.

6. Community goodwill

Strengthening your business image is one of the most valuable benefits of sponsorship. Linking your business to the profession can draw support and attention.

7. Content strategy

Sponsorships provide fresh opportunities to expand your content strategy. By connecting with us, you can find relevant audiences to target.

8. Audience insights

A roomful of great minds is better than one. You get a firsthand look at how other businesses differentiate themselves and attract customers.

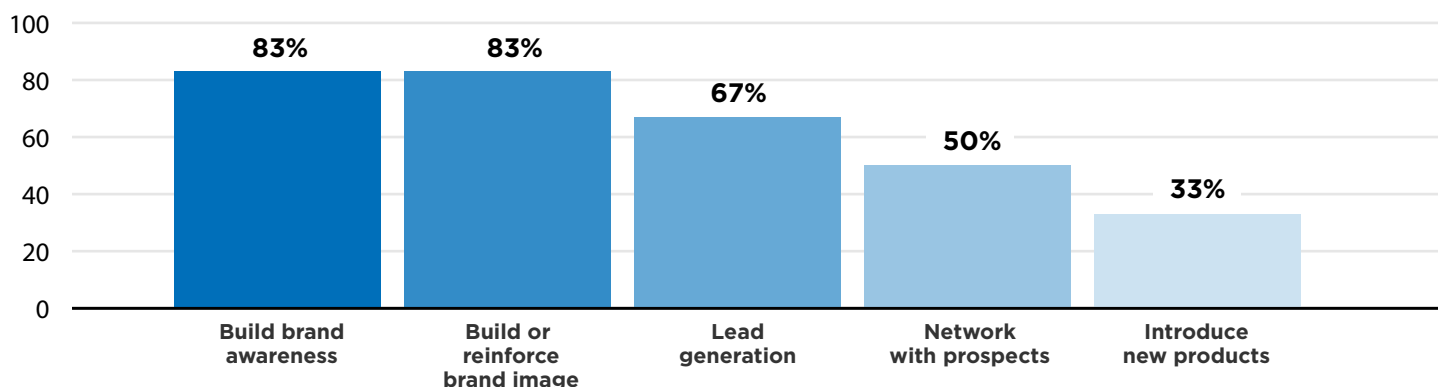
9. Business relationships

Are you in the market for new partnerships or supplier relationships? The conference is a great place to find businesses you can collaborate with.

10. Return on investment

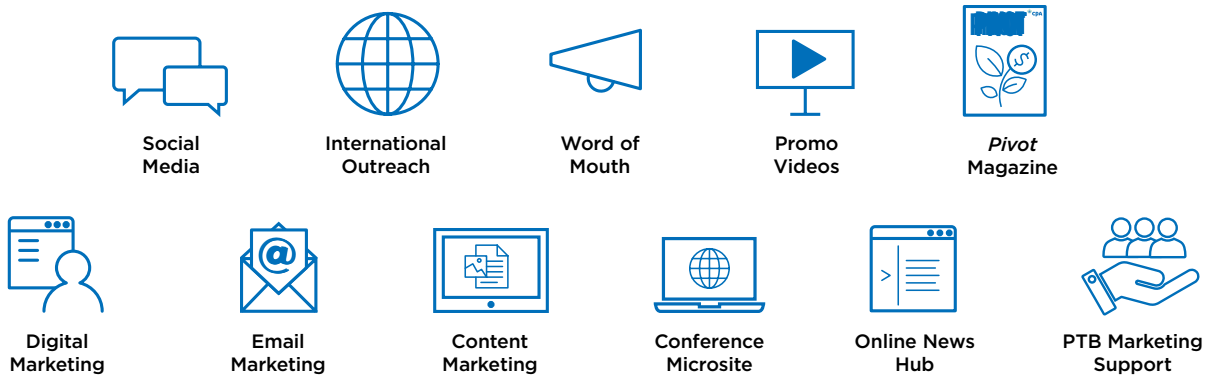
Whether you plan to sell or not, events are about starting quality relationships. To make the most of your sponsorship, decide what you want to achieve and determine a metric to measure your efforts.

Top sponsor objectives



Marketing

The marketing team at CPA Canada builds a tailored marketing plan to promote the Commodity Tax Symposium and bring people from across the country to the event.



Annual Reach:

- emails – to over 50,000 members
- social – over 1 million impressions

Annual Engagement:

- emails – over 45% open rates
- social – over 25,000 clicks

Registration:

- over 12,000 attendees in the 42 year history of the conference
-

Sponsors from Commodity Tax Symposium 2023 include:



SECURE YOUR SPOT TODAY

Let us help you build the right sponsorship package for your organization.
Custom options available.

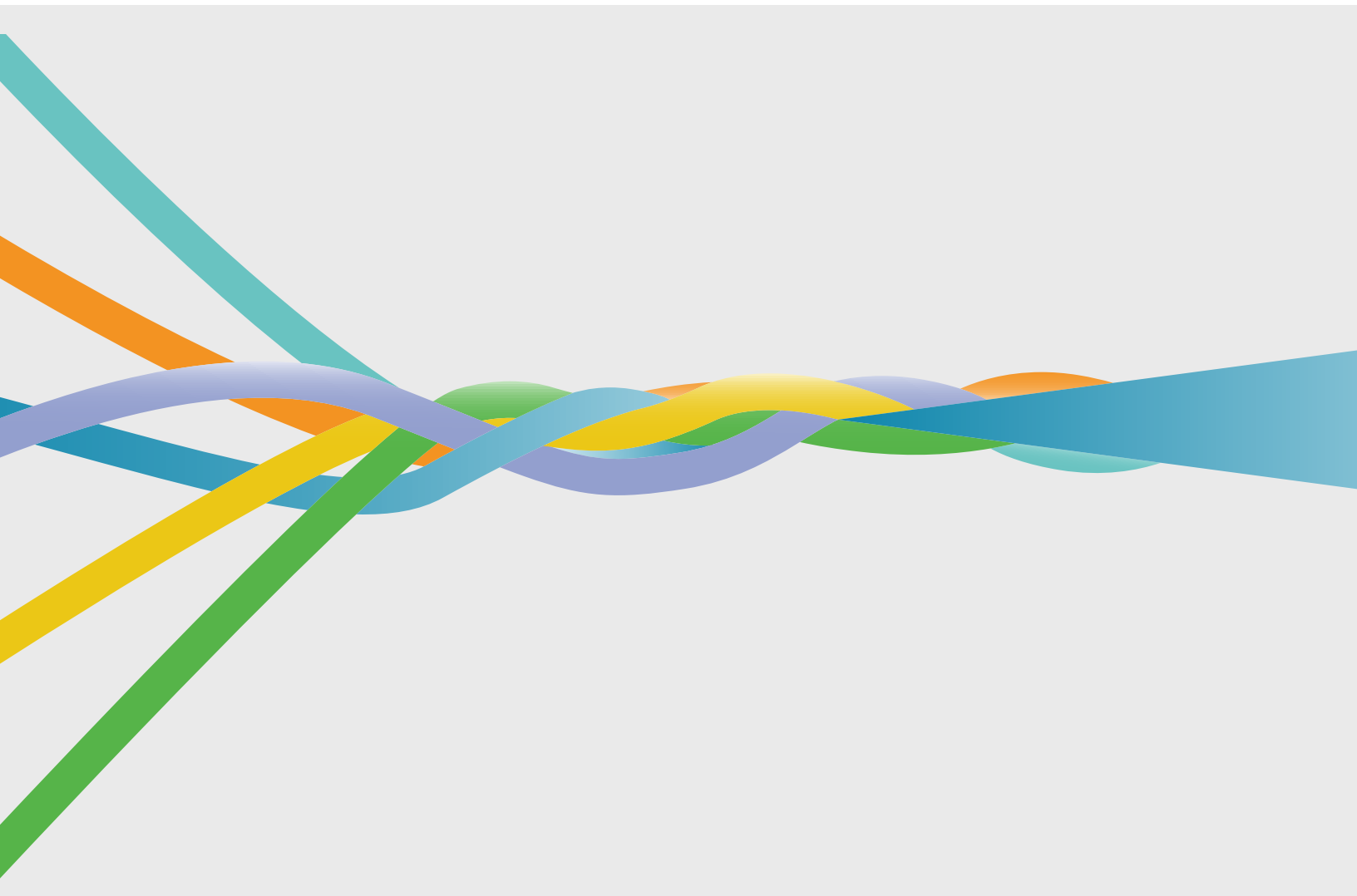
Contact:

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CONNECT WITH US AT THE **COMMODITY TAX SYMPOSIUM**

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