

2026 SPONSORSHIP AND MEDIA KIT

**INTERESTED IN
SPEAKING TO
CANADA'S
PAYROLL
MARKET?**

We can help.



If your organization is looking for connection, engagement and exposure with professionals in the Human Capital Management (HCM) space, consider partnering with the National Payroll Institute.

WHY PARTNER WITH US?

- Exposure to an engaged membership base of **45,000+** members, including **17,000+** professional designation holders
- Alignment with Canada's only association for payroll professionals
- Opportunities to connect digitally, traditionally and in-person
- A collaborative experience and commitment to helping you reach your organizational goals
- Position your organization as a thought leader in the payroll market

WHO ARE OUR MEMBERS?

55%

HAVE WORKED
IN PAYROLL FOR
10+ YEARS

61%

ROLE IS COMPRISED
MAINLY OF PAYROLL
RESPONSIBILITIES

33%

HOLD STRATEGIC
OR MANAGERIAL
ROLE

42%

WORK FOR LARGE
ORGANIZATIONS

31%

WORK FOR MEDIUM-
SIZED BUSINESSES

27%

WORK FOR SMALL
BUSINESSES



*Source: 2023 National Payroll Institute Member Census

WEBSITE ADVERTISING

With over **1.3M visitors annually**, you won't want to miss the opportunity to share your organization's message on payroll.ca

HOW WE'RE ACCESSED:

61%

DESKTOP

33%

PHONE

6%

TABLET



1.3 MILLION+

ANNUAL VISITORS



10 MILLION+

ANNUAL PAGE VIEWS



AVERAGE TIME ON

>1 MINUTE



What do you want payroll professionals to know about your organization?

Build brand equity through:

- Promoting new product information
- Providing access to tools or resources
- Promoting events and webinars
- Sharing research and/or thought leadership
- Encouraging newsletter subscription
- General brand exposure

Display ads can link either directly to your preferred page or to content hosted on the Institute's site and are displayed on nine highly-trafficked web pages on our English and/or French sites.



OPPORTUNITIES

Product & Service Directory

Boost brand awareness via Canada's **ONLY** online resource highlighting brands, products and services, exclusively for payroll.

- **Digital:** Searchable listings will include a hyperlink to a preferred landing page and colour logo
- **E-blast:** With a reach of about 44,000, a bi-annual email blast promotes and brings awareness to the Product and Services Directory page
- List your company in multiple categories
- One-year page listing: **\$1,600**



Display Advertising

Our website receives **millions of visitors** and page views per year. If you want to be seen by the payroll industry, consider our display advertising offers!

SPECIAL PROMOTION FOR 2026:

Book three months of advertisement on payroll.ca and receive complimentary inclusion on HCMDialogue.ca



W x H in PIXELS	DURATION/COST
310x310	\$550 per month
	Or three months for \$1,100

DIALOGUE MAGAZINE

Reach payroll professionals and stakeholders through Canada's **ONLY** publication dedicated to payroll. Attract and engage customers with standard advertisements, or content-rich, advertorial articles.

DIALOGUE magazine is your opportunity to communicate directly with the Institute's database of payroll professionals by sharing valuable information, delivered physically and digitally, in English and/or French.

DIALOGUE Audience

- **44,000+** payroll professionals via digital delivery
- **22,000+** members and payroll professionals via printed issues
- Directors, managers and payroll decision-makers across Canada

ISSUE	THEME	CONTENT/ AD DEADLINE	MAILING DATE
1ST QUARTER (Feb/Mar/Apr)	Payroll Leadership Insert: Compliance Rates Sheet	5-Jan	Late February
2ND QUARTER (May/Jun/Jul)	State of the Payroll Industry	2-Apr	Late May
3RD QUARTER (Aug/Sep/Oct)	NPW Campaign Insert: NPW	2-Jul	Late Aug
4TH QUARTER (Nov/Dec/Jan)	Year-end	1-Oct	Late Nov



Full Page, Bleed
8.5"(w) x 11.125"(h)



Full Page, No Bleed
7"(w) x 10"(h)

Trim Size
8.25"(w) x 10.875"(h)

2026 Rates

Half page:	\$999
Full page:	\$1499
Quarter page:	\$625
Inside front cover:	\$1999
Back Cover:	\$2299

SPECIAL PROMOTION FOR 2026:

Book space in all four issues and receive **15% off!**

HCM DIALOGUE

YOUR SOURCE FOR HUMAN CAPITAL MANAGEMENT NEWS AND COMMUNITY

HCM DIALOGUE is more than just a news source – it's a place for Finance, HR and Payroll professionals to come together and share their expertise.

HCM Dialogue (hcmdialogue.ca) is an exclusive online community and trusted news source, created specifically for professionals in accounting, human resources, and payroll. Sponsored by the National Payroll Institute, HCM Dialogue is designed to provide industry news, insights, and peer-to-peer engagement opportunities for individuals and organizations seeking to understand and leverage human capital management (HCM) practices.

Pull up a seat – we have lots to discuss.

✓ ASK ✓ SHARE ✓ ENGAGE

Don't miss this new opportunity to engage with the HCM community!

Introductory offer:

W x H in PIXELS

310x310

DURATION COST

Three months of digital advertisement for \$250

\$750 for the full year

DEDICATED E-BLASTS

E-BLASTS

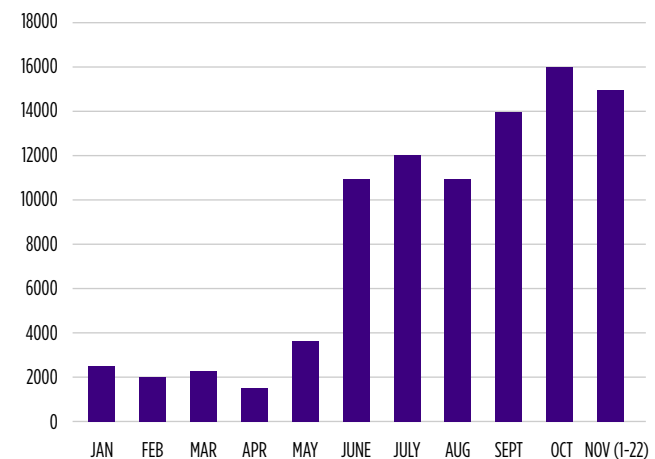
Your message, straight to HCM DIALOGUE's members' inboxes!

Investment: \$500

9.2K

MONTHLY ACTIVE USERS
AND GROWING!

VISITORS PER MONTH



HOW WE'RE ACCESSED:

46% **52%** **2%**
DESKTOP PHONE TABLET

DEDICATED E-BLASTS

E-BLASTS

Your message, straight to our members' inboxes!

Investment: \$3,500

*Limit one per organization. One sponsored E-Blast is available per month and is offered to organizations on a first-come, first-served basis. Please note that content is subject to review and approval by the National Payroll Institute.

Benefit from our members' impressive engagement:



43%

OPEN RATE

(vs 20% industry average)



11%

CTR

(vs 4% industry average)



NETWORK & SHARE

HOST A CUSTOMIZABLE NETWORK & SHARE EVENT

What better way to connect with the payroll community than spending time with them? Host a custom Network and Share event at your office or venue of choice and let our members come to you. Share your organization's message and give the payroll community a chance to gather and network at the same time.

Network and Share events typically attract 10-50 local attendees, depending on the location and nature of the event.

Investment: \$1,500 + cost of the event

YOU'LL RECEIVE:

- Invitation, registration and post-event thank you email sent out by the National Payroll Institute to our local members
- Volunteer support to assist with the management of the event and on-site logistics
- Lead list post event

AVAILABLE MARKETS:

- St. Johns, NFLD
- Halifax, NS
- Montreal, QC
- Quebec City
- Ottawa, ON
- GTA, ON
- London, ON
- Winnipeg, MB
- Regina, SK
- Edmonton, AB
- Calgary, AB
- Vancouver, BC
- Fraser Valley, BC
- Victoria, BC



EVENT SPONSORSHIP

The National Payroll Institute is more than a source of payroll information, we're where Canada's payroll community comes together. We leverage National Conference, National Payroll Week, designation events and new engagement opportunities to nurture, mentor and attract leaders in the payroll industry. You'll find the most engaged segments of the payroll profession at our events.

What's in it for you?

Create meaningful connections with delegates:

Creative sponsorship opportunities that allow sponsors to engage with delegates at all levels of their professional journey by participating in thought leadership, workshops and networking to make a lasting impression.

Showcase your products:

Increase awareness of your products, services and overall brand. Let Canadian payroll professionals know about your new and upcoming products.

Engage and gain recognition:

Demonstrating support for the payroll community gains the trust of our most dedicated and influential members.



2026 NATIONAL CONFERENCE

We're thrilled that our 2026 conference, Payroll University, will be held in Montreal, Quebec from June 2-5, 2026. Join us at the legendary Fairmont The Queen Elizabeth for what is sure to be an amazing year.

Payroll University is all about learning, connection and leveling up your payroll expertise. Delegates will immerse themselves in this three-day payroll learning experience and emerge with new knowledge, skills, confidence and connections.

Our National Payroll Conference keeps growing – and selling out faster every year! In 2024, our Halifax conference reached capacity; and in 2025 we had our highest number of attendees ever! You won't want to miss out on the excitement and energy of 2026.



Sponsorship

Simply choose your level and select the activations aligned with that level!

SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBIT TABLE
INVESTMENT STARTING AT	\$50,000	\$26,000	\$16,000	\$12,500	\$3,500
OPPORTUNITIES	1	3	4	6	10

SPONSORSHIP LEVELS					
	DIAMOND (\$50,000+)	PLATINUM (\$26,000+)	GOLD (\$16,000+)	SILVER (\$12,500+)	EXHIBITOR (\$3,500)
THROUGH LEADERSHIP					
Product Demo	YES	YES	-	-	-
Industry Round Table Participation invite	YES	YES	YES	YES	-
LEAD GENERATION					
Digital Pre-Show Attendee List (Opt-in only) - ONE TIME USE	YES	YES	YES	YES	-
Access to lead generating tool via delegate app	YES	YES	YES	YES	YES
Digital Post-Show Attendee List (Opt-in only) - ONE TIME USE	YES	YES	YES	YES	YES
NETWORKING					
On-site sponsorship representatives may access full meal pass for Thursday	4	3	3	3	1
Special promotional code for discounted staff registration	YES	YES	YES	YES	YES
BRANDING (ON-SITE)					
Verbal recognition at opening general session	YES	YES	-	-	-
Recognition in on-site signage	YES	YES	YES	SELECT SIGNAGE	-
Logo recognition on microsite	YES	YES	YES	YES	-
BRANDING (DIGITAL)					
Recognition in the conference mobile app	YES	YES	YES	YES	-
Recognition in Dialogue Magazine (pre & post)	QUOTE	LOGO	LOGO	LOGO	-
Recognition at same level for virtual conference	YES	YES	YES	YES	-
MESSAGING					
E-blast to confirmed conference attendees	YES	-	-	-	-
Delegate app push notification	2	1	-	-	-
Ad in Dialogue Magazine (pre-event) Full page - Premium Spot	FULL PAGE	HALF PAGE	-	-	-
SOCIAL MEDIA					
Social media post to highlight sponsorship on all NPI channels	DIAMOND ONLY	ALL LEVELS	ALL LEVELS	ALL LEVELS	N/A

*Logo displayed based on level of investment

**SPONSORSHIP SELECTIONS****PLATINUM**
(\$26,000-\$35,000)**GOLD**
(\$16,000-\$25,000)**SILVER**
(\$12,500-\$15,000)**PLATINUM**

Drink Ticket Sponsor of Fun Night: 200 extra drink tickets to distribute, 6-foot table at fun night, branding on photobooth photos + 4 fun night tickets	\$35,000			
Relaxation Lounge	\$30,000			
Payroll U branded backpack	\$30,000			
Opening Reception: Sponsorship of drink tickets, Branded Selfie Station & Giveaway	\$28,000			
Professional Head Shot Sponsor	\$27,500			
Early Risers Club: Run club + meditation and co-branded water bottle	\$26,000			
Coffee Cart	\$27,500			

GOLD

Conference App Sponsor		SOLD		
Wifi Sponsor		SOLD		
Keynote Introduction		\$20,000		
Room during Industry Exchange		\$16,000		

SILVER

Room Drop - Small item			\$12,500	
Ballroom Drop			\$12,500	
Conference Bag Insert			\$12,500	

A LA CARTE

Branded Lanyards				\$ 12,500
Keynote Introduction				\$ 10,000
Elevator wrap				\$ 5,000
Room Drop				\$ 2,500
1 round pillar wrap at street level (subject to availability)				\$ 2,750
1 square pillar wrap on 2nd level (plenary level)				\$ 2,750
Additional Meal Pass (one-day only)				\$ 175

Receive 25% off of National Payroll Week sponsorship when you book together (same level).

NATIONAL PAYROLL WEEK

Each year in September, the payroll community celebrates National Payroll Week. By collectively rallying across the country to celebrate all that payroll is and does, we create a movement that is impossible to ignore. Join us to help celebrate payroll, with thousands of event attendees across the country.

In 2025 our National Payroll Week events received an outstanding 89 NPS score and we have more excitement in store for 2026. We invite you to help make this year one to remember.



SPONSOR BENEFITS	DIAMOND \$17,500	PLATINUM \$13,500	GOLD \$10,000	SILVER \$7,500	EXHIBITOR \$1,500
Complimentary Registrations (in-person events) & unlimited virtual registrations	10	6	4	2	-
Logo on photo backdrop (green screen) for regular event attendees	YES	-	-	-	-
Collateral in delegate bags	YES	YES	YES	-	-
Logo recognition on event registration page	YES	YES	YES	YES	-
Logo recognition on event holding slides (in-person and virtual)	YES	YES	YES	YES	-
Recognition in group eblast	YES	YES	YES	YES	-
Cruiser table for networking at in-person events	ALL EVENTS	UP TO 5	UP TO 4	UP TO 3	1 EVENT
Event lead lists (one-time use)	YES	YES	YES	YES	PER EVENT

PLEASE INQUIRE ABOUT BECOMING A PRESENTING SPONSOR IN A CITY OF YOUR CHOICE.



For more information, contact:
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