



**NATIONAL CONFERENCE
CONFÉRENCE NATIONALE**

September 20 – 23

**2021
EXHIBITOR &
SPONSORSHIP
PROSPECTUS**



VIRTUAL



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 VIRTUAL 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 3.5 cost-effective days building relationships and doing business with the people that matter in the internal audit industry.



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AUDIT LEADERSHIP EVENT

ALE PLATINUM **\$7,500**

- Two (2) complimentary ALE registrations
- Opportunity to provide an ALE virtual delegate bag insert
- Rotating banner ad in the virtual conference platform landing page/lobby
- One (1) message sent via the virtual conference platform thanking the sponsor
- One (1) ALE delegate poll via the virtual conference platform
- Live or pre-recorded welcome message or closing remark by the sponsor
- Acknowledgment in opening remarks
- ALE delegate mailing list sent post-event

All Audit Leadership Event (ALE) Sponsorships include:

- Logo on ALE virtual signage on landing page/lobby of virtual conference platform
- Logo on-screen in pre-presentation ALE slides
- Profile on virtual conference platform
- Your company logo and website link on the Conference website and virtual conference platform

ALE LUNCH **\$5,000**

- One (1) complimentary ALE registration
- \$20 voucher (ie Skip the Dishes/Uber Eats) for each delegate of ALE
- One (1) message sent via the virtual conference platform thanking the sponsor for providing lunch
- Acknowledgment in opening remarks
- ALE delegate mailing list sent post-event

ALE SPEAKER **\$3,500**

- One (1) complimentary ALE registration
 - Opportunity to provide an ALE virtual delegate bag insert
 - One (1) message sent via the virtual conference platform thanking the sponsor
 - Opportunity to deliver a short live or pre-recorded introduction at the beginning of the sponsored speaker's talk
 - Acknowledgment in opening remarks
 - ALE delegate mailing list sent post-event
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All Full Conference Sponsorships include:

- Logo on virtual signage on landing page/lobby of virtual conference platform
- Logo on-screen in pre-presentation slides (plenary sessions in main theatre)
- Profile on virtual conference platform
- Your company logo and website link on the Conference website and virtual conference platform

PLATINUM (EXCLUSIVE)

\$20,000

- Five (5) complimentary Full Conference - Unlimited Access registrations (\$5000 value)
- Complimentary virtual exhibit booth (includes two exhibitor passes)* (\$2500 value)
- Opportunity to provide a virtual delegate bag insert
- One (1) message sent via the virtual conference platform thanking the sponsor
- One (1) virtual conference platform gamification opportunity
- One (1) virtual conference platform delegate poll
- Acknowledgment in opening remarks
- Sponsor logo along with the conference logo on all delegate communications
- Full conference delegate mailing list sent post-event
- Thought Leadership Article distributed via email to Members or Webinar Speaker
- Rotating banner ad in the virtual exhibit hall
- Rotating banner ad in the virtual conference platform landing page/lobby
- Brand recognition & opportunity to create and moderate a topic-specific discussion in Networking Lounge
- Opportunity for 1 company rep to address audience during Opening Remarks (max 3 mins / prerecord message or video)

GOLD

\$15,000

- Four (4) complimentary Full Conference - Unlimited Access registrations (\$4000 value)
- Complimentary virtual exhibit booth (includes two exhibitor passes)* (\$2500 value)
- Opportunity to provide a virtual delegate bag insert
- One (1) message sent via the virtual conference platform thanking the sponsor
- One (1) virtual conference platform gamification opportunity
- Acknowledgment in opening remarks
- Full Conference delegate mailing list sent post-event
- Rotating banner ad in the virtual exhibit hall
- Rotating banner ad in the virtual conference platform landing page/lobby
- Brand recognition & opportunity to create and moderate a topic-specific discussion in Networking Lounge

SILVER

\$10,000

- Three (3) complimentary Full Conference - Unlimited Access registrations (\$3000 value)
- Complimentary virtual exhibit booth (includes two exhibitor passes)* (\$2500 value)
- Opportunity to provide a virtual delegate bag insert
- Acknowledgment in opening remarks
- Full Conference delegate mailing list sent post-event
- Rotating banner ad in the virtual exhibit hall

BRONZE

\$7,500

- One (1) complimentary Full Conference - Unlimited Access registration (\$1000 value)
- Complimentary virtual exhibit booth (includes two exhibitor passes)* (\$2500 value)
- Opportunity to provide a virtual delegate bag insert
- Acknowledgment in opening remarks
- Full Conference delegate mailing list sent post-event



*** VIRTUAL EXHIBIT BOOTH \$2,500**

- Complimentary virtual exhibit booth (includes two exhibitor passes)
- Custom built exhibit booth with the following features:
 - Include Welcome/Product/Services video
 - Add product and sales materials to share with delegate's visiting your booth
 - One-on-one chat capabilities to create engagement for your booth visitors
- Post-Event Data
- Full list of all delegates that visited your booth and downloaded assets and a record of all booth chats
- Your company logo and website link on the Conference website and virtual conference platform

DAILY KEYNOTE SPEAKER \$10,000

- One (1) complimentary Full Conference - Unlimited Access registration
- Opportunity for one (1) company representative to introduce or thank the speaker (max 3 mins / prerecord message or video)
- Virtual conference platform notification inviting attendees to the keynote presentation
- Opportunity to provide a virtual delegate bag insert
- Your company logo and website link on the Conference website and virtual conference platform
- Branding of main theatre for keynote of your choice

EDUCATION TRACK SPONSORSHIP \$5,000

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

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

- Opportunity to record a short introduction for each session within the sponsored Track.
- Your logo featured as Track Sponsor for each session description within the platform agenda. Track console branded with your logo (will appear for each session within the track).
- One (1) Virtual conference platform notification inviting attendees to attend the sessions within the track of your choosing.
- A virtual promotional item to be placed in the downloads section of the presentations for the track of your choosing.
- Your company logo and website link on the Conference website and virtual conference platform



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APPLICATION FORM

CONTACT INFORMATION (As it should appear in publication materials)

Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

SPONSORSHIP OPPORTUNITIES (Please select the opportunity you are interested in sponsoring)

NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES *

- Platinum Level \$ 20,000
- Gold Level \$ 15,000
- Silver Level \$ 10,000
- Bronze Level \$ 7,500
- *Exhibitor \$ 2,500* (**does not include any sponsor benefits*)
- Daily Keynote Speaker \$ 10,000
- Education Track Sponsorship \$ 5,000

**AUDIT LEADERSHIP EVENT (ALE)
SPONSORSHIP OPPORTUNITIES***

- ALE Platinum \$ 7,500
- ALE Lunch \$ 5,000
- ALE Speaker \$ 3,500

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

Full payment is required by August 14, 2021.

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:
IAC 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.)*

Subtotal: \$** _____

PLUS HST

**RETURN COMPLETED FORM
VIA EMAIL TO:**

IIAC@intertaskconferences.com

FOR INQUIRIES CALL:

613-238-4075 x 239

Print Name and Title

Authorized Company Signature