

2011 Financial Reporting and Accounting Conference

September 26–28, 2011 • 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

4 Exhibitors (10x10 booth)	\$3,500 (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 contact Manuela Downey, Sponsorship Development Rep at manueladowney@rogers.com or see page 19.

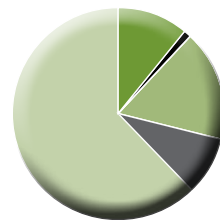
ANTICIPATED ATTENDANCE — 350-450

Conference Overview

This year's **Financial Reporting and Accounting Conference** will return to its traditional September timeframe. This annual conference is Canada's leading 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. Extensive coverage of the latest developments in both IFRSs and Accounting Standards for Private Enterprises will be delivered by prominent Canadian, US, and international speakers.

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 2010 event attracted 254 attendees (with an additional 250 attending the concurrent IFRS specific conference):

- **11% Partners/Managers in Accounting Firms**
- **1% Partners/Associates in Legal/Consulting Firms**
- **17% Directors/Managers in Industry**
- **9% Government and Education**
- **62% Other**

Anticipated Marketing Plan

- An online event exclusive Web Community developed
- Preliminary postcard mailing to approx. 44,000 addresses
- Full brochure mailing to approx. 13,500 addresses
- 3 email blasts to approx. 12,500 addresses
- Ad(s) in related product marketing vehicle

Web Community Address: www.cpd.cica.ca/FRAC