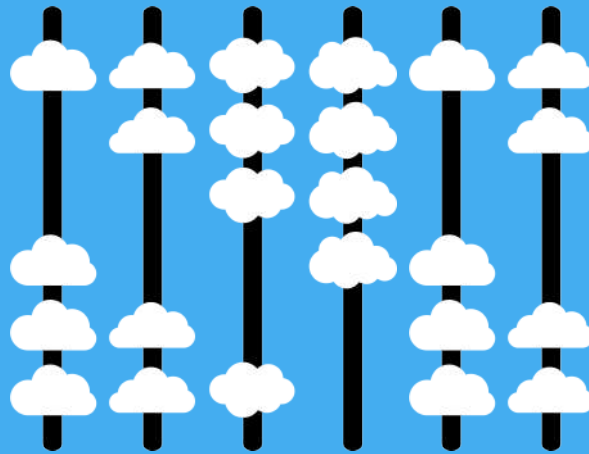


accounting & FINANCE SHOW ASIA

3 – 4 November 2020, Online Virtual Conference



DIGITAL INNOVATION IN ACCOUNTING AND FINANCE

Free to attend online virtual conference and exhibition featuring 100+ seminars and 100+ exhibitors showcasing the latest technology solutions for accountants and finance professionals and teams

Created by:

SPARK SOMETHING
TERRAPINN 

DIGITAL INNOVATION IN ACCOUNTING & FINANCE

The Accounting & Finance Show Asia 2020 will run virtually this year at the end of a year of unprecedented disruption. While digital technology has been revolutionising accounting, financial and HR management for many years, the need for businesses of all sizes to adopt technology and digitise has never been more urgent.

The show, returning for its third year, will look different. It will continue to bring together the latest technology and solutions, the experts, the SMEs, the enterprises, and the accountancy practices. The difference? This year the show will run both as a 100% online virtual event.

Running live on 3-4 November 2020, the show will be:

- A virtual tech showcase of the best accounting and finance technology solutions
- 100+ practical 'how to' presentations and panel discussions across 5 channels
- 4,000 attendees from SMEs, enterprises and accountancy practices across Asia

The future is going to look different. Be part of the change and create conversations that will carve the way forward.

A unique opportunity

The Accounting and Finance Show offers an outstanding marketing opportunity for world class technology and solution providers and for new start-ups. In two days, you will have the chance to connect and meet with up to 4,000 finance decision makers from Singapore and across Asia online.

The show presents a great opportunity for you to meet qualified finance buyers who are open and interested in financial and accounting technology solutions.

Accounting & Finance Show is all about opportunity
Contact Laura Binns on (65) 6322 2714 or email laura.binns@terrapinn.com to secure your place now

5 CHANNELS PLAYING OVER 2 DAYS

DIGITAL INNOVATION

Be inspired by the latest technological solutions in accountancy, finance and HR. Hear how AI, blockchain, automation, machine learning and cyber security are changing the finance function forever.

ACCOUNTING TECH: ADOPT

Learn everything you need to know about beginning the digitalisation of your accounting and finance, from adopting cloud-based solutions through to finding simple ways to automate manual processes.

ACCOUNTING TECH: CONNECT & GROW

For those who are well on their way in their digital transformation and want to explore the vast range of more advanced tools available. Go further with your adoption and automation to generate greater efficiencies and deeper insights.

DIGITAL PRACTICE

More accounting firms than ever before are switching over to digital ways of running their practice. Find out how technology can enable a practice to futureproof themselves, run more efficiently and win new clients.

CASH & TREASURY

Cash is King! This has never been more the case than in 2020. Discover how to leverage technology to enhance and streamline your cash flow, liquidity, payments and working capital management.

Each channel's sessions will be played live during the show and then become available on demand within the virtual event platform.

Accounting & Finance Show is all about opportunity
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2019 ATTENDEE PROFILE

3275 Professionals

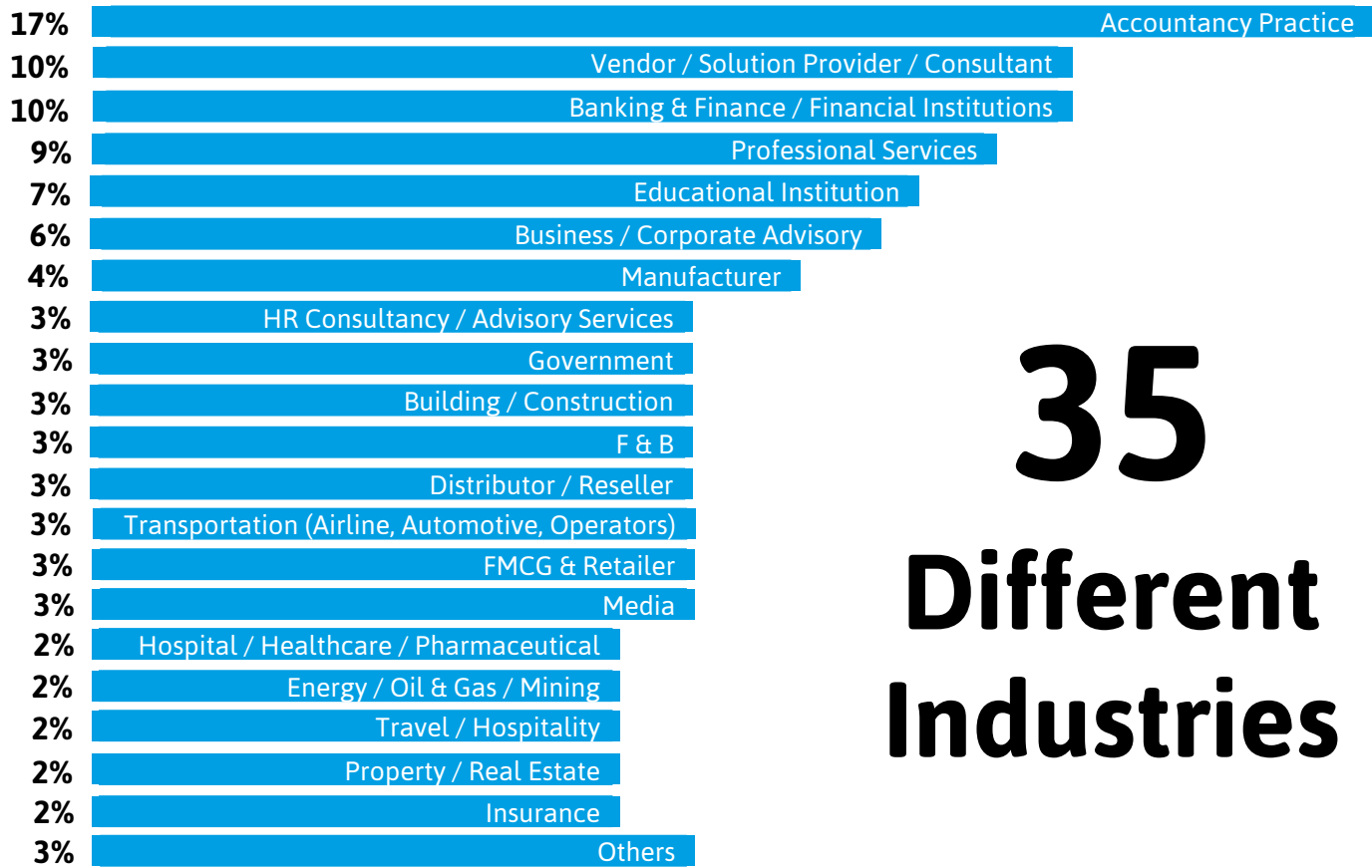
2740 Organisations

31 Countries

ATTENDEE PROFILE: WHERE THEY WORK

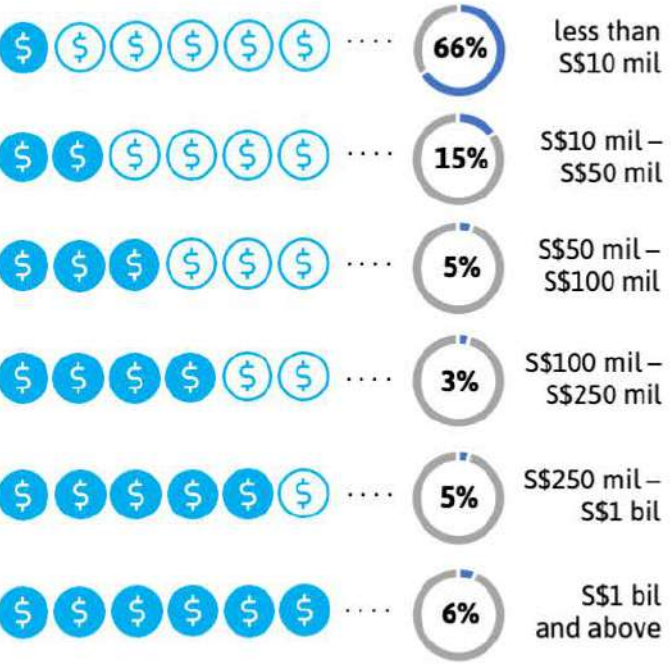


ATTENDEE PROFILE: INDUSTRY

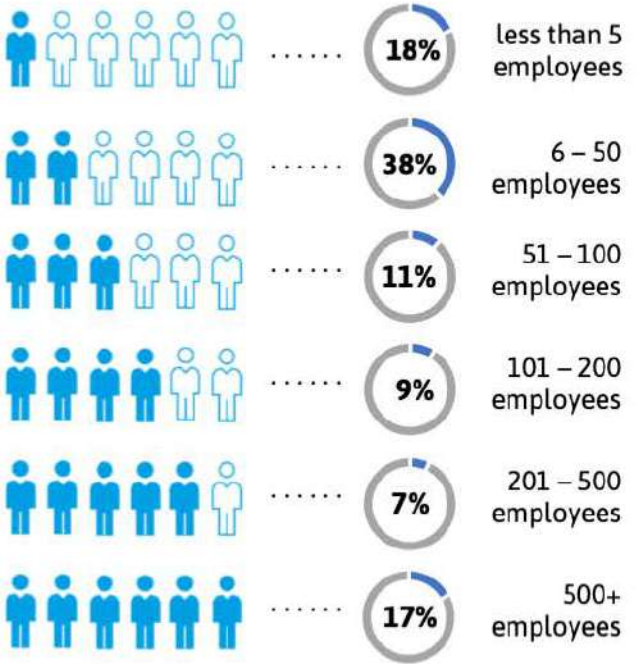


35
Different
Industries

ATTENDEE PROFILE: ANNUAL REVENUE

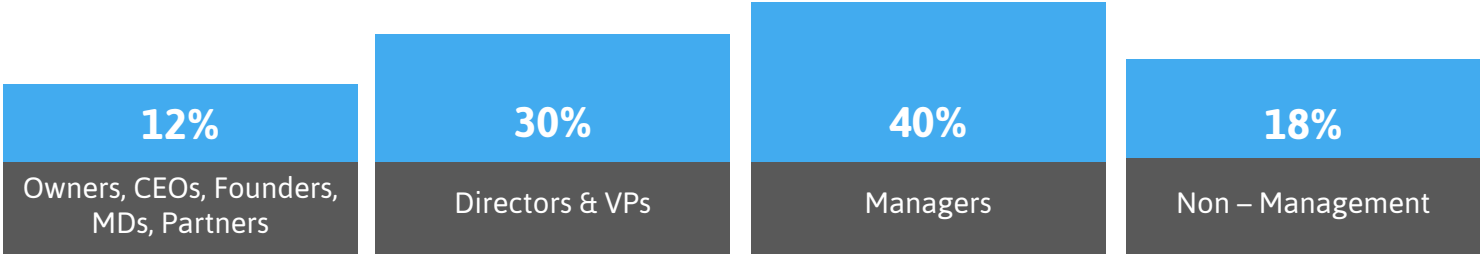


ATTENDEE PROFILE: COMPANY SIZE

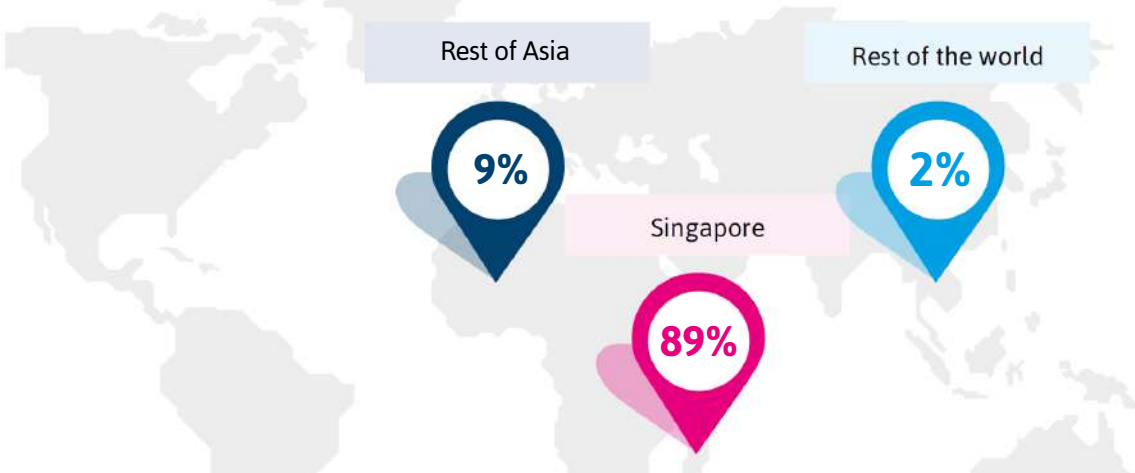


76% of our attendees came from SMEs

ATTENDEE PROFILE: SENIORITY LEVELS



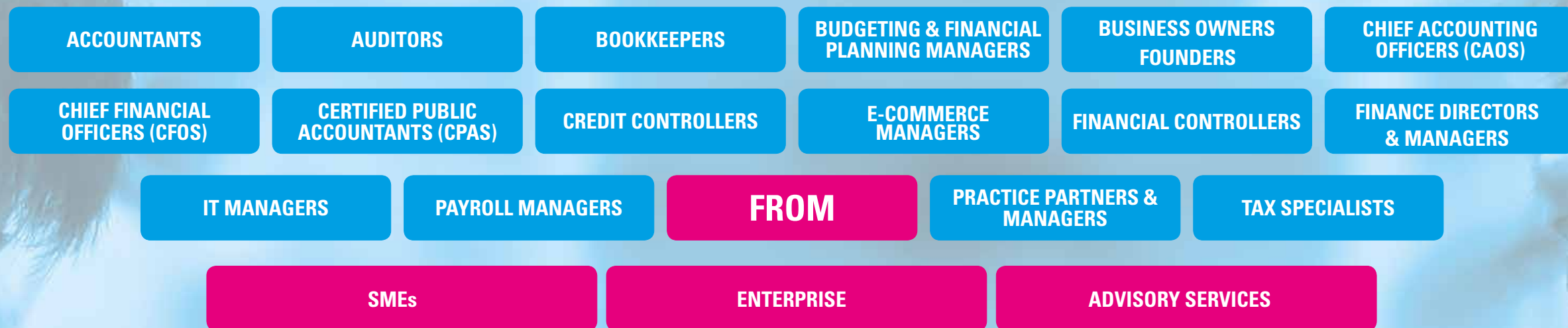
ATTENDEE PROFILE: WHERE THEY CAME FROM



TECHNOLOGY-IDEAS-SKILLS










FOR ACCOUNTANTS & FINANCE MANAGERS

An event designed especially for the Accounting and Financial Management community







The Accounting & Finance Show is your chance to market to the entire accountancy and financial management community.
Contact Laura Binns now on laura.binns@terrapinn.com to discuss how you can maximise your presence

WORLD CLASS CONFERENCES AND THEY ARE ALL FREE!

2020 CONFERENCE AGENDA Day One – Tuesday 3 November 2020					
TIME	 DIGITAL INNOVATION	 ACCOUNTING TECH: ADOPT	 CASH & TREASURY	 DIGITAL PRACTICE	TIME
	 				
09:00	CFO to CEO: The increasing importance of finance expertise at the top	Reserved for Sponsor	APIs in finance automation	Driving up your revenue with advisory services	09:00
09:30	Machine learning, AI & RPA for accounting and finance: connecting the dots	Upgrading legacy systems	Taxation on digital services	Helping clients manage risk	09:30
10:00	KEYNOTE: Welcome Address				10:00
10:10	KEYNOTE PRESENTATION				10:10
10:30	TITLE SPONSOR KEYNOTE ADDRESS: RESERVED FOR XERO				10:30
11:00	Blockchain in accounting	Reserved for ICAEW	Predicting payment: How technology & e-invoicing can help you manage your cashflow	Panel: Reviewing your pricing strategy for a digital world	11:00
11:30	Reserved for Western Union	Reserved for BGL	Reserved for Xero		11:30
12:00	Panel: What does the CFO of the future look like?	Taking bookkeeping into the cloud	Panel: The changing role of treasury in the digital world	Standing out from your competition: Identifying your USP	12:00
12:30		Reserved for Sponsor		Moving your practice into the cloud	12:30
13:00	Reserved for IMDA Business Briefing	How to decide if you need an ERP System	A global perspective: Payment systems & cash management implications	Reserved for IMDA	13:00
13:30		Reserved for Xero	Accessing working capital finance	Helping clients futureproof their business with app advisory	13:30
14:00	PLATINUM KEYNOTE ADDRESS: RESERVED FOR INTUIT				14:00
14:20	KEYNOTE PRESENTATION: Digital banking and the impact on your financing options				14:20
14:40	KEYNOTE: Become more profitable with new technology				14:40
15:00	Panel: The AI opportunity in accounting	Making your employee claims process paperless	Getting connected to the e-invoicing network	Reserved for XU Magazine	15:00
15:30		Reserved for Zoho	Panel: Leveraging AI and big data to enhance cash flow management	Reserved for Intuit	15:30
16:00	Reserved for Sponsor	Outsourcing accounting & bookkeeping: leveraging for business success		Panel: Going Digital: Why keeping up is so important	16:00
16:30	Creating a finance function to drive business performance	Panel: Challenges & Opportunities of moving to the cloud	How new digital banks affect the SME lending space		16:30
17:00	Building your tech stack		Getting a small business loan: Secrets for success	Growing your advisory offering amid tech disruption	17:00
17:30	END OF CONFERENCE DAY ONE				17:30

WORLD CLASS CONFERENCES AND THEY ARE ALL FREE!

TIME	2020 CONFERENCE AGENDA Day Two – Wednesday 4 November 2020						TIME
	 DIGITAL INNOVATION		 ACCOUNTING TECH: CONNECT & GROW		 DIGITAL PRACTICE		
	Theatre Sponsor		Theatre Sponsor		Theatre Sponsor		
09:00	Intelligent automation: Reducing cost, increasing efficiency		Unlocking the value of real-time accounting		Business Intelligence for you and your clients		09:00
09:30	Reserved for Sponsor		Reserved for Sponsor		Reserved for ICAEW		09:30
10:00	KEYNOTE PRESENTATION						10:00
10:30	TITLE SPONSOR KEYNOTE ADDRESS: RESERVED FOR XERO						10:30
11:00	Building integrated and connected business platforms		Reserved for Sponsor		Reserved for Xero		11:00
11:30	Reserved for Sponsor		Tech to help with business continuity planning for your practice		Reserved for BGL		11:30
12:00	Future-proofing your business with technology		Reserved for Sponsor		Panel: Is 2021 year to niche or broaden your services?		12:00
12:30	IMDA Business Briefing		Top 5 social media marketing tips to grow your practice				12:30
13:00			Reserved for Xero		Panel: Going beyond cloud accounting and identifying powerful tools for your finance function		13:00
13:30	Building a digital practice				13:30		
14:00	KEYNOTE PANEL PRESENTATION						14:00
14:40	TITLE SPONSOR KEYNOTE DEMO: RESERVED FOR XERO						14:40
15:00	Talent management in your finance team: identifying digital skills		Reserved for Sponsor		Panel: What does the accounting firm of the future look like?		15:00
15:30	Panel: Developing your digital success strategy		Tools & tech to review financial risk				15:30
16:00			Reserved for Sponsor		Let’s talk legal: Implications of cloud accounting for you and your clients		16:00
16:30	CFO 2.0 Going beyond the finance function		Adopting AI in Corporate Reporting: Overcoming resistance to change		Top 10 advisory services to add to your offering		16:30
17:00	Realtime decision-making: Big data & analytics				Winning new business using digital tools		17:00
17:30	END OF CONFERENCE DAY TWO						17:30

The Accounting & Finance Show is your chance to market to the entire accountancy and financial management community.
Contact Laura Binns now on laura.binns@terrapinn.com to discuss how you can maximise your presence

Join 130 expert speakers at the 2020 show. Here's a selection who have already confirmed:



PRADEEPTO K. BISWAS
FOUNDER & MANAGING DIRECTOR, [INDIAN OCEAN GROUP PRIVATE LIMITED](#)



LAWRENCE CHAI
FOUNDER, [3E ACCOUNTING](#)



ERIC CHEUNG
GROUP TRANSFORMATION DIRECTOR, [TRICOR GROUP](#)



NANCY CHU
GLOBAL HEAD OF FINANCE, [SMARTKARMA](#)



SIEWYEE BAY
HEAD OF CULTURE & PEOPLE, [STASHAWAY](#)



KRISHNA BEDI
HEAD OF PEOPLE DEVELOPMENT APAC AND EMEA, [IHS MARKIT](#)



ABHINAYA CHAKKIRALA
HEAD OF LEARNING & DEVELOPMENT APAC, [EXPERIAN](#)



EARN MENG CHAN
HR DIRECTOR, [SUNRAY WOODCRAFT CONSTRUCTION PTE.](#)



JOSCEL DELOS CIELOS
HEAD OF FINANCE, [LUXCLUSIF](#)



PRASHANT DADLANI
FOUNDER & CEO, [BLU](#)



JATIN DETWANI
FINANCE, CORPORATE STRATEGY AND COMMERCIALS LEAD, [TICKLED MEDIA](#)



CONSTANCE FINCH
GLOBAL CONTROLLER, [VIKI, INC.](#)



WING GIT CHAN
GROUP HEAD TALENT & EXCITEMENT, [LUXASIA](#)



TERY CHUA
VP GROUP HCM: PRINCIPLE NETS ACADEMY, [NETS](#)



EMILY DRAYCOTT-JONES
FOUNDER & HR DIRECTOR, [CLEARLY HR](#)



SRIRAM IYER
FOUNDER & CEO, [HRTECH.SG](#)



ING NEE GOH
EXECUTIVE DIRECTOR, [TYESUN CAPITAL PTE LTD](#)



JASPER GOH
MANAGING PARTNER, [BACK OFFICE PARTNERS PTE LTD](#)



RAJAT GUPTA
FINANCIAL CONTROLLER, [CHELLSEA CORPORATE LTD.](#)



RICHARD HAYLER
CO-FOUNDER & CEO, [HAYSO DYNAMIC LTD.](#)



VIVEK IYYANI
FOUNDER, [MILLENNIAL MINDS PTE LTD](#)



KENNY JIN
HEAD OF TALENT ACQUISITION & HR BUSINESS PARTNER, [RAFFLES HOTEL ARCADE](#)



KELVIN KONG
CHIEF PEOPLE OFFICER, [LAZADA](#)



ABHILASHA KRISHNAN
HR DIRECTOR, [DIAIGO](#)



LILY HII
FOUNDER, [BOOKKEEPING BY LILY](#)



SALIM HIMMI
CFO, [TRIGO](#)



ZIQIAN HOE
DIRECTOR OF FINANCE, [NEXT STORY GROUP](#)



TIM HOOPMANN
SMALL BUSINESS OWNER, [SPINN BUSINESS SOLUTIONS](#)



EUGENE LAM
SR DIRECTOR HR, [DANAHER](#)



JEAN LUA
REGIONAL LEARNING AND ORGANISATIONAL DEVELOPMENT MANAGER, [SHOPEE](#)



SAM NEO
FOUNDER & CHIEF PEOPLE OFFICER, [PEOPLE MENTALITY INC](#)



PHILLIPA PENFOLD
CEO & CO-FOUNDER, [PEOPLE COLLIDER](#)



HENDRIK JAP
FINANCE MANAGER, [GOLDEN SWAN INDUSTRIES & TRADING \(S\) PTE](#)



RIZWAN KHAN
CFO/CIO, [PANOVAL ASIA](#)



DR. NISHA KOHLI
FOUNDER & EXECUTIVE DIRECTOR, [NICHEFIN CONSULTING](#)



PARDEEP KHOSLA
DIRECTOR, [DAVINDER SINGH CHAMBERS LLC](#)



LAURI SULANTO
DIRECTOR, [LEARNING CRAFTERS](#)



ADRIAN TAN
FUTURE OF WORK TECH BLOGGER, [ADRIANTAN.COM.SG](#)



KATE WILLIAMS,
HEAD OF TALENT & HR, [HIMLET](#)



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DAVY LASSAGNE
CFO, [UNABIZ](#)



SARAH LAWRENCE
FOUNDER & MD, [HOT TOAST – BOOKKEEPING & ACCOUNTING SUPPORT](#)



GABRIEL LOW
CFO, [WEIDMULLER SOUTH EAST ASIA](#)



JAMES LEE
DIRECTOR OF FINANCE, [SOFITEL](#)



ANDREA MONNI
PARTNER, [ALGEBRA CORPORATE SERVICES](#)



BRYAN O'LOUGHLAN
PRINCIPLE CONSULTANT, [CFO ASSOCIATES ASIA](#)



SIVANESAN SIVAKARUNIAM
MANAGING CONSULTANT, [SHIVSHIL CONSULTANCY](#)



SAMIR BEDI
EY ASEAN WORKFORCE ADVISORY LEADER AND PARTNER, [ERNST & YOUNG ADVISORY PTE. LTD](#)

AN OUTSTANDING MARKETING OPPORTUNITY

DO YOU WANT TO MEET FINANCE DECISION MAKERS IN ASIA?

The Accounting & Finance Show offers outstanding marketing opportunities for world class technology and solution providers and well as for new start-ups. In two days you will have the chance to network with thousands of decision makers from Singapore, Malaysia, Indonesia, Thailand, the Philippines and beyond.

The show presents a great opportunity for you to meet qualified finance and accounting buyers who are open and interested to explore new technology solutions.

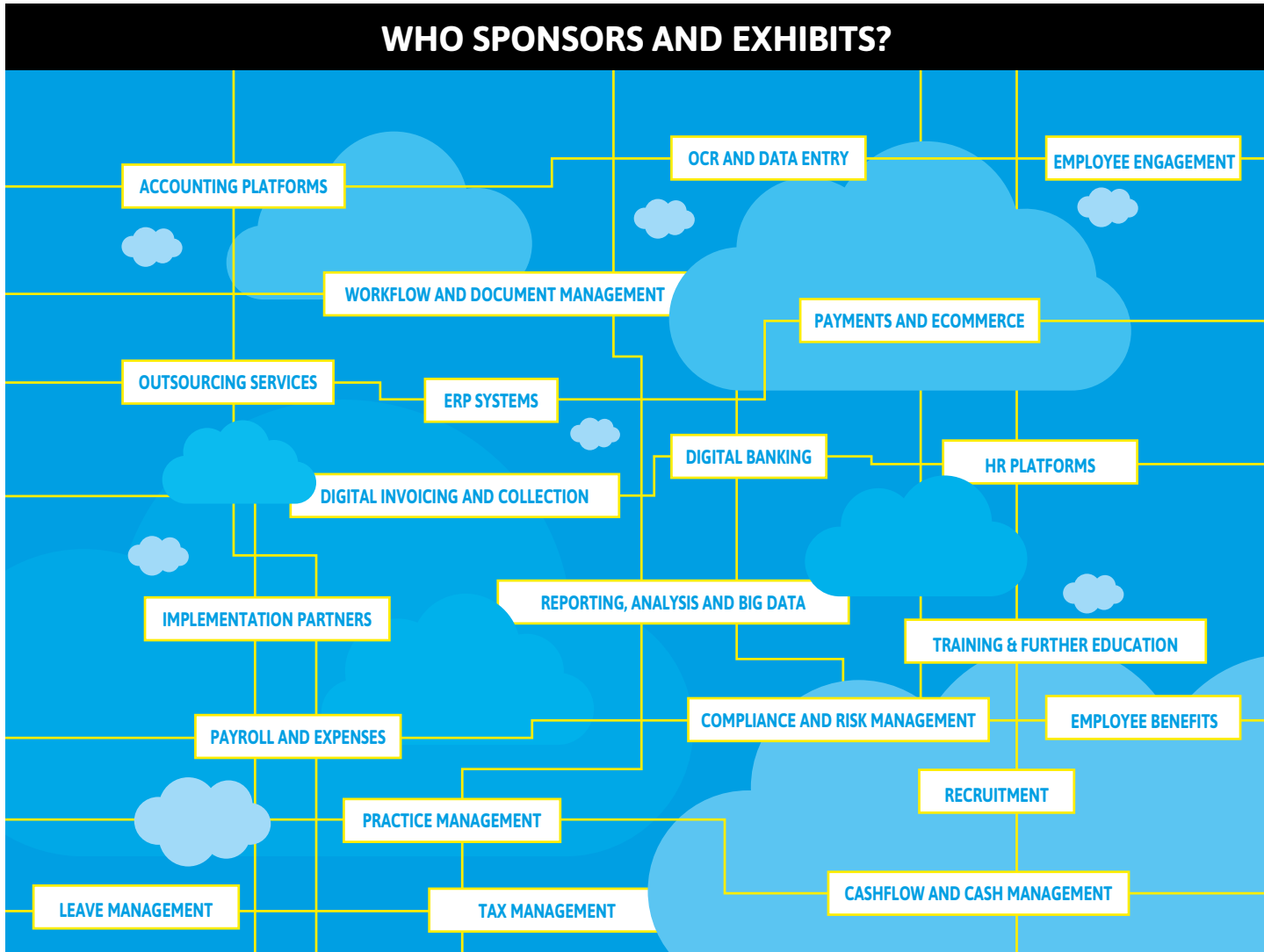
A SOLUTION TO HELP YOU MEET EVERY OBJECTIVE

PREMIUM SPONSORSHIP

Do you want to make a big statement and create pre-eminence with a community hungry for change and needing to embrace the digital opportunity. If so, a premium sponsorship position is for you. Benefits include: Keynote presentations, prominent branding, multiple presentation and panel sponsorships opportunities and a high up listing in the Exhibition Hall.

PACKAGES TO SUIT ALL BUDGETS

The show offers a wide range of opportunities for you to pick and choose from, to create value packages with something for every budget. But you need to act fast – many of the prime speaking opportunities are already sold and prime times are limited.



Pick and mix your benefits

Benefits	Details	Price
20 minute Keynote Presentation	[Title and Platinum Sponsors only] A Keynote presentation, which will be the only presentation running live at the time	S\$ 12,000
50 minute Panel Discussion	Host or join a panel discussion in a theatre of your choice	S\$ 8,500
20 minute Presentation	A presentation within the main conference agenda in a theatre and time slot of your choice.	S\$ 6,000
15 minute Tech Demo	A pre-recorded product demonstration, available to attendees on demand in the Tech Showcase	S\$ 1,500
Exhibition booth	A virtual exhibition booth with full access to networking in the event platform	S\$ 3,500
30 second Advert	A branded advert to be played during a non-sponsored session of your choice	S\$ 1,500
Homepage Banner Advert	A branded advert featured on event platform homepage, linking to your booth	S\$ 2,500
Pre or Post Event Webinar	Sponsorship of a dedicated 1hr webinar, in which you can host/join a panel discussion	S\$ 9,500

All Sponsors will receive:

- All leads on the registrations and views of their sponsored speaking sessions
- Your logo on the event website, event emails and social media posts
- The opportunity to submit articles to feature on the event blog

PREMIUM SPONSORSHIP

Premium sponsorship packages are for innovative companies serious about making their mark. Each of our sponsorship packages are fully customizable to meet your marketing goals

- Silver Sponsorship – from S\$9,000
- Gold Sponsorship - from S\$16,000
- Platinum Sponsorship – from S\$40,000
- Title Sponsorship – from S\$70,000 **(SOLD)**

2020 SPONSORS & EXHIBITORS

Title Sponsor



Beautiful business

Platinum Sponsor



Silver Sponsors



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enboarder

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GrabforBusiness



Exhibitors



easyclaims



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osome



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SME



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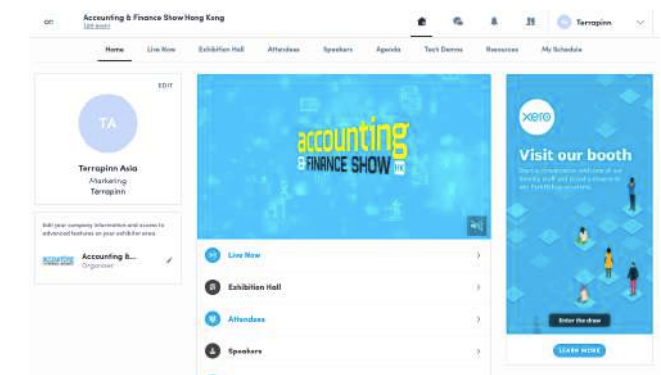
TAKE A LOOK AT OUR HONG KONG VIRTUAL EVENT

Headline Statistics

1,189 active users out of 2,008 registered 6,758 total session attendees
149 average attendees per session

Meetings and Connections

1,818 connections made
9,002 discussions created
13,257 messages exchanges



SPONSOR ENTITLEMENTS

AVERAGE STATISTICS

Keynote Presentation – **221** attendees per session
45 minute Panel – **195** attendees per session
20 minute Presentation – **146** attendees per session
Tech Demo – **99** attendees per demo
Virtual Booth – **137** views per booth
Networking access – **686** connection requests sent per Sponsor



"It was a great experience to hear insights from such talented speaker and explored many kinds of finance, accounting and HR related software"

Partner, Kap Fiantonius Asthon and Nathanie

"It's well organised and speakers was really good at their work experience! Thank the speakers for preparing the fruitful information. Well done!"

Accountant, M Development

"We had a great response from the participants at the event"

Sales Manager, Deskera

SPONSORS & EXHIBITORS AT ACCOUNTING & FINANCE SHOW ASIA 2019

Title Sponsor



Beautiful business

Gold Sponsors

Deskera



Silver Sponsors

AkriviaHCM



flywire

GrabforBusiness

KAPLAN

MOXTRA

TransferMate

TRIDANT

WesternUnionWU
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AUTHORITY

SINGAPORE
ACCOUNTANCY
COMMISSION

Wsg Workforce
Singapore

SINGAPORE EXHIBITION
& CONVENTION BUREAU

Association & Media Partners



Exhibitors



INTEGRATED MARKETING CAMPAIGN

A digital, fully integrated marketing campaign will be constructed to drive awareness and registration for the show.

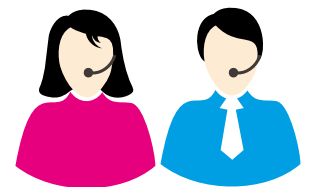
3RD PARTY MARKETING

Solo emails
Newsletter banners
Web banners
List rental
Google display
Trade press/partners

REMARKETING



SALES TEAM



EVENT WEBSITE



EVENT BROCHURE



EMAIL AWARENESS CAMPAIGNS



FACEBOOK ADVERTISING



DIRECT BOOKINGS

BOOK NOW

EMAIL NURTURE



CONTENT MARKETING



SOCIAL: TWITTER & LINKEDIN



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Contact Laura Binns on (65) 6322 2714 or email laura.binns@terrapinn.com to secure your place now

CONTACT US

SPONSORSHIP & EXHIBITION SALES

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CONFERENCE & SPEAKING OPPORTUNITIES

Laura Pickard

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