



SAIPA™
YOUR WEALTH

ACCOUNTING

indaba

2026

THE **RESILIENT** PROFESSIONAL

NAVIGATING CHANGE • CREATING VALUE
LEADING WITH INTEGRITY

SPONSORSHIP PACKAGES

**17 - 18
JUNE**

**HYBRID
EVENT**

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Join the SAIPA Accounting iNdaba 2026, where leaders, innovators and visionaries gather to shape the future of event is your opportunity to position your brand as a catalyst among peers in the industry.

This conference is designed to foster insightful discussions, empowering attendees to align their strategies and skills with the latest local and global trends. It also serves as a valuable platform for innovative businesses and organisations recognised as leaders in their fields to showcase their expertise.

**PARTNER WITH SAIPA
AND BE PART OF THIS
TRANSFORMATIVE
EXPERIENCE**

CONFERENCE DETAILS

17 - 18 JUNE | JOHANNESBURG

**HYBRID
EVENT | GALA DINNER
18 JUNE**

We recognise that our members have diverse professional needs and by offering a variety of options, we aim to help them discover solutions tailored to their specific requirements.

This is an exclusive opportunity to connect with a select group of highly qualified professionals and financial decision-makers.



What Topics will be Presented

Accounting iNdaba 2026 will feature insightful discussions, dynamic presentations, focused breakaway sessions and engaging panel discussions covering a range of topics essential to today's finance and accountancy professionals.

Here's a preview of the impactful sessions you can expect:



TRENDS FOR 2026 IN ACCOUNTANCY AND FINANCE

Stay ahead of the curve with the latest trends set to redefine the accountancy and finance landscape in 2026, from emerging regulatory changes to the evolution of financial services, technology innovations and global shifts in the industry.



GROWING YOUR BUSINESS: SOLUTIONS FOR THE FUTURE

Discover actionable strategies to drive business growth, adapt to changing market conditions and build resilience for the years ahead.



ECONOMIC SUSTAINABILITY: IMPACT AND THE PATH FORWARD

Engage in discussions on economic sustainability, examining its impact on finance and exploring proactive steps professionals can take to support long-term economic health.



ETHICS AND GOVERNANCE: PRACTICAL APPLICATIONS FOR PROFESSIONALS

Delve into the latest developments in ethics and governance, with insights on applying these principles to enhance trust, transparency and accountability.



BUILDING YOUR BRAND: CAREER AND BUSINESS MARKETING

Explore effective ways to market yourself or your business, build a compelling personal brand and elevate your career.



LEVERAGING TECHNOLOGY: TOOLS AND INSIGHTS FOR PROFESSIONAL EXCELLENCE

Discover cutting-edge technology and tools that help professionals deliver top-tier results, streamline workflows and boost productivity.



DATA ANALYTICS: PRACTICAL INSIGHTS FOR BETTER DECISION-MAKING

Gain hands-on insights into using data analytics to drive informed, strategic decisions that enhance performance and deliver measurable outcomes.



PUBLIC SECTOR CONVERSATIONS: IDENTIFYING GAPS AND SEIZING OPPORTUNITIES

Participate in discussions on public sector challenges and opportunities, with a focus on addressing industry needs and promoting impactful change.

THESE TOPICS AIM TO PROVIDE ATTENDEES WITH INNOVATIVE STRATEGIES, PRACTICAL TOOLS AND THE KNOWLEDGE TO NAVIGATE AN EVER-EVOLVING INDUSTRY CONFIDENTLY.



About SAIPA

The South African Institute of Professional Accountants (SAIPA) stands as a leading Professional Accountancy Organisation (PAO) in South Africa. With a robust membership of over 14 000 professionals and a legacy spanning more than 40 years, SAIPA remains committed in advancing the accountancy profession.

SAIPA represents a broad network of qualified professionals, including Professional Accountants (SA), Professional Accounting Technicians (SA), Professional Tax Technicians (SA), Professional Tax Specialists (SA), Professional Tax Practitioners (SA) and Independent Reviewers across various sectors - practice, commerce, industry, academia, the public sector and business advisory.

For over four decades, SAIPA has been a pioneering force in the South African economy, driving progress in accountancy, influencing key legislation and continuously adapting to the dynamic business, financial and societal landscapes both locally and globally.

SAIPA is a full member of the International Federation of Accountants (IFAC) and an active member of the Pan African Federation of Accountants (PAFA). SAIPA is recognised by the South African Qualifications Authority (SAQA), the South African Revenue Service (SARS) and the Department of Social Development.

Engage with a Premier Audience

By participating in the Accounting iNdaba 2026, your brand gains access to an exclusive, influential audience both in-person and across an expansive global virtual platform. Connect directly with a diverse and highly qualified community of professionals who shape the future of the accountancy field, finance and beyond.

Who will you reach?

- Financial Decision-Makers
- Accountancy Professionals
- Business owners
- Tax Professionals
- Business Advisors
- Financial Managers and Directors
- Academic Enthusiasts
- Guests from other PAOs and Institutions
- The Next Generation of Accountancy Professionals

THIS IS MORE THAN JUST AN EVENT - IT'S A UNIQUE PLATFORM FOR YOUR BRAND TO BUILD STRATEGIC RELATIONSHIPS, AMPLIFY VISIBILITY AND DEMONSTRATE THOUGHT LEADERSHIP ACROSS THE FINANCE AND ACCOUNTANCY ECOSYSTEM.

Don't miss this opportunity to connect, engage, and inspire a highly targeted and influential audience, both locally and globally.

Why become a Sponsor

Unlock opportunities to enhance your brand visibility, build strategic relationships and engage directly with decision-makers and thought leaders. As a sponsor, you'll gain unparalleled access to SAIPA's extensive network.



PREMIER BRAND EXPOSURE

Multi-Channel Visibility: Prominent logo placement across all event materials, on-site and virtual displays, social media and email marketing channels.

Maximum Reach: Connect with an audience of finance and accountancy professionals, industry influencers and decision-makers both in-person and online.



VALUABLE NETWORKING OPPORTUNITIES

Exclusive Access to Key Influencers: Tailored introductions to align your brand with top-tier accountancy and finance stakeholders, amplifying your presence.



THOUGHT LEADERSHIP AND CONTENT INTEGRATION

Showcase Your Expertise: Present a session, contribute to a panel or lead a breakaway session to position your brand as a thought leader and trusted advisor in the field.

Content Integration: Align your content with event themes, subject to committee approvals, to share your insights and reinforce our authority.



DIRECT ENGAGEMENT AND DATA COLLECTION

Engage Directly: Collect valuable attendee information (compliant with privacy legislation) for post-event marketing, providing you with lasting leads.

Post-Event Visibility: Extend your reach beyond the event with newsletter features, website lead generation and social media mentions.

Partner with SAIPA

[Lead the Change](#)

Be part of Accounting iNdaba and do your part in shaping the future of finance and accountancy. Take advantage of this exclusive opportunity to lead, influence and inspire!

Choosing to become a SAIPA sponsor partner is a strategic decision that signals a commitment to excellence and leadership in the accounting sector. This exclusive partnership grants businesses access to a highly regarded network of professionals, fostering valuable connections and collaborative opportunities. By aligning with SAIPA, sponsor partners not only enhance their brand reputation but also showcase their dedication to advancing the profession, making it a savvy and impactful investment for any organisation.

Why become a Sponsor

Diamond Sponsor

R 1 000 000 (one sponsor)

Ideal for brands looking to make an unforgettable impact and position themselves as leaders.

- **Headline Sponsor** with Exclusive Visibility and Engagement Opportunities
- **Premium Branding:** Exclusive co-branded lanyards, prominent logo placement across all event channels and featured in media releases
- **Thought Leadership:** 40-minute presentation and panel discussion participation to demonstrate your brand's expertise and insights
- **Extended Reach:** Inclusion in SAIPA's post-event emails, social media and newsletters through August 2026
- **Continuous Engagement:** Value Connect Network lead generation webpage access until December 2026, a free webinar with SAIPA, 8x social media posts (valid until December 2026), one standalone thought leadership article, and two free DPS adverts or advertorials (1 in Professional Accountant and 1 in Tax Professional or Technology in Practice for 12 months)
- **VIP Access:** 8 in-person and 15 virtual tickets, exhibition pod at the venue, and virtual booth for extended networking
- Virtual exhibition or sponsor booth
- Custom-branded selfie station or co-branded refreshment station

Platinum Sponsorship

R 450 000 (Limited opportunities - one brand per industry)

Ideal for brands seeking strong visibility and engagement with industry professionals.

- High-Visibility and Engagement Opportunities in Prime Areas
- **Visibility:** Your brand on all event materials and a branded charging station
- **Thought Leadership:** 20-minute presentation or breakaway session to directly connect with the audience
- **Post-Event Exposure:** Featured in email and newsletters for 4 weeks, maximising visibility with the SAIPA community, Value Connect Network lead generation webpage until December 2026, 2x social media posts (valid until December 2026), single-page advert in Professional Accountant and Tax Professional.
- **Comprehensive Access:** 6 in-person and 10 virtual tickets, an exhibition pod and virtual booth for effective networking

Why become a Sponsor

Gold Sponsor **R220 000**

Ideal for brands wanting solid exposure and direct engagement in a targeted environment.

- Essential Branding and Networking in a High-Impact Setting
- **Visibility:** Logo on event materials and website
- **Content Engagement:** Exclusive breakaway session to showcase your brand's expertise
- **Post-Event Marketing:** Featured in post-event email and weekly newsletters, Value Connect Network lead generation webpage until December 2026 and 1x social media post (valid until December 2026), 1 x DPS advert in Professional Accountant or Tax Professional or Technology in Practice
- **Ample Access:** 4 in-person and 6 virtual tickets, exhibition pod at the conference centre, virtual sponsor booth.

Silver Sponsor **R120 000**

Ideal for emerging brands or those looking for focused visibility.

- Core Exposure for Focused Impact in the Finance and Accountancy Sector
- **Brand Presence:** Logo on event materials and co-branded selfie station
- **Post-Event Reach:** Inclusion in email and weekly newsletter, keeping your brand top-of-mind, Value Connect Network lead generation webpage and 1x social media post (valid until December 2026), single-page advert in Professional Accountant and Tax Professional
- **Direct Engagement:** 2 in-person and 3 virtual tickets, with an exhibition pod and virtual sponsor booth
- Option to provide activation

Virtual Platform Only **R25 000**

Best for brands seeking cost-effective digital presence.

- Digital Presence for Brands Focusing on Virtual Reach
- **Logo on Event Materials:** Brand visibility across the virtual platform

Elevate your Brand

PREMIUM SPONSORSHIP PACKAGES FOR MAXIMUM IMPACT

	DIAMOND	PLATINUM	GOLD	SILVER
HEADLINE SPONSOR	✓ Exclusive headline sponsor (only 1)	Limited opportunities - one brand per industry	X	X
LOGO ON ALL EVENT MATERIAL	Premium position	Prominent position	✓	✓
SPEAKING SLOT	40-min keynote	20-min presentation	X	X
PROMO VIDEO	During conference	1 breakaway session	Online platform	X
BREAKAWAY SESSION	Host or participate	Host or participate	Participate	X
PANEL DISCUSSION PARTICIPATION	✓	✓	✓	✓
EXHIBITION POD WITH BRANDING & FURNITURE	Large booth + custom branding	Medium booth + branding	Standard booth	Basic booth
LEAD GENERATION PAGE	Until December	Until December	Until December	Until December
EMAIL MARKETING TO SUBSCRIBED DATABASE (APPROX. 70 000)	1 email per month for 12 months	1 stand-alone email	X	X
MEDIA MENTIONS	Co-authored release + mentions	Mention in media releases	Mention in media releases	Mention in media releases
PROFESSIONAL MAGAZINES	2 x DPS adverts or advertorials for 6 months	2 Full-page adverts or articles	1 DPS	1 Full page
THOUGHT LEADERSHIP ARTICLE	Exclusive article	Feature in 1 weekly newsletter	X	X
POST EVENT ATTENDEE COMMS	✓	✓	✓	✓
WEBINAR (MARKETED TO SAIPA SUBSCRIBED DATABASE)	Sponsored and marketed webinar	1 video or advert during CPD webinar	X	X
SOCIAL MEDIA	8 posts across channels	2 posts across channels	1 post across channels	1 post across channels
INCLUSION IN SAIPA NEWSLETTERS	Until December	Until December	Until August	For 2 weeks
GALA DINNER SLOT	10 min address	Lucky draw hosting	X	X
GALA DINNER SPONSORSHIP	Entertainment	Lucky draws x 3	X	X
CO-BRANDED LANYARDS	✓	X	X	X
PHOTO STATION	Custom-branded selfie station or branded refreshment station	Optional Activation/ additional selfie station	X	X
IN-PERSON TICKETS	8 VIP tickets	6 VIP tickets	4 VIP tickets	2 VIP tickets
VIRTUAL PLATFORM	✓	✓	✓	✓
VIRTUAL TICKETS	15	10	6	3
BRANDING OPTIONS	Co-branded coffee station and cups	Co-branded charging station	Prize sponsorship during conference	X
POST EVENT REPORT	✓	✓	✓	✓

Why become a Sponsor

For brands looking for more unique brand integration, consider these options:

- Breakaway Session Sponsorship: Curate your session to engage directly with attendees
- Gala Dinner Sponsorship: Feature your brand at an exclusive evening for top attendees
- **Selfie Station:** Offer attendees a fun, branded experience with your logo
- Branded VIP Lounge
- Branded refreshment tables during conference
- Speaker sponsorship
- Interactive Digital Wall sponsorship
- Event badge with logo



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