

Future of Finance Summit 2027

The future is now. Drive what’s next.

DATES March 16–17, 2027	LOCATION M Social Hotel, Sunnyvale	FORMAT Two days, in person	BOOK BY Feb. 19, 2027
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The opportunity

The leaders deciding what “next” looks like spend two days together in Sunnyvale — CFOs, CAOs, CAEs, CEOs and the finance and accounting executives running companies. Sponsoring the Future of Finance Summit puts you in that conversation, not adjacent to it.

This is a small, senior room by design. Every package includes time with attendees rather than a logo on a banner, and Gold and Platinum add an exhibit booth, the attendee list and the meals where the real conversations happen.

Who is in the room

CFOs and CAOs The people who own the budget and approve the spend.	CEOs and CAEs Setting direction for the function and the companies around it.	Finance and accounting executives Running the teams that evaluate, pilot and buy.
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These are budget holders, not researchers sent to gather brochures. If your product needs an executive sponsor to move, this is where you find one.

Sponsorship levels

	Silver	Gold	Platinum
Sponsor fees	\$3,500	\$5,000	\$8,000
Complimentary registrations, including booth staff	1	2	3
Logo on event page and in email promotions	Included	Included	Included
Verbal acknowledgment during event	As "all sponsors"	As "all sponsors"	By company name
Ad in conference eBook	Half-page ad	Full-page ad	Full-page ad
Ad in the transition slides that play during breaks	Shared slide	Full slide	Full slide
Meals, breaks and receptions with attendees	Included	Included	Included
Exhibit booth (6-foot table)	—	Included	Included
Attendee registration list (pre and post event)	—	Included	Included
60-second video to play during breaks	—	—	Included
Speaking opportunity*	—	—	Included

*Speaking opportunity: moderator, panelist, break or session speaker, depending on opportunity and availability.

Silver — \$3,500

Visibility and access. One registration including booth staff, logo on the event page and in email promotions, a half-page eBook ad and shared slide placement during breaks.

Gold — \$5,000

Presence on the floor. Everything in Silver plus a second registration, a full-page eBook ad, your own transition slide, a 6-foot exhibit booth, the pre- and post-event attendee registration list, and a seat at the meals, breaks and receptions.

Platinum — \$8,000

A voice in the program. Everything in Gold plus a third registration, verbal acknowledgment by company name, a 60-second video during breaks, and a speaking opportunity — moderator, panelist, break or session speaker.

Add-on packages

Available to Silver sponsorships and above. Each is limited, and they go early.

Add-on	Investment	Availability	What it includes
Curated dinner	\$2,000	3 available	One-on-one time with attendees. CalCPA coordinates invites, promotion and registrations; the sponsor covers transportation, reservations, food and all costs.
Lunch sponsor	\$3,000	1 available	Company branding on table tents and signage at lunch.
Morning activity (yoga)	\$1,500	1 available	Signage and verbal recognition for the sponsorship.

Why CalCPA

- **The largest state CPA society in the United States.** Showing up on our stage carries weight a cold outreach email never will.
- **Seniority over volume.** This summit is built for executives, so you spend two days with decision-makers instead of hunting for them.
- **Time, not just exposure.** Meals, breaks and receptions are part of the package — the hours where business actually gets done.

Next step

Tell us who you are trying to reach and we will confirm availability and reserve your package. The sponsorship deadline is February 19, 2027, and add-ons are limited to one to three sponsors each.