

JUNE 1-4 Lethbridge, Alberta

2025 PARTNERSHIP OPPORTUNITIES

LEADING & LEARNING IN LETHBRIDGE

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 1100+ 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 1100+ monthly General Ledger newsletter subscribers and to GFOA Alberta LinkedIn following from across North America.

2024 ANNUAL CONFERENCE

LEADING & LEARNING in Lethbridge
JUNE 1-4, 2025 Lethbridge, Alberta

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

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 \$5,500 [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.

SHUTTLE SPONSOR \$5,000 [Exclusive]

Your company's logo can be displayed on shuttles transporting delegates to and from the Agri-hub.

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 \$2,700 [Exclusive]

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

BREAK SPONSOR \$1,500 [5 available]

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

SESSION SPONSOR \$1,000 (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.



GFOA Gala Dueling Piano Kings

SPONSORSHIP

Golf Tournament



GOLF BALL SPONSOR \$2,500 [Exclusive] **SOLD**

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*



Paradise Canyon Golf Resort

PARTNERSHIP

THANK YOU



THANK YOU TO OUR 2024 *SPONSORS*

TITLE SPONSOR

Hobson Chahal Advisory Group,
CIBC - Wood Gundy

DIAMOND SPONSOR

Deloitte

GOLD SPONSORS

Tantus
UKG
F.H. Black
CIBC Commercial
Sylogist
Metrix
Townsuite

SILVER SPONSORS

PSD
CPA
RICOH

BRONZE SPONSORS

Tantus
Canoe/RMA
AB Munis
Servus
Trinus
BDO

LUNCH SPONSOR

Bloom
Sylogist

BREAK SPONSORS

Brownlee LLP
MNP
ATB

THANK YOU TO OUR 2024 *EXHIBITORS*

Hobson/Chahal Advisory Group

V3C

AB MUNIS

**Alberta Municipal Taxation Professionals
Association**

Panorama Rob Gray

CIBC Commercial

Tantus

PSD

F.H.Black

CPA

Servus

Canoe/RMA

UKG

WCHRC

Amazon

Sylogist

Endeavour Solutions

RICOH

Catalis

UNIT 4

Option Pay

Yield Exchange

Carolyn Stern

ATB

Townsuite

Cash Management

Grant Match

Metrix

Euna Solutions

RAVIC

Everybody Benefits

Bell

TRINUS

The main title of the document is "2025 EXHIBITOR PACKAGE", positioned in the upper right quadrant. The text is rendered in a large, bold, white sans-serif font. The background for this text is a dark blue sky with a silhouette of a large steel truss bridge structure, likely the Peace Bridge in Lethbridge, Alberta, which is the central visual element of the cover.

2025 EXHIBITOR PACKAGE

The event details are located at the bottom of the cover. The text is arranged in three lines: "LEADING & LEARNING IN LETHBRIDGE" in a bold, pink sans-serif font; "GFOA ALBERTA CONFERENCE" in a bold, white sans-serif font; and "JUNE 1-4, 2025 Lethbridge, Alberta" in a bold, white sans-serif font. The background for this text is a dark, solid color, providing high contrast for the white and pink text.

LEADING & LEARNING IN LETHBRIDGE
GFOA ALBERTA CONFERENCE
JUNE 1-4, 2025 Lethbridge, 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 8' wide.

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

Marketing Collateral can be shipped to the hotel one week in advance.

Please ensure you have a return mailing label and the items will be shipped back.

Contact Sheila@morcommpr.com for more information.

Tradeshow Timings:

June 1 - Move-IN TBD

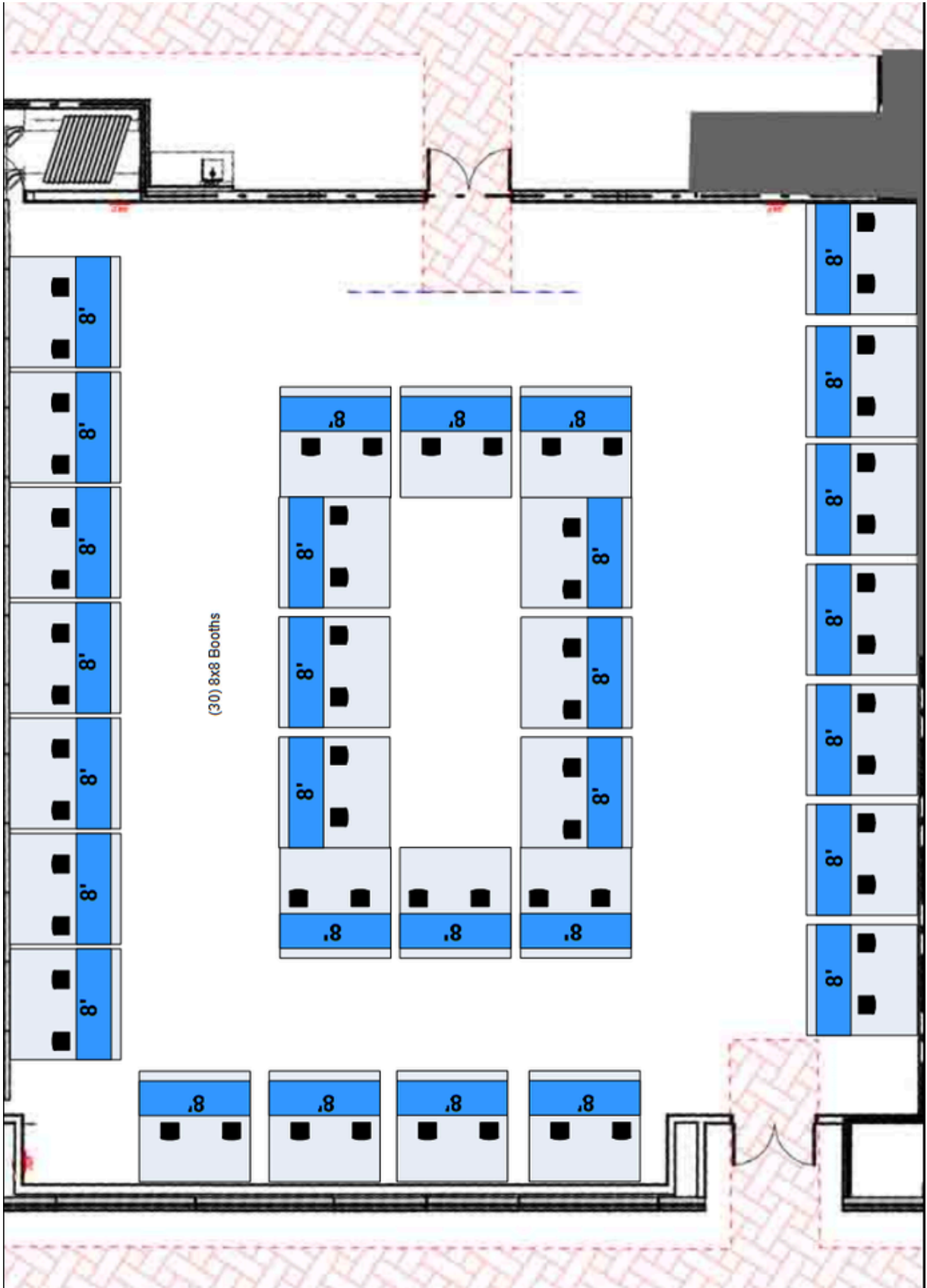
June 2 - 8AM to 4PM

June 3 - 8AM to 4PM

June 4 - Move Out



Exhibitor Site Map



GFOA Alberta Board



For more information:



www.gfoa.ab.ca



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**gfoaalberta**
government finance officers association