

# Sponsor & Exhibitor Prospectus



## *IIA Chicago Chapter Year*

*January 1, 2025, through December 31, 2025*

The Chapter is offering a revised sponsor and exhibitor program for the calendar year of 2025. We have updated sponsorship levels, reduced sponsorship fees and [streamlined sponsorship for ALL 2025 chapter events into one package](#). We are asking you to join us in redefining how you interact with our chapter members and we are confident that you will see increased return on your investment in our partnership.

Your sponsorship will encompass our largest event of the year, our *64<sup>th</sup> Annual Seminar*, our popular Golf Outing and, depending on your level, our CAE roundtable, Manager roundtables, Lunch and Learns and other Chapter events.

An average of 800 members of the Internal Audit and Chicago business community professionals have attended the last three in-person events. Each year, Internal Audit, Risk, and Compliance professionals, along with Accountants, Controllers and CFOs from the greater Chicago area, surrounding communities and throughout the Midwest, join together at the IIA Chicago Chapter's Annual Seminar to attend valuable training sessions, review the latest products, share their professional knowledge and experiences, and network with fellow professionals.

The Golf Outing brings together over 200 people for a day in August, including breakfast, lunch and a reception, as well as "beat the pro," contest holes and other activities throughout the day.

### **IIA Target Audience**

The IIA Chicago Chapter has over 2,000 members throughout the greater Chicago area. Among our members are decision makers, Chief Audit Executives, Directors, Senior and mid-level Managers. Our events, especially our Annual Seminar event, also draw a significant number of CFOs, Controllers and Board Members, even from outside of the greater Chicagoland area. Additionally, the students from area Internal Audit programs and associations are also invited and encouraged to attend.

### **Sponsors**

Whichever sponsorship package fits your needs, being an IIA Chicago Chapter sponsor is invaluable to increasing your visibility and enhancing your Chicago market presence with this highly targeted audience. Join us and let IIA Chicago match you to the right package to reach your marketing goals throughout 2025.

# ***Excellent Value for Your Marketing Dollar***

## **ANNUAL SEMINAR—March 31, 2025**

### **Listing in the Mobile App**

Each exhibitor will receive their own “page” in the mobile app with a brief description, office address, office phone number, email addresses for key contacts, links to their website, Twitter feed, Facebook page and LinkedIn page. In addition, vendors may submit thought leadership documents to be attached to the mobile app page so participants have your information right on their device!

### **Signage and Display**

All sponsors will have their logo and service description included in the rolling display for the full day. Each exhibitor participating at a level of additional sponsorship will have their logo individually displayed for the duration of the sponsored component. and/or on applicable signage.

### **Exhibitor Booth Benefits:**

- **All break refreshments served in the Exhibit Hall**

Crowds gather early for breakfast served in the Exhibit Hall, and return throughout the day for snacks, refreshments and networking. During the morning and afternoon breaks, snacks and refreshments are strategically placed for maximum traffic. Additionally, the schedule for the day has been structured with four 20-minute breaks rather than solely transition time between breakout sessions, allowing you extended time with attendees in the Exhibit Hall.

- **Seminar Closing Reception in the Exhibit Hall**

Meet with attendees at this very popular closing event. Music, food and beverages add to the festivities...and to the size of the crowd.

- **Seminar closing raffles**

Nothing draws traffic like a raffle! Great prizes draw attendees to your booth to be eligible for the drawings. To be eligible for a prize drawing, attendees must visit your booth and be scanned by your booth personnel. We will announce the sponsors for each prize in the Exhibit Hall during the Seminar Closing Reception as we select the winners. If you would like, you can take this opportunity to present your prize live at the event.

## **GOLF OUTING—August 25, 2025**

The 2025 program represents a great opportunity for the Chicago Chapter to provide its members with a tremendous experience at a Chicago-area, premier-rated golf course and facility, at a reasonable price for all levels of participation, with networking for sponsors, golfers and volunteers!

All sponsors will have their logo posted at breakfast, lunch, reception, driving range, beverages,, or the contest or hole they choose to sponsor. A table and two chairs will be provided at each sponsor location. Sponsors will also have the visibility of being announced at the reception to present their raffle prize.

## **CAE ROUNDTABLES, MANAGER FORUM, AND LUNCH AND LEARN EVENTS**

**Host** CAE Roundtable, Manager Forum, or Lunch and Learn (selection in order of sponsorship level confirmation)

## **ALL OTHER CHAPTER EVENTS (INCLUDING MANAGER FORUM AND LUNCH AND LEARN)**

Depending on your selected sponsorship level, your sponsorship includes **attendance for one or two individuals at all chapter events throughout the year** at no additional charge.

# Sponsorship Opportunities

The IIA Chicago Chapter designs sponsorship packages to maximize our partners' exposure throughout the chapter year. Sponsorship packages include the benefits listed and your choice of exclusive or limited availability sponsorships.

## Platinum \$5,000

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- **Annual Seminar**

- Identification as Platinum-level sponsor on the Seminar registration site with company logo and homepage link
- Listing and company profile in the Mobile App with a full page ad
- LinkedIn post and website acknowledgement of Platinum sponsorship
- Listing as Platinum sponsor in communications
- Acknowledgement of sponsorship on signage
- Five complimentary Seminar registrations—including a plated lunch and CPE credit
- Booth space for two attendees in a prime location in the exhibit area, assigned in order of confirmation of sponsorship
- Booth setup—includes skirted table and two chairs
- Plated lunch for two booth attendees
- Electrical service
- Use of electronic lead retrieval technology, including a list of attendees who have been scanned at the vendor's booth during the Annual Seminar
- Seminar Closing Reception for booth and complimentary attendees
- Seminar Closing Raffle—sponsors and winners announced in the Exhibit Hall
- Announced as Platinum sponsor at reception and opportunity to present raffle prize
- Free parking for two booth and five complimentary attendees
- Pre-Seminar attendee list and post-Seminar attendee list—receive names of registered attendees, company name and contact information one week prior to and one week after the event; list includes those attendees who have not 'opted out.'
- Free Wi-Fi

### Platinum Sponsors choose one of the following exclusive sponsorship opportunities:

#### *Keynote Speaker*

Exclusive sponsorship of one Keynote Speaker Session. We will announce the sponsor during the Keynote Speaker Session and display their logo on the side walls during the session.

#### *Closing Seminar Reception Host*

Exclusive sponsorship of the post-Seminar reception. Sponsor's name will be announced during the opening session, post-lunch session and the last session of the day.

#### *Luncheon Host*

Be promoted as "Luncheon Host" while seminar attendees sit down, relax and network with their colleagues during the lunch break.

#### *Mobile App*

Sponsor's name will be prominently displayed on the mobile app's "splash" page. This vendor will secure visibility every time a user opens the app.

#### *Wi-Fi*

Be known as the company that is offering free internet service throughout the event so guests can stay in touch with their office and access the mobile app. Sponsor's name will be displayed on mobile app to the guests identifying the sponsor of the free internet service.

#### *Lanyards*

Have your sponsor name on the lanyards worn by all participants for the day.

- **Golf Outing**

- Choice of Breakfast, Lunch, Reception, Beverages, Driving Range, Contest Hole, or Hole Sponsorship (selection in order of sponsorship level confirmation)
- Listed as Platinum sponsor in communications
- Acknowledgement of sponsorship on signage
- LinkedIn post and website acknowledgment of Platinum sponsorship
- Announced as sponsor at reception and opportunity to present raffle prize

- **CAE Roundtables, Manager Forum, and Lunch and Learn events**

Host CAE Roundtable, Manager Forum, or Lunch and Learn (selection in order of sponsorship level confirmation)

- **All Other Chapter Events**

Attendance for two individuals at all chapter events throughout the year at no additional charge

## Gold \$3,500

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- **Annual Seminar**

- Identification as Gold-level sponsor on the Seminar registration site with company logo and homepage link
- Listing and company profile in the Mobile App
- Two complimentary Seminar registrations—including a plated lunch and CPE credit
- Booth space for two attendees in a prime location in the exhibit area assigned according to sponsorship level and years of participation
- Booth setup—includes skirted tables and two chairs
- Plated lunch for two booth attendees
- Electrical service
- Use of electronic lead retrieval technology, including a list of attendees who have been scanned at the vendor's booth during the Annual Seminar
- Seminar Closing reception for booth and complimentary attendees
- Seminar Closing Raffle—sponsors and winners announced in the Exhibit Hall
- Free parking for two booth and two complimentary attendees
- Post-Seminar attendee list—receive names of registered attendees, company name and contact information one week after the event; list includes those attendees that have not 'opted out'
- Free Wi-Fi

### Choose one of the following exclusive sponsorship opportunities:

#### *Breakfast Sponsorship*

Sponsor's name and logo will be displayed in the Exhibit Hall by the breakfast stations and announced during the opening session.

#### *Refreshments Sponsorship*

Sponsor's name and logo will be displayed in the Exhibit Hall by the refreshment stations and announced during the opening session.

Choice of sponsorship item if remaining after Platinum (selection in order of sponsorship level confirmation)

- **Golf Outing**

- Hole sponsorship (selection after Platinum in order of sponsorship level confirmation)
- Listed as Gold sponsor in communications
- Acknowledgment of sponsorship on signage
- Website acknowledgement of Gold sponsorship
- Announced as sponsor at reception and opportunity to present raffle prize

- **All Other Chapter Events**

Attendance for one individual at all chapter events throughout the year at no additional charge

## Silver \$2,000

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- **Annual Seminar**
  - Listing and company profile in the Mobile App
  - One complimentary Seminar registration—including a plated lunch and CPE credit
  - Booth space for two attendees in a location in the exhibit area assigned according to sponsorship level and years of participation
  - Booth setup—includes skirted table and two chairs
  - Plated lunch for two booth attendees
  - Electrical service
  - Use of electronic lead retrieval technology, including a list of attendees who have been scanned at the vendor’s booth during the Annual Seminar
  - Seminar Closing Reception for booth and complimentary attendees
  - Seminar Closing Raffle—sponsors and winners announced in the Exhibit Hall
  - Free parking for two booth and two complimentary attendees
  - Free Wi-Fi
- **Golf Outing**
  - Hole sponsorship (selection after Gold in order of sponsorship level confirmation)
  - Listed as Silver sponsor in communications
  - Acknowledgement of sponsorship on signage
  - Announced as sponsor at reception and opportunity to present raffle prize

## Exhibitor and Sponsorship Levels at a Glance

2025 Calendar Year*	Platinum	Gold	Silver
	\$5,000	\$3,500	\$2,000
<b>Annual Seminar—March 31, 2025</b>			
Complimentary conference attendees (including parking, plated lunch and CPE)	5	2	1
Complimentary booth attendees (including parking and plated lunch)	2	2	1
Pre-attendee list	X		
Post-attendee list	X	X	
Electronic lead retrieval technology	X	X	X
LinkedIn post-acknowledgment of sponsorship	X		
Website acknowledgement sponsorship	X	X	
Listed as sponsor in communications and signage	X	X	X
Choice of Lunch, Reception, Wi-Fi, Lanyards, Mobile App, or Key Note Speaker sponsorship (selection in order of confirmation of sponsorship level)	X		
Choice of Breakfast, Refreshment, or above sponsorship item if remaining after Platinum (selection in order of sponsorship level confirmation)		X	
Announced as sponsor and opportunity to present raffle prize	X	X	X
<b>Golf Outing at Cog Hill—August 25, 2025</b>			
LinkedIn post-acknowledgment of sponsorship	X		
Website acknowledgement sponsorship	X	X	
Choice of Breakfast, Lunch, Reception, Driving Range, Contest Hole, or Hole Sponsorship (selection in order of sponsorship level confirmation)	X		
Hole sponsorship (selection after Platinum in order of sponsorship level confirmation)		X	
Hole sponsorship if remaining after Gold (selection after Gold in order of sponsorship level confirmation)			X
Listed as sponsor in communications and signage	X	X	X
Announced as sponsor at reception and opportunity to present raffle prize	X	X	X
<b>CAE Roundtable and Education Events</b>			
Host CAE Roundtable, Manager Forum, or Lunch and Learn (selection in order of sponsorship level confirmation)	X		
Host Manager Forum or Lunch and Learn if remaining from Platinum (selection in order of sponsorship level confirmation)		X	
<b>All 2025 Chapter Events</b>			
Complimentary attendees for all chapter 2025 events	2	1	
<b>In-Person Annual Meetings and Awards</b>			
Opportunity to present award at May Annual Meeting	X		
Sponsorship highlighted at January and May in-person meetings	X	X	X

\*Excludes Hacking Conference

## Annual Seminar Exhibit Booth Additional Logistics

The items listed here are available for an additional fee as indicated.

Ethernet line (one computer only) 1Mbps	\$625
20" Flat Panel Display	\$150
24" Flat Panel Display	\$195
32" Flat Panel Display	\$295
42" Flat Panel Display	\$450

*NOTE: A floor stand for a flat panel display is available for an additional charge of \$75.*

## Contact Information

Please contact one of our Sponsor Committee members with questions or if you would like additional information.

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## Frequently Asked Questions

### ***Am I able to sponsor only the Annual Seminar or only the Golf Outing?***

For 2025, we are asking organizations to sponsor both activities through this streamlined program. Our aim is to provide increased energy and involvement in chapter operations throughout the year. Should we not see mutual value from this arrangement, we will again evaluate the construct of the sponsorship program for 2026.

### ***Does my sponsorship for 2025 need to be paid at the time of my confirmation?***

No, while we are encouraging *confirmation* of sponsorship early as the order of specific sponsorship items, including booth spaces and golf holes is determined by order of confirmation, *payment* does not need to be made until 2025. If you do wish to pay in full or in part in 2024 for the 2025 Chapter year sponsorship, that is also possible.

### ***What if I have additional booth attendees?***

These individuals can be added with your sponsor representative; however, a \$70 additional charge would be required for food and beverage.

### ***There are typically raffle items or prizes that sponsors can provide at the Annual Seminar and Golf Outing. Are there any changes to those?***

No. Sponsors will still be able to have a raffle item that will be announced at the end of the Annual Seminar and Golf Outing. Similar to prior years, these are the responsibility for the sponsor to obtain and provide for the event.

### ***If my sponsorship level includes hosting a CAE roundtable, Manager forum or Lunch and Learn, how will this be arranged?***

The Sponsorship Committee will work with you to select your event (selection in the order of sponsorship confirmation.) The applicable committee chairperson will then coordinate with you to identify a date that works for your organization and for the Chapter as well as speakers, topics, food and beverages, and other logistics to support a successful event.