

38th European Accounting Association Annual Congress 2015

27th - 30th April 2015
SECC, Glasgow

**Sponsorship, Networking and Marketing
Opportunities**





Dear Colleagues,

The University of Strathclyde is delighted to host the 38th European Accounting Annual Congress (EAA) which will be held from 27th – 30th April 2015 at the Scottish Exhibition and Conference Centre (SECC) in Glasgow.

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 research streams including Auditing, Financial Analysis, Corporate Governance, Taxation, and Information Systems. It also has nine research symposia in which contemporary concerns are discussed by leading practitioners and academics. The congress is dedicated to the creation of spaces for discussions throughout the meeting.

The congress presents exciting networking, marketing and sponsorship opportunities. Should your organization be interested in sponsoring the EAA conference, or would like more information, please do not hesitate to contact me.

Sincerely

Christine Cooper
Professor
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www.eaacongress.org

KEY INFORMATION

Congress Venue

Scottish Exhibition and Conference Centre (SECC)
Glasgow
G3 8YW
W: www.secc.co.uk



Delegate Numbers from Previous Congresses

2015 (Glasgow)	1,200 – 1,500
anticipated	
2014 (Tallinn)	1,212
2013 (Paris)	1,600
2012 (Ljubljana)	1,100
2011 (Rome)	1,429
2010 (Istanbul)	1,407

Key Dates

Monday 27 April	18:30 – 20:00	Early Bird Reception
Tuesday 28 April	08:00 – 12:00	Set up of exhibition
	12.00 – 18.45	Parallel sessions and Symposia (inc coffee break)
	19.00 – 21.00	Welcome reception – Glasgow Science Centre
Wednesday 29 April	08.30 – 18.45	Parallel sessions and Symposia (inc coffee breaks and lunch)
Thursday 30 April	08.30 – 17.00	Parallel sessions and Symposia (inc coffee breaks and lunch)
	15.30 – 18.30	Breakdown of exhibition
	19.00 – 23.00	Congress Dinner – Kelvingrove Art Gallery and Museum/ The Arches with entertainment

Organising Committee

Christine Cooper, Chair
Patrick McColgan, Secretary General
Javier Husillos, Treasurer
Dimitris Andriosopoulos, Member
Andrea Coulson, Member
Andrew Marshall, Member
Krishna Paudyal, Member

Professional Congress Organisers

In Conference Ltd,
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E-mail: EAA2015@in-conference.org.uk Web: www.in-conference.org.uk

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SPONSORSHIP AND MARKETING OPPORTUNITIES

Gold Sponsors

As a Gold level sponsor you will enjoy the highest level of exposure over all other sponsors.

- 2 x exhibition units in a prime location in the Exhibition Hall.
- 4 x full delegate passes with access to all sessions and social programme.
- Full page colour advert on the outside back page/inside front cover of the Final Programme.
- Logo on congress delegate bags also with conference logos.
- Logo on the congress website main page.
- 50 word entry, logo and company contact details printed in Final Programme.
- Roll-up banner in the registration area of congress venue (you provide).
- Your logo as a Gold Sponsor on the screens in main congress venue.
- Delegate bag insert or small gift in congress bags.

Silver Sponsors

Cost: £3,500

- 1 x exhibition unit in a prime location in the Exhibition Hall.
- 2 x full delegate passes with access to all sessions and social programme.
- Half page colour advertisement in congress programme.
- Logo on congress delegate bags also with Conference logos.
- Logo on the congress website main page.
- 50 word entry, logo and company contact details printed in Final Programme.
- Roll-up banner in registration area of congress venue (you provide)
- Your logo as a Silver Sponsor on the screens in main congress venue.
- Delegate bag insert or small gift in all congress bags.

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Exhibition Space

Cost £1,000 per space

Exhibition space will be available in the area where delegates will meet for registration and all teas/coffees and lunch breaks. The minimum space is 3m wide x 2m deep. (Please note that no shell scheme is provided. i.e. no back or side walls will be available to pin posters or display materials). You have the option to purchase more than one exhibition space.

Included in the price of each 3m x 2m space is:

- 1 x 500 electrical outlet
- Carpet
- 1 covered 6' table and 2 chairs
- 2 exhibition staff per 6sqm of space booked. Lunches and teas/coffee will be provided each day of the congress (*subject to the programme*). Additional exhibitor staff may attend at an additional charge of £40.00 per person per day.
- Company logo displayed on the congress website.
- 50 word entry, logo and company contact details printed in Final Programme.
- One delegate bag per stand.
- Attendance at the Welcome Reception on 28th April 2015.
- Free Wifi – suitable for checking emails etc. Hard-wired connections available at an additional cost.



A regular registration fee will be required to be paid for those who wish to attend any sessions in the Congress Programme. Tickets to the social programme may be purchased separately if space permits. Please contact the congress organisers for more information if required.

Sponsor Early Bird Reception, 27th April

Cost: £2,000

The reception will be held in the adjacent Crowne Plaza Hotel and will be the first opportunity for those delegates who arrive early to meet up over some refreshments. The reception will last 1-2 hours and there will be the opportunity for a representative to say a few words of welcome.

- Logo in congress programme
- Roll-up banner at the Early Bird Reception (you provide)
- 50 word entry, logo and company contact details printed in Final Programme.
- Opportunity to Welcome delegates to the Congress
- Logo on the congress website.

Sponsor Welcome Reception, 28th April

Cost: £3,000

The Main congress Welcome Reception will be held in the stunning surroundings of the Glasgow Science Centre a 5 minute walk from the congress centre. One of the most popular visitor attractions in the city, it is home to hundreds of interactive exhibits in the Science Mall and Planetarium. Delegates will be served drinks and canapés and will be able to wander around the various levels of the Centre at their leisure.

- Hanging banner in the main thoroughfare of the building with your logo prominently displayed. Additional banners can be purchased at a reduced price should you wish to increase your branding.
- Roll-up banner at the entrance to the building. (you provide)
- Logo in congress programme and on the screens around the venue.



Symposium Sponsorship

Cost: £5,000

The Congress is structured around parallel sessions held over three days. Most Symposium sessions last for 90 minutes and you will have the opportunity to provide the speakers and content for that session. The Standing Scientific Committee will have final approval of the programme. Complimentary registration will be offered for up to 3 presenters, and you are responsible for their travel and accommodation costs and participation in the Congress Dinner.

- Logo in congress programme
- 50 word entry, logo and company contact details printed in Final Programme.
- Logo on the congress website.

Congress Dinner, 30th April

per venue Cost £2,500

Kelvingrove Art Gallery and Museum / The Arches

The highlight of the social programme will be the final Congress Dinner which is open to all delegates. This will be held in two separate venues; The Arches and Kelvingrove Art Gallery and Museum. Both venues will host a 3-course dinner with traditional Scottish entertainment.

- 4 complimentary tickets
- Company logo printed on menus cards along with the Congress Logo
- Your support will be acknowledged in the congress programme.
- Opportunity to increase brand awareness on signage and table decorations, or having your logo projected onto the dance floor (additional cost).
- Logo on Congress Website and on invitation tickets.
- Roll-up banner at the entrance to the building. (you provide)

Kelvingrove Art Gallery & Museum

The Arches, Glasgow



Delegate Bags

Cost £5,000

A quality delegate bag will be given to each delegate and presenter on arrival at the Congress. And will contain all Congress materials. Your company logo will feature prominently on the bag alongside the gold sponsor's logo and congress logo.

- Most visible and longest lasting sponsorship item
- Logo on every congress bag next to congress logo
- Logo in the congress programme



Delegate Lanyards

Cost £2,000

Each delegate will receive a lanyard which will have to be worn at all times during the Congress. Your logo will be printed alongside the meeting Congress logo.

- Logo on Lanyard along with the Congress Logo.
- Logo in the congress programme and on the Congress website.

Writing Pads and Pens

Cost £500

Provided by you, we will insert your branded writing pads and pens into each delegate bag

- Logo in the congress programme and on the Congress website.

Advertising in Congress Programme

Limited advertising space will be available in the congress programme which each delegate, presenter and exhibitor will receive on arrival at the conference centre. All advertisements will be carried in full colour and the artwork will be supplied by you. Your company logo will be carried on the Congress website.

Outside Back Cover, Inside Front Cover
(Reserved for Gold & Silver sponsor)

Cost £2,500

Inside back cover

Cost £1,000

Full page inside position

Cost £800

Half page inside position

Cost £500

Professional Publication in Congress Bag (limited to 2)

Cost £600

- One issue of specialist publication, max size A4, approx. 60 pages
(Suitability will be determined by Local Organising Committee)

Inserts in Congress Bag

Cost £400

- One leaflet or small gift will be inserted into each delegate bag.
(Each delegate/presenter will receive this on arrival at the congress)

Congress Mobile App

Cost £3,000

More and more congresses are using Mobile Applications to ensure delegates have the congress information at their fingertips without having to carry around lots of printed material. The 2015 Congress App will enable delegates to view maps of where all the congress sessions are being held, link to the exhibitors websites and build their own programme.

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Sponsor of Lunches, per day

Cost £2,000

- Signage on lunch menu cards around buffet stations where bag lunches can be uplifted.
- Company logo will appear against the appropriate slot in the programme.
- Logo in congress programme

Teas & Coffees, per serving, per day

Cost £1,000

- Signage at coffee stations
- Company logo will appear against the appropriate slot in the programme.
- Logo in congress programme

Please note: All prices quoted are exclusive of VAT which will be charged at the prevailing rate where required

In Summary...

The meeting is a unique and prestigious marketing opportunity and we are confident that your involvement as a sponsor/exhibitor will provide your company with exceptional business rewards.

For further details on the opportunities available please contact:

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