



To see a list of all of our upcoming events please [click here](#).

## FREQUENTLY ASKED QUESTIONS

### 1. WHO ATTENDS THIS EVENT?

The Canadian Virtual CFO Conference is an event geared towards Chief Financial Officers. It will host speaking sessions, allow attendees to connect with other CFOs, and find out about products or services that can help them. Organizations looking to sell products or services to this target market can sponsor the event, host a session or round table, or leave a video in the Expo.

### 2. HOW MANY PEOPLE DO YOU EXPECT WILL ATTEND?

We will promote your participation in this event to our network of Chief Financial Officers and Controllers through our email blasts, our website, social media pages (10,000+), other social groups, etc. Our events have a high attendance rate. We have been running events for over a decade and are well known for organized and outstanding events. However, we cannot predict exact numbers of how many people will attend each event.

### 3. WHAT IS TORONTOJOBS.CA AND HOW ARE YOU ASSOCIATED WITH THE EVENT?

TorontoJobs.ca originated 15 years ago to be the source of Employment in the Greater Toronto Area. We started hosting large Career Fairs which turned into branching out into other event areas including our Toronto Entrepreneurs Conference, Toronto Recruiters Conference, TOTech Career Fair and more. Our 15 years of event experience coupled with building large communities has made us a leader in the event industry.

### 4. HOW IS YOUR VIRTUAL EVENT DIFFERENT THAN A ZOOM WEBINAR?

We use a Platform called Hopin to host our events. Hopin is a virtual venue with multiple interactive areas that are optimized for connecting and engaging. Attendees can move in and out of rooms just like an in-person event and enjoy content. Hopin has many segments in on platform including:

- NETWORKING: One to one video conversations.
- SESSIONS: Live discussions with shared power point on industry related topics.
- VIRTUAL ROUND TABLES: An open forum to chat on video about your products, services/industry.
- EXHIBITOR BOOTHS: An area for companies to capture leads from attendees and showcase their products and services.
- MAIN STAGE: Keynote speaking spots on topics and inspiration for our attendees.

## 5. WHAT ARE THE COSTS AND OPTIONS TO SHOWCASE MY BUSINESS?

**VIRTUAL EXHIBIT SPACE:** Your information & brand will be visible to our attendees and on our marketing materials for the purpose of lead generation. You also have the option of being live in your booth space.

- Link to your website
- Video of your Brand/Live Video Interaction
- Logo on our Marketing Materials
- Leads generated through those that visit your booth

**HOST A SESSION:** Host a session for our attendees on an Industry Leading Topic pertaining to CFOs. The session is up to 60 minutes in duration and marketed in advance of the event to our community of CFOs.

**SPONSOR THE EVENT:** Elevate your brand through sponsorship of the overall event.

- Logo on Digital Marketing Materials
- Logo on Event Reception
- Logo on Registration Page
- Ability to send a message to all registrations through the Hopin system (post-event)
- 60 minute Session (video & audio)

To learn more about the system please visit: <https://support.hopin.to/en/>