

EXHIBITOR & SPONSORSHIP PROSPECTUS



**NATIONAL CONFERENCE
CONFÉRENCE NATIONALE**

SHAW Conference Centre, Edmonton
September 24 – 27, 2017

iiacanadanationalconference.com



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EXPAND YOUR BRAND RECOGNITION ◀

As a sponsor, you receive a high profile position that will be front and centre with the delegates. With a well designed sponsorship at the National Conference, you are in an ideal position to generate leads with key decision makers in Canada.

BUILD YOUR RELATIONSHIPS ◀

Position your company and invest in three cost-effective days building relationships and doing business with the people that matter in the internal audit industry.

SPONSORSHIP TO SUIT YOUR NEEDS ◀

Choose from high impact sponsorship levels as well as exclusive a la carte options! We've created Audit Leader Event (ALE) and Full Conference partner level sponsorships that are packaged to ensure prestigious recognition. If you prefer to pick and choose specific opportunities, the 'a la carte' Sponsorship is your best option!



ALE PLATINUM

SOLD
\$6,000

- Opportunity to provide a take-away item in the delegate bags (item provided by sponsor)
- Flyer or promotional piece insert in delegate bag (to be provided by the sponsoring organization)
- Complimentary ALE registration for one company representative
- Company logo on the ALE-sponsor signage
- Company logo and hyperlink on the conference website
- Sponsor logo on ALE portfolio (provided by IIAC)
- On screen recognition
- Acknowledgment in Opening Remarks
- One message sent via the Conference Mobile App during ALE hours thanking the sponsor
- ALE attendee mailing list sent post-event
- One Conference Mobile App gaming opportunity

ALE SPEAKER

SOLD
\$6,000

- Complimentary ALE registration for one company representative
- Company logo on the ALE-sponsor signage
- On screen recognition
- Opportunity for the sponsor to deliver short introduction at the beginning of the speakers talk
- Company logo and hyperlink on the conference website
- Hospitality gift for ALE (provided by sponsor)
- One message sent via the Conference Mobile App during ALE hours thanking the sponsor
- ALE attendee mailing list sent post-event
- Opportunity to provide a take-away item in the delegate bags (item provided by sponsor)

ALE LUNCH

SOLD
\$4,000

- Opportunity to provide a take-away item at the lunch (item provided by sponsor)
- Complimentary ALE registration for one company representative
- Recognition of sponsorship at beginning of ALE lunch program
- Opportunity for the sponsor to deliver short remarks at the beginning of ALE lunch

ALE LUNCH CONTINUED ...

- A printed menu with your organization's logo on each table, supplied by the IIAC
- Company logo on the ALE-sponsor signage
- Company logo and hyperlink on the conference website
- On screen recognition
- One message sent via the Conference Mobile App during ALE hours thanking the sponsor
- ALE attendee mailing list sent post-event

ALE RECEPTION

\$3,000

- Opportunity for the sponsor to deliver short remarks at the beginning of the ALE Reception
- Two company representatives at the ALE Reception complimentary
- Signage at ALE Reception
- Company logo on the ALE-sponsor signage
- Company logo and hyperlink on the conference website
- On screen recognition

ALE REFRESHMENT BREAK

\$2,000

- Signage at the Refreshment Break station
- Company logo on the ALE-sponsor signage
- Company logo and hyperlink on the conference website

ALE NAME BADGE

SOLD
\$2,000

- Your logo along with the conference logo on the ALE badge holder (one color)
- Company logo on the ALE-sponsor signage
- Company logo and hyperlink on the conference website

ALE HOSPITALITY GIFT

\$1,500

- Item to be provided by sponsor
- Company logo on the ALE-sponsor signage
- Company logo and hyperlink on the conference website



PLATINUM

SOLD
\$25,000

- Your logo along with the conference logo on the conference badge holder (one colour)
- Option to provide a take-away item insert in the delegate bags (item provided by sponsor)
- Flyer or promotional piece insert in delegate bag (item provided by sponsor)
- Full conference registration for four company representatives
- Gala Dinner tickets for four company representatives
- Company logo on signage, mobile app and conference website with hyperlink
- On screen recognition
- Acknowledgement in Opening Remarks
- Exhibit space including two exhibitor badges
- Daily tradeshow alert via the conference mobile app during conference hours
- Company profile on the conference mobile app
- Conference attendee mailing list sent post-conference
- One Conference Mobile App gaming opportunity

GOLD

\$15,000

- Opportunity to provide a take-away item in the delegate bags (item provided by sponsor)
- Flyer or promotional piece insert in delegate bag (to be provided by the sponsoring organization)
- Full conference registration for two company representatives
- Gala Dinner tickets for two company representatives
- Company logo on signage, mobile app and conference website with hyperlink
- Company profile on the conference mobile app
- On screen recognition
- Acknowledgement in Opening Remarks
- Exhibit space including two exhibitor badges
- Conference attendee mailing list sent post-conference
- One Conference Mobile App gaming opportunity

SILVER

\$12,000

- Flyer or promotional piece insert in delegate bag (to be provided by the sponsoring organization)
- Full conference registration for two company representatives
- Gala Dinner ticket for one company representative
- Company logo on signage, mobile app and conference website with hyperlink
- Company profile on the conference mobile app
- On screen recognition
- Acknowledgement in Opening Remarks
- Exhibit space which includes two exhibitor badges
- Conference attendee mailing list sent post-conference

BRONZE

\$6,000

- Flyer or promotional piece insert in delegate bag (to be provided by the sponsoring organization)
- Full conference registration for one company representative
- Company logo on signage, mobile app and conference website with hyperlink
- Company profile on the conference mobile app
- On screen recognition
- Acknowledgement in Opening Remarks
- 50% discount off exhibit space
- Conference attendee mailing list sent post-conference



WELCOME RECEPTION **SOLD** \$15,000

- Four company representatives at the Welcome Reception complimentary
- Signage at the Welcome Reception
- Opportunity for the sponsor to deliver a Greeting Message at the start of the Monday afternoon keynote speaker (2 minutes)
- One full conference delegate registration
- Company logo on mobile app and conference website with hyperlink
- On screen recognition
- Two messages sent via the Conference Mobile App during conference hours thanking the sponsor
- Conference attendee mailing list sent post-conference
- One Conference Mobile App gaming opportunity

AWARDS GALA DINNER \$10,000

- Opportunity for the sponsor to deliver short remarks at the beginning of the Awards Gala Dinner (2 minutes)
- Company logo on Awards Gala signage
- One reserved table (8) at the Gala Dinner
- One full registration
- Company logo on mobile app and conference website with hyperlink
- On screen recognition
- One message sent via the Conference Mobile App during conference hours thanking the sponsor
- Conference attendee mailing list sent post-conference

AWARDS GALA WINE \$3,000

- Company logo on Awards Gala Signage
- Two reserved seats at the Gala Dinner
- Company logo on mobile app and conference website with hyperlink
- On screen recognition

DELEGATE LUNCH \$7,500 per day

- Opportunity to provide a take-away item to delegates at the lunch (item provided by sponsor)
- One full conference delegate registration
- Company logo on the Delegate Lunch signage
- Company logo on mobile app and conference website with hyperlink
- On screen recognition
- One message sent via the Conference Mobile App during conference hours thanking the sponsor
- Conference attendee mailing list sent post-conference

BREAKFAST \$5,000 per day

- Opportunity to provide a take-away item to delegates at the breakfast (item provided by sponsor)
- One full conference delegate registration
- Company logo on mobile app and conference website with hyperlink
- Company logo on Breakfast Signage
- On screen recognition
- One message sent via the Conference Mobile App during conference hours thanking the sponsor
- Conference attendee mailing list sent post-conference

EXHIBITOR & SPONSORSHIP PROSPECTUS
IIAC FULL CONFERENCE



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MOBILE APP

\$5,000

The Conference Mobile App provides real time access to vital conference information and is the way attendees will be navigating the conference and planning which exhibits and sessions to attend.

- One full conference delegate registration
 - Splash screen featuring sponsor on mobile app landing page
 - Company logo on signage, mobile app, conference website with link
 - Company profile on the conference mobile app
 - On screen recognition
 - Conference attendee mailing list sent post-conference
 - Two messages sent via the Conference Mobile App during conference hours thanking the sponsor
 - One message sent via the Conference Mobile App post-conference thanking the sponsor
 - One Conference Mobile App gaming opportunity
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**REFRESHMENT
BREAK**

\$2,500 per day

- Signage at the refreshment break station
 - Company logo on mobile app and conference website with hyperlink
 - On screen recognition
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EXHIBITOR

\$4,000

- One exhibit space (size TBA) includes two exhibit badges
 - Company name and hyperlink on the conference website
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2017 SPONSORSHIP & EXHIBITOR APPLICATION FORM



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CONTACT INFORMATION (As it should appear in publication materials)

Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

SPONSORSHIP LEVEL (Please select the level(s) you are interested in sponsoring)

NATIONAL CONFERENCE SPONSOR LEVELS *

AUDIT LEADERSHIP EVENT (ALE) SPONSOR LEVELS*

- Platinum Level \$ 25,000
- Gold Level \$ 15,000
- Silver Level \$ 12,000
- Bronze Level \$ 6,000
- Exhibitor \$ 4,000
- Awards Gala Dinner \$ 10,000
- Awards Gala Wine \$ 3,000
- Welcome Reception \$ 15,000
- Delegate Lunch \$ 7,500 Per Day
- Breakfast \$ 5,000 Per Day
- Refreshment Break \$ 2,500 Per Day
- Mobile App \$ 5,000

- ALE Platinum \$ 6,000
- ALE Lunch \$ 4,000
- ALE Reception \$ 3,000
- ALE Refreshment Break \$ 2,000
- ALE Name Badge \$ 2,000
- ALE Hospitality Gift \$ 1,500

** A deposit of 50% of the sponsorship and/or exhibit level must accompany this form.*

Full payment is required by June 1, 2017.

Subtotal: \$ _____

5% HST: \$ _____

TOTAL: \$ _____

PAYMENT OPTIONS (Please select one)

- We are sending a cheque. *(Note: Confirmation of sponsorship will be sent upon receipt of payment.)*

Make cheque payable to:

IIA Canada

305-955 Green Valley Cres.

Ottawa, Ontario K2C 3V4

- Please invoice us. I understand that my organization must make a full or deposit payment in order to confirm the benefits.

(Authorized company signature required.)

RETURN COMPLETED FORM TO:

Mail: IIA Canada Conference Secretariat
305-955 Green Valley Cres.
Ottawa, Ontario K2C 3V4

Email: shannon.rose@theiia.org
Fax: 613.225.2023

Authorized Company Signature

Print Name and Title