



# IGNITE2026

Canada's Conference for Bookkeepers & Accountants

ILLUM  
INATE  
MONTREAL

— Conference Prospectus —



# IGNITE2026

Canada's Conference for Bookkeepers & Accountants

Photo credit: @ Leo Films - Tourisme Montréal

## BRILLIANT MINDS, BOLD PRACTICES

The premier national event where Canada's bookkeeping and accounting professionals discover the tools, partners, and solutions that power their work.

Hosted by CPB Canada, the association representing Canada's largest community of bookkeepers and accounting professionals, the IGNITE conference brings together decision-makers, influencers, and forward-thinking practitioners who are actively seeking products and services that help them better serve their clients.



### Location

Hotel Bonaventure, Montreal, Quebec



### Conference Dates

September 22-25, 2026



### Exhibit Hall Timing

- Sept 22 - Evening Reception
- Sept 23 - All day
- Sept 24 - During day, teardown mid afternoon

# Why IGNITE 2026 Is The Place to Showcase Your Brand

## CONNECT — Reach Real Decision Makers

Meet bookkeepers, CPBs, CPAs, and other accounting professionals who are actively evaluating new tools to streamline their services and solve client challenges.

## ENGAGE — Strengthen Brand Recognition

Showcase your solutions through product support sessions, and conversations on a high-traffic tradeshow floor designed for meaningful interaction.

## INFORM — Highlight the Impact of Your Solutions

Share your expertise, educate attendees on best practices, and position your product as a trusted resource in the evolving accounting landscape.

## REACH — Expand Your Visibility Across Canada

With consistently strong national attendance, IGNITE delivers broad exposure to professionals who advise, implement, and champion tools across Canada's small business ecosystem.

**IGNITE** Connections.  
**CHAMPION** Innovation.  
**ILLUMINATE** Success.

Be where Canada's accounting professionals gather to discover what's next.





## IGNITE 2025 by the numbers

**400+**

attendees

**100+**

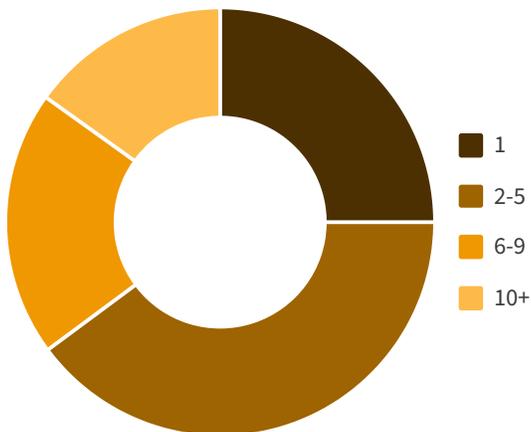
first-time attendees

**45+**

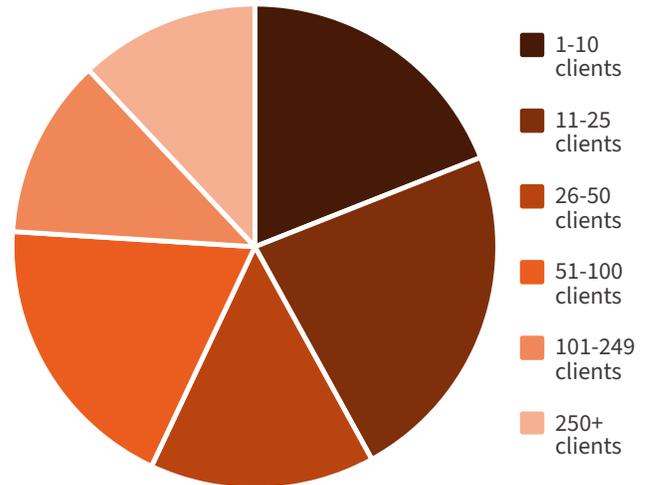
exhibitors

### Delegate Firm Size

Number of firm employees



### Delegate Client Base



### CPB Canada Membership: Service Offerings



**97% practice Bookkeeping/Accounting (General, A/R, A/P, Inventory)**



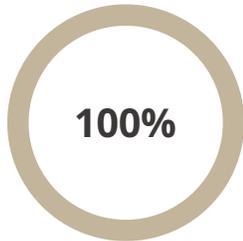
**64% offer Tax services (Personal and Corporate)**



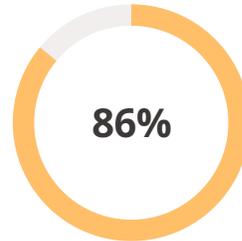
**91% offer Payroll services**



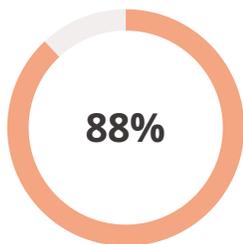
## IGNITE Sentiments



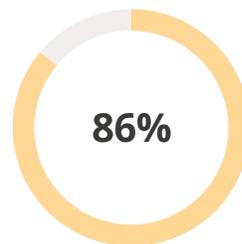
of **exhibitors** achieved their purpose for participating in the IGNITE Conference



of **exhibitors** were happy with the volume of visitors to their booth



of **attendees** would recommend services/products included in the IGNITE 2025 tradeshow



of **attendees** enjoyed a positive experience at the IGNITE 2025 tradeshow

## Sponsor Testimonials

Attendees are so engaged with exhibitors and have great questions. They are genuinely interested in products that can help them and their clients save time/money.

Once again, I can not say enough how welcomed we felt and Bookkeepers are awesome! Everyone did an amazing job, thank you!

The tradeshow was really well designed and worked well for meeting and chatting with bookkeepers.

# Sponsorship Levels

Privileges	PRINCIPAL \$35,000 1 Available	PRESTIGE \$28,000 1 Available	MAJOR \$22,000 1 Available	SUPPORTER \$10,500 7 Available	CONTRIBUTOR \$7,995 6 Available
Conference Registration <sup>1</sup>	5	4	3	2	2
Exhibitor Pass <sup>2</sup>	4	3	2	2	2
Sponsorship of CPB Canada's Keynote	Opening Keynote Intro		Closing Keynote Intro		
Plenary Presentation <sup>3</sup>	Friday Plenary	Thursday Plenary			
60 min Breakout Session	1	1	1	1	
30 Minute – Dedicated Product Support Session <sup>4</sup>	1	1	1	1	1
Logo on Name Badge <sup>5</sup>	✓				
Logo on Lanyard <sup>5</sup>		✓			
Logo on Registration Page	✓	✓	✓		
Logo on Post-event Virtual Hub Welcome Page	✓	✓	✓	✓	✓
Static Banner Ad on website and post-event virtual hub for 6 months	✓	✓	✓		
Logo on Delegate Bag	✓	✓	✓		
Exclusive Branding	Hotel Key Cards	Post-event Virtual Hub Session Page	Conference App Home Page		
Booth Signage Indicating Sponsor Level	✓	✓	✓		
Exhibit Space 8x20 <sup>6</sup>	1st Choice	2nd Choice	3rd Choice		
Exhibit Space 8x10 <sup>6</sup>				✓	✓
Lead Retrieval <sup>12</sup>	✓	✓	✓	✓	✓
Email Blast <sup>8</sup>	✓	✓	✓		
Social Media Posts	3	2	1		
Inclusion in CPB Canada's Roundup Email to industry professionals <sup>9</sup>	✓	✓	✓	✓	✓
Inclusion in CPB Canada's What's On Email to Members <sup>10</sup>	✓	✓	✓	✓	✓
Dedicated Sponsored Blog Post <sup>11</sup>	✓				
Logo on Conference Sponsorship PPT	✓	✓	✓	✓	✓
Webinar Pre/Post Conference	4	3	2	1	1
Dedicated Mobile App Push Notifications During Conference	3	2	1	1	1



# Exhibitor Options & Additional Sponsorship Opportunities

## Exhibitor Options

### STANDARD EXHIBITOR

**\$3,995.00 (REDUCED PRICE!)**

- 1 Conference Registration<sup>1</sup>
- 1 Exhibitor Pass<sup>2</sup>
- 8'x10' Exhibit Space<sup>6</sup>
- Lead Retrieval<sup>12</sup>

### FIRST TIMER EXHIBITOR

**\$2,995.00**

- 1 Conference Registration<sup>1</sup>
- 1 Exhibitor Pass<sup>2</sup>
- 8'x10' Exhibit Space<sup>6</sup>
- Lead Retrieval<sup>12</sup>

*Must not have exhibited at past  
IGNITE Conferences*

### MINI BOOTH EXHIBITOR

**\$1,995.00 (10 Available)**

- 1 Conference Registration<sup>1</sup>
- 6'x6' Exhibit Space<sup>7</sup>
- Lead Retrieval<sup>12</sup>

*Must not have exhibited at past  
IGNITE Conferences.*

### All Sponsors and exhibitors receive the following benefits:

- Exhibit hall gamification activation
- Visual and verbal recognition throughout the conference
- Logo featured on IGNITE Conference website and linked to organization website
- Logo and company profile in conference mobile application
- Logo featured in post-event virtual hub and linked to organization website for 6 months after event
- List of registered attendees who give permission to share their information<sup>13</sup>



# CPB Canada Activation Sponsorship Opportunities

	ACTIVATION	DESCRIPTION	COST
	<b>Opening Tradeshow Reception Bar Sponsor</b>	Kick-off IGNITE with CPB Canada's opening reception and immediately generate some buzz on Tuesday evening. Includes host bar with branded drink tickets (2 p/p)	\$7,500
	<b>CPB Canada Bookkeeping Excellence Awards 2026-2027</b>	Recognition at the IGNITE conference and during the Awards through branding included on the Awards slide deck and presentation of each award with a CPB Canada representative. Recognition in all Awards program communications (for 12-Months, starting in May) through publications including NUMBERS & SENSE Magazine, Roundup newsletter and blog posts (1 per award), social media coverage during and after IGNITE, and logo placement on CPB Canada awards webpage and all awards emails.	\$7,500
	<b>CPB Canada Social Night and Awards Gala – Bar sponsor</b>	Associate your brand with our premier social night by sponsoring the Host bar. Drink tickets will be branded with your logo (2p/p) and include branding on the bars for the evening.	\$7,500
	<b>CPB Canada Social Night and Awards Gala – Entertainment Sponsor</b>	Help IGNITE delegates have a memorable night with Live Entertainment & Photo Booth Selfies with a custom co-branded background.	\$7,500
	<b>Pre-Conference Workshop Title Sponsorship</b>	Gain prominent brand recognition with this exclusive brand activation! Your brand will be highlighted alongside the presenter, featured in workshop related emails, signage, and acknowledged in opening remarks, ensuring a lasting impression on attendees.	\$2,500
	<b>Tuesday First-Timer Networking Session</b>	Make a lasting impact by sponsoring the Tuesday First-Timer Networking Session your way! This exclusive brand activation lets you shape the experience, connect with attendees, and ensure your brand stands out.	\$5,000
	<b>On-Site Branding Opportunities</b>	Elevate your brand with prominent branding opportunities throughout the conference venue. (eg: escalator leading to event space)	Contact <a href="mailto:Patricia@cpbcan.ca">Patricia@cpbcan.ca</a> for details

## Additional Sponsorship Opportunities

	ACTIVATION	DESCRIPTION	COST
	<b>Branded Refreshment breaks, (Wednesday and Thursday, 2 per day)</b>	Boost your brand visibility with exclusive sponsorship of refreshment and snacks during breaks! Includes branded napkins and recognition during two breaks per day. Available Wednesday and Thursday.	\$2,500
	<b>Hydration Sponsor with a water bottle</b>	Quench attendee thirst and showcase your brand and logo at the hydration stations throughout the venue.	\$5,000
	<b>Wi-Fi partner</b>	Receive brand recognition with attendees by having them type in your company name to access Wi-Fi, including Wi-Fi network signage through-out the conference.	\$3,000
	<b>Headshot booth – 2 days (includes photographer)</b>	Boost your brand exposure by sponsoring the Headshot Booth. Located next to your booth, drive consistent traffic by sponsoring professional headshots. Activation includes photographer and all setup for 2 days, with opportunity to brand the space.	\$7,500
	<b>Puppy Pen (actual puppies this year!)</b>	Puppies are the talk of the tradeshow! Located near your booth, these pups will draw delegates time and again. Opportunity to provide branding within the space.	\$7,500



## Footnotes

1. *Includes admission to all educational sessions, daily breakfasts and lunches, the Opening Reception and the CPB Canada Awards Gala & Social.*
2. *Includes Access to the exhibit hall only, including opening reception, lunches and breaks (Wed & Thurs). Attendee sessions & other social functions are not included. Tickets to the CPB Canada Social Night and Awards Gala can be purchased separately.*
3. *Content must be conference-related and vetted by CPB Canada.*
4. *Session times will be listed in program. Time slot selection is based on first come first serve. Designed for attendees to ask questions and learn about new features.*
5. *CPB Canada will provide lanyards, badges, and delegate bags.*
6. *Includes a 6' table and 2 chairs.*
7. *Includes a round bistro table and 2 chairs.*
8. *Email Blast to CPB Canada Members (2500+) within the 3 months prior or post conference featuring sponsor content.*
9. *Sponsored content in our monthly Roundup Newsletter which is distributed to a broader audience of over 5000+ contacts with 50-word content, a link and a 100x100px graphical image*
10. *Be featured in our exclusive What's On Newsletter to promote your brand, distributed exclusively to CPB Canada Members. 600x300px graphical image with a link*
11. *A dedicated sponsored blog post on CPB Canada's News & Announcements blog with up to 1000 words, 3 images and a call-to-action link*
12. *Lead retrieval data will include the following for each individual that is scanned: First name, last name, email address, company and title/position.*
13. *Information will be provided only for attendees that give permission and will include: full name, email address, position/ title, organization, state/province, number of employees, and number of clients.*



**CPB**  
CANADA

CERTIFIED  
PROFESSIONAL  
BOOKKEEPERS  
OF CANADA

[ignite.cpbcan.ca](https://ignite.cpbcan.ca)

For more details and information about  
sponsorship, please contact Patricia  
Pearson at [patricia@cpbcan.ca](mailto:patricia@cpbcan.ca)