

# PAYROLL ROCKERS!

EDMONTON 2019

**37<sup>th</sup> Annual Conference and Trade  
Show - Sponsorship Brochure**

June 12-14, 2019 - Shaw Conference Centre,  
Edmonton, Alberta



THE CANADIAN  
PAYROLL  
ASSOCIATION

CPA  
ACP

L'ASSOCIATION  
CANADIENNE  
DE LA PAIE

# BECOME A SPONSOR

Join the CPA in beautiful Edmonton, Alberta to mark the Association's milestone 40<sup>th</sup> anniversary! Getting paid accurately and on time is just one of the reasons why *PAYROLL ROCKS*. But we're also celebrating payroll's vital contributions with valuable education offerings, four amazing keynote speakers and special concert event, featuring an iconic Canadian artist, Colin James!

It's been 40 years since the Canadian Payroll Association established itself as the source for Canadian payroll compliance. To celebrate, we are heading to North America's northernmost metropolis, Edmonton, Alberta, in June 2019 for the Canadian Payroll Association's 37<sup>th</sup> Annual Conference and Trade Show!

Our *PAYROLL ROCKS* themed Conference and Trade show is considered the most influential payroll event in Canada! It has proven to be an integral component in the marketing plan of many major corporate partners sharing the latest payroll, human resources and payroll compliance-related products and services.

Our core delegates are the experts and influencers of the industry. Over 900 current/potential clients and industry leaders can all be reached in this one venue – making it an unparalleled marketing opportunity.

## HOW SPONSORSHIP WORKS - UNLOCK SPONSORSHIP OPPORTUNITIES

1. Review the à la carte sponsorship opportunities on pages 2-4.
2. Select your purchases and the total investment unlocks added sponsor benefits and recognition outlined on page 5. It's that easy!

## YOU WILL BE IN GOOD COMPANY

LAST YEAR'S CONFERENCE SPONSORS INCLUDE:

ADP  
American Payroll Association  
Avanti Software  
Deluxe Payroll  
Ceridian Canada Ltd.  
Desjardins  
DLGL Ltd.

Hume Media Inc.  
LeadingEdge Payroll Group Inc.  
Nethris  
Payworks  
Thomson Reuters  
Ultimate Software  
Workday

# PAYROLL ROCKS!

## A DESIRABLE AUDIENCE



**58%** in management supervisory roles

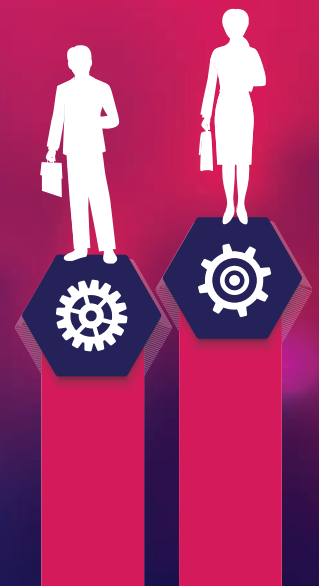
**88%** more than 7 years experience in payroll

**Over 200** first time conference participants!

1. Be associated with Canada's most prestigious payroll event
2. Reach Canada's most influential payroll stakeholders
3. Benefit from our multi-media marketing campaign
4. Recognition on the Conference App – 98% adoption rate by delegates in 2018
5. Target your ideal demographic and leave a lasting impression

## NUMBER OF EMPLOYEES IN YOUR ORGANIZATION

- 1-99 ) 15%
- 100-199 ) 15%
- 200-499 ) 20%
- 500-5000 ) 30%
- 5,000, + ) 10%
- 10,000+ ) 10%





# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

## ENTIRE CONFERENCE

### Delegate Bags › \$15,000 **SOLD**

Make your organization's logo one of the first things that delegates see by placing it on the delegate bag. To help delegates celebrate the professionalism of payroll, we will package important information in this carry-all used by attendees throughout the week and when they return to the office.

### Hotel Room Keys › \$10,000 **SOLD**

Stay in delegates' minds all Conference with your logo on a custom hotel room key. This key will be presented at all participating hotels and can be kept as a keepsake.

### 2018 Conference App Sponsorship › \$10,000 **SOLD**

Be the official sponsor of the CPA's Conference App and get noticed by the hundreds who download it. Delegates will have access to complimentary Wi-Fi throughout the Conference, so uptake on the App will be sizeable. Take this opportunity to have your brand noticed every time delegates open their laptop, tablet or phone.

### Branded Charging Lounge › \$10,000 **SOLD**

Premium seating with recharging stations will be available in the Shaw Centre. Get your brand recognized as the sole supporter of this high traffic after area. Want to elevate your brand? Contact us to discuss making your lounge the most sought out seating area in the conference centre.

### Custom Water Bottles › \$ 10,000 **SOLD**

Help keep delegates hydrated by placing your organization's logo on a reusable water bottle, which can be filled at spring water stations available throughout the Conference facility.

### Room Drops › \$6,500 per night

Delight Conference attendees with a branded gift left in each delegate's room. With this years' Conference theme 'Payroll Rocks', there are great opportunities to provide memorable leave behinds.

### Shaw Centre Wi-Fi › \$10,000

Help delegates stay connected by supplying them with Wi-Fi throughout the Shaw Centre. Your logo will appear on signage throughout the Shaw Centre as the official Wi-Fi sponsor.

### Lanyards & Badge Holders › \$8,000 **SOLD**

Have your organization's name displayed around the neck of every attendee. Each attendee will receive a premium lanyard with their badge holder when they check in at the show. (Subject to CPA approval)

### Early Risers' Club › \$3,500 **SOLD**

An annual favourite among the early risers, this fitness program gets attendees off to a good start each morning before breakfast and features scenic walking and jogging routes.

### Promotional Insert in Delegate Kit › \$750

Include your product and/or service brochure/promotional item in the delegate kits.

**Note:** All brochures/promotional items must conform to a maximum finished size of 8.5" x 11" and a maximum weight of 1 lb (minimum 800 pieces).

### Premium Insert in Delegate Kit › Complimentary

No charge for insertion. Include your promotional product with a unit value of \$2 or more in the delegate kits and receive Bronze Sponsorship benefits. (Minimum 800 pieces).



# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

## WEDNESDAY, JUNE 12

### Opening Ceremonies Keynote - Wayne Lee › \$10,000 **SOLD**

Don't miss the incredible opportunity to delight the delegates and kick off the Conference by sponsoring the highly sought after inspirational speaker, Wayne Lee! [www.waynelee.com](http://www.waynelee.com).

Enjoy the opportunity to introduce this amazing keynote and say a few words to the captive audience!

### Wednesday Breakfast › \$7,500

Make a great first impression on the day of the Trade Show by sponsoring the opening breakfast for delegates. Your Sponsor logo will be featured prominently throughout the breakfast and you will have the opportunity to say a few words to the audience!

### Payroll Professional Zone – Corporate Head Shots › \$8,500 **SOLD**

Ever wanted a professional photo to put on your LinkedIn or Twitter profile? Many of our delegates could use this great feature and having your sponsorship bring it to them will be very memorable. Traffic to your booth will be steady throughout the day.

### Refreshment Break › \$2,500

Provide thirst-aid to delegates with coffee, tea and soft drinks. Sponsor one for \$2,500, two for \$4,200, or all four for \$8,000. Your logo will be prominently displayed as the official refreshment sponsor.

### Exhibitor Private Room - Afternoon › \$825 +

Entertain delegates in this private space during and after the Trade Show. Available in the Convention Centre on Wednesday afternoon. Availability is limited and based on a first-come, first-served basis. Transform this room into your own lounge! A/V, food and beverage, and decor will be the cost of the exhibitor and not included in the \$825. Contact us to discuss the option of full day meeting space.

### Draw Prizes › Complimentary

Help stir up the excitement during the Trade Show! Delegates are always enthused at seeing their colleagues, friends and even themselves, walk away with a special reminder of your organization and the Conference. This year, prizes will be drawn throughout the day to hold delegates on the Trade Show floor. (See Exhibitor's Manual for further details.)



### Trade Show Keynote Speaker › \$10,000

To continue to keep attendees captivated and on the Trade Show floor, this year, the CPA will present a keynote speaker after lunch. The keynote speaker will be an innovative social media expert, speaking to the power each attendee holds and how to unleash it. Enjoy a 5 minute speaking opportunity and introduce the keynote speaker! Additionally, a promotional item can be placed on each chair.

### Trade Show Cooking Demo › \$7,500 **SOLD**

This year, the CPA is excited to host a cooking demo during the Trade Show lunch. The audience will enjoy lunch while our chef conducts the demonstration! Enjoy a 5 minute speaking opportunity to introduce the demo and say a few words to the audience. Additionally, a promotional item can be placed on each chair.

### Delegate Collaboration Lounge – **SOLD** Bigger and Better › \$12,000

Bigger and Better! A 30 x 50 seating area for delegates to gather for lunch and networking. Enjoy all day brand recognition. Contact us to discuss making the delegate lounge the most sought after area on the Trade Show floor. Staff the area and network with the delegates in a relaxed environment.

### Delegate Wellness Lounge at the Trade Show › \$12,500

Promote health and wellness at the Conference by sponsoring this year's Wellness Lounge! Delegates can receive neck and hand massages, manicures and much more at this booth during the Trade Show (open 9 am to 4 pm, closed during lunch). This booth provides room for exhibiting and the massage stations.



# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

**THURSDAY, JUNE 13**

**Education Luncheon Meal › \$20,000 SOLD**

Sponsor this multiple course meal for delegates on their busiest day of the Conference. Your logo will be featured during the meal and you'll also receive 8 tickets to the lunch & Trade Show! Your organization receives one 8-person reserved table.

**Education Awards Keynote - Jann Arden › \$15,000 SOLD**

Canadian born, Jann is the proud recipient of a star on Canada's Walk of Fame; she has been inducted into the Canadian Association of Broadcasters Hall of Fame and has been given the Vantage Women of Originality Award. [www.jannarden.com](http://www.jannarden.com)

Your sponsorship includes the opportunity to speak at the luncheon and introduce the speaker.

**Instructor of the Year Award › \$5,000 SOLD**

In recognition of the outstanding work of an instructor who has been instrumental in furthering the CPA's mission of Payroll Leadership Through Advocacy and Education by demonstrating teaching expertise, professionalism, and contributions to payroll compliance education.

**Fun Night Dinner › \$20,000 SOLD**

Each year features a surprise theme and an evening of delicious food, good fun, and quality entertainment. Don't miss this opportunity to give your corporate image maximum power at the 2019 Conference.

**Fun Night Entertainment › \$15,000 SOLD**

Our delegates often give entertainment at Fun Night a standing ovation. What organization wouldn't want to be associated with that? You'll receive 8 tickets to Fun Night along with the ability to introduce one of the entertainment acts and speak to the gathered delegates.

**FRIDAY, JUNE 14**



**HAVE THE LAST WORD  
ON THE LAST DAY WITH  
A SPEAKING OPPORTUNITY  
AT BREAKFAST AND LUNCH!**

**Closing Keynote Speaker - Susan Stewart › \$10,000 SOLD**

Susan Stewart is a funny motivational keynote speaker who offers the art and practice of seeing the lighter side of life. What better note to finish the Conference on! Your corporate logo is featured on the PowerPoint slide as delegates arrive and your organization receives one 8-person reserved table. [www.susanstewart.ca](http://www.susanstewart.ca)

Your sponsorship includes the opportunity to speak at the luncheon and introduce the speaker.

**Friday Breakfast › \$5,000**

Help delegates start their last day of Conference right with a great breakfast. You'll receive a speaking opportunity at the breakfast and your logo will be featured prominently.

**Friday Lunch Food › \$10,000**

Ensure that delegates head home with a fantastic multi-course lunch. You'll receive a speaking opportunity at the lunch and a reserved table for 8 people to the lunch.



# SPONSORSHIP REWARDS

**PLATINUM**  
(\$20,000 +)

**GOLD**  
(\$10,000 to \$19,999)

**SILVER**  
(\$5,000 to \$9,999)

**BRONZE**  
(up to \$4,999)

25% off full Conference registration fee for exhibitor employees (must use special registration form in Exhibitor Manual to qualify)



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## PRE CONFERENCE

Linked logo on the CPA's Conference & Trade Show website

Colour logo

Colour logo

B&W logo

Name only

Recognition in final pre-Conference emails to delegates (sent one week prior to Conference)

Name & website link

Name & website link

Name & website link

Name only

e-Message to delegates prior Conference (sent by the CPA)

1 custom email sent 1-4 weeks prior to Conference (banner ad & max. 300 word message)

Gold group email sent 2 weeks prior to Conference (logo & max. 100 word message)

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Inserted in Conference brochure accompanying Jan/Feb 2019 issue of *DIALOGUE*, Canada's only payroll magazine (if sponsorship booked before January 15th)

Large colour logo

Colour logo

B&W logo

Name only

## DURING CONFERENCE

### Physical Recognition

Recognition on Large Conference Welcome signage

Colour logo

Colour logo

B&W logo

Name only

Logo on Conference Welcome banner



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Announcement of sponsor organization during Conference & Trade Show events



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Name signage at sponsored activity (includes directional/display signs, where applicable)

Colour logo

Colour logo

B&W logo

Name only

Promotional insert in Delegate Kit (see additional opportunities)



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### Digital Recognition

Linked logo on the CPA's Conference & Trade Show website

Colour logo

Colour logo

B&W logo

Name only

Recognition on the Conference App

Colour logo

Colour logo

B&W logo

Name only

Announcement of sponsor organization during Conference & Trade Show events on social media



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### Added Benefits

Product Theatre sessions - Priority to Platinum sponsors - limited sessions available (first come, first served basis)



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Exhibitor Private Meeting Room - Afternoon of the Trade Show



\$825

\$825

\$825

## POST CONFERENCE

e-Message to delegates post Conference (sent by the CPA)

1 custom email sent 1-4 weeks post Conference (banner ad & max. 300 word message)

Gold group email sent 2 weeks post Conference (logo & max. 100 word message)

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Recognition in post-Conference feature in *DIALOGUE*

Large colour logo

Colour logo

B&W logo

Name only

# THE CANADIAN PAYROLL ASSOCIATION TRADE SHOW

Maximize your marketing dollars at Canada's only national payroll Trade Show. Conference attendees recognize our sponsors and exhibitors as leading providers of payroll and payroll-related products and services.

## AS AN EXHIBITOR, YOUR \$3,500\* FEE INCLUDES:

- 10 x 10 foot regular booth space, including 8 foot back and 3 foot side drapery
- 25% off full-Conference registration fee for exhibitor employees\*\*
- Unlimited online Trade Show passes to distribute to your partners, customers and prospects (available March 2019)
- Organization's name and website link in pre-Conference email to registered delegates (sent one month pre-Conference)
- Exhibitor Kit (Included two tickets per booth for Wednesday's lunch)
- 24-hour security, provided from move-in to move-out
- One-time use of contact list for Conference attendees (received after Conference)
- Also available: additional exhibitor lunch meal plan and/or Fun Night tickets for purchase (see Exhibitor's Manual for further details).

\*Non-member fee: \$3,700 plus taxes

\*\*Must use special registration form in Exhibitor Manual to qualify.

## FULL CONFERENCE REGISTRATION INCLUDES:

- Four stimulating keynote sessions
- Choice of 8 education sessions tracks featuring 63 English & French CRA topics (June 13-14)
- CPA Education Awards Lunch
- Dinner & Fun Night Entertainment
- Admission to the largest payroll Trade Show in Canada (Wednesday, June 12)
- Exhibitor Reception & prize draws at the Trade Show
- Annual General Meeting Breakfast
- Online access to all the education session handouts
- Conference app download to your smartphone
- Conference Badge and Lanyard
- Early Risers' Club

## EXHIBITOR SCHEDULE\*\*\*

Back by popular demand, we offer a one-day format. You can target customers quickly in a focused environment and minimize costs related to equipment rentals and accommodations.

### Tuesday, June 11

Move-in: 1:00 pm – 7:00 pm  
Exhibitor Registration: 2:00 pm – 5:00 pm

### Wednesday, June 12

Trade Show Official Opening: 10:30 am  
Trade Show: 10:30 am – 5:00 pm  
Move-out: 5:00 pm – 8:00 pm

\*\*\*Times are subject to change

All confirmed exhibitors will receive an Exhibitor's Manual in March 2019, detailing set up schedules and procedures, additional show information, and order forms for official show service providers.

## THE ONE-DAY PASS INCLUDES:

- Breakfast, luncheon and all education sessions for the day (June 13 OR June 14)
- Online access to education session handouts
- Admission to the Trade Show (June 12)

## INDIVIDUAL SESSION REGISTRATION INCLUDES:

- One concurrent education session
- Online access to education session handouts
- Admission to the Trade Show (June 12)

**38<sup>th</sup> Annual Conference and Trade Show  
will be coming to Whistler, British Columbia**

June 17-19<sup>th</sup>, 2020 | We hope to see you there!

