

# 2018 Sponsorship Opportunities



Le Centre Sheraton Montréal Hotel | Du 30 septembre au 3 octobre 2018

# Opportunités de commandites 2018



Le Centre Sheraton Hotel, Montréal | September 30 - October 3, 2018

### **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!

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## ALE PLATINUM

**\$20,000**

- **Exclusive Sponsor of ALE**
- A position on the ALE Planning Committee – delegate must be at a Partner/CAE level
- Four (4) Complimentary ALE Registrations
- Logo on all ALE Sponsor signage
- On-screen ALE Sponsor recognition
- Profile on Conference Mobile App
- Logo and hyperlink on Conference Mobile App and IIAC Website
- Sponsor logo along with the conference logo on the ALE Name Badge Holder (one color)
- ALE gift portfolio (portfolio provided by sponsor)
- Opportunity to provide an ALE Delegate bag
- Opportunity to deliver short remarks at the beginning and end of the ALE
- ALE attendee mailing list sent post-event
- 2 messages sent via the Conference Mobile App thanking sponsor
- 1 message sent on behalf of ALE Sponsor to ALE Attendees pre-conference
- Mobile App message thanking the sponsor

\*There is no right of first refusal provided for future years on this event sponsorship.

This Exclusive Sponsorship includes:

- ALE Speaker
- ALE Lunch
- ALE Reception
- ALE Refreshment Break
- ALE Name Badge
- ALE Hospitality Gift
- ALE Delegate Bag Insert

**Sponsorship Value of \$27,000**

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## PLATINUM

**-\$25,000 SOLD**

- 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 survey
- 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 1-week pre and post event

## GOLD

**\$15,000**

- 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) Conference Mobile App gaming opportunity
- Acknowledgment in Opening Remarks
- Full Conference attendee mailing list sent 1-week pre and post event

## SILVER

**\$12,000**

- Two (2) Complimentary Full Conference Registrations (includes Gala Dinner)
- Complimentary Exhibit Space (includes two exhibitor passes)
- One (1) Conference Mobile App gaming opportunity
- Acknowledgment in Opening Remarks
- Full Conference attendee mailing list sent 1-week pre- and post event

## BRONZE

**\$6,000**

- One (1) Complimentary Full Conference Registration (includes Gala Dinner)
- Acknowledgment in Opening Remarks
- Full Conference attendee mailing list sent 1-week pre and post event

## CONFERENCE MOBILE APP

**\$6,000**

- One (1) Complimentary Full Conference Registration (includes Gala Dinner)
- Two (2) messages sent via the Conference Mobile App thanking sponsor
- One (1) Conference Mobile App gaming opportunity
- One (1) Conference Mobile App survey
- Splash screen featuring sponsor on mobile app landing page
- Full Conference attendee mailing list sent 1 week pre and post event

## HOSPITALITY SUITE

**\$5,000 per night**

- One (1) Complimentary Full Conference Registration (includes Gala Dinner)
- Branding and Signage at your Hospitality Suite
- Full Conference attendee mailing list sent 1-week pre and post event

*Hospitality Suites accommodate approx. 40 people for an invite only function (we will provide the sponsor with the delegate list prior to the conference and the sponsor is responsible for inviting their guests). Sponsorship does not include food and beverage, this is at the sponsors expense.*

### 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.

## \*EXHIBITOR

**\$4,000**

- Complimentary Exhibit Space (includes two exhibitor passes)
- Company name and hyperlink on the conference website and mobile app

*\* Does not include any sponsorship benefits*

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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 1 week pre and post event

## GALA DINNER **\$10,000**

- One (1) Complimentary Full Conference Registration (includes Gala Dinner)
- Five (5) Additional Complimentary Dinner tickets
- Opportunity for sponsor to deliver remarks at the beginning of the 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 1 week pre and post event

## DELEGATE LUNCH **\$7,500** (per day)

- 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 1 week pre and post event

## OPENING / CLOSING KEYNOTE **\$5,000** (2 avail.)

- One (1) Complimentary Full Conference Registration (includes Gala Dinner)
  - Opportunity to introduce the speaker
  - Full Conference attendee mailing list sent 1 week pre and post event
- \* 2 (two) opportunities available at \$5,000 each (1 opening keynote & 1 closing keynote)*

## DELEGATE BREAKFAST **\$5,000** (per day)

- One (1) Complimentary Full Conference Registration (includes Gala Dinner)
- Opportunity to provide a take-away item at the breakfast (item provided by sponsor)
- Signage at the Delegate Breakfast
- Full Conference attendee mailing list sent 1 week pre and post event

## CHARGING STATION **\$4,000**

- One (1) Complimentary Full Conference Registration (includes Gala Dinner)
- Signage at the Charging Station

## GALA WINE **\$3,000**

- Two (2) Complimentary Gala Dinner tickets
- Signage at the Gala Dinner

## REFRESHMENT BREAK **\$2,500** (Tuesday available)

- Signage at the Refreshment Break

## TUESDAY NIGHT PHOTOBOOTH **\$2,000** **SOLD**

- Signage at the Photobooth area

### 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 IIA Website.



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**CONTACT INFORMATION** (as it should appear in publication materials)

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

- |   |  |  |                   |
|---|--|--|-------------------|
| <input type="checkbox"/> Platinum Level     | SOLD   | <input type="checkbox"/> ALE Platinum      | \$20,000          |
| <input type="checkbox"/> Gold Level         | \$15,000   | <input type="checkbox"/> Hospitality Suite | \$5,000 (per day) |
| <input type="checkbox"/> Silver Level       | \$12,000   |  |                   |
| <input type="checkbox"/> Bronze Level       | \$ 6,000   |  |                   |
| <input type="checkbox"/> Welcome Reception  | \$15,000   |  |                   |
| <input type="checkbox"/> Gala Dinner        | \$10,000   |  |                   |
| <input type="checkbox"/> Gala Wine          | \$ 3,000   |  |                   |
| <input type="checkbox"/> Refreshment Break  | \$ 2,500 (per day)                               |  |                   |
| <input type="checkbox"/> Delegate Lunch     | \$ 7,500 (per day)                               |  |                   |
| <input type="checkbox"/> Delegate Breakfast | \$ 5,000 (per day)                               |  |                   |
| <input type="checkbox"/> Mobile App         | \$ 6,000   |  |                   |
| <input type="checkbox"/> Opening Keynote    | \$ 5,000   |  |                   |
| <input type="checkbox"/> Closing Keynote    | \$ 5,000   |  |                   |
| <input type="checkbox"/> Charging Station   | \$ 4,000   |  |                   |
| <input type="checkbox"/> Photobooth         | SOLD   |  |                   |
| <input type="checkbox"/> *Exhibitor         | \$ 4,000 (does not include any sponsor benefits) |  |                   |

A deposit of 50% must accompany this form.  
Full payment is required by June 1<sup>st</sup>, 2018

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

**9.975% QST:** \_\_\_\_\_  
*(for Quebec based companies only)*

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

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

**PAYMENT OPTIONS** (Please select one)

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

Please invoice us.  
*(I understand that my organization must make full or deposit payment to confirm sponsorship)*

Make cheque payable to:  
**IIA Canada**  
305-955 Green Valley Cres.  
Ottawa, Ontario, K2C 3V4

**RETURN COMPLETED FORM TO:**

**Mail:** Rebecca Darling, The Bayley Group  
72924 Airport Line, P.O. Box 39  
Hensall, ON, N0M 1X0

**Email:** [rebecca@bayleygroup.com](mailto:rebecca@bayleygroup.com)  
**Fax:** 1.519.263.2936

Authorized Company Signature

Print Name & Title