



CPA SMALL PRACTITIONERS' FORUM

TAKE YOUR PRACTICE TO A NEW EDGE

2025 Sponsorship Package

In-person and Online
October 16-18, 2025

Thank you for your interest and continued support of the CPA-Small Practitioners' Forum. The following opportunities are available for the 2025 program and are on a first right of refusal for last years sponsors and then first-come-first-serve basis to new sponsors.

AUDIENCE:

The audience of the Forum is mostly composed of CPAs practicing in Calgary and Southern Alberta. A majority of the participants are partners or sole practitioners in small to medium-sized accounting firms. They are the decision-maker for the purchase of products & services used for their firm and source of referrals for their clients (small businesses & individuals).

We anticipate 200 attendees in person at the hotel and 120 attendees on-line.

Inclusions for ALL sponsorship types:

- Verbal recognition throughout the Forum
- Prominent logo placement on rotation PowerPoint, (play during breaks)
- 2025 attendee list, (for those who consent to share their information)

If you have an exhibit booth you are permitted two booth staff who are to manage the booth. Booth staff are not permitted into the session room due to capacity limitations.



Sponsorship Options	Quantity	Cost	Inclusions
Broadcast	1	\$8,800	SOLD • Provide opening/welcoming remarks on Thurs. Oct. 16, (live or recorded) • Including a brief; concise overview of your organization and/or the products/services you offer, (MAX 2 mins) • Option to provide/draw a door prize at the Forum • Logo placement on the broadcast skin for all three days of the Forum • Provide three, three minutes pre-recorded videos to play during the breaks at the Forum • Two complimentary virtual registrations • Two complimentary in-person registrations • Verbal recognition throughout the Forum • Prominent logo placement on rotation PowerPoint, (play during breaks) • 2025 attendee list, (for those who consent to share their information) • Exhibit booth space, (approx. 6'x8' in size) two booth staff • Two dinner tickets
Daily Speaker	3	\$6,200	2 Remaining • Provide speaker introductions, (live or recorded) for one day of the Forum, (bio's will be available on the website) • Including a brief; concise overview of your organization and/or the products/services you offer, (MAX 2 mins) • Option to provide/draw a door at the Forum • Provide one, three minutes pre-recorded videos to play during the breaks at the Forum • Two complimentary virtual registrations • Verbal recognition throughout the Forum • Prominent logo placement on rotation PowerPoint, (play during breaks) • 2025 attendee list, (for those who consent to share their information) • Exhibit booth space, (approx. 6'x8' in size) two booth staff • Two dinner tickets



Sponsorship Options	Quantity	Cost	Inclusions
Reception, (2)	2	\$5,700	• Prominent on-site signage • Option to provide/draw door prize at the Forum • Logo placement on rotation PowerPoint, (play during breaks) • Verbal recognition throughout the Forum • 2025 attendee list, (for those who consent to share their information) • Exhibit booth space, (approx. 6'x8 'in size) • Two dinner tickets <i>SPF's intentions are to theme both receptions, ie: circus theme, karaoke, etc.</i>
Badges and Key cards	1	\$5,000	• Custom branded name badges, (for all in-person attendees) with QR code of sponsors choice • Custom branded hotel key cards for all in-person attendees • Option to provide/draw door prize at the Forum • Logo placement on rotation PowerPoint, (play during breaks) • Verbal recognition throughout the Forum • 2025 attendee list, (for those who consent to share their information) • Complimentary in-person registration, (1) • One dinner ticket
Wifi Sponsor	1	\$4,300	• Brand the venue wifi network and password • Option to provide/draw door prize at the Forum • Logo placement on rotation PowerPoint, (play during breaks) • Verbal recognition throughout the Forum • 2025 attendee list, (for those who consent to share their information) • Complimentary in-person registration, (1) • One dinner ticket



Sponsorship Options	Quantity	Cost	Inclusions
Meals	3	\$4,000	• Prominent on-site signage • Option to provide/draw door prize at the Forum • Opportunity to provide literature or small item at each table setting • Logo placement on rotation PowerPoint, (play during breaks) • Verbal recognition throughout the Forum • 2025 attendee list, (for those who consent to share their information) • Exhibit booth space, (approx. 6'x8'size) two booth staff • Two dinner tickets <i>For an additional \$1,500 the sponsor can provide an item for a room drop on the peak night. The item could be marketing material, small gift or consumable, ie: baked good from the hotel. The cost of the item and shipping is not included. If you would like more information please contact, trina@tallgirlconferenceplanning.com</i>
Exhibit Booth	8	\$3,660	• Logo placement on rotation PowerPoint, (play during breaks) • Verbal recognition throughout the Forum • 2025 attendee list, (for those who consent to share their information) • Exhibit booth space, (approx. 6'x8' in size) two booth staff • Two dinner tickets
Virtual	Unlimited	\$1,250	• Logo placement on rotation PowerPoint, (play during breaks) • Verbal recognition throughout the Forum • 2025 attendee list, (for those who consent to share their information)
Choose your own adventure	1	TBA	• Make your pitch! • We will work with you to tailor a custom sponsorship • 2025 attendee list, (for those who consent to share their information) two booth staff

SPONSORSHIP TERMS AND OTHER HELPFUL INFORMATION:

- Sponsorships are non-refundable after July 15, 2025
- Payment method is e-transfer to spf@probert.ca or EFT, (an invoice with banking information will be provided)
- Booth representatives are not permitted in the Forum room. Access to the webcast will be provided
 - It is ideal to have two representatives at your booth during peak times, (breakfast, breaks and lunch)
 - Two booth staff are included within your exhibit space
- Exhibits are not required to stay for the Saturday program, Thursday and Friday are mandatory
 - If you have a door prize you'd like to bring, draws will be scheduled for Friday after the last session
- Attendee lists will be provided to sponsors one week prior to the Forum
- The exhibit space will be located in the foyer outside the Mount Temple ballroom where the coffee breaks and reception will be happening.
 - All sponsors/exhibitors are welcome to attend the reception and banquet dinner
- A block of rooms have been set aside for the Forum, they will be available for booking in early June, 2025 along with regular registration. Be sure to check your mail settings so you can receive updates and notifications from Tall Girl Conference Planning and the Small Practitioners Forum for more details and updates