

# SPONSOR/SUPPORT OPPORTUNITIES

WITH RESPECT TO THE EUROPEAN ACCOUNTING ASSOCIATION'S ACTIVITIES

## Mission of the EAA



The European Accounting Association (EAA) is an academic association that supports high-quality accounting research, teaching and knowledge exchange with practice by providing a platform that enables accounting academics to develop themselves and benefit society through their activities. It also aims at the development of relations with all other professional and research-oriented Associations which are active in the field of accounting, as well as with European or international committees and authorities concerned with political decision making in this field.

The EAA pursues this mission by organizing the following activities: the Annual Congress, the Doctoral Colloquium, the PhD forum, the Accounting Resources Centre, the Talent Workshop, and the Newsletter. All these activities present opportunities for sponsoring, support, and networking. The objectives and the opportunities for support of each of these activities will be explained below.

Please send any inquiry regarding the prices of these opportunities to the Chair of the External Relations Committee of the European Accounting Association, Catalin Albu, at [Catalin.albu@ciq.ase.ro](mailto:Catalin.albu@ciq.ase.ro).

# 1. THE ANNUAL CONGRESS

## Congress Objectives

The EAA links the international accounting research community to practitioners and policy makers in order to provide a platform for the wider dissemination of excellent accounting research. The EAA Annual Congress is a major event on the international accounting calendar and attracts delegates from across the globe. The congress is organised into 12 research streams: Auditing; Accounting Education; Financial Analysis; Financial Reporting; Accounting and Governance; Accounting History; Interdisciplinary/Critical; Accounting and Information Systems; Management Accounting; Public Sector Accounting & Not-for-Profit Accounting; Social and Environmental Accounting & Ethical Issues in Accounting, and Taxation. It also hosts a number of research symposia in which contemporary concerns are discussed by leading practitioners and academics. The congress presents exciting network and marketing opportunities for your organization.

## Tentative Programme Structure

### Day 1 (Tuesday)

18:00 - 20:00 Early bird reception (optional)

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### Day 2 (Wednesday)

08:00 - 12:00 Set-up of exhibition (*or the day before*)

13:00 – 15:00 Opening session

15:00 - 18:30 Parallel sessions/symposia  
*including coffee breaks*

19:00 - 21:00 Welcome reception

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### Day 3 (Thursday)

09:00 - 18:00 Parallel sessions/symposia  
*including coffee and lunch breaks*

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### Day 4 (Friday)

09:00 - 16:00 Parallel sessions/symposia  
*including coffee and lunch breaks*

19:00 - 24:00 Congress dinner or gala event

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Number of delegates of previous congresses

2024	Bucharest	1,307
2023	Helsinki	1,207
2022	Bergen	1,171
2021	Virtual	1,408
2019	Paphos	1,066
2018	Milan	1,600
2017	Valencia	1,500
2016	Maastricht	1,100
2015	Glasgow	1,200
2014	Tallinn	1,200
2013	Paris	1,600
2012	Ljubljana	1,100
2011	Rome	1,400
2010	Istanbul	1,400

### Sponsor/support opportunities

*Package deals can be offered to sponsors as well as individual sponsor opportunities.*

## 1.1 Sponsorship Packages at the Annual Congress

<b>1. Annual congress sponsorship opportunities</b>			
<b>1.1 Sponsorship packages at the 2025 Congress</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
Number of sponsorships available	1	2	5
<b>Benefits</b>			
<i>Participation</i>			
Free full delegate passes with access to all sessions and social events	5	3	2
<i>Visibility</i>			
Verbal reference to the sponsor in the opening speech	X	X	X
Logo included on the front slide and all the slides at the opening ceremony, close to congress logo	X		
Logo included on the sponsor detail slide at the opening ceremony		X	X
Logo printed on the delegate name badge	X		
Exhibition unit in a prime location in the exhibition hall (includes 2 free exhibitor staff, in addition to the free full delegate passes stated above)	X	X	X
Logo displayed in a column/banner at the right-hand side of the screen in the main congress page	X	X	X
Logo displayed in the pages related to the Symposium (at the start of the symposium broadcasting of a short promotional video; max 2 min)	X*	X**	
Logo included in e-mail communication with respect to the Congress to all EAA members and to all EAA Congress delegates	X	X	
Logo and description in the sponsors and exhibitors tab	X	X	X
Logo showed upon opening the congress app	X		
Logo and description linked in the congress app	X	X	X
Logo roll-up banner in the symposia room (provided by the sponsor, during the symposium sponsored by the sponsor, or for symposia that are not sponsored at all e.g., journals, editors)	X	X	
Logo roll-up banner at the entrance of the congress dinner/farewell party (provided by the sponsor)	X		
Logo roll-up banner at the entrance of the welcome reception (provided by the sponsor)	X	X	
Logo roll-up banner at the entrance of the early bird reception, where applicable (provided by the sponsor)	X	X	X
<i>Sharing content</i>			
Hyperlinked logo to a sponsor page (e.g., description, videos or website, brochure) displayed in a column/banner at the right-hand side of the screen in the main congress page	X	X	
Short presentation of sponsor, link to a sponsor page and/or short video (provided by sponsor and pre-approved by EAA) in the sponsors and exhibitors tab on the congress website	X (200 words)	X (150 words)	X (100 words)
Link to a sponsor page (to include e.g., description, videos, website, brochure) displayed on the Symposia page on the congress website	X	X	

*\*This includes sponsorship acknowledgement. Platinum sponsors can decide the topic of the symposium in cooperation with the symposia committee and can provide one speaker to take part in the symposium.*

*\*\*This includes sponsorship acknowledgement. Gold sponsors can suggest topics to the symposia committee, but there is no guarantee that the topic will be chosen by the symposia committee. A gold sponsor can provide one speaker to one of the symposia selected by the symposia committee*

## 1.2 Individual Sponsorship Opportunities at the Annual Congress

### 1.2.1 the early bird reception (where applicable)

*in the absence of a platinum, gold, or silver sponsor*

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- sponsorship acknowledgement on congress website, congress app and at congress opening ceremony
- name of organization printed on ticket (where applicable)
- name XXXX early bird reception
- logo roll-up banner at the venue entrance (provided by the sponsor)

### 1.2.2 the welcome reception

*in the absence of a platinum and gold sponsor*

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- sponsorship acknowledgement on congress website, congress app and at congress opening ceremony
- name of organization printed on ticket (where applicable)
- name XXXX welcome reception
- logo roll-up banner at the venue entrance (provided by the sponsor)

### 1.2.3 the congress dinner/gala event

*in the absence of a platinum sponsor*

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- sponsorship acknowledgement on congress website, congress app and at congress opening ceremony
- name of organization printed on ticket (where applicable)
- name XXXX gala-dinner or gala-event
- logo roll-up banner at the venue entrance (provided by the sponsor)
- company flags or signs on the covered or standing tables (provided by the sponsor)

### 1.2.4 lunches (one or two)

- sponsorship acknowledgement on congress website, congress app and at congress opening ceremony
- logo roll-up banner, provided by the sponsor, at the entry of the lunch area
- table signs on every serving table and eating table (provided by the sponsor)

### 1.2.5 coffee breaks (one or two)

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- logo roll-up banner in the coffee break area (provided by the sponsor)
- table signs on serving tables and eating table (provided by the sponsor)

### 1.2.6 symposium

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- symposium premium sponsorship: *(subject to slot availability)*: the sponsor can decide the topic in cooperation with the symposia committee and can provide one speaker to the symposium.
- symposium sponsorship: *(subject to slot availability)*: the sponsor can provide one speaker to one of the symposia selected by the symposia committee.
- Logo roll-up banner in the symposia room (provided by the sponsor)

### 1.2.7 exhibition

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- 50-word entry, logo and company contact in the sponsors and exhibitors tab on the congress website, platform and app
- mention of the exhibition space during the opening ceremony speech and in e-mail communication to congress participants
- exhibition space available in the area where delegates meet for the registration or for the coffee breaks. The space foreseen is 3m x 2m
- 1 covered table and two chairs
- 2 exhibition staff + lunches and coffee + attendance of welcome reception and Gala Dinner (additional exhibitor staff may attend at an additional charge per person per day)
- an electrical outlet
- one delegate bag per stand

### 1.2.8 delegate lanyards

*in the absence of a platinum sponsor*

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- logo on delegate lanyards

## 2. DOCTORAL COLLOQUIUM

### Objectives

The aim of the Doctoral Colloquium is to provide an opportunity for doctoral students, pursuing a PhD in accounting at a European academic institution or university to present and discuss their research with one of the 15 distinguished international faculty. Each year 40 students are selected out of 110-170 applying students. Overviews of the current state of accounting research will also be included in the program of the Colloquium, as well as social events which will provide an opportunity for students to interact informally both with each other and the faculty. The Doctoral Colloquium provides not only a way of stimulating sound doctoral research, but it also establishes and enhances a network of cross-national contacts between younger accounting researchers. Students selected to participate in the Colloquium will be offered hotel accommodation for the duration of the Colloquium (three days) and a fee waiver for the EAA congress which is usually held immediately after the Doctoral Colloquium.

### Sponsorship opportunities

*Name attached to the Doctoral Colloquium, being the EAA-Sponsor Name Doctoral Colloquium.*

*The Doctoral Colloquium is typically announced in the fall via the EAA website and specific mailings.*



## 3. PHD FORUM

### Objectives

In order to reach out to more PhD students at the annual congress, each year in the morning before the start of the congress the PhD research forum is organized. This PhD research forum is usually attended by more than 150 PhD students. At the PhD research forum, the PhD students get information on the state-of-the-art research in a number of specific domains accounting. In addition, sessions on how to approach the job market and to pursue an academic career are organized.

#### **Sponsorship opportunities**

*Name attached to the PhD forum, being the EAA- Sponsor Name PhD Forum. The PhD Forum is announced in the winter and spring before the EAA congress.*

## 4. Accounting Resources Centre (ARC)

### Objectives

To fulfil the dual objectives of improving research and enhancing the relationships between accounting scholars and practitioners, the EAA launched a web platform called the EAA Accounting Resources Centre (ARC).

The ARC targets doctoral students and early career academics, as well as participants in Master's Degree programs in accounting. The purpose of the EAA-ARC is to help this target audience to improve their research and analytical skills and establish their own international networks. Therefore, the EAA-ARC consists of four major parts: (1) education/training; (2) feedback; (3) networking; and (4) information for MSc Students.

1 The first part 'Education/Training' provides online resources and information on the state of the art of accounting research through sharing education material used at EAA doctoral events, through a repository of reading materials and through bundling information on all doctoral workshops, sponsored PhD visits, congresses and seminars organised for PhD students and young academics all over Europe.

2 The second part 'Feedback' provides a submission platform where PhD students, early in their PhD project, can submit their research proposal to senior academics willing to provide feedback on their projects. All senior academics cooperate on a voluntary and non-remunerated basis. The pool of senior academics cooperating in this feedback service will be monitored by the EAA.

3 The third part 'Networking' enables networking within the target audiences. This element of the EAA-ARC will provide users with opportunities to create an international network. ARC provides the most comprehensive list of accounting research events (workshops, congresses, summer camps, special issues etc.) in the world. In addition, PhD students can view short-stay research visiting opportunities at selected European institutions.

4 The fourth part of the EAA-ARC 'Information for MSc Students' provides information to Master students about PhD programs, the characteristics of a PhD project and the steps in an academic career.



<https://eaa-online.org/arc/>

#### Sponsorship opportunities

- \* Logo of the sponsor on the opening page for a period of 12 months: click-through logo and static logo,
- \* Advertisement on opening page for 1 month





## 5. TALENT WORKSHOP

### Objectives

The EAA aims to build bridges between young talent and academic institutions. In addition, to short-term initiatives aiming at providing placement for PhD students and faculty for one semester and/or an academic year, an increasing number of universities and business schools enforce non-inbreeding policies on their PhD students. In turn, the wide implementation of these policies has brought about significant increases in the long-term mobility rate of faculty across countries and regions. Although the Internet provides a helpful venue to advertise opening positions as well as expressions of interest, there is still room for improvement. Combining the strengths of the web and face-to-face initiatives, the EAA already organised the 9<sup>th</sup> edition of its job market, a Talent Workshop, for accounting academics in Madrid.

### PhD Students

PhD students interested in participating in the job market as candidates must prepare the following documents: their job market paper, resume and brief research statement.

Participation in the Talent Workshop is **free for accepted candidates**, and this will cover their participation in the scientific programme, interviews with recruiters, and coffee breaks. Participation to the Talent Workshop is free because the participating institutions finance the organisation of the Talent Workshop.

#### ***Accepted doctoral students will be scheduled for:***

- Presentations of their job market papers.
- Interviews with interested institutions.

Although participation in the Talent Workshop is free for accepted candidates, some of them have financial issues to attend the Workshop and search for a job. In particular, this applies to candidates from emerging and transitional economies.

A support of this Talent Workshop would allow us to use the sponsor or support amount to finance traveling and accommodation expenses of candidates with financial problems to attend the Talent Workshop.

#### **Sponsorship opportunities**

*Recognition as sponsor at the event and the Talent Workshop website and all the relevant information will display the logo of the supporting or sponsoring institution or association*

## Participating Institutions

The first edition of the Talent Workshop was held in 2015. The workshop is held each year, usually at the beginning of November. Some of the following academic institutions that participated as recruiters in the various editions of the Talent Workshop are listed below:

- Aalto University School of Business
- Aarhus University
- Adam Smith Business School – University of Glasgow
- BI– Norwegian Business School
- Bocconi University
- Cass Business School – City University London
- Católica Lisbon School of Business and Economics
- China Europe International Business School
- Chinese University of Hong Kong
- Copenhagen Business School
- CUNEF
- Erasmus University
- ESADE
- ESSEC Business School
- Frankfurt School of Finance & Management
- HEC Paris
- Hong Kong University of Science and Technology
- IE Business School / IE University
- IESE Business School
- IESEG School of Management
- INSEAD
- KU Leuven
- Lancaster University
- London School of Economics and Political Science
- LUISS University
- Monash University
- NEOMA University
- Nord University
- Rennes School of Business
- RSM Erasmus University
- Stockholm School of Economics
- The American University in Cairo
- The University of Queensland Business School
- The University of Sydney
- Tilburg University
- Toulouse Business School
- Trinity College Dublin
- Universidad Carlos III de Madrid
- Universidad de Navarra
- Universitat Autònoma de Barcelona
- Universitat Pompeu Fabra
- Université Catholique de Louvain (Louvain School of Management)
- University of Amsterdam
- University of Bern
- University of Bristol
- University of Cambridge
- University of Glasgow
- University of Groningen
- University of Manchester
- University of Mannheim
- University of Melbourne
- University of North Texas
- University of Notre Dame
- University of Oxford
- University of Southern Denmark
- University of Sussex
- University of Waterloo
- Vienna University of Economics and Business
- UNSW Sydney
- Warwick Business School and WHU – Otto Beisheim School of Management

## 6. NEWSLETTER

The EAA issues each trimester a newsletter which is electronically distributed to all members of the EAA (2,189 members in 2023). This newsletter is distributed to our entire membership base and contains messages of the EAA President, as well as messages of EAA Committee Chairs and any other message that is of importance to the EAA community (e.g., updates from the EAA's journals, announcements and call for papers, congress updates).

### **Sponsorship opportunities**

- \* *Logo on an issue of the newsletter*
- \* *Half a page advertisement in the Newsletter*



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[WWW.EAA-ONLINE.ORG](http://WWW.EAA-ONLINE.ORG)

[WWW.EAA-ONLINE.ORG/ARC/](http://WWW.EAA-ONLINE.ORG/ARC/)

