



IPA INSTITUTE OF PUBLIC ACCOUNTANTS®

**SPONSORSHIP
OPPORTUNITIES**

NATIONAL CONGRESS

27 – 29 NOVEMBER 2014

CROWNE PLAZA
HUNTER VALLEY

*The premier
Congress for
Accounting
professionals
in 2014*

I. INTRODUCTION

The Institute of Public Accountants (IPA) has a proud history of representing the interests of the profession and serving members for over 90 years. With more than 25,000 members and students spread throughout Australia and over 50 countries overseas, IPA members work in public practice, commerce, government, and education. The IPA is fast becoming the membership body of choice for professional accountants.

The 2014 National Congress takes place at the 5 star Crowne Plaza Resort and Conference Centre in the Hunter Valley, NSW from the 27th to the 29th of November. The Congress will provide delegates with continuing professional education, extensive networking opportunities and a forum to view the latest products and services the accounting and finance industry has to offer.

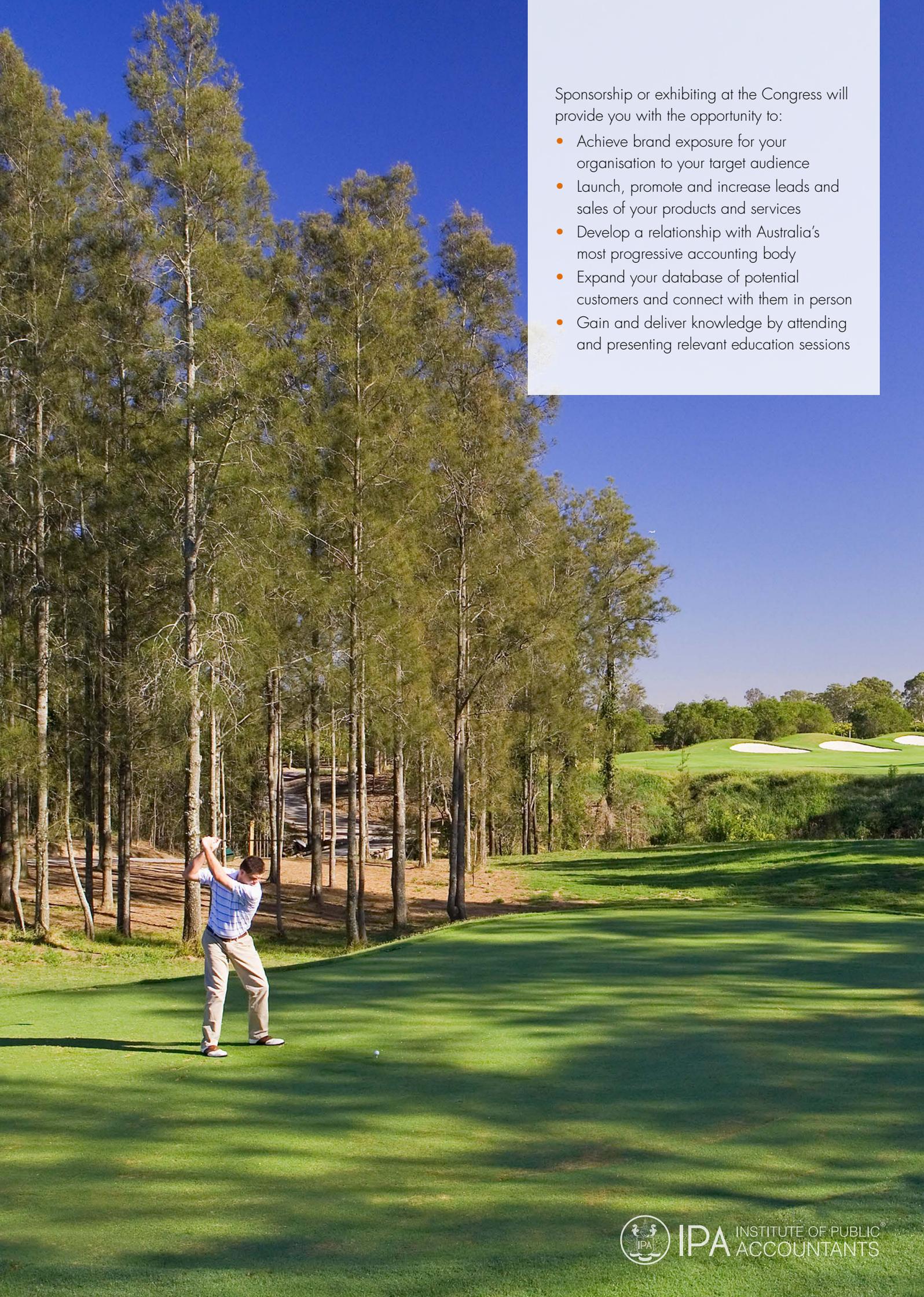
The IPA invites you to participate in the Congress as a sponsor or exhibitor. Your participation will provide your organisation with widespread exposure to IPA members and their networks, while strengthening your relationship with the Institute.

Your brand will be promoted to a highly targeted and professional audience of accountants across Australia, China, Malaysia and over 50 other countries.

The IPA has an extensive global focus and is a member of the International Federation of Accountants (IFAC) and the Confederation of Asia Pacific Accountants (CAPA). The Institute promotes best practice and the exchange of knowledge to build relationships across borders and state boundaries.

Join us in 2014 and experience the energy of an event that draws top business leaders, industry experts and key figures from across Australia and beyond, giving you the opportunity to connect with fellow IPA members from across the country and around the world.

At the Congress, you'll enjoy premier resort accommodation in the heart of Australia's oldest wine region. Just two hours north of Sydney and a convenient 50 minute drive from Newcastle Airport, you'll discover a haven of picturesque vineyards, abundant wildlife and a scenic 18 hole golf course right at your doorstep. With a range of top restaurant and bar options onsite, you'll be spoilt for choice.



Sponsorship or exhibiting at the Congress will provide you with the opportunity to:

- Achieve brand exposure for your organisation to your target audience
- Launch, promote and increase leads and sales of your products and services
- Develop a relationship with Australia's most progressive accounting body
- Expand your database of potential customers and connect with them in person
- Gain and deliver knowledge by attending and presenting relevant education sessions

2. TARGET AUDIENCE AND EXPECTED ATTENDANCE

IPA members are representative of the full accounting spectrum and include: The largest public accounting practice network in Australia offering services to individuals and companies spanning all industry sectors; **commercial accountants** employed in small and medium sized enterprises; **senior business advisers and academics** employed in **education, the not-for-profit sector** and all levels of **government**.

DEMOGRAPHIC INFORMATION

- Many members are key decision makers with more than 50% in the position of Manager or higher.
- 42% of IPA members are in professional (public) practice, with 50% in commerce and industry and 8% in government and education.
- 65% of Congress delegates typically are public practitioners providing opportunities for direct contact with their clients which include many other small businesses.
- Most IPA members work in or service the SME sector with more than 50% of members working in businesses with less than 50 employees.
- IPA members are professional business men and women, with a large percentage earning a high income.
- 55% of currently registered delegates are male and 45% Female.
- 80% of currently registered delegates fall into the 41-60 age bracket. This is also representative of the make-up of IPA membership base.

EXPECTED ATTENDANCE

- The promotion of the Congress is well underway and the early signs of widespread member and sponsor support are encouraging.
- Total attendance at the 2014 National Congress is expected to exceed 300. There are also likely to be contingents and dignitaries from overseas, particularly China and Malaysia.
- Announcements of other draw card, keynote and technical speakers will be made in the coming months.
- Through its regional congresses and other CPE events the IPA has earned a reputation for putting together excellent programs. These combine the core education component with innovative social and recreational aspects, at prices that are competitive and affordable.



3. LOCATION, VENUE, EVENT FORMAT AND PROMOTION

3.1 LOCATION

With more than 150 wineries, the Hunter Valley produces some terrific wines, loved at home and abroad. Fine restaurants can be found in many local areas, with wine and food buffs being able to join a winery tour, stock up on local olive oil, cheese, coffee and smokehouse products.

If you'd like to enjoy the great outdoors with a game of golf, hot-air balloon ride or shopping for antiques and local artworks, you'll find plenty of options in the Hunter Valley.

If you have a passion for wine, then a visit to the wineries of the Hunter Valley is a must. Home to some of the oldest wine families in Australia, the Hunter Valley produces a range of tempting wines that utilise traditional methods and techniques. There is plenty for the more modern palate as well, with an abundance of young innovative growers offering up fresh new tastes.

Enjoying the outdoors has never been easier, or more pleasurable, than in the Hunter Valley. There are many excellent walks to be enjoyed. Why not take a stroll through the Hunter Valley Gardens, which boasts more than 25 hectares of international display gardens.



3.2 VENUE

Just two hours north of Sydney, the Crowne Plaza Hotel will allow you to discover a haven of picturesque vineyards, abundant wildlife and a scenic golf course right at your doorstep.

The Crowne Plaza in Hunter Valley hotel offers something for everyone. Unwind and be pampered at the onsite Tea Tree Day Spa, perfect your swing on the 18-hole golf course, burn some energy on the tennis and basketball courts, and enjoy renowned local wines and produce at their onsite restaurants and bars.

With a range of onsite function rooms, a spectacular backdrop and a relaxing atmosphere, our Crowne Plaza Hunter Valley is the ideal venue for our 2014 National Congress.

The Crowne Plaza's friendly, knowledgeable concierge team are experts on the region, and will strive to ensure you have an unforgettable experience in the Hunter Valley region.

With 316 spacious and stylish guestrooms to choose from, Crowne Plaza Hunter Valley offers a wide range of accommodation options to meet the needs of every guest. Each room boasts modern furnishing, spacious bathroom with full sized bath and separate shower, free wifi access and plasma TV with movies on demand. Step out onto your private balcony or courtyard and enjoy views of the vineyards, scenic golf course or sparkling resort pool.

3.3 EVENT FORMAT

As the premier event for Accountants in Australia in 2014, the National Congress will run for 2.5 days broken down into:

- One half day of pre-Congress workshops
- Two full days of educational presentations featuring both plenary and concurrent sessions
- Full social calendar including:
 - welcome cocktail function
 - BBQ dinner and night market
 - farewell dinner/dance
- Extensive use of outdoor catering facilities and entertainment areas
- Additional recreational activities and networking events catering for all attendees and partners.

Topics

The Congress will have an impressive lineup of quality presenters covering a range of topics. Sessions will cover topics such as (but not limited to):

- Tax Planning and Reform
- Management Accounting
- Practice Management
- Corporate Governance
- Superannuation
- Latest FOFA developments
- Motivational and Sales Training



- Wealth Creation Strategies
- Fraud and Money Laundering
- Cloud Technology
- Compliance Issues – ACCC, ASIC, ATO, Audit
- Succession Planning
- SMSFs
- HR and IR
- The Global Economy

3.4 EXHIBITOR AREA

The Congress will incorporate an exhibitor area where your business can obtain excellent exposure to delegates. You will have the opportunity to engage with delegates before and after education sessions, during tea breaks, lunches and at drinks before the official dinner.

Delegates will be encouraged to visit exhibitors throughout the Congress and a 'Passport' system with prizes attached will be used as an incentive.

Sponsors and exhibitors may also offer prize incentives. Major partners will have the opportunity to sponsor and speak at social functions and contribute to the Education program.

3.5 CONGRESS PROMOTION

Promotion has commenced and will continue up until the conclusion of the event. The various promotional tactics to be used are summarised as follows;

Advertising

The Congress will be extensively promoted through ad campaigns in the IPA's prestigious bi-monthly journal *Public Accountant*. There will also be advertisements in the IPA's fortnightly e-newsletter *Technical Advantage*.

Direct Mail

The Congress will be marketed extensively through direct mail internally to members and non-members in Australia, China and Malaysia. The final program will be widely distributed electronically and will contain sponsors and exhibitors logos.

Print media

All printed material will acknowledge sponsors and include their logos.

Social Media and Video production

There will be extensive use of the IPA's social media channels including Facebook, YouTube, LinkedIn and Twitter, including live tweeting during the event. Media production will include videos on the IPA's YouTube channel and other channels by agreement with major sponsors.

Website

The IPA website provides the opportunity for members and non-members to access information and register for the event online.

Digital Hub

Launched in February 2013, our digital hub (www.pubacct.org.au) features editorial platform will feature editorial and creative content, and facilitate blogs that can be directed at Congress promotion.

4. SPONSORSHIP PACKAGES FOR THE NATIONAL CONGRESS

(all pricing is exclusive of GST)

4.1 CONGRESS PARTNER (EXCLUSIVE OPPORTUNITY)

COST \$35,000

PRE-CONGRESS PROMOTIONS AND MARKETING

- Naming rights of Congress (i.e. '2014 IPA National Congress in partnership with.....')
- Logo on the Congress program
- Logo on all Congress advertisements in journals and other electronic or hard copy publications
- Acknowledgment as Congress Partner via the IPA's social media channels
- Acknowledgement as Congress Partner via official Congress promotional video
- Link to your website from the Congress page on the IPA website and digital hub
- Full page advertisement in the official Congress program (soft copy only).
- Half page advertorial in the IPA's influential journal *Public Accountant*
- Other opportunities listed under 3.4 Congress Promotion (to be negotiated)

AT THE CONGRESS

- Three (3) complimentary registrations to attend the Congress including all social functions
- Opportunity for a company nominee to present a 45 minute, education-based presentation within the Congress program
- Acknowledgement as official Congress partner at all official functions
- Sponsor of the farewell dinner with sole signage and speaking rights (5 minutes max) along with the IPA
- Signage rights in the exhibitor space, plenary hall and at all official Congress dinners and functions
- Two (2) items of promotional material in the Congress satchel (subject to weight and size limitations)
- One (1) Congress exhibitor space (double booth)
- Prominence in the Exhibitor Passport Program including presentation of the main prize at the conclusion of Congress

OPTIONAL EXTRAS

- First opportunity to be sole satchel sponsor (no additional charge but must provide satchels which can also display IPA, as well as company logo)
- First opportunity to be sole lanyard sponsor (no additional charge but must provide lanyards and sleeves)
- First opportunity to be note pad and pen sponsor (no additional charge but must provide note pads and pens)
- Other options include delegate room drops and the ability to help theme the 'Country Hoedown Farewell Dinner/Dance'

AFTER THE CONGRESS

- Acknowledgement as Congress Partner in all post Congress media and marketing initiatives
- Invitation to become Congress Partner at IPA's 3rd National Congress (offer valid to 31 December 2014)
- Opportunity to send one (1) electronic communication to all conference delegates as a post event follow up

4.2 PLATINUM SPONSOR (2 AVAILABLE)

COST \$20,000

PRE-CONGRESS MARKETING

- Logo on the Congress Program
- Logo on all Congress advertisements in journals and other electronic or hard copy publications
- Link to your website from the Congress page on the IPA website and digital hub
- Opportunity to purchase advertising space in the official Congress program (soft copy only)

AT THE CONGRESS

- Two (2) complimentary registrations to attend the Congress including all social functions
- Acknowledgement as Platinum sponsor at all official Congress functions
- Opportunity to have a 20 minute demonstration in the exhibitor area during one of congress lunch sessions
- Acknowledgement as sponsor of either the welcome or farewell functions with signage opportunities
- Signage rights in the exhibitor space, plenary hall, and at all official Congress functions other than the official dinner
- One (1) Congress exhibitor space (single booth)
- Two (2) item of promotional material in the Congress satchel
- Participation in the Exhibitor Passport Program including the opportunity to offer prizes
- Opportunity to send one (1) electronic communication to all conference delegates as a post event follow up

OPTIONAL EXTRAS

- Opportunity to purchase satchel sponsorship (if not taken up by Congress partner)
- Opportunity to purchase lanyard sponsorship (if not taken up by Congress partner)
- Opportunity to purchase note pad and pen sponsorship (if not taken up by Congress partner)

4.3 GOLD SPONSOR (UNLIMITED)

COST \$10,000

PRE-CONGRESS MARKETING

- Logo on the Congress Program
- Logo on all Congress advertisements in journals and other electronic or hard copy publications
- Link to your website from the Congress page on the IPA website and digital hub
- Opportunity to purchase advertising space in the official Congress program (soft copy only)

AT THE CONGRESS

- One (1) complimentary registration to attend the Congress including all social functions
- Acknowledgement as Gold sponsor at all official Congress functions
- Signage rights in the exhibitor space.
- Catering for all social functions for a maximum of (2) representatives
- One (1) Congress exhibitor space (single booth)
- Two (2) item of promotional material in the Congress satchel
- Participation in the Exhibitor Passport Program including the opportunity to offer a prize
- Acknowledgement of sponsorship at the welcome function
- Seat drop of one piece of material at a session to be selected from the congress program. Note: this option is not available for any session being conducted or sponsored by the Congress Partner



4.4 SILVER SPONSOR (UNLIMITED)

COST \$5,500

PRE-CONGRESS MARKETING

- Logo on the Congress Program

AT THE CONGRESS

- One exhibitor display booth
- One (1) item of promotional material in the Congress satchel
- Daytime catering for a maximum of two (2) representatives
- Participation in the Exhibitor Passport Program including the opportunity to offer a prize
- Acknowledgment by MC at the opening address of Day 1 of the education program

4.5 EVENT EXHIBITOR

COST \$3,500

AT THE CONGRESS

- One exhibitor display booth
- Daytime catering for a maximum of 2 person
- Participation in the Exhibitor Passport Program including the opportunity to offer a prize
- Acknowledgment by MC at welcome function

A promotional flyer should be no more than A4 in size of 20 pages) and/or a piece of merchandise with the dimensions no more than 63W x 88L x 15D mm, please seek prior approval from the IPA if your inserts are bigger than the above specifications.

4.6 OPTIONAL EXTRA – SACHEL SPONSOR

COST \$3,500

- Exclusive supply of satchels branded with the sponsor's and IPA logos only. All delegates receive a satchel upon registration.

4.7 OPTIONAL EXTRA – LANYARD SPONSOR

COST \$2,500

- Exclusive supply of branded lanyards with plastic sleeve to be provided by the sponsor. ID cards to carry sponsor's and IPA logos only. All attendees will receive a lanyard upon registration

4.8 OPTIONAL EXTRA – NOTEPAD AND PEN SPONSOR COST \$1,500

- Exclusive supply of branded notepad and pens to be provided by the sponsor for insertion into the delegates' satchels.

All optional extras are only available if not taken up by the Congress Partner or Platinum Sponsors.

4.9 SACHEL INSERT SPONSOR – NON EXHIBITOR COST \$1,500

- One (1) item of promotional material (other than lanyard, note pad or pen subject to size, thickness and weight limits) in the Congress satchel

4.10 SPEAKER GIFT SPONSOR

COST \$2000 APPROX

- Sponsor to provide gifts approved by IPA to be handed to speakers by the MC at the conclusion of each session. There will be approximately 40 speakers.
- MC to acknowledge gift donor at each presentation.

4.11 OTHER SPONSORSHIP OPPORTUNITIES

INTERNET SPONSOR

COST \$5,000

- Sponsor of the Wi-Fi internet access at the Congress venue

COFFEE CART SPONSOR

COST \$5,000

- Naming rights on the coffee cart at the Congress venue

WATER SPONSOR

COST \$1,000 (PLUS COST OF

FILLED WATER BOTTLE AND ASSOCIATED COSTS)

- Provide Congress attendees with branded, chilled bottled water.

These packages and opportunities are intended as guidelines and an aid to negotiations between the IPA and your organisation. The objective is to tailor a package that will suit both your sponsorship aspirations and budget.

PREVIOUS NATIONAL CONGRESS SPONSORS

The following organisations supported the IPA 2013 National Congress.

Many are long standing IPA partners, and we also welcomed a number of new sponsors in 2013.

The IPA received overwhelmingly positive feedback from sponsors who were involved in the 2013 National Congress.



5. OUR COMMITMENT TO SPONSORS

We value our strategic relationships and are committed to achieving joint promotional objectives.

The IPA will:

- give recognition to your valued support at the Congress
- keep you informed of Congress developments
- provide copies of magazines, newsletters, brochures and collateral that contain your logo or advertisement

6. CONTACT US

For further information contact one of the following IPA staff members:

Catherine Cleary

t 03 8665 3136 **m** 0400 532 963

e catherine.cleary@publicaccountants.org.au

Laura Walker

t 03 8665 3121

e laura.walker@publicaccountants.org.au



IPA INSTITUTE OF PUBLIC ACCOUNTANTS®

NATIONAL
CONGRESS
27 - 29 NOVEMBER 2014



IPA INSTITUTE OF PUBLIC[®]
ACCOUNTANTS