



INSTITUTE OF
**PUBLIC
ACCOUNTANTS®**



2019 **BALI TAX RETREAT**

30 OCTOBER - 1 NOVEMBER
SOFITEL BALI NUSA DUA RESORT

Sponsorship Opportunities

PUBLICACCOUNTANTS.ORG.AU/BALI19

About the Institute of Public Accountants

The Institute of Public Accountants (IPA) is an innovative and flexible professional membership body for accountants with a proud heritage of representing the interests of members, the accounting profession, the broader community and small business.

The IPA is one of the three accounting bodies recognised in law in Australia and is a full member of the International Federation of Accountants, the Accounting Professional and Ethical Standards Board and the Confederation of Asian and Pacific Accountants.

We're proud to support our 35,000 members and students located in more than 80 countries around the world.

IPA members cover the full accounting spectrum and include public practitioners offering services to individuals and companies spanning all industry sectors; commercial accountants employed in small and medium sized enterprises and the corporate sector; accountants and senior business advisors employed in education, the not-for-profit sector and all three tiers of government; accounting technicians, bookkeepers and BAS agents.

Our commitment to providing continuing education to our members to enhance their professional competence is an investment in ensuring excellence is achieved.

We encourage you to participate in IPA events as an event partner, sponsor or supporter of the 2019 Bali Tax Retreat. Participation will provide your organisation with widespread exposure to IPA members and their networks.

Key benefits of sponsorship are:

- developing a relationship with Australia's most progressive accounting body, its members as well as non-members;
- achieving brand exposure for your organisation;
- direct access to your target market;
- launch, promote and increase leads and sales of your products and services;
- expanding your database of potential customers and connect with them in person; and
- expanding your knowledge by attending relevant education sessions.

IPA DEMOGRAPHIC INFORMATION

- 35,000 members and students worldwide.
- 42% of members are in public practice, 50% in commerce and industry, 8% in government and education.
- Many members are key decision makers with more than 50% in the position of Manager or higher.
- Most IPA members work in or service the SME sector with 50% of members working in businesses with less than 50 employees.
- 65% of IPA members are male, although 46% of new members admitted in the past 5 years have been female.
- The majority of members fall into the 41-60 age bracket.

2019 Bali Tax Retreat Event Overview

We understand that you value the opportunity to meet with our members face to face. The Bali Tax Retreat takes this opportunity further and allows for you to interact and converse with members in an informal setting over several days.

EVENT DETAILS

The 2019 Bali Tax Retreat will be the third event of its kind, growing in popularity each year since its inception in 2017. The 2019 Tax Retreat will be held at the luxury 5-star Sofitel Nusa Dua Beachfront resort. With activities and training over three and a half days, the retreat provides significant opportunities for delegates to increase their tax knowledge and plenty of down time to join in on social functions, activities, network with others or just relax.

The event will commence on Wednesday, 30 October with Registration and a Welcome Reception. Thursday 31 October and Friday, 1 November will both consist of an optional activity in the morning, full day education session and then a Social Function in the evening. Saturday, 2 November there will be an option Island tour for those who wish to participate.

ABOUT THE 2019 BALI TAX RETREAT

Date: 30 October – 1 November 2019

Venue: [Sofitel Bali Nusa Dua Resort](#)

Web: <https://www.publicaccountants.org.au/events/conferences/2019-bali-tax-retreat>

Attendance: In 2018 we had 60 delegates, plus partners for the Retreat.

EXHIBITION

Unlike other major events run by the IPA, we will not have a large exhibition hall at the Bali Tax Retreat. Sponsors will have a table within the breakout area, which they can have brochures and information at for delegates to look over, however the benefit of the Tax Retreat, is being with the members and engaging with them one – on – one. Sponsors would be encouraged to join the delegates during breaks, in activities and the social functions and get to know them, rather than standing behind a table.

This unique setting allows you to create solid and longstanding connections and business relationships with the delegates.

Competitions with delegates to fill out a form would be encouraged to create business leads (most delegates would not be carrying business cards).

DELEGATE DEMOGRAPHICS

Previous years have shown the Retreat grown from 35 attendees to 60 in 2018 which is expected to grow again for 2019, with 45 delegates already pre-registered to attend five months out from the event. In previous years, over 65% of the attendees at the Retreat have been the Directors or owners of their own practice, we expect this trend to continue.

As the event originated from the WA Division of the IPA, WA members equate for a significant share of the attendees at the Bali Tax Retreat, however there is significant attendance from across the country. In 2018 the percentage breakdown equated to:

WA	42%
NSW	25%
QLD	13%
VIC	10%
SA	5%
NT	5%

EVENT PROMOTION

Promotion is paramount and will continue up until the conclusion of the event. The promotional strategies used are summarised as follows:

- **ADVERTISING:** Public Accountant magazine, Technical Advantage eNewsletter and at other CPD Events;
- **DIRECT MAIL:** sent to all IPA members and non-members, electronically;
- **DEDICATED WEBPAGE:** this will include all the event partner and sponsors logos as they are confirmed;
- **SOCIAL MEDIA:** channels include Facebook, LinkedIn and Twitter;
- **DELEGATE WORKBOOK & PROGRAM HANDOUT:** this will include the event partner and sponsors logos
- **AV:** PowerPoint slide will be shown at the event acknowledging our event partner and sponsors.

OUR COMMITMENT TO SPONSORS

Communication is the key to any successful business relationship. In working with you, we will establish the mutual goals and expected benefits for both your organisation and the IPA.

INCLUSIONS	EVENT PARTNER (\$5,000) (ex GST) 1 Available	SPONSOR \$3,000 (ex GST) 2 Available	SUPPORTER \$500 (ex GST)
MARKETING AND PROMOTIONS			
Event partner acknowledgement	✓		
Company profile on Bali Tax Retreat Webpage	✓		
Full page advert in event program	✓		
Half page advert in event program		✓	
Logo on	<ul style="list-style-type: none"> • Website • AV Screen • Delegate Lanyard book • Delegate Workbook 	<ul style="list-style-type: none"> • Website • Delegate Lanyard book • Delegate Workbook 	<ul style="list-style-type: none"> • Delegate Lanyard book • Delegate Workbook
Delegate Lanyard sponsorship (supplied by event partner)	✓		
Delegate T-Shirt sponsorship	✓		
Promotional item inclusion in delegate bag	2	1	1
One electronic communication to delegates post-event	✓		
Acknowledgement on all post event marketing	✓		
Acknowledgment on social media	✓	✓	
RECOGNITION			
Live mentions at event by MC	✓	✓	
Ability to speak at Social function for up to 5 minutes	✓		
Banners on stage for duration of education session*	✓	✓	
EXHIBITION AND EVENT ATTENDANCE			
Table at event within main break area	✓	✓	
Opportunity to conduct door prize from your exhibit	✓	✓	
Attendance tickets for full Bali Tax Retreat educational program*	2	1	
Social Function tickets*	2	1	

- All banners and exhibit items must be delivered to the venue by the sponsor.
- Event tickets do not include flights, transport or accommodation which must be purchased separately.

ADDITIONAL OPPORTUNITIES

LANYARD SPONSOR

(Available only if no Event Partner)

Cost \$1,500 + supply of lanyards (ex GST)

Exclusive supply of branded lanyards with plastic sleeves to be provided by the sponsor. All attendees will receive a lanyard upon registration.

T-SHIRT SPONSOR

(available only if no Event Partner)

Cost \$1,500 (ex GST)

Ability to have sponsor logo included on the Bali T-shirts supplied to all delegates upon arrival.

ADDITIONAL INFORMATION

All satchel inserts are subject to weight and size limitations. A promotional flyer should be no more than A4 in size and a maximum of 20 pages (10 double-sided pages) and merchandise should be 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.

CONTACT US

To secure your participation or for further information about how you can be involved in any of the major events please contact

Partnership Manager:

Michelle Flood

03 8665 3115

michelle.flood@publicaccountants.org.au

General Manager – WA:

Kerrin Simmonds

08 9368 7600

kerrin.simmonds@publicaccountants.org.au

INSTITUTE OF PUBLIC ACCOUNTANTS (IPA), TERMS & CONDITIONS

1. DEFINITIONS

'Organisers' means Institute of Public Accountants (IPA) or their designated representatives. 'Exhibitor' includes any person or organisation to which an exhibition space is allocated. 'Venue' refers to the location where the conference is being held. 'Event' means the event as outlined on the booking form.

2. PAYMENTS

An invoice will be issued on receipt of confirmation of intent to sponsor and payment should be made within 14 days. If the Event is within 30 days then full payment will be required with the booking. The IPA also reserves the right to cancel the allocated Exhibitor Space should payment not be received in full prior to the Event.

3. CANCELLATIONS

Exhibitors wishing to cancel a booking must do so in writing to michelle.flood@publicaccountants.org.au or kerrin.simmonds@publicaccountants.org.au. Cancellations up until 90 days prior to the Event will be entitled to a full refund of any fees paid. No refunds will be provided within 90 days of the event. The IPA may terminate the booking if the Exhibitor infringes any of the Terms and Conditions or acts in anyway, prior or during the Event, which is deemed by IPA to be detrimental to IPA or the Event.

4. EVENT ALTERATIONS AND CANCELLATION

The IPA reserves the right to make alterations to the Event program, venue and timings at any time. In the unlikely event of the Event being cancelled by IPA, a full refund will be made. Liability will be limited to the amount of the Exhibitor fee paid. If rescheduled or postponed and the Exhibitor is unable to participate in the rescheduled event, the Exhibitor will receive a full refund. IPA is not responsible, and will not be liable, for any of the Exhibitor's costs associated with the Event or travel costs if the Event is cancelled or postponed. The IPA will not be held liable for any refunds or costs associated for cancellation or postponement due to any act of god, natural disaster, fire, rain, wind, storm, earthquake, or any other unforeseen event. While we will make every effort to secure a high level of attendance to the Event, no guarantee of attendance numbers can be given and no discounts or refunds are available if attendee numbers do not reach the projected levels.

5. THE EXHIBITION

- a) Exhibitor Space includes power supply, trestle table and 2 chairs unless otherwise stated. Additional furniture or equipment may be hired at an additional cost to the Exhibitor. The IPA will not take responsibility for equipment or services the Exhibitor has organised.
- b) Exhibitors must abide by the set-up and bump-out times as stated by the Organiser. Under no circumstances can a stand be broken down/packed up until the specified bump-out times, unless otherwise agreed with the Organiser.

6. LIABILITY

The Exhibitor agrees to indemnify, defend and hold harmless IPA and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. IPA shall not be responsible for loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.