

2019 EXHIBITOR & SPONSORSHIP PROSPECTUS



**NATIONAL CONFERENCE
CONFÉRENCE NATIONALE**

Sheraton Centre Toronto
September 15-18 2019

TORONTO



iiacanadanationalconference.com

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NATIONAL CONFERENCE
CONFÉRENCE NATIONALE

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!

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AUDIT LEADER EVENT



NATIONAL CONFERENCE
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ALE PLATINUM

\$10,000

- One (1) complimentary ALE registration
- 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

\$3,000

- 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

- Two (2) complimentary representatives at the ALE Reception
- Opportunity to deliver short remarks at the beginning of the ALE reception
- Signage at ALE reception
- 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 NAME BADGE

\$2,000

- Sponsor logo along with the conference logo on the ALE name badge holder (one color logo)
- 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.**

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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 holder (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

- Two (2) complimentary Full Conference registrations (includes Gala Dinner)
- Two (2) 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)
- One (1) 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.

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WELCOME RECEPTION

\$15,000

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

AWARDS GALA DINNER

\$10,000

- 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

AWARDS GALA WINE

\$3,000

- Two (2) complimentary Gala Dinner tickets
- Signage at the Gala Dinner
- Your company logo on the Conference 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

\$5,000

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

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- Logo on-screen recognition
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DELEGATE LOUNGE & CHARGING STATION **\$10,000**

The Delegate Lounge will be located in the pre-function area to provide delegates comfortable seating from which to conduct meetings, check emails or simply re-connect with loved ones back home. Additionally, delegates will have the opportunity to power up their mobile phones, tablets, laptops and other electronic devices for free at the charging station.

As the sponsor of the Delegate Lounge and Charging Station, you will receive:

- The opportunity to place promotional materials in the Delegate Lounge.
- Signage on the charging station featuring your company's name and logo
- Your company logo on the Conference website

EDUCATION STREAM SPONSORSHIP **\$10,000**

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

SOCIAL MEDIA PARTNER **\$10,000**

Gain brand exposure and visibility within the IIAC communities, engaging with key stakeholders, including online influencers, as well as private and public sectors.

As the Social Media Partner, you will receive:

- Recognition as the sponsor on:
 - IIAC Twitter and LinkedIn accounts before, during and after the conference
 - The conference website
 - The Conference Mobile App
- Recognition in the conference daily e-news update
- The dedicated social media screen displayed on site
- Regular tweets from the IIAC twitter account acknowledging the sponsor
- Your company logo on the Conference website

TECHNOLOGY PARTNER SPONSORSHIP **\$7,000**

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 of the keynote on the conference website and 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

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ESCALATOR PANELS

\$6,000

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

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

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

VOLUNTEER SHIRTS

\$3,500

Volunteers play a major role at the conference each year.

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

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- Logo on-screen recognition
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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 *

- 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*)
- Welcome Reception \$ 15,000
- Awards Gala Dinner \$ 10,000
- Awards Gala Wine \$ 3,000
- Networking Breaks \$ 12,000
- Daily Keynote Speaker \$ 5,000
- Delegate Lounge & Charging Station \$10,000
- Education Stream Sponsorship \$10,000
- Social Media Partner \$10,000
- Technology Partner Sponsorship \$7,000
- Escalator Panels \$6,000
- Photo Booth \$5,000
- Hospitality Room \$10,000
- Volunteer Shirts \$3,500

AUDIT LEADERSHIP EVENT (ALE) SPONSOR LEVELS*

- ALE Platinum \$ 10,000
- ALE Speaker \$ 5,000
- ALE Lunch \$ 3,000
- 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, 2019.

Subtotal: \$ _____

HST 13%: \$ _____

TOTAL: \$ _____

RETURN COMPLETED FORM TO:

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

Email: shannon.rose@theiia.org

Fax: 613.225.2023

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 Conference Secretariat
- Please invoice us. (*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