

Sponsorship opportunity

# Stop exhibiting. Start getting invited in.

CalCPA Roadshows put you in the conference room with California firm decision-makers who already told us they have the problem you solve. No booth. No badge scans. No hoping the right person walks by.

**\$2,500** per day, including three firm visits.  
One day. Three rooms. Three sets of decision-makers.

## How it works

- 1 Firms tell us what they need.** Before the roadshow, participating firms identify the business challenges they are actively trying to solve.
- 2 We match and schedule.** CalCPA handles the routing, the scheduling and all firm communication. You get qualified appointments, not a list of leads.
- 3 You present in their office.** About 15 minutes to present, then open discussion with the people who make the call.
- 4 They ask you to follow up.** Each firm completes a Firm Action Plan naming the providers they want continued contact with. Your follow-up is permission-based.

## Why firms say yes

- **Interest, not exposure.** Every appointment starts from a challenge the firm already raised.
- **Expert, not exhibitor.** A seat at their table positions you as a subject matter expert.
- **Measurable.** A clear cost per engagement, not a guess at booth traffic.

## 2026 dates

**November 2** San Francisco

**November 3** Sacramento

**November 4** Irvine

## What your day includes

- Three scheduled firm visits
- All scheduling, routing and firm communication
- On-site facilitation
- Refreshments
- Optional shared transportation between appointments
- Firm Action Plan follow-up permissions

**Your buyer is not walking the exhibit hall. They are back at the firm, trying to solve the problem you fix.**

## Claim a roadshow day.

Email [advertising@calcpa.org](mailto:advertising@calcpa.org) to reserve a day, or to talk through which region fits your solution best.