



39th European Accounting
Association Annual Congress

10th – 13th May 2016

MECC, Maastricht

www.eaacongress.org

*Sponsorship, Networking and
Marketing Opportunities*



MAASTRICHT 2016
39th ANNUAL CONGRESS



Dear Sponsor,

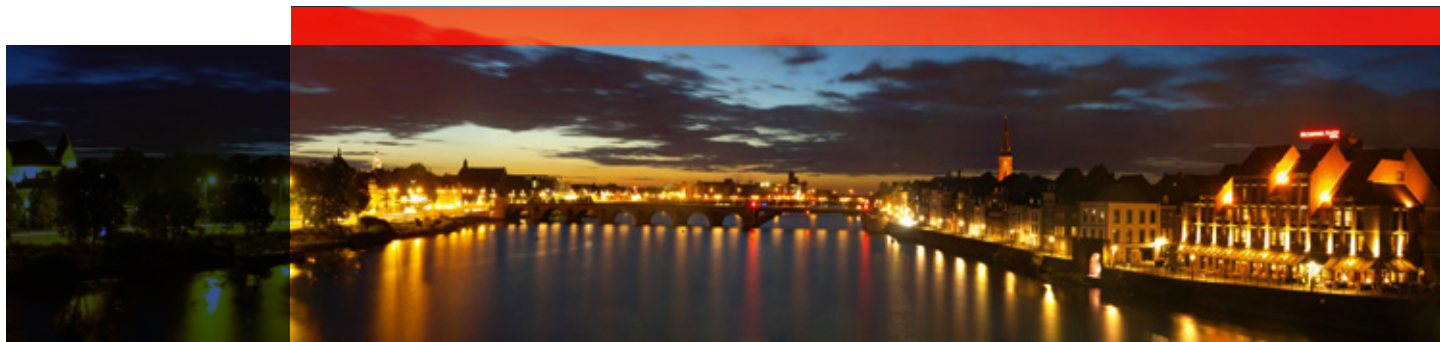
Maastricht University is delighted to host the 39th European Accounting Annual Congress (EAA), which will be held from 10th – 13th May 2016 at the Maastricht Exhibition and Conference Centre (MECC) in Maastricht.

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 organized into research streams including Auditing, Financial Reporting and Analysis, Corporate Governance, Taxation, and Information Systems. It also has a number of research symposia in which contemporary concerns are discussed by leading practitioners and academics.

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

Sincerely,

Prof. Ann Vanstraelen
a.vanstraelen@maastrichtuniversity.nl
+31(0)433883755



KEY INFORMATION



Congress Venue

Maastricht Exhibition and Conference Centre (MECC)

Forum 100, 6229 GV Maastricht

W: www.mecc.nl

Delegate Numbers from Previous Congresses

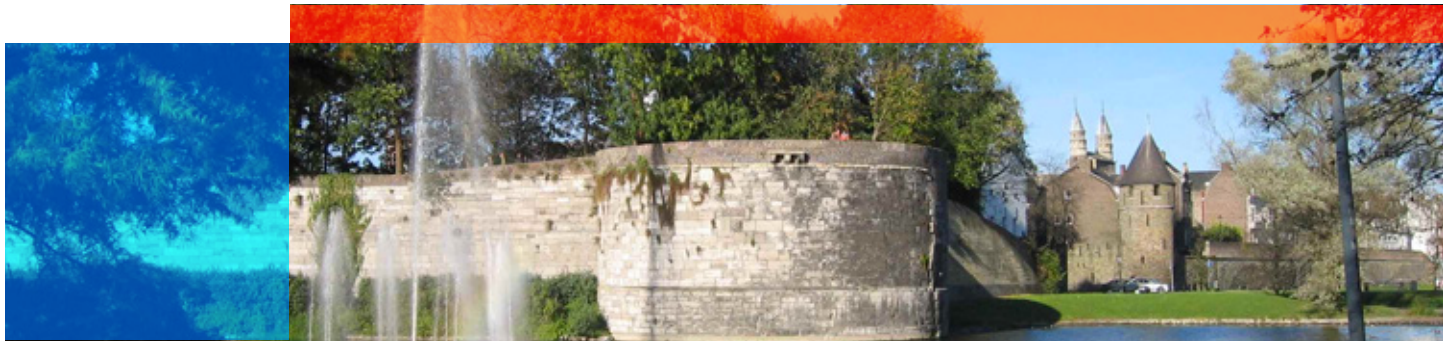
| | |
|-------------------------------|---------------|
| 2016 (Maastricht) anticipated | 1,200 - 1,500 |
| 2015 (Glasgow) anticipated | 1,200 - 1,500 |
| 2014 (Tallinn) | 1,212 |
| 2013 (Paris) | 1,600 |
| 2012 (Ljubljana) | 1,100 |
| 2011 (Rome) | 1,429 |
| 2010 (Istanbul) | 1,407 |

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Key Dates

| | | |
|--------------------------|---------------|--|
| Tuesday 10 May 2016 | 18:30 - 20:00 | Early bird reception, location to be announced |
| Wednesday 11 May 2016 | 08:00 - 12:00 | Set up of exhibition |
| | 12.00 - 18.45 | Parallel sessions and symposia (including coffee breaks) |
| | 19.00 - 21.00 | Welcome reception, location to be announced |
| Thursday 12 May 2016 | 08.30 - 18.45 | Parallel sessions and symposia (including coffee breaks and lunch) |
| Friday 13 May 2016 | 08.30 - 17.00 | Parallel sessions and symposia (including coffee breaks and lunch) |
| | 15.30 - 18.30 | Breakdown of exhibition |
| | 19.00 - 23.00 | Congress dinner, location to be announced |



SPONSORSHIP AND MARKETING OPPORTUNITIES

Platinum sponsorship

Limited to one firm, the platinum sponsorship at the Annual Congress delivers the highest level of recognition to the sponsor firm throughout the event. As exclusive host of the highly anticipated gala dinner and co-host of the early-bird and welcome reception, your firm is afforded strong brand exposure that visibly projects your firm's support of and alignment with the European Accounting Association. The platinum sponsorship opportunity includes sponsorship of a symposium, three premium stands and ten full delegate passes with access to all sessions and social programme. More details about the platinum sponsorship opportunity are provided in the table below.

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Gold sponsorship

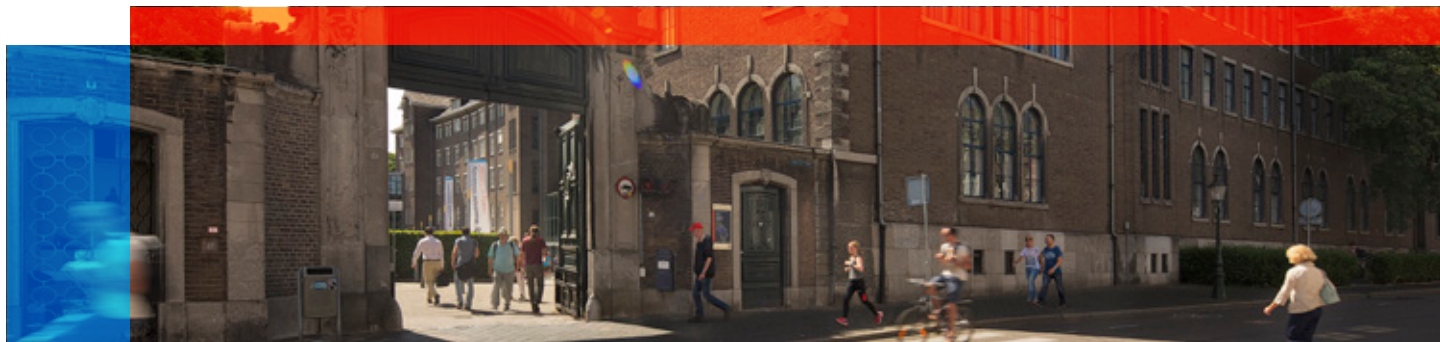
Limited to two firms, the gold sponsorship at the Annual Congress delivers exceptional recognition and allows your firm to make the first impression on congress delegates as they gather for the early-bird reception and welcome reception. The gold sponsorship opportunity includes sponsorship of a symposium, two premium stands and seven full delegate passes with access to all sessions and social programme. More details about the gold sponsorship opportunity are provided in the table below.

Silver sponsorship

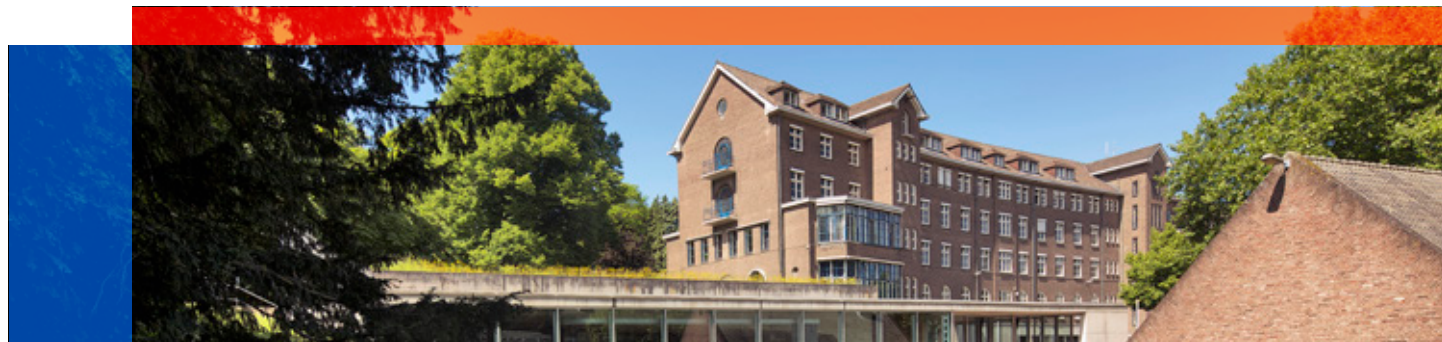
Limited to three firms, the silver sponsorship includes recognition at the early-bird networking reception and sponsorship of coffee breaks for one day of the congress. The silver sponsorship opportunity includes one premium stand and four full delegate passes with access to all sessions and social programme. More details about the silver sponsorship opportunity are provided in the table below.

Other sponsorship

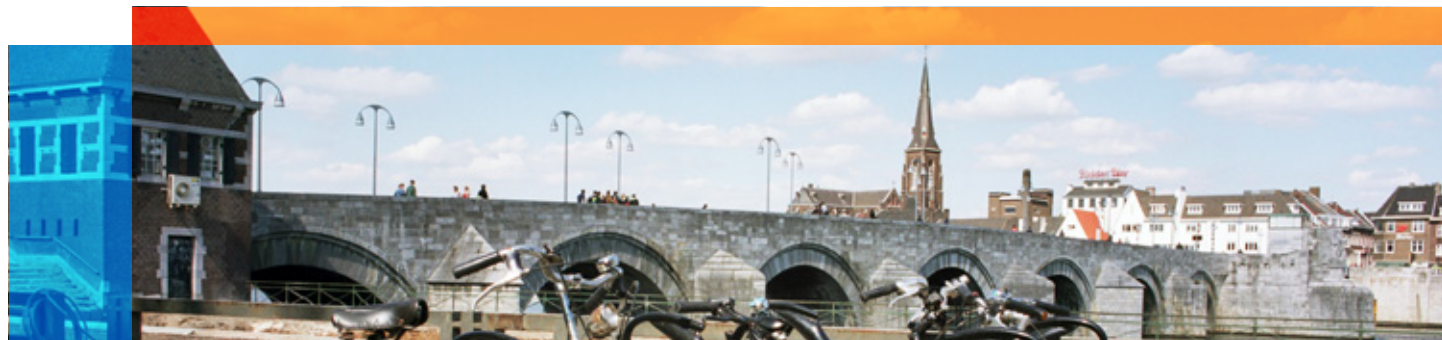
Separate sponsorship packages are also available (*see final column next pages*).



| | Platinum | Gold | Silver | Separate [#] |
|--|-----------------|-----------------|----------------|-----------------------|
| Price (Euro) | € 15,000 | € 10,000 | € 5,000 | |
| Number Available | 1 | 2 | 3 | |
| <i>Included in your package:</i> | | | | |
| Congress bag | | | | |
| Logo on official congress attaché bag (most visible and longest-lasting sponsorship item) | X | | | |
| Pen, note block and small gift with logo in congress bag (you provide) | X | | | |
| Insert corporate brochure in the congress bag A4 size max 8 pages (you provide) | X | X | X | € 500 |
| One issue of specialist publication A4 size max 60 pages (2-sided, you provide) | X | X | X | € 1,000 |
| Congress book & programme summary | | | | |
| Sponsorship acknowledgement in the congress book: | | | | |
| • A 100-word description of the sponsor with logo and company contact details | X | X | | |
| • A 50-word description of the sponsor with logo and company contact details | | | X | |
| • Logo (extra-large, large, medium, small) | XL | L | M | S |
| Full page colour advert on the outside back cover or inside front cover (you decide) of the congress book | X | | | |
| Full page colour advert on the outside back cover or inside front cover of the congress book / inside back cover | | X | | |
| Full page advertisement in the congress book (inside position) | | | X | € 1,000 |
| Half page advertisement in the congress book (inside position) | | | | € 700 |
| Opening session congress | | | | |
| Verbal reference to the sponsor in opening speech | X | | | |



| | Platinum | Gold | Silver | Separate [#] |
|--|----------|------|--------|-----------------------|
| Symposia | | | | |
| Sponsorship of a symposium, which includes: | | | | € 3,000 |
| • Determine the topic of your symposium and provide speaker(s) | X | X | | X |
| • Sponsorship acknowledgement | X | X | | X |
| • Logo banner at symposium room (you provide) | X | X | | X |
| Social and networking events | | | | |
| <i>Sponsorship of the gala dinner</i> | | | | |
| • Verbal reference to the sponsor in welcome speech gala | X | | | |
| • Special dish or drink selected and announced by sponsor | X | | | |
| • Logo banner at the entrance (you provide) | X | | | |
| <i>Sponsorship of the welcome reception</i> | | | | |
| • Verbal reference to the sponsor at welcome reception | X | X | | |
| • Logo banner at the entrance (you provide) | X | X | | |
| <i>Sponsorship of the early-bird reception</i> | | | | |
| • Verbal reference to the sponsor at early-bird reception | X | X | X | |
| • Logo banner at the entrance (you provide) | X | X | X | |
| <i>Sponsorship of lunches</i> | | | | € 1,500 |
| • Table signs on every serving table and eating table | | | | X |
| • Logo banner at the entrance of the lunch venue (you provide) | | | | X |
| <i>Sponsorship of coffee breaks per day</i> | | | | |
| • Table signs on every serving table and bar table | | | X | |
| • Logo banner at every serving table (you provide) | | | X | |



| | Platinum | Gold | Silver | Separate [#] |
|--|----------|------|--------|-----------------------|
| E-mail communications | | | | |
| Logo included in e-mail communication | X | X | | |
| Website | | | | |
| Website Sponsorship acknowledgement, which includes: | X | X | X | |
| • Logo on the congress website main page (extra large, large, medium, small) | XL | L | M | S |
| • A 100-word description of the sponsor | X | X | | |
| • A 50-word description of the sponsor | | | X | |
| • A link to the sponsor's website | X | X | X | |
| Venue visibility | | | | |
| Logo on delegate lanyards | X | | | |
| Roll-up banner in the registration or lobby area of congress venue (you provide) | X | | | |
| Exhibition unit in a prime location in the exhibition hall | 3 | 2 | 1 | € 1,000 |
| Full delegate passes | | | | |
| Full delegate passes with access to all sessions and social programme | 10 | 7 | 4 | |

Further sponsorship possibilities to be discussed

Separate items include logo in congress book

Congress bag

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 and exclusively on the bag alongside the congress logo:

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

Writing pads and pens:

- Branded writing pads and pens will be inserted into each delegate bag (you provide)

Professional publication in congress bag (limited to 2):

- One issue of specialist publication, max size A4, max. 60 pages, 2-sided (you provide)

Inserts in congress bag:

- One leaflet or small gift will be inserted into each delegate bag (you provide)



Congress book and programme summary

Advertisement in congress programme and in the programme summary. Limited advertising space will be available in the congress programme, which each delegate, presenter and exhibitor will receive on arrival at the congress centre. All advertisements you provide will be carried in full colour.

- Outside back cover or inside front cover (1 reserved for platinum sponsor and 1 for gold sponsor, platinum decides)
- Inside back cover (reserved for gold sponsor)
- Full page inside position
- Half page inside position

Opening and closure

session of the congress

Verbal reference to the sponsor in opening speech.



Symposia

Symposium sponsorship. 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, you are responsible for their travel and accommodation costs and for the costs of participating in the gala dinner:

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

Social and networking events

A regular registration fee will be required from 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 organizers for more information if required.

Sponsor Early Bird Reception, 10th May

The reception will be held in <tba> and will be the first networking opportunity for those delegates who arrive early to meet up over some refreshments. The reception will last 1-2 hours and the sponsor will be acknowledged in the welcome speech:

- 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, 11th May

The main congress welcome reception will be held in <tba>. Delegates will be served drinks and canapés. The sponsor will be acknowledged in the welcome speech. 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)

Gala Dinner, 13th May

The highlight of the social programme will be the final gala dinner, which is open to all delegates. This will be held in <tba>:

- Company logo printed on menu 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 or at the entrance of the gala dinner location
- Logo on invitation tickets
- Roll-up banner at the entrance to the building (you provide)

Sponsor of lunches, per day

- Signage on lunch menu cards around buffet stations
- Company logo will appear at the appropriate slot in the programme
- Logo in congress programme

Teas & coffees, per serving, per day

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





E-mail communications

Your company logo will be carried on in official e-mails from the organizing committee.

Website

Your company logo will be carried on the congress website.

Venue visibility

Exhibition 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. You have the option to purchase more than one exhibition space. Included in the price of each 3m x 2m space is:

- 1 x electrical outlet
- Carpet
- 1 covered 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 €75.00 per person per day
- Company logo displayed on the congress website
- 50-word entry, logo and company contact details printed in the congress programme
- One delegate bag per stand
- Attendance at the welcome reception on 11th May 2016
- Free wifi (hard-wired connections available at an additional cost)

Delegate lanyards

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 congress logo:

- Logo on lanyard along with the congress logo



Full complimentary tickets

Complimentary tickets will be provided allowing access to the full congress including the social programme.

Mission of the European Accounting Association

The European Accounting Association (EAA) aims to link together the Europe-wide community of accounting scholars and researchers, to provide a platform for the wider dissemination of European accounting research, and to foster and improve research in order to ensure the development and the promotion of accounting as well as the improvement of the teaching skills. 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. Since its establishment in 1977, the EAA has had a major impact on the accounting research community throughout Europe, and has established a secure and developing series of networks that bring together all accounting researchers interested in a wider European concept of their subject and research interests.

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.

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For further details on the opportunities available please contact:

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