

2011 National Conference on Income Taxes

October 12-13, 2011 • Metro Toronto Convention Centre • Toronto, ON

2 day Conference including general and concurrent sessions • with optional Workshop(s)

Event Sponsorship Opportunities

INCOME TAX

National Conference on Income Taxes

Title Sponsorships

Program	\$16,000 (exhibit included)
Optional Breakfast Session (exclusive)	\$6,000 (approval required)
Keynote Address Introduction (exclusive)	\$6,000
Lunch & Award Presentation (exclusive)	\$6,000

Supporting Sponsorships

Registration (exclusive)	\$3,500 (exhibit included)
Continental Breakfast	\$3,500 (exhibit included)
Networking Coffee Breaks	\$3,500 (exhibit included)
Networking Lunch	\$3,500
Networking Reception	\$3,500

Exhibiting Sponsorships

2 Exhibitors (10x10 booth)	\$2,500 (max 6 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.

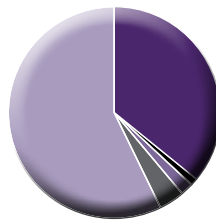
ANTICIPATED ATTENDANCE — 175-225

Conference Overview

Canada's leading income tax conference for practical tax information and knowledge with tracks covering personal, business, cross-border, international and wealth management issues. This event will help you expand your practice proficiency in vital tax areas with practical strategies offered by some of Canada's leading tax experts. Receive a comprehensive review and update on a variety of leading-edge tax strategies. Gain a keen awareness of critical issues in current cases and major changes proposed for the future. Learn valuable tax planning techniques for maximizing tax-saving opportunities for yourself, your employer and your clients.

Intended Audience

Comprised of tax practitioners for small to medium size companies in both public practice and industries like financial services, wealth management, mutual funds and life insurance.



The 2010 event attracted 214 attendees:

- **36% Partners/Managers in Accounting Firms**
- **1% Partners/Associates in Legal/Consulting Firms**
- **2% Directors/Managers in Industry**
- **4% Government and Education**
- **57% Other**

Anticipated Marketing Plan

- An online event exclusive Web Community developed
- Preliminary postcard mailing to approx. 9,500 addresses
- Full brochure mailing to approx. 11,500 addresses
- 3 email blasts to approx. 10,000 addresses
- Ad(s) in related product marketing vehicle

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