

**2024**  
**CPPO**  
**PREPAID**  
**SYMPOSIUM**  
**APRIL 18 – AGO**



# 2023 Symposium Recap

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## ATTENDEES

More than **125 senior payments professionals, industry leaders and policy-makers**

## SPEAKERS

**22 world-class speakers** covering the latest global trends, and unpacking product and regulatory developments

## SESSIONS

**10 value-packed presentations** and panels, focused on the issues reshaping prepaid today.



*"The CPPO Symposium is the **only event solely focused on prepaid technology, programs and platforms in Canada.** It is the must-attend event to learn, network and connect with clients and partners."*

***-Jennifer Tramontana**  
CPPO Executive Director*



A group of eleven diverse professionals, including men and women of various ethnicities, are standing in two rows in front of a white banner. The banner features the CPPO logo (a red maple leaf) and the text "CPPO CANADIAN PREPAID PROVIDERS ORGANIZATION" repeated. The individuals are dressed in professional business attire. The overall scene is brightly lit, suggesting an indoor event space.

## Why sponsor the CPPO PREPAID SYMPOSIUM?

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The annual CPPO Prepaid Symposium is the premier event for the \$10B Canadian prepaid industry. The executive-level thought leadership and networking event is attended by leaders shaping the biggest conversations in payments and fintech, including: AML regulations, international markets, gaming, crypto, AI, payments innovation, government disbursements, financial health and digital banking.



# Your opportunity

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As a Symposium sponsor, you'll be front and center at the only event that brings together the entire prepaid community in one place. Sponsorship lets you promote your thought leadership on stage through executive-level engagement sessions, demo your latest tech solutions in the high-traffic Innovation Lounge and get inspired at our unmatched setting: the Art Gallery of Ontario.

## Venue

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ART GALLERY OF ONTARIO

AGO

Discuss payments innovation at one of the world's most innovative spaces. The Art Gallery of Ontario (AGO) contains an incredible collection of fine art housed in a comfortable and inspiring venue.



# Industry-Defining Research

The Prepaid Symposium is your home for insight-rich research, delivered with broad industry context and take-home action items.



Digital wallets seen as convenient.

19%

Online digital wallets or prepaid cards (including gift cards) to purchase on digital media store

- It is convenient
- I can easily track spending / stick to a budget
- It is more secure
- I can set a spending limit
- I receive rewards and / or cash back
- and I can make purchases on getting

I can't track a credit card



# Focused Government Relations

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The CPPO is plugged in to the conversations shaping payments regulations in Canada. Attend the Symposium to hear from decision-makers working on open banking, the RPAA, the real-time rail and more.

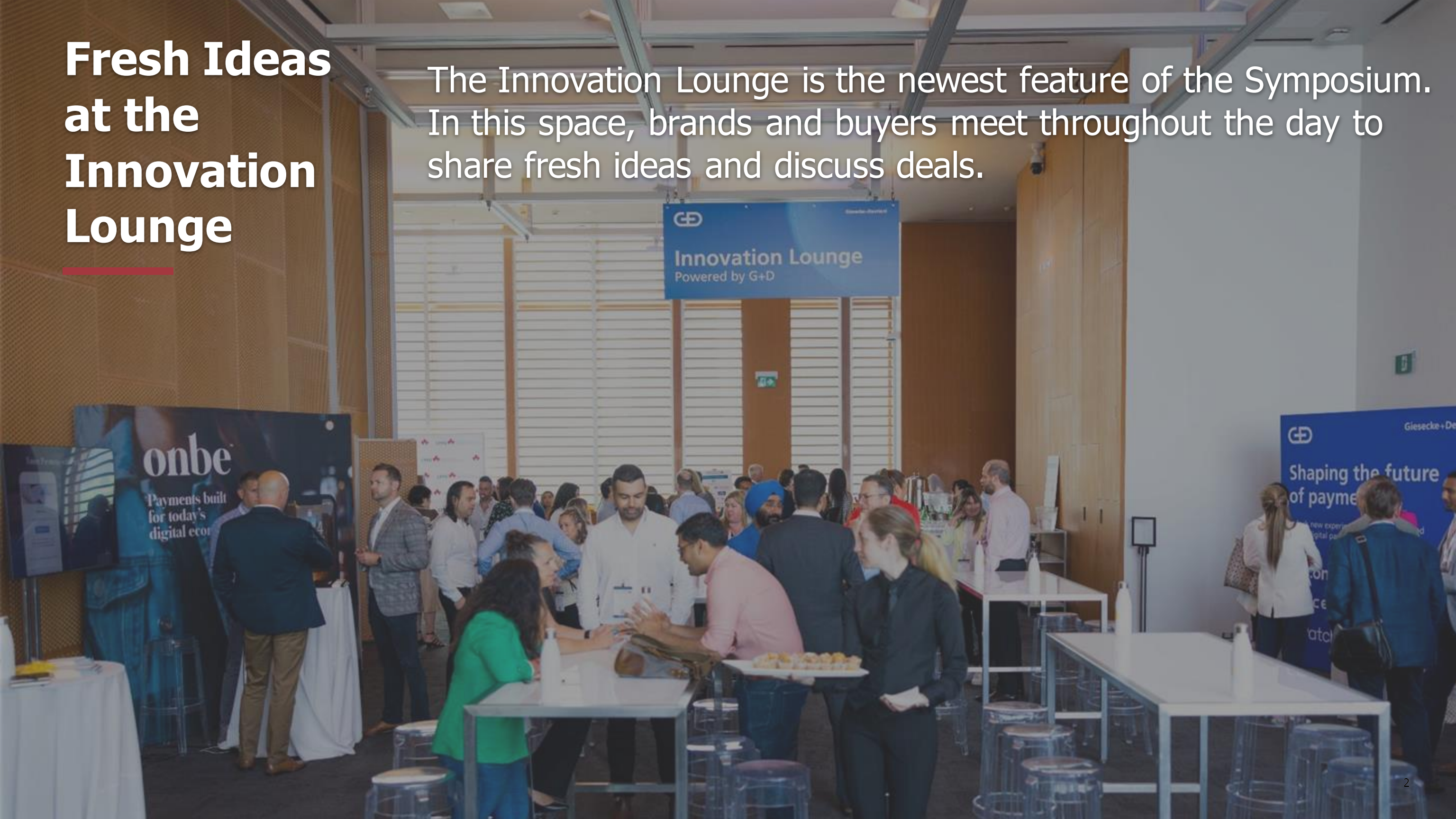




# Fresh Ideas at the Innovation Lounge

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The Innovation Lounge is the newest feature of the Symposium. In this space, brands and buyers meet throughout the day to share fresh ideas and discuss deals.





# What Attendees Are Saying

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*“The CPPO Symposium continues to scale to new heights every year, especially with the AGO hosting this year’s edition. I was really impressed by the lineup of speakers and the insights they shared. EQ Bank was excited to participate in the Innovation Lounge as it allowed us to meet with a lot of prospective clients and showcase our payments capabilities. The CPPO Symposium has definitely become the preeminent cards-focused conference to attend in Canada.”*

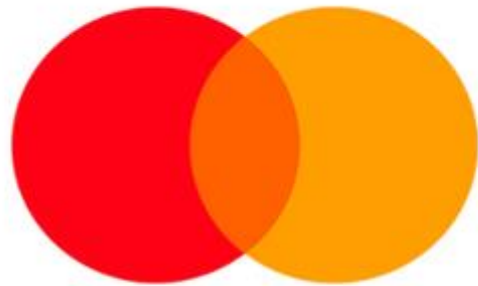
**Kartik Kamat, VP, EQ Bank**





# 2023 Sponsors

## Our Sponsors — LEADING IN THE INDUSTRY





# SPONSORSHIP INFORMATION

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**2023 CPPO**   
PREPAID SYMPOSIUM

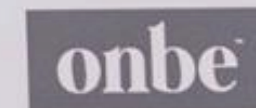
## INNOVATION LOUNGE


Sponsored by:



**Giesecke+Devrient**  
Creating Confidence

Featuring:



BURGOPAK 

riskrecon 



[cppo.ca](http://cppo.ca)



[#CPPOSymposium23](https://twitter.com/CPPOSymposium23)



[#CPPOSymposi](https://www.linkedin.com/company/cppo-symposium-2023)





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# THOUGHT LEADERSHIP

Show category leadership as a presenting sponsor

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**PRESENTING SPONSOR** **Sold out**

**\$17,500**

2 available

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- Opportunity to speak on a topic of your choice
- Focused speaker promotional posts on CPPO social media
- Complimentary exhibit display space
- Feature in CPPO Members' Newsletter
- Recognition on signage onsite and on the event website
- Dedicated social media posts and custom media promotional package provided
- Profile with logo and hyperlink on the event website for 12 months
- Three (3) complimentary Symposium passes
- Additional passes available at a 20% discount





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# THOUGHT LEADERSHIP

Shape the conversation as a collaborator sponsor

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## COLLABORATOR SPONSOR

**\$12,500**

2 available

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- Complimentary exhibit display space
- Opportunity to include one speaker to a panel
- Feature in CPPO Members' Newsletter
- Recognition on signage onsite and on the event website
- Dedicated social media posts and custom media promotional package provided
- Profile with logo and hyperlink on the event website for 12 months
- Two (2) complimentary Symposium passes
- Additional passes available at a 15% discount





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# BRAND AWARENESS

Expose your brand to the industry and influencers

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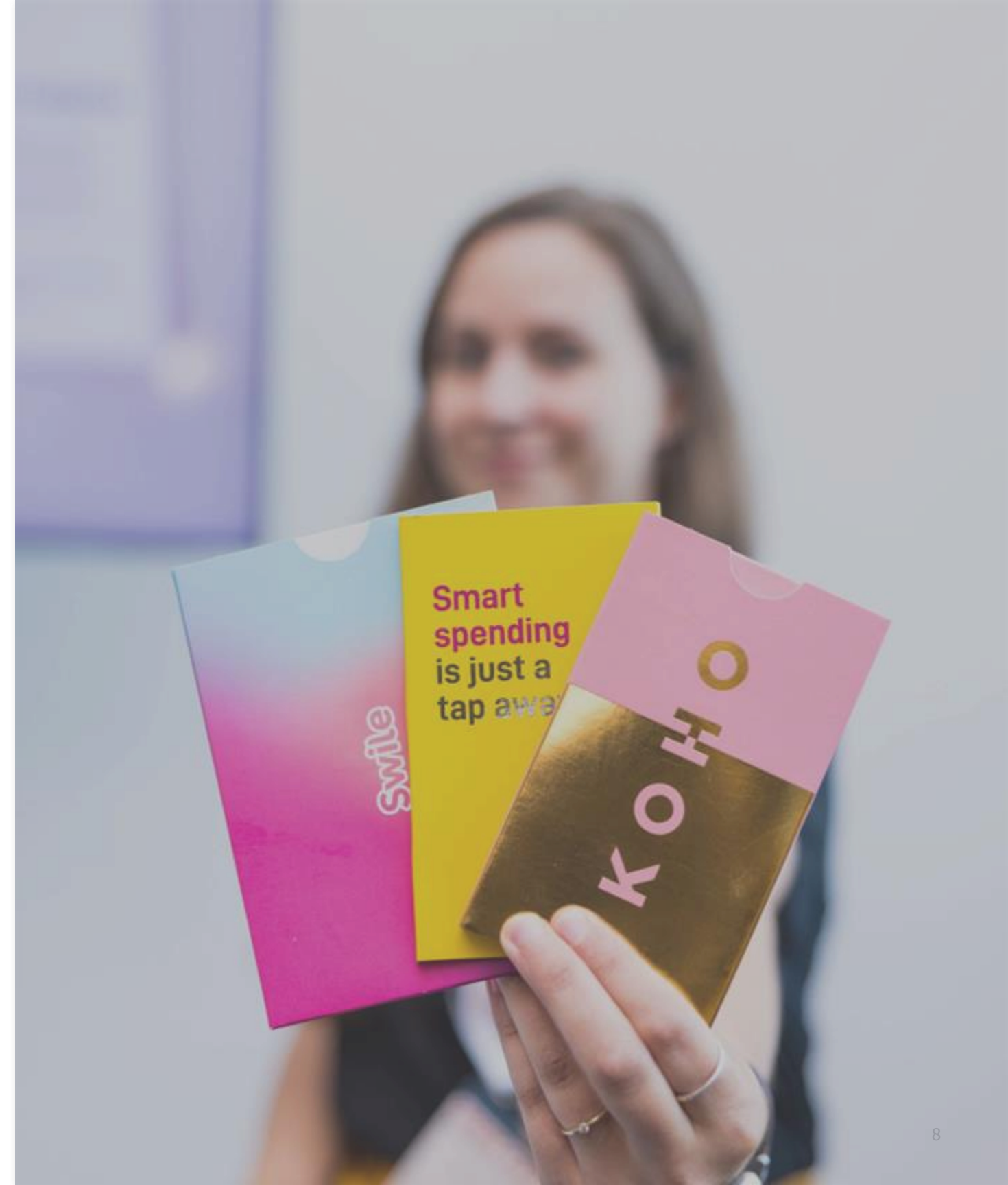
## CONNECTOR SPONSOR

### \$7,500

2 available

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- Feature in CPPO Members' Newsletter
- Recognition on signage onsite and on the event website
- Dedicated social media posts and custom media promotional package provided
- Profile with logo and hyperlink on the event website for 12 months
- One (1) complimentary Symposium pass





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# BRAND AWARENESS

Expose your brand to the industry and influencers

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## CONTRIBUTOR SPONSOR

### \$5,000

2 available

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- Feature in CPPO Members' Newsletter
- Recognition on signage onsite and on the event website
- Dedicated social media posts
- Profile with logo and hyperlink on the event website for 12 months





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# BRANDING

Add value to your marketing effort with a branding opportunity

## TOTE BAG

**\$5,000**

1 available

- 
- Exclusive branding on event tote bag given to all attendees at registration

## DELEGATE BAG INSERT

**\$1,000**

unlimited

- 
- Company literature or promotional item to be placed in delegate bag

## ~~LANYARD~~

~~**\$3,500** Sold out~~

~~1 available~~

- 
- ~~• Company logo on custom badge lanyard distributed to all attendees~~





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# NETWORKING

Interact with senior payments professionals from across the industry

## COCKTAIL RECEPTION

**\$12,500** (exclusive)

1 available

- Evening party with brief welcome remarks to open reception
- Exclusive branding during reception, including custom napkins and cups with company logo
- Opportunity to provide branded item to guests
- 1 symposium pass

## ~~LUNCH~~ **Sold out**

~~**\$8,500**~~ (exclusive)

~~1 available~~

- ~~Exclusive branding during lunch~~
- ~~Verbal recognition at the event~~
- Opportunity to provide branded item to guests
- 1 symposium pass

## BREAKFAST

**\$6,500**

1 available

- Exclusive branding during breakfast
- Opportunity to provide branded item to guests

## REFRESHMENT BREAK

**\$2,500**

2 available

- Exclusive branding during break





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# INNOVATION LOUNGE PRESENTED BY G+D

Returning in 2024! Showcase your latest products and technology in the G+D Innovation Lounge

**EXHIBIT SPACE** 1 spot left!

**\$3,000**

8 available

- 
- Featured space in the innovation lounge.
  - Opportunity to showcase your product and provide a demo
  - 8 ft. x 8 ft. space
  - 6 ft. skirted table with 1 chair
  - TV screen for slides/demo



# 2024 CPPO PREPAID SYMPOSIUM

APRIL 18 – AGO, TORONTO

**To confirm your partnership or for more information, please contact Jennifer Tramontana and our sponsorship team at**

[jennifer@fletchergroupllc.com](mailto:jennifer@fletchergroupllc.com) | 303-929-9636

