

40th European Accounting
Association Annual Congress

9th – 12th May 2017

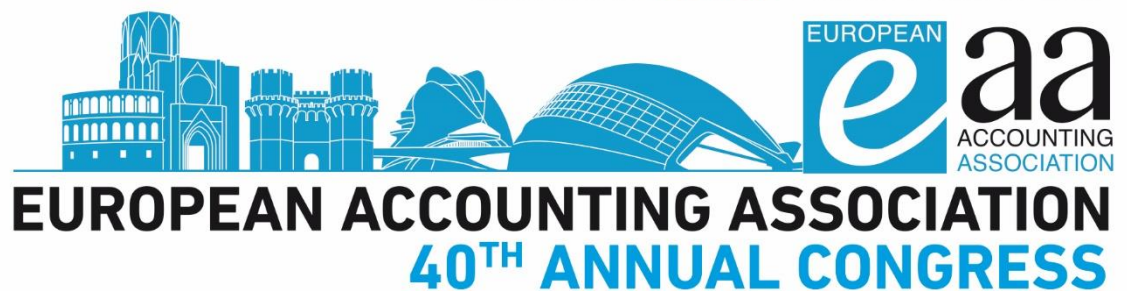
VCC, Valencia

www.eaacongress.org

*Sponsorship, Networking and
Marketing Opportunities*

REVISED 25TH JULY 2016

VALENCIA (SPAIN) | 10-12 MAY 2017 | VALENCIA CONFERENCE CENTRE





Dear Sponsor,

The **University of Valencia** is delighted to host the **40th European Accounting Annual Congress**, which will be held from 9th – 12th May 2017 at the Valencia Conference Centre (VCC).

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, Information Systems, and Social and Environmental Accounting. 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, which will be especially visible given the 40th EAA Congress that we are commemorating this year. Should your organization be interested in sponsoring the EAA Congress, or would like more information, please do not hesitate to contact me.

Sincerely,

Prof. Begoña Giner

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KEY INFORMATION

Congress Venue

Valencia Conference Centre (VCC)

Avda. Cortes Valencianas, 60, 46015 Valencia

www.palcongres-vlc.com

Delegate Numbers from Previous Congresses

2017 (Valencia)	anticipated 1,300 – 1,500
2016 (Maastricht)	1,087
2015 (Glasgow)	1,236
2014 (Tallinn)	1,212
2013 (Paris)	1,600
2012 (Ljubljana)	1,100
2011 (Rome)	1,429

Key Dates

Tuesday 9 May 2017	18:30 – 20:00	Early bird reception, location to be announced
Wednesday 10 May 2017	10:30 – 12:30	Set up of exhibition
	12.00 – 18.45	Parallel sessions and symposia (including coffee breaks)
	19.30 – 21.30	Welcome reception, City of Arts and Science
Thursday 11 May 2017	08.30 – 18.45	Parallel sessions and symposia (including coffee breaks and lunch)
Friday 12 May 2017	08.30 – 17.00	Parallel sessions and symposia (including coffee breaks and lunch)
	15.30 – 18.30	Dismantling exhibition
	19.00 – 23.00	Gala dinner, Hotel Las Arenas



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, a premium stand and seven full delegate passes with access to all sessions and social programme. More details about the platinum sponsorship opportunity are provided in the table below.

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, a premium stand and five 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 a premium stand and two 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 opportunities

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



	Platinum	Gold	Silver
Price	€ 15,000	€ 10,000	€ 5,000
Number Available	1	2	3
Congress bag			
Logo on official congress bag	X		
Writing pad, pen, and small gift with logo (you provide)	X	X	
Insert corporate brochure A4 size max 8 pages (you provide)	X	X	X
One issue of specialist publication A4 size max 60 pages (you provide)	X	X	X
Congress APP & Website			
Logo on the congress website main page and APP (extra-large, large, medium)	XL	L	M
A link to the sponsor's website	X	X	X
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
E-mail communications			
Logo included in e-mail communication	X	X	



	Platinum	Gold	Silver
Opening session congress			
Verbal reference to the sponsor in opening speech	X	X	X
Symposia			
Sponsorship of a symposium, which includes:			
Determine the topic of your symposium and provide speaker(s)	X	X	
Sponsorship acknowledgement	X	X	
Logo banner at symposium room (you provide)	X	X	
Visibility			
Logo on delegate lanyards	X		
Roll-up banner in the registration or lobby area of congress venue (you provide)	X		
Logo banner at the entrance of the early-bird reception (you provide)	X	X	X
Logo banner at the entrance of the welcome reception (you provide)	X	X	
Logo banner at the entrance of the gala dinner (you provide)	X		
Exhibition unit in a prime location in the exhibition hall	X	X	X
Full delegate passes			
With access to all sessions and social programme	7	5	2

Further sponsorship possibilities to be discussed



	Separate
Congress bag	
Insert corporate brochure in the congress bag A4 size max 8 pages (you provide)	€ 500
One issue of specialist publication A4 size max 60 pages (2-sided, you provide)	€ 1,000
Congress APP & Website	
Advertisement	€ 1,000
Symposia	
Sponsorship of a symposium, which includes: Determine the topic of your symposium and provide speaker(s) Sponsorship acknowledgement Logo banner at symposium room (you provide)	€ 3,000
Social and networking events	
Sponsorship of lunches, which includes: Logo banner at the entrance of the lunch venue (you provide)	€ 1,500
Exhibition space	
Regular exhibition unit in the exhibition hall	€ 1,000

Separate items include logo in APP and website.

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.

Writing pads and pens:

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

Professional publication:

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

Insert corporate brochure:

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

Congress APP & Website

Logo on the congress APP and website main page. The size (extra-large, large, medium) will depend on the subscription.

The congress APP and website will have a link to sponsor's website.

A 100-word (or 50-word) description of the sponsor with logo and company contact details.

E-mail communications

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

The congress website will have a link to your website.

Opening 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 non-academic speakers, 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.

Early Bird Reception, 9th May

The **Early Bird Reception** will be the first networking opportunity for those delegates who arrive early to meet up over some refreshments. Location to be announced. The reception will last 1-2 hours and the sponsor will be acknowledged in the welcome speech. Opportunity to welcome delegates to the congress.

- Roll-up banner at the entrance to the early bird reception (you provide).

Welcome Reception, 10th May

The main congress welcome reception will be held in the **City of Arts and Science**. Delegates will be served drinks and canapés. 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, 12th May

The highlight of the social programme will be the final gala dinner, which is open to all delegates. This will be held in **Hotel Las Arenas**:

- Company logo printed on menu cards along with the congress logo.
- Your support will be acknowledged in the congress information.
- 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.

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 delegate passes

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



Exhibition Space

The exhibition space will be available in the Foyer of the Valencia Conference Centre in an open and diaphanous space, where the coffee break will be served. All delegates going to the auditoriums and meeting rooms will cross this space.



Exhibition space includes:

- An electrical outlet.
- Carpet.
- Regular 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 on the congress website and APP.
- One delegate bag per stand.
- Attendance at the Early Bird reception on 9th May 2017
- Attendance at the Welcome Reception on 10th May 2017.
- Free Wi-Fi (hard-wired connections available at an additional cost).

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.

For further details on the opportunities available please contact:

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