

# 2011 Canadian Conference on IT Audit, Governance and Security

March 30-31, 2011 • Sheraton Centre Toronto Hotel • Toronto, ON

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

Co-developed by CICA / IIA / ISACA

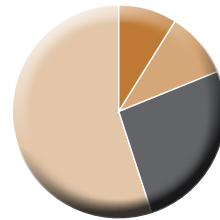
**ANTICIPATED ATTENDANCE — 150-200**

## Conference Overview

A two-day conference featuring keynote addresses from top IT innovators, concurrent sessions in audit, governance, security, and other topics including IFRS impact on systems and IT solutions. This event will deliver the practical training IT and financial professionals need to expand their knowledge while maintaining their competitive edge. Including the latest on: IFRS Impact on Systems, IT Solutions – Selection and Implementation, Identity Theft – Avoidance and Recovery, Disaster Recovery, Updating Legacy Applications, Malicious Insiders – The Growing Threat, Impact of Cost Reduction Pressures on IT.

## Intended Audience

Comprised of IT professionals and financial leaders with responsibility for the IT function including: auditors, chief information officers, and chief IT security officers, and senior financial professionals with responsibility for the IT function.



The 2010 event attracted 172 attendees:

- **9%** Partners/Managers in Public Accounting Firms
- **0%** Partners/Associates in Legal/Consulting Firms
- **10%** Directors/Managers in Industry
- **26%** Government and Education
- **55%** Other

## Anticipated Marketing Plan

- An online event exclusive Web Community developed
- Preliminary postcard mailing to approx. 4,500 addresses
- Full brochure mailing to approx. 13,000 addresses
- 4 email blasts to approx. 6,000 addresses
- Ad In the Bottom Line
- Ad in CheckMark

**Web Community Address:** [www.cpd.cica.ca/ITAudit](http://www.cpd.cica.ca/ITAudit)

## Event Sponsorship Opportunities

### UNIQUE PRACTICE AREAS & INDUSTRIES

## Canadian Conference on IT Audit, Governance and Security

### Title Sponsor

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

### Supporting Sponsor

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 Sponsor

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](mailto:manueladowney@rogers.com) or see page 19.