



2024

PARTNERSHIP OPPORTUNITIES

READY.SET.CONNECT

JUNE 2|3|4|5 Edmonton, Alberta

Fantasyland Hotel

**GFOA ALBERTA CONFERENCE
Partnerships & Annual Benefits**

PARTNERSHIP OPPORTUNITIES



The Government Finance Officers Association – GFOA Alberta is a professional association of Finance Officers focused on Public Sector finance issues. The Association is directed by a volunteer Executive Board, Volunteer Task Forces, an Executive Director, Marketing Manager and Program Administrator.

WHAT WE DO

Promote excellence in local government through the support and development of financial professionals by providing professional development and education programs and networking opportunities for our members.

OUR MEMBERS

We have over 850 members and they represent 150 Municipalities and other related entities throughout the province of Alberta.

WHY SPONSOR?

Partnership provides an opportunity to engage with local government finance professionals and decision-makers from across the province. The annual conference offers sponsors an opportunity to network directly with 200-300 members in-person.

Year-long professional development webinars and workshops provide sponsors with an opportunity to present as subject matter experts on processes, skills, and technology. Exposure to over 850+ monthly General Ledger newsletter subscribers and to GFOA Alberta LinkedIn following from across North America.

2024 ANNUAL CONFERENCE

READY.SET.CONNECT

JUNE 2-5, 2024 Edmonton, Alberta

Sponsorship provides recognition at the popular, annual conference that includes a variety of plenary speakers, breakout sessions, exhibitors, and networking events.

NEW FOR 2024

Sponsor Interviews with Municipal World Magazine
Session Sponsor Category
Smoothie Bar Category
Registration Desk Sponsor Category (Exclusive)

BENEFITS OF SPONSORSHIP

GFOA's sponsorship opportunities allow you to reach all GFOA members. Sponsors are encouraged to bring forward specific training (i.e. webinars) or contribute articles, there is something for everyone.

TO BECOME A SPONSOR

Choose the level of sponsorship that best suits your organization.

Diamond, Gold, Silver, Bronze, Breaks

GFOA Alberta staff are more than happy to discuss options for your organization.

**GFOA reserves the right to assign or reassign sponsorship recognition after the contract is signed if it is necessary.*

SPONSORSHIP

All Year Long



Benefits all year-long through events, information sharing, and education to provide opportunities beyond the annual conference including online professional development events.

TITLE SPONSOR SOLD

Named as Title Sponsor for the event and inclusion of logo on all event materials
Speaking opportunity - Welcome Reception Host & Sponsor - Annual Benefits

DIAMOND SPONSOR \$20,000

Featured as a GFOA General Ledger Newsletter Sponsor (2x per year)
Logo and company information are featured prominently on the GFOA website.
The opportunity to introduce GFOA live webinars throughout the year (2x per year)
Articles and logos in the monthly newsletter
Regular sponsor recognitions on GFOA social media platforms

DIAMOND BENEFITS AT THE CONFERENCE

Exhibitor space at the Conference Tradeshow
(4) Conference Delegate Registrations
Recognition on the WHOVA event APP
Opportunity to submit a Sponsor Breakout Speaker form to be considered for a session speaking spot.
Host an official Sponsor Delegate reception.
Opportunity to introduce one of the Keynote Speakers.
Banner displayed in Conference space.
Verbal acknowledgment during the Conference.
Frames of content on the conference slideshow.
DIAMOND Sponsor recognition” in all event promo and e-mail campaigns to 850+ contacts.

GOLD SPONSOR \$10,000

Featured as a GFOA General Ledger Newsletter Sponsor (1x per year)
Logo and company information are featured prominently on the GFOA website.
The opportunity to introduce GFOA live webinars throughout the year
Articles and logos in the monthly newsletter.
Regular sponsor recognitions on GFOA social media platforms.

GOLD BENEFITS AT THE CONFERENCE

Exhibitor space at the Alberta Conference Tradeshow at no additional cost
(2) Conference Delegate Registrations
Recognition on the conference event APP
Opportunity to submit a Sponsor Breakout Speaker form to be considered for a session speaking spot.
Verbal acknowledgment during the Conference.
Frames of content for the conference ongoing slideshow display.
GOLD Sponsor recognition” in all event promo and e-mail campaigns to 850+ contacts.

SPONSORSHIP

All Year Long



Benefits all year-long through events, information sharing, and education to provide opportunities beyond the annual conference including PD events across the Province.

SILVER SPONSOR \$7,500

Featured as an GFOA General Ledger Newsletter Sponsor (1x per year)

Logo and company information are featured prominently on the GFOA website.

Articles and logos in the monthly newsletter

Regular sponsor recognitions on GFOA social media platforms

SILVER BENEFITS AT THE CONFERENCE

Exhibitor space at the Alberta Conference

Tradeshaw at a 75% discount

Verbal acknowledgment during the Conference.

Logo loop on the conference slideshow display.

Silver Sponsor recognition” in event promo and e-mail campaigns to 850+ contacts.

BRONZE SPONSOR \$5,000

Featured as a GFOA General Ledger Newsletter Sponsor Logo and company information are

featured prominently on the GFOA website.

Articles and logos in the monthly newsletter.

Regular sponsor recognitions on GFOA social media platforms.

BRONZE BENEFITS AT THE CONFERENCE

Exhibitor space at the Alberta Conference

Tradeshaw at a 50% discount

Verbal acknowledgment during the Conference.

Logo loop on the conference slideshow display.

Bronze Sponsor recognition” in event promo and e-mail campaigns to 850+ contacts.



SPONSORSHIP

Event Specific



REGISTRATION \$6,500 [Exclusive]

Your logo will be featured on the registration page, highlighted at the [branded] registration desk on-site over the course of the event and verbally acknowledged during the event.

LUNCH SPONSOR \$3,000 [2 available]

Your company's logo can be displayed on buffet table, the conference slideshow display and verbally acknowledged during the event.

SMOOTHIE BAR SPONSOR \$2,500 [2 available]

Your company's logo can be displayed on Smoothie bar and on the conference slideshow display.

BREAK SPONSOR \$2,000 [3 available]

Your company's logo can be displayed on break table in the tradeshow area and on the conference slideshow display.

SESSION SPONSOR \$1,500 (9 available)

Your company introduced as the session sponsor, company logo displayed on the screen and the sponsor can briefly introduce company services and the session speaker.

SWAG BAG SPONSOR [In-Kind]

Add your company branded swag to the delegate bags. Min. quantity 300



GFOA International Executive Director, Chris Morrill

SPONSORSHIP

Golf Tournament



SOLD

GOLF BALL SPONSOR \$2,500 [Exclusive]

Your company logo on golf balls that will be handed out to the golfers. Brand exposure on course signage at the event.

REGISTRATION \$1,500 [Exclusive]

Your logo will be featured on the online registration page, highlighted at the registration desk on-site and on course signage.

CART SPONSOR \$1,200 [1 available]

Your company's logo can be displayed on one golf cart [per foursome] and on course signage.

HOLE SPONSOR \$500 [16 available]

Host a hole at the GFOA Golf Tournament. Set up games, serve refreshments and interact with golfers while you showcase your brand.

**Limited Drink holes available*



Devon Country Club

PARTNERSHIP

THANK YOU



THANK YOU TO OUR 2023 *SPONSORS*

TITLE SPONSOR

Hobson Chahal Advisory Group,
CIBC - Wood Gundy

DIAMOND SPONSOR

Rob Gray Asset Management - Scotia Wealth

GOLD SPONSORS

Canoe Procurement
CIBC Commercial
Sylogist
Ricoh Canada
Servus Credit Union
Metrix Group
Deloitte

SILVER SPONSORS

CPA
PSD Citywide
Google

BRONZE SPONSORS

TownSuite
Amazon Business
Alberta Municipalities
ATB
Tantus
OneStream

LUNCH SPONSOR

Bloom

BREAK SPONSORS

RRMF
Brownlee LLP
MNP

THANK YOU TO OUR 2023 *EXHIBITORS*

Hobson/Chahal Advisory Group
Rob Gray/Scotia Wealth
CIBC Commercial Banking
Munisight, a Catalis Company
UKG
PSD Citywide
SERVUS
AB Muni's
Tantus
OneStream
Ricoh
CPA
Trinus
KineticGPO
Unit 4
BDO
GrantMatch
Alberta Municipal Taxation Professionals Association
Integrated Benefits
RICOH
Questica
Town Suite
Amazon Business
Metrix
CPA
ATB
Google
Neptune
WCHRC
Yield Exchange



2024 EXHIBITOR PACKAGE

GFOA ALBERTA CONFERENCE
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JUNE 2|3|4|5 Edmonton, Alberta

Trade Show Exhibitor

Investment \$2,620

Overall Conference Benefits

- Feature your company's products and services at the annual conference.
- Attendance in the conference (keynote speakers, etc.)
- Learn about the municipal decision-making processes.
- Connect with delegates using the WHOVA app pre and post event.

Included in your exhibitor fees are:

- All meals, including the Gala dinner, for **two** representatives.
(Additional Passes can be purchased)
- Networking with all delegates.
- Invitation to Sponsors and Exhibitors appreciation reception.
- An exhibitor layout will be sent to those that are interested, with a typical booth being '8 deep x 10' wide.

Opportunity to purchase additional registration and gala tickets at member rates.





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