



CGMA Africa Conference 2019

Sponsorship opportunities
for the accounting profession's premier
event

Cape Town International Conference Centre | September 11-12

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About the CGMA

Chartered Global Management Accountant

CGMA is the most widely held management accounting designation in the world with more than 150,000 designees. It was established in 2012 by the AICPA and CIMA to recognise a unique group of management accountants who have reached the highest benchmark of quality and competence. The CGMA designation is built on extensive global research to maintain the highest relevance with employers and develop the competencies most in demand. CGMA designation holders qualify through rigorous education, exam and experience requirements.

Our Mission

The CGMA mission is to promote the science of management accounting on the global stage. The designation champions management accountants and the value they add to an organisation.

Management accountants add value by supporting and driving the right decisions in all areas of business. They help colleagues understand income, costs, risks and opportunities. Management accountants focus on an organisation's future prospects as well as past performance.

CGMA Africa Conference 2019.

Finance transformation in the digital world

Accounting in extraordinary times: the Future of Finance.

You can't see the future, but with right insight you can prepare for it.

Digital disruption is driving rapid transformation of the finance function. Artificial Intelligence (AI), blockchain and advanced data analytics are challenging the relevance of traditional skills while creating transformative opportunities for organisations and individuals.

To thrive you need a skillset and mindset that constantly adapts at the same pace with the blistering rate of change.

You have got to go beyond insight to drive impact, beyond limits to deliver solutions and beyond expectations to create value.

Audience and conference tracks

Reach the profession's most-sought-after decision-makers and buying influencers.

Focus areas of the audience

- Academics
- Accountant
- Attorney
- Auditor
- Controller
- Estate Planner
- Financial planner
- Financial reporting
- Management Accountant
- Marketer
- Risk manager
- Technology expert
- Trust officer
- Tax practitioner
- Tuition Providers

Scope of attendees

- CFO
- Management Accountant
- Certified financial advisor
- Managing director
- VP of finance
- Human resource manager
- Employers & Entrepreneurs
- Sole proprietor
- Registered investment advisor
- Business development director
- Chief marketing officer
- Chief information officer
- Managing partner
- Educational institutions
- Government

Digital Transformation

Technology impact on the Finance function

Future-focused Finance professional

Artificial Intelligence

Changing world of technology in Finance Service

Knowledge Economy

Agile Finance unleashed

Digital Taxation

Sponsorships

Number of Sponsors	1	2	3	4
	R 450k	R 275k	R 125k	R 65k
Presentation of 30 - 45 minutes (topic and content to be agreed with the conference director)	√			
Presenter presentation co-branded with CIMA	√			
Participate in panel discussion - has to fit the topic of the panel discussion	√	√		
Generate leads through Gamification competition - Give tickets away to your clients	10	4	1	
Educational article sent to CIMA database (to be approved by the editorial committee)	2	1		
Registration desk co-branding	√			
Exclusive delegate bag sponsor	√	√		
Exclusive co-branding on lanyards	√			
Exhibition stand (includes plug point, 2 lights, brochure stand, system cupboard , sponsor branded wall)	4m x 4m	4m x 3m	3m x 3m	3m x 3m

Sponsorships

Number of Sponsors	1	2	3	4
	R 450k	R 275k	R 125k	R 65k
Promotional video - not longer than 2 min	✓	✓	✓	
Share final opt-in delegate list	✓	✓	✓	✓
Sponsor banner ad on event website	✓	✓		
Sponsor logo hyperlinked	✓	✓	✓	✓
Sponsor company profile loaded on Convention webpage	✓	✓	✓	✓
Sponsor may insert item into delegate bag	2	1	1	1
Optional				
Co-branding on social media welcoming confirmed presenters	✓	✓		
Social responsibility element - show video of project (2min clip)	✓	✓	✓	
Sponsored hot topic question answered by presenter	✓	✓		

Additional Sponsorship Options

Branded Lounge with charging stations	R 120k	includes furniture
Branded Charging stations	R 60k	includes hardware
Branded Wi-fi sponsor	R 150k	includes bandwidth
Social media stream	R 35k	excludes infrastructure
Branded Juice and smoothie bar	R 35k	excludes infrastructure
Branded Coffee station	R50k	excludes infrastructure & beverages
Branded Wine station	R50k	excludes infrastructure & beverages
Branded Gin station	R50k	excludes infrastructure & beverages
Branded Craft beer station	R50k	excludes infrastructure & beverages
Co-Branded Sponsor cocktail and networking event	R 275k	includes a talk at the cocktail & networking event
Co-branding of Escalator	R 50k	co-branding excludes print



Sales representatives and contact details

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