

20 - 22 October 2026

Melbourne Convention & Exhibition Centre

23 October 2026

Virtual Live



CPA

CONGRESS 2026

SPONSORSHIP PROSPECTUS

CPA

CONGRESS

ABOUT US

CPA Australia is of the world's largest accounting bodies, with a global membership of over 175,000 members across more than 100 countries.

We focus on strengthening trusted relationships with members and communities to lead the future with tomorrow's capabilities.

We support business leaders to navigate complex and connected risks and opportunities in a fast-changing world, together with trusted professionals who transform businesses and enhance communities, with abilities stretching beyond the books.

We lead a community built on financial fluency, with an acumen for creativity, resilience and emotional intelligence.

CONGRESS OVERVIEW

Our flagship global event

CPA Congress is a thought leadership platform that brings together members and the wider business community to be inspired and accelerate progress.

Curated for finance, accounting and business professionals, the event is valued by members and non-members alike. Delegates attend to hear the latest news from industry experts, connect with peers, and learn how to navigate issues, challenges and opportunities facing the profession.

Dual experience | In-person, then virtual, plus OnDemand

Engage with over 1,200 delegates in person while extending your reach beyond the event through your online presence at our Virtual Congress, enabling you to showcase your products, services and latest innovations, ensuring you stay front of mind before, during and after the event.

Leading program and content

Associate your organisation with our world-class program with over 40 esteemed experts on stage.

Melbourne - our 2026 host city

Melbourne is Australia's events capital for a reason. Consistently ranked among the world's most liveable cities, it offers the perfect blend of business, culture and creativity – an inspiring backdrop for Congress.

Home to world-class conference infrastructure, seamless transport and a thriving professional services community, Melbourne makes it easy to connect, collaborate and think big. Beyond the Congress venue, delegates can immerse themselves in laneway cafés, award-winning dining, iconic sporting precincts and a buzzing arts scene – all just minutes apart.

With its energy, accessibility and unmistakable edge, Melbourne doesn't just host Congress – it elevates it.

SPONSOR BENEFITS

Build brand awareness

Partnering with CPA Australia places your brand directly in front of a dedicated receptive audience, with you selecting the optimum package to ensure strong return on investment, while creatively showcasing your brand to over 175,000 industry professionals.

Gain a competitive advantage

By aligning your brand with CPA Australia, you align it with the voice of authority in the accounting and finance arena. Our network of passionate members we serve gives you an unparalleled opportunity to showcase your products and services to a captive group.

Enhance relationships

Generate new leads and cement established relationships through a visible presence at a range of CPA Australia events. Take advantage of dedicated meeting, learning and networking areas at our events to facilitate dialogue with current and potential customers.

Reach key decision makers

Directly access the most senior representatives from CEOs, CFOs, business leaders and key decision makers from across Australia and overseas.

Dual experience | In-person, then virtual, plus OnDemand

Engage with attendees in-person, plus enhance your presence online to showcase your products, services and latest developments.

We build your stand for you

No more pull up banners. At Congress, we'll print and build your sponsor booth for you – all you need to do is send us your design files and we'll do the rest.



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DELEGATE DEMOGRAPHICS

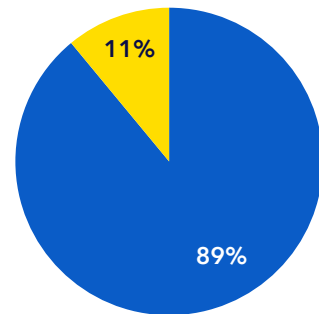
50+ countries

- Australia
- New Zealand
- Hong Kong
- Malaysia
- Singapore
- United Kingdom
- China
- Fiji
- USA
- Indonesia
- Canada
- Macau
- Vietnam
- UAE
- India
- Sri Lanka
- France
- Japan
- And more!**

Job level	Percentage
Accounting / Financial services employee	25%
General Management	24%
Chief Financial Officer	23%
Financial Controller	11%
Public Practitioner	7%
CEO / Managing Director	5%
Team Leader or Supervisor	2%
Professional	2%
Academic	1%
Self-Employed	1%

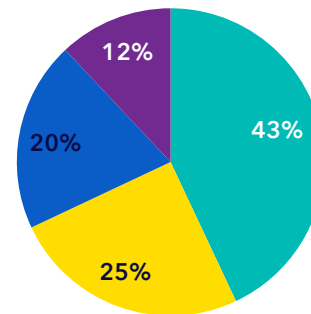
Industry	Percentage
Government and Public Administration	22%
Health Care and Social Assistance	14%
Professional, Legal, and Technical Services	11%
Other Services	10%
Public Practice	9%
Education and Training	8%
Manufacturing, Mining & construction	8%
Financial and Insurance Services	7%
Telecommunications	6%
Agriculture, Forestry and Fishing	5%

Location



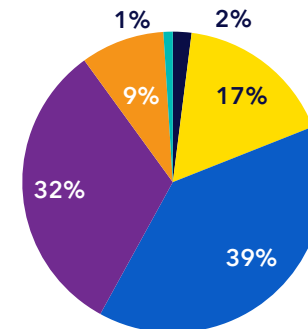
■ Australia ■ International

Sector



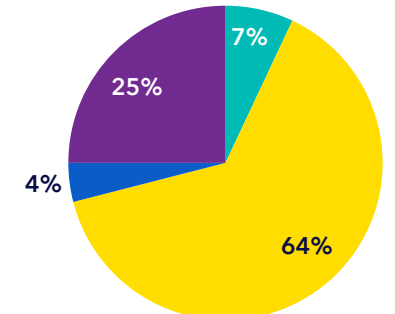
■ Public / Government
■ Private: 200+ employees
■ Private: 1-199 employee
■ Not-for-profit

Age



■ 20 - 29 ■ 30 - 39
■ 40 - 49 ■ 50 - 59
■ 60 - 69 ■ 70+

Designation



■ FCPA ■ CPA
■ ASA ■ Non-member



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SPONSOR LEVELS

Items	Principal	Capital	Signature	Kiosk
Availability	1	3	6	22
Cost ex GST	\$50,000	\$25,000	\$15,000	\$10,000
Booth space (See floor plan for indicative placement)	6m x 3m	6m x 3m	3m x 3m	2m x 2m
Printed booth panels	12	6	6	2
CPA Congress sponsor pass For booth personnel, with same delegate access to sessions and catering*.	10	6	4	2
Discounted CPA Congress Pass \$600 for additional passes	✓	✓	✓	✓
Dinner tickets (Additional tickets can be purchased)	One table of 10	6	4	2
Positioning/size of logo[^]	Prominent (Solo where possible)	Grouped with Capital	Grouped with Signature	Grouped with Kiosks
Logo placement on CPA Congress website, holding slides and virtual app[^]	✓	✓	✓	✓
Logo inclusion in promotional emails	✓	✓	×	×
Company name mentioned by MC	✓	✓	×	×
30 sec video ad during a virtual keynote (Allocated by CPA Australia)	1	1	×	×
In-app "booth" with logo and resources	✓	✓	✓	✓
Delegate opt-in data, including virtual: Name, position, company, company location	✓	✓	✓	✓
Lead capture licences on own device	4	4	2	2

*** Catering includes**

- AM breaks x2
- PM breaks x2
- Lunch x2
- Dinner x1 (as allocated)
- Opening reception
- Farewell reception



[^] Where viable and applicable

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PRINCIPAL SPONSOR

\$50,000 + GST



Priority boot placement

Prepare for epic visibility. Located at the entrance of the Sponsor Pavilion, as an island booth, adjacent to the CPA Australia stand, your booth will stand out from the rest.

CPA Congress Dinner

The most anticipated experience at CPA Congress, the dinner will be held on Day 1, Wednesday 21 October. You'll receive recognition and branding opportunities as advised by CPA Australia.

- 2 pop-up banners to be displayed on stage. Sponsor to provide popup banner for CPA Congress team approval.
- Your company's logo included on the menus on the tables.

TVC Ad during the virtual live program

- Opportunity to provide a 30 second corporate video for inclusion at the end of a live virtual session. The allocated session will be chosen by the CPA Congress team in consideration of speaker requirements.

6m x 6m booth inclusions

Booth setup: Raised floor

Brand printing: 12 back wall panels and front of counter included.

Furniture: 1 counter with storage with 2 stools, 1 high table with 4 stools, 1 mounted tv monitor, plus 2-4 lounge chairs with coffee table.

Power & lighting: One 4 Amp power point and 3 overhead spotlights

Sponsor to provide

Brand design file: Design size specifications to be provided later.

Multimedia file for TV monitor: On a USB or exhibitor laptop

General inclusions

Items	Principal
Availability	1
Cost ex GST	\$50,000
Booth space	6m x 3m
Booth panels	12
CPA Congress passes	10
Discounted Passes \$600 pass with full access	✓
Dinner tickets (Additional tickets: \$150)	One table of 10
Logo positioning	Prominent (Solo where possible)
Logo on website	✓
Logo on promo emails	✓
Named by MC	✓
30 sec advertisement in virtual program	1
In-app "booth" with logo and resources	✓
Delegate opt-in data, including virtual:	✓
Lead capture at booth	4



CAPITAL SPONSOR

\$25,000 + GST



Entrance booth placement

Located at the entrance of the Sponsor Pavilion, as perimeter booth, your booth will receive great visibility.

TVC Ad during the virtual live program

- Opportunity to provide a 30 second corporate video for inclusion at the end of a live virtual session. The allocated session will be chosen by the CPA Congress team in consideration of speaker requirements.

6m x 3m booth inclusions

Booth setup: Raised floor

Brand printing: 6 back wall panels and front of counter included.

Furniture: 1 counter with storage with 2 stools, and 1 mounted tv monitor

Power & lighting: One 4 Amp power point and 3 overhead spotlights

Sponsor to provide

Brand design file: Design size specifications to be provided later.

Multimedia file for TV monitor: On a USB or exhibitor laptop.

General inclusions

Items	Capital
Availability	3
Cost ex GST	\$25,000
Booth space	6m x 3m
Booth panels	6
CPA Congress passes	6
Discounted Passes \$600 pass with full access	✓
Dinner tickets (Additional tickets: \$150)	6
Logo positioning	Grouped with Capital
Logo on website	✓
Logo on promo emails	✓
Named by MC	✓
30 sec advertisement in virtual program	1
In-app "booth" with logo and resources	✓
Delegate opt-in data, including virtual:	✓
Lead capture at booth	4

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SIGNATURE SPONSOR

\$15,000 + GST



Central booth placement

Located in the middle of the Sponsor Pavilion, your booth will receive prominent visibility.

3m x 3m corner booth inclusions

Booth setup: Raised floor corner

Brand printing: 6 back wall panels and front of counter included.

Furniture: 1 counter with storage with 2 stools, and 1 mounted tv monitor.

Power & lighting: One 4 Amp power point and 2 overhead spotlights.

Sponsor to provide

Brand design file: Design size specifications to be provided later.

Multimedia file for TV monitor: On a USB or exhibitor laptop.

General inclusions

Items	Signature
Availability	6
Cost ex GST	\$15,000
Booth space	3m x 3m
Booth panels	6
CPA Congress passes	4
Discounted Passes \$600 pass with full access	✓
Dinner tickets (Additional tickets: \$150)	4
Logo positioning	Grouped with Signature
Logo on website	✓
Logo on promo emails	×
Named by MC	×
30 sec advertisement in virtual program	×
In-app "booth" with logo and resources	✓
Delegate opt-in data, including virtual:	✓
Lead capture at booth	2

CPA**CONGRESS**

KIOSK



\$10,000 + GST
per 2m x 2m kiosk



Book fast to secure your kiosk!

Kiosk booths sell out very fast and will be allocated at CPA Australia's discretion. Sponsors will be advised of their Kiosk location closer to the Congress, usually 3-4 weeks out. **Spaces are limited.**

An indicative floor plan is included in this prospectus and is subject to change.

Kiosk inclusions

Booth space size: 2m x 2m

Furniture: Counter with storage, 2 stools and mounted TV monitor

Brand printing: Printing costs for 2 back panels and front of counter

Power & lighting: One 4 Amp power point and one overhead spotlight

Sponsor to provide

Brand design file: Design size specifications to be provided later.

Multimedia file for TV monitor: On a USB or exhibitor laptop with own cables

Note: Custom built displays are not permitted for kiosks.

Due to limited availability and space, kiosk exhibitors are required to use the allocated setup and furniture included in package (see left). Please reach out to our CPA Congress team if you have any special requests to consider. Pull-up banners are not permitted.

Note for all sponsors and kiosks

Bump-in and Bump-out (specific timings subject to change)

Exhibitor bump-in to dress kiosks commences around 11am on Tuesday 20 October, and should be completed by 3pm, prior to the welcome reception.

Exhibitor bump-out commences around 3pm on Thursday 22 October, once the afternoon Break has concluded.

Further information regarding access passes

Extra booth personnel may purchase CPA Congress passes separately at a discounted rate of \$600 inc GST. Exhibitor passes covers lunches, morning and afternoon teas, plus the welcome and farewell receptions.

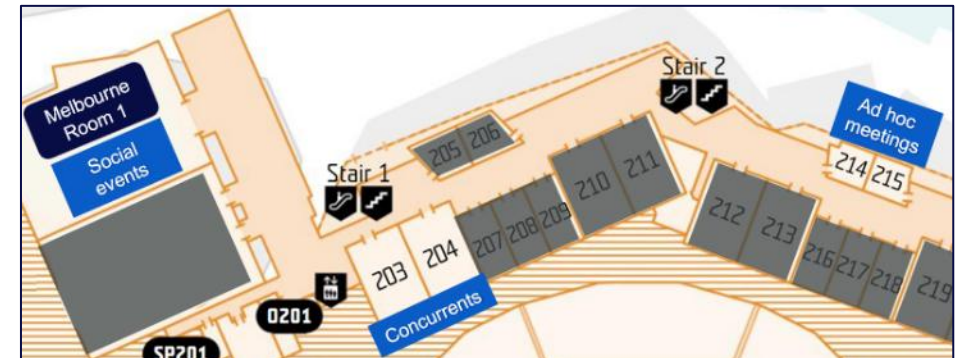
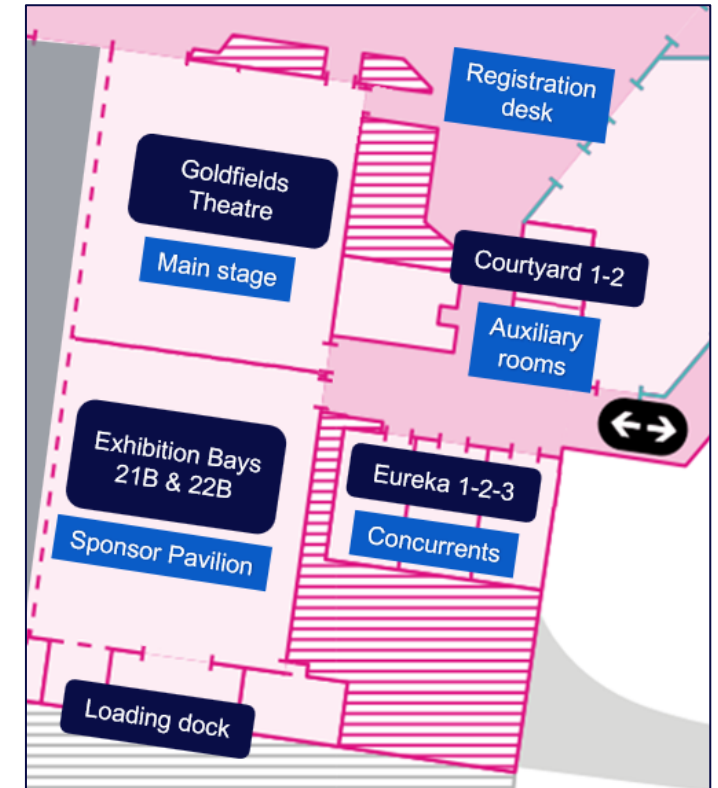
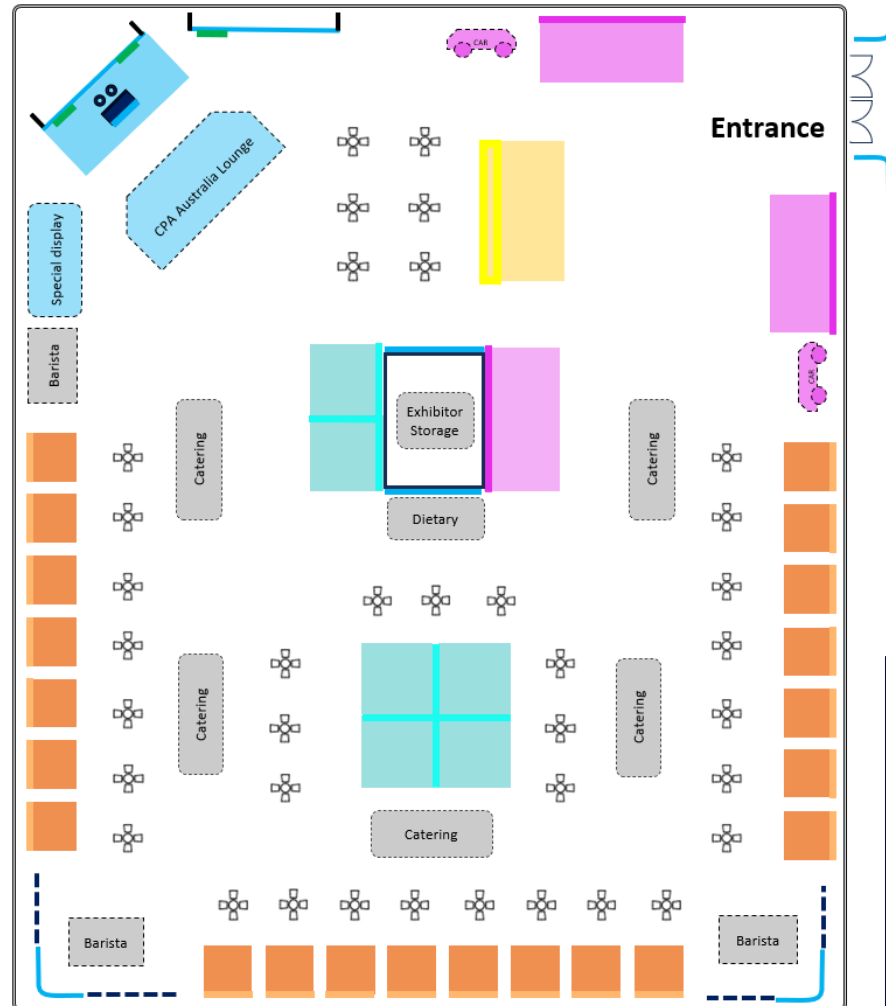
Additional dinner tickets for extra staff may be purchased at an advertised rate of \$150.

General inclusions

Items	Kiosk
Availability	22
Cost ex GST	\$10,000
Booth space	2m x 2m
Booth panels	2
CPA Congress passes	2
Discounted Passes \$600 pass with full access	✓
Dinner tickets (Additional tickets: \$150)	2
Logo positioning	Grouped with Kiosks
Logo on website	✓
Logo on promo emails	×
Named by MC	×
30 sec advertisement in virtual program	×
In-app "booth" with logo and resources	✓
Delegate opt-in data, including virtual:	✓
Lead capture at booth	2

Melbourne Convention and Exhibition Centre

Principal	Capital	Signature	Kiosk
1	3	6	22



INDICATIVE FLOORPLAN

Subject to change

The following floor plan is for conversational purposes only. As sponsors are engaged, booth placement may evolve.

CPA Australia reserves the right to alter the floorplan at its discretion.

Floor plan subject to change

Flexible experience program structure

Time of day	Pre-Congress Tuesday 20 October	Day 1 Wednesday 21 October	Day 2 Thursday 22 October	Day 3 Friday 23 October	
Morning		In-person keynotes	In-person keynotes	Virtual live keynotes	
		Break	Break		
		In-person concurrents	In-person concurrents		
Lunch	Stand-up lunch	Exhibition lunch	Exhibition lunch		
Afternoon	Masterclasses Pt.1	In-person keynotes	In-person keynotes		OnDemand period begins for 7 weeks
	Break	Break			
	Masterclasses Pt.2	In-person keynotes	Farewell reception		
Evening	Welcome reception	Conference dinner			

Program structure is subject to change.

Choose your experience

The flexible dual experience presents the best of both worlds, offering delegates a choice on how and where to participate.

Both experiences benefit from a renowned high-calibre program of local and international experts and a chance to connect with CPA Australia's global community.



In-person experience - Melbourne

- In-person on-stage keynotes and concurrents
- Included conference dinner
- Welcome and farewell receptions
- Optional masterclasses
- Discounted virtual access



Virtual experience - Global

- Virtual live presentations and their recordings
- Access to select recorded in-person keynotes
- Library of pre-recorded virtual sessions
- 7 weeks OnDemand until Friday 5 December
- If in Gold Coast, optional gala dinner ticket.

2025
CPA CONGRESS
HIGHLIGHTS
Gold Coast





Sponsorship Bookings

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