



**NATIONAL CONFERENCE  
CONFÉRENCE NATIONALE**

**September 13-16, 2020**  
Calgary, Alberta

# 2020 EXHIBITOR & SPONSORSHIP PROSPECTUS

[iiacanadanationalconference.com](http://iiacanadanationalconference.com)





**NATIONAL CONFERENCE  
CONFÉRENCE NATIONALE**

**September 13-16, 2020** | Calgary, Alberta

## **EXHIBITOR & SPONSORSHIP PROSPECTUS**

### **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 à 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 à la carte sponsorship is your best option!



NATIONAL CONFERENCE  
CONFÉRENCE NATIONALE

September 13-16, 2020 | Calgary, Alberta

EXHIBITOR & SPONSORSHIP PROSPECTUS

# AUDIT LEADER EVENT

## ALE PLATINUM

**\$10,000**

- Two (2) complimentary registrations
- Sponsor logo on ALE portfolio (provided by IIAC)
- Opportunity to provide an ALE delegate bag insert (item provided by sponsor)
- One message sent via the Conference Mobile App thanking the sponsor
- One Conference Mobile App gaming opportunity
- Acknowledgment in opening remarks
- ALE attendee mailing list sent post-event
- Your company logo on the Conference website

## ALE SPEAKER

**\$5,000**

- One (1) complimentary ALE registration
- Hospitality gift for ALE (provided by sponsor)
- Opportunity to provide an ALE delegate bag insert (item provided by sponsor)
- One message sent via the Conference Mobile App thanking the sponsor
- Opportunity to deliver short introduction at the beginning of the sponsored speakers talk
- ALE attendee mailing list sent post-event
- Your company logo on the Conference website

## ALE LUNCH

**\$5,000**

- One (1) complimentary ALE registration
- Hospitality gift for ALE (provided by sponsor)
- Opportunity to provide a take-away item at the ALE lunch (item provided by sponsor)
- Recognition of sponsorship at beginning of ALE lunch program
- Opportunity to deliver short remarks at the beginning of ALE lunch
- A printed menu with sponsors logo on each table (supplied by IIAC)
- One message sent via the Conference Mobile App thanking the sponsor
- ALE attendee mailing list sent post-event
- Your company logo on the Conference website

## ALE RECEPTION

**\$3,000**

- One (1) complimentary ALE registration
- Opportunity to deliver short remarks at the beginning of the ALE reception
- Signage at ALE reception
- Your company logo on the Conference website

## ALE NAME BADGE

**\$2,500**

- Sponsor logo along with the conference logo on the ALE name badge holder (one color logo)
- Your company logo on the Conference website

## ALE REFRESHMENT BREAK

**\$2,000**

- Signage at the refreshment break
- Your company logo on the Conference website

## ALE HOSPITALITY GIFT\*

**\$1,500**

- Item to be provided by sponsor

### All Audit Leader Event (ALE) Sponsorships include:

- Logo on ALE All-Sponsor signage
- Logo on-screen recognition
- Profile on Conference Mobile App
- Logo and hyperlink on Conference Mobile App and IIAC website

**\*Does not include these benefits.**





**NATIONAL CONFERENCE**  
**CONFÉRENCE NATIONALE**

September 13-16, 2020 | Calgary, Alberta

EXHIBITOR & SPONSORSHIP PROSPECTUS

# IIAC FULL CONFERENCE

## PLATINUM

**\$30,000**

- Four (4) complimentary Full Conference registrations (includes Gala Dinner)
- Four (4) additional complimentary Gala Dinner tickets
- Complimentary exhibit space (includes two exhibitor passes)
- Opportunity to provide a Full Conference delegate bag insert (item provided by sponsor)
- One (1) message sent via the Conference Mobile App thanking the sponsor
- One (1) Conference Mobile App gaming opportunity
- One (1) Conference Mobile App poll
- Acknowledgment in opening remarks
- Sponsor logo along with the conference logo on the Full Conference name badge (one color logo)
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website
- Thought Leadership Article distributed via email to Members or Webinar Speaker

## GOLD

**\$20,000**

- Three (3) complimentary Full Conference registrations (includes Gala Dinner)
- Three (3) additional complimentary Gala Dinner tickets
- Complimentary exhibit space (includes two exhibitor passes)
- Opportunity to provide a Full Conference delegate bag insert (item provided by sponsor)
- One (1) message sent via the Conference Mobile App thanking the sponsor
- One (1) Conference Mobile App gaming opportunity
- Acknowledgment in opening remarks
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website

## SILVER

**\$15,000**

- Two (2) complimentary Full Conference registrations (includes Gala Dinner)
- Two (2) additional complimentary Gala Dinner ticket
- Complimentary exhibit space (includes two exhibitor passes)
- Opportunity to provide a Full Conference delegate bag insert (item provided by sponsor)
- Acknowledgment in opening remarks
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website

## BRONZE

**\$10,000**

- One (1) complimentary Full Conference registration (includes Gala Dinner)
- Opportunity to provide a Full Conference Delegate bag insert (item provided by sponsor)
- Acknowledgment in opening remarks
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website

## EXHIBITOR

**\$4,000**

- Complimentary exhibit space (includes two exhibitor passes)
- Company name and hyperlink on the Conference website and Conference Mobile App

### All Full Conference Sponsorships include:

- Logo on All-Sponsor signage
- Logo on-screen recognition
- Profile on Conference Mobile App
- Logo and hyperlink on Conference Mobile App and IIAC website.



**NATIONAL CONFERENCE  
CONFÉRENCE NATIONALE**

**September 13-16, 2020** | Calgary, Alberta

EXHIBITOR & SPONSORSHIP PROSPECTUS

# IIAC FULL CONFERENCE

## AWARDS GALA DINNER

**\$20,000**

- One (1) complimentary Full Conference registration (includes Gala Dinner)
- Eight (8) additional complimentary Gala Dinner tickets
- Opportunity for sponsor to deliver remarks at the beginning of the Awards Gala Dinner (2 minutes)
- One (1) message sent via the Conference Mobile App thanking the sponsor
- Signage at the Gala Dinner
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website

## WELCOME RECEPTION RECEPTION

**\$15,000**

- Two (2) complimentary Full Conference registrations (includes Gala Dinner)
- Opportunity for sponsor to deliver a message at the reception
- One (1) message sent via the Conference Mobile App thanking the sponsor
- Signage at the welcome reception
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website

### All Full Conference Sponsorships include:

- Logo on All-Sponsor signage
- Logo on-screen recognition
- Profile on Conference Mobile App
- Logo and hyperlink on Conference Mobile App and IIAC website.

## NETWORKING BREAKS

**\$12,000**

- One (1) complimentary Full Conference registration (includes Gala Dinner)
- Opportunity to provide a take-away item at the lunch (item provided by sponsor)
- One (1) message sent via the Conference Mobile App thanking the sponsor
- Signage at the delegate lunch
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website

## DAILY KEYNOTE SPEAKER

**\$10,000**

Kick off the morning(s) and afternoon(s) with an engaging keynote speaker who will provide an inspiring and motivational address to our attendees. As the sponsor of a keynote speaker, you will receive:

- Opportunity for one(1) company representative to introduce or thank the speaker
- Conference Mobile App notification inviting attendees to the keynote presentation
- A promotional insert in the conference bag supplied by your company
- Your company logo on the Conference website

## HOSPITALITY ROOM

**\$10,000**

Hospitality rooms are the place to be at the end of the day and allow your company to sponsor a special event. Ideal for hosting and entertaining current and/or prospective clients. Sponsorship includes food and beverage.

As a Hospitality Room sponsor, you will receive:

- Opportunity to theme the room and provide activities (subject to IIAC approval)
- Signage at the event
- Your company logo on the Conference website



NATIONAL CONFERENCE  
CONFÉRENCE NATIONALE

September 13-16, 2020 | Calgary, Alberta

EXHIBITOR & SPONSORSHIP PROSPECTUS

# IIAC FULL CONFERENCE

## TECHNOLOGY PARTNER SPONSORSHIP **\$10,000**

Receive recognition as the official sponsor of technology (including Wi-Fi, Conference Mobile App)

As the Technology Partner, you will receive:

- A customizable password
- Your logo and personal welcome message on the WIFI landing page
- Your custom graphic/banner displayed on the access page of the mobile app
- Recognition in the conference daily e-news update
- Acknowledgement with your logo as the sponsor on all sponsor signage throughout the conference
- Two (2) messages sent via the Conference Mobile App thanking sponsor
- Splash screen featuring sponsor on mobile app landing page
- Full Conference attendee mailing list sent post-event
- Your company logo on the Conference website

## ESCALATOR PANELS **\$8,000**

Have your company message placed on the glass panels along the escalators leading to the conference area.

As the escalator panels sponsor, you will receive:

- Your company logo placed on the glass panels along the escalators
- Your company logo on the Conference website

### All Full Conference Sponsorships include:

- Logo on All-Sponsor signage
- Logo on-screen recognition
- Profile on Conference Mobile App
- Logo and hyperlink on Conference Mobile App and IIAC website.

## PHOTO BOOTH **\$5,000**

Business cards, flyers and event programs can end up crumpled in purses or tossed in wastebaskets. The lifespan of a photo booth print is significantly longer because it is a uniquely personal item.

As the photo booth sponsor, you will receive:

- Your company logo placed on the photo print
- Your company logo on the booth backdrop
- Your company logo on the Conference website

## EDUCATION STREAM SPONSORSHIP **\$5,000**

The opportunity to exclusively sponsor one professional development stream featured in the conference line-up.

As the sponsor of an Education Stream, you will receive:

- Your company logo displayed on signage at the entrance of each session room for the stream of your choosing.
- Conference Mobile App notification inviting attendees to attend the sessions within the stream of your choosing.
- A promotional item to be placed inside each session room for the stream of your choosing.
- Your company logo on the Conference website

## VOLUNTEER SHIRTS\* **\$5,000**

Volunteers are highly visible throughout the conference.

As the volunteer shirts sponsor, you will receive:

- Your company logo placed on the official volunteer golf shirts which all volunteers are required to wear while on duty
- Your company logo on the Conference website

\*Includes cost of shirts - final design to be approved by all parties





**NATIONAL CONFERENCE  
CONFÉRENCE NATIONALE**

**September 13-16, 2020 | Calgary, Alberta**

EXHIBITOR & SPONSORSHIP PROSPECTUS

# APPLICATION FORM

## 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 \*

- Platinum Level \$ 30,000
- Gold Level \$ 20,000
- Silver Level \$ 15,000
- Bronze Level \$ 10,000
- \*Exhibitor \$ 4,000\* (*\*does not include any sponsor benefits*)
- Awards Gala Dinner \$ 20,000
- Welcome Reception \$ 15,000
- Networking Breaks \$ 12,000
- Daily Keynote Speaker \$ 10,000
- Hospitality Room \$ 10,000
- Technology Partner Sponsorship \$ 10,000
- Escalator Panels \$ 8,000
- Education Stream Sponsorship \$ 5,000
- Photo Booth \$ 5,000
- Volunteer Shirts \$ 5,000

### AUDIT LEADERSHIP EVENT (ALE) SPONSOR LEVELS\*

- ALE Platinum \$ 10,000
- ALE Speaker \$ 5,000
- ALE Lunch \$ 5,000
- ALE Reception \$ 3,000
- ALE Name Badge \$ 2,500
- ALE Refreshment Break \$ 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, 2020.*

**Subtotal:** \$ \_\_\_\_\_

**GST 5%:** \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

## RETURN COMPLETED FORM VIA EMAIL TO:

[IIAC@intertaskconferences.com](mailto:IIAC@intertaskconferences.com)

## FOR INQUIRIES CALL:

613-238-4075 x 239

## 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. *On receipt of the completed form, an invoice will be issued to your organization. (I understand that my organization must make a full or deposit payment in order to confirm the benefits.)*

\_\_\_\_\_  
Print Name and Title

\_\_\_\_\_  
Authorized Company Signature