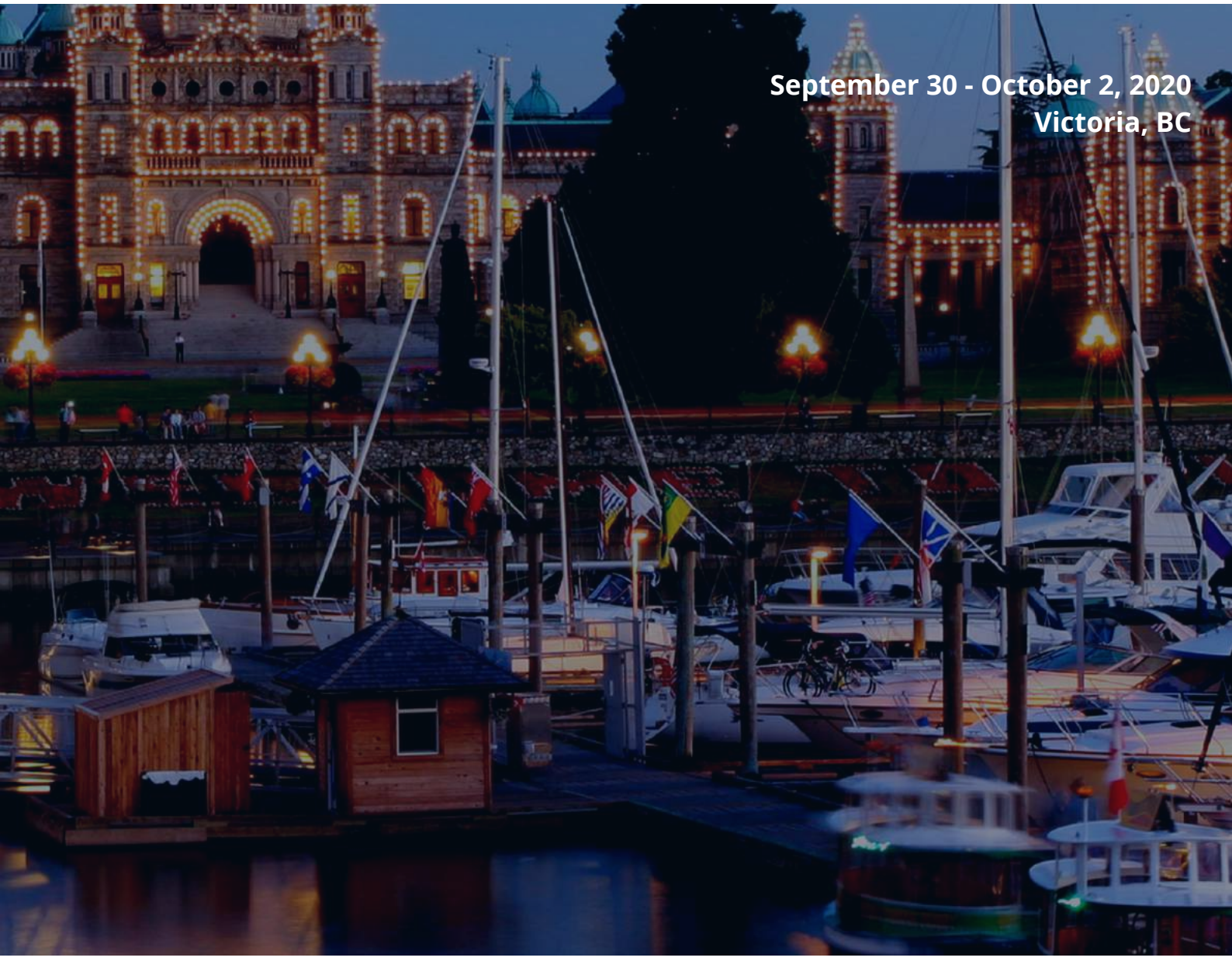
IGNITE2020

The National Conference for Canadian Bookkeepers



Institute of Professional Bookkeepers of Canada

SPONSORSHIP PROSPECTUS

IGNITE2020

TABLE OF CONTENTS

02
About IPBC

03
Event details

04
Who should attend?

05
Why sponsor?

06
Increase your visibility

07 - 08
Sponsor opportunities

ABOUT IPBC

The Institute of Professional Bookkeepers of Canada (IPBC) is a national certifying body for professional bookkeepers. We are a member-based association and the leading professional and career development organization for bookkeepers in Canada.

Our mission is to create a professional community that inspires excellence, builds meaningful connections, and fosters innovation and learning.

With more than 1,500 members, the IPBC is the largest and fastest growing bookkeeping association in Canada. From professional development and business resources to meaningful networking, mentoring, and peer support - IPBC members have access to the resources needed to advance their careers and achieve a sense of belonging in the bookkeeping community.

"INVALUABLE INFORMATION I DIDN'T EVEN KNOW ABOUT UNTIL I FOUND IPBC. WORKING FOR MYSELF IS NOT SO DAUNTING NOW."

IPBC Member

EVENT DETAILS

ABOUT THE IGNITE CONFERENCE

Through the IGNITE 2020 conference, your company will have unique access to meet and network with hundreds of professional bookkeepers from across Canada as they educate themselves in the most critical aspects of their professional practice.

Connect with top business advisors, introduce your services, and strengthen your brand.

Join IPBC, Canada's leading bookkeeping association, as we ignite the businesses, employees, and lives of bookkeepers from coast to coast!

WHO
Professional bookkeepers

WHEN
September 30 - October 2, 2020

WHERE
Victoria Conference Centre

EXHIBITOR SETUP (SUBJECT TO CHANGE)
- Tuesday, September 29 - 10:00 am to 8:00 pm
- Wednesday, September 30 - 7:00 am to 10:30 am

EXHIBITOR TEARDOWN (SUBJECT TO CHANGE)
- Friday, October 2 - 1:30 pm - 6:00 pm

EXHIBIT HALL HOURS (SUBJECT TO CHANGE)
- Wednesday, September 30 - 10:30 am to 6:30 pm
- Thursday, October 1 - 8:00 am to 4:40 pm
- Friday, October 2 - 8:30 am to 1:30 pm

Who should attend?

Be part of the hottest conference for bookkeepers in Canada!

"The IPBC IGNITE conference is your connection to Canadian Bookkeepers."

Are you passionate about the success of Canadian business and the bookkeepers that serve them?

Do you have solutions for bookkeepers and their clients?

Are you looking to be part of a unique, inspiring and engaging event for the bookkeeping community in Canada?

CONTACT US

conference@ipbc.ca

WHY SPONSOR?

CONNECT

Connect with bookkeepers who are searching for solutions to not only their business challenges but also the business challenges of their clients.

ENGAGE

Increase awareness of your products and overall brand through presentations and our tradeshow and let Canadian bookkeepers know about your new and upcoming products.

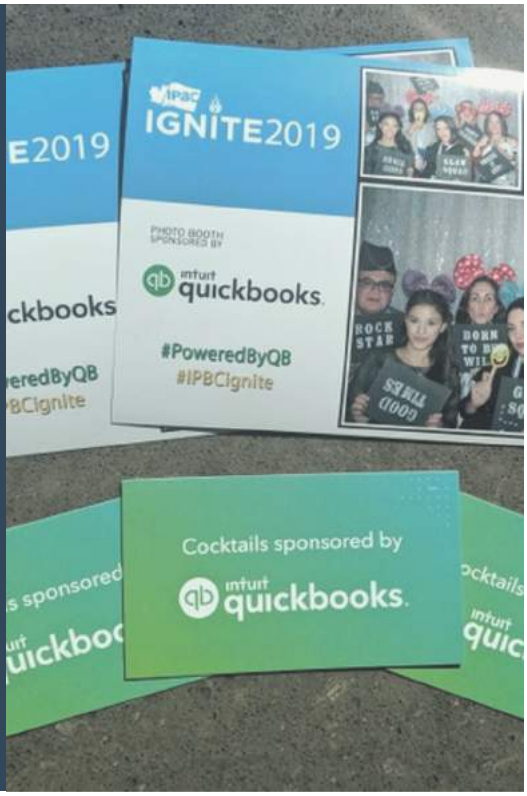
INFORM

Engage with your target audience at the only national conference dedicated to bookkeepers and the bookkeeping industry.

IGNITE 2020 is designed to maximize participation by providing our sponsors with the opportunity to network with delegates and showcase their products and services on the exhibit hall floor.

Booths will be located in the heart of conference where attendees go for meals, breaks and networking – resulting in maximum traffic flow to you. This year we've added extended time for refreshment breaks, two receptions taking place in the tradeshow hall and on Wednesday afternoon we're opening the hall to the general public, giving our sponsors additional exposure to the accounting community.

- Develop relationships with key decision makers and influencers
- Build awareness for your brand before and during the event
- Partner with resellers
- Network and develop opportunities
- Educate and foster greater adoption of your solutions



SPONSORSHIP

CONNECTING YOU WITH BOOKKEEPERS FROM ACROSS CANADA

FEATURED OPPORTUNITIES

In addition to the privileges that come with sponsorship this year at IPBC IGNITE 2020, there are more opportunities for increasing brand visibility and recognition.

INCREASE YOUR VISIBILITY

- Make a lasting impression throughout the conference through our branded "AHA Moment" cards. Delegates can share their ideas and inspiration on the AHA wall and post it on social media. We also create a custom e-book post-conference and further increase your brand visibility by sharing it with members by email and with the public on social media.

- Wellness is evolving and we're following suit! Support our delegates throughout the conference as our exclusive wellness partner. Engage them through physical and mindfulness activities including a step challenge, a daily walking club, and morning yoga.

- One of the things attendees appreciate most at a conference is Wi-Fi access! Keep everyone connected as our official WiFi partner and get special recognition verbally, through signage, and on our website.

DOWNLOAD E-BOOK

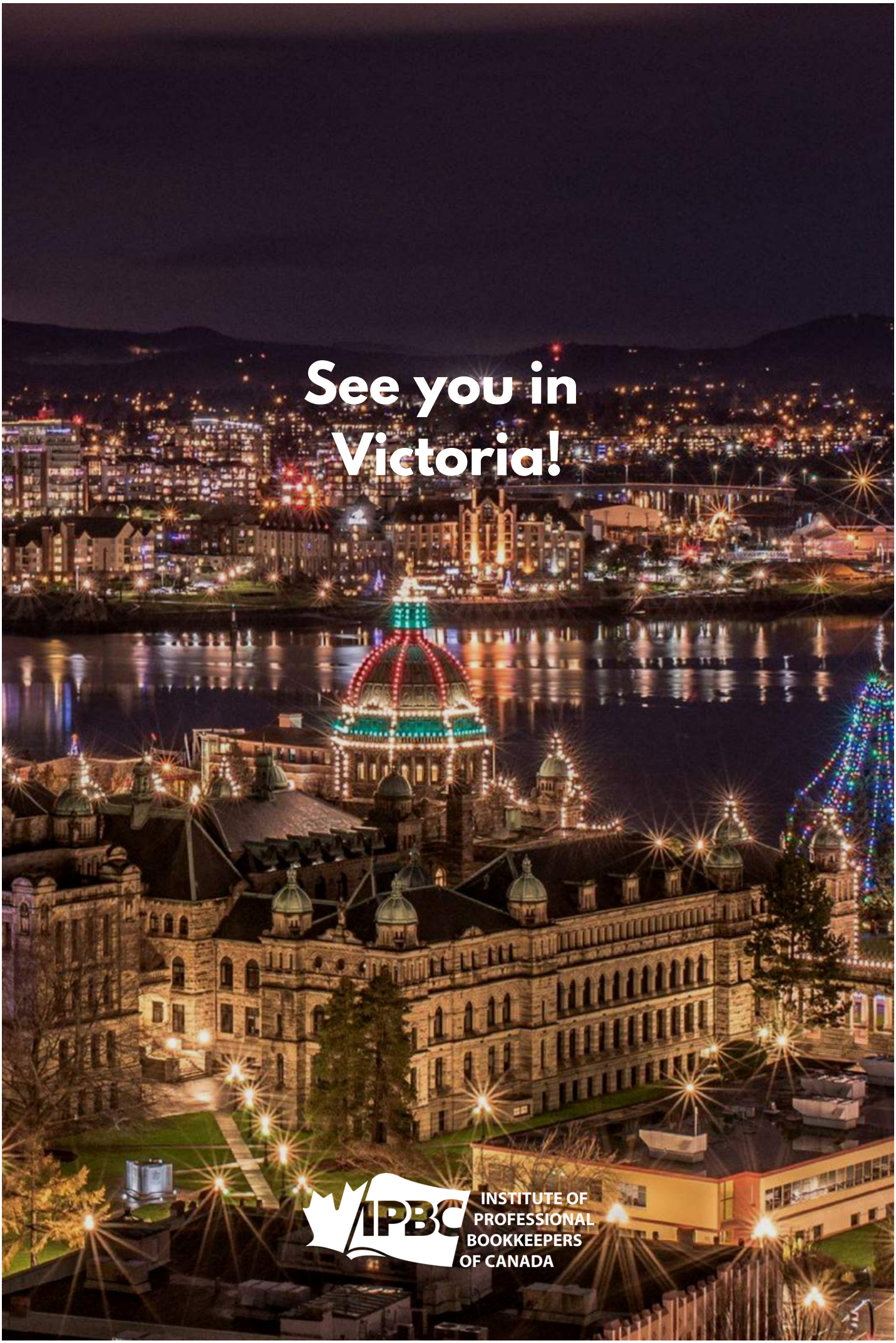
SPONSOR OPPORTUNITIES

LEVELS	PRINCIPAL	PRESTIGE	MAJOR	SUPPORTER	EXHIBITOR	TABLE TOP
PRIVELIGES	$35,000	$25,000	$20,000	$7,000	$4,000	$2,000
	1 Available	*1 Available*	*1 Available*	*15 Available*	*Unlimited*	*Unlimited*
Logo on name badge or lanyard	1st choice	2nd choice				
Logo on delegate bag						
Keynote presentation includes opportunity for chair drop before session	60 min Thursday	30 min Wednesday				
Keynote introduction (5 min speaking opportunity)			Ignite Closing			
Breakout session	4	3	2	1		
NEW Demo sessions in private meeting room (30 mins) to demonstrate your product. Attendees will have the opportunity to sign up in advance and will receive ½ CEC for attending. [1]	4	3	2	1		
Exclusive branding of one of the following: • Conference App • Delegate Lounge • Charging Station	1st choice	2nd choice	3rd choice			
Branded social functions with visual and verbal recognition[2]	Wednesday Food, Thursday Entertainment, Friday Bar	Thursday Bar, Friday Food	Wednesday Bar, Thursday Food			
Branded meal sponsorship with visual and verbal recognition and opportunity to place materials on meal tables at function[1]	Thursday Breakfast & Lunch, 2 c/b Wednesday	Friday Lunch, 2 c/b Thursday	Friday Breakfast, 2 c/b Friday			
Booth signage indicating sponsor level						
Exhibit space 8x30[3]						
Exhibit space 8x20[4]						
Exhibit space 8x10[5]						
Table top						
Delegate bag insert						
Email blast to conference delegates within 3 months prior to conference	3	2	1			
Social media post within 3 months prior to conference	3	2	1			
Inclusion in Weekly Insider email update to members within 3 months prior to conference	3	2	1			
Webinar pre/post conference	5	3	2	1		
Conference registration, including access to social functions	4	3	2	1		
Extra Exhibitor booth pass	4	3	2	1	2	1
Tradeshow tickets (for non-delegates)[6]	10	8	6	4	2	

SPONSOR OPPORTUNITIES
continued...

LEVELS	PRINCIPAL	PRESTIGE	MAJOR	SUPPORTER	EXHIBITOR	TABLE TOP
PRIVELIGES	$35,000	$25,000	$20,000	$7,000	$4,000	$2,000
	1 Available	*1 Available*	*1 Available*	*15 Available*	*Unlimited*	*Unlimited*
Conference App						
Logo on exhibit map	🔥					
Link to downloadable resources from profile	🔥					
Link to staff profile from company description	🔥	🔥	🔥			
Link to sponsor website	🔥	🔥	🔥	🔥		
Logo in app profile	🔥	🔥	🔥	🔥	🔥	
Delegate alerts re: sponsored keynotes and meal/bar functions	🔥	🔥	🔥			
Additional Branding Opportunities						
Wellness partner[7]	$1,500					
WiFi partner	$3,000					
Photo booth – IPBC Social Event	$4,000					
AHA wall [8]	$4,000					
Additional Tickets						
Extra Exhibitor booth pass (includes all meals and receptions)	$775					
Tradeshow tickets (for non-delegates)[6]	$30					
Awards reception (includes 2 drink tickets)	$50					
All sponsors receive the following benefits (excludes Table Top)						
• Delegate opt-in email (one-time use post conference)						
• Recognition at the welcome reception (Wednesday)						
• Profile in IPBC Conference App						
• Visual and Verbal recognition at conference						
• Logo featured on IPBC website and linked						

1. *This is a 30 min tutorial for users, current and new, to ask questions and learn tips and tricks about your platform/app. This is NOT an educational session or speaking opportunity.*
2. *Standard reception food and/or drinks provided with sponsorship - option exists for the sponsor(s) to upgrade food at the cost of the sponsor(s). Does not include a speaking opportunity*
3. *Includes carpeting, 6' draped table x 3, 6 chairs*
4. *Includes carpeting, 6' draped table x 2, 4 chairs*
5. *Includes 6' draped table, 2 chairs*
6. *For clients during "open tradeshow to public" on Wednesday - $30 value*
7. *Includes morning fitness program and step challenge (logo on signage & promotion in App alerts) & sponsor to provide prize for step challenge winner*
8. *Co-branded cards, sharing on social media during and after conference, co-branded e-book emailed to members and shared with the public through the website and social media*


See you in
Victoria!
IPBC
INSTITUTE OF
PROFESSIONAL
BOOKKEEPERS
OF CANADA