



41st Annual Congress



Milan 2018
Bocconi University

EUROPEAN ACCOUNTING ASSOCIATION



41ST ANNUAL CONGRESS

May 30th – June 1st 2018
Bocconi University, Milan



Università
Bocconi
MILANO

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LOCATION



THE 41ST EAA CONGRESS WILL TAKE PLACE AT BOCCONI UNIVERSITY

University website Address: www.unibocconi.it
Congress website Address: www.eaacongress.org

KEY INFORMATION

DELEGATE FROM PREVIOUS CONGRESSES

The event attracts people from all over the world with an average number of participants comprised between 1000 and 1500.

The most represented countries are:

- France
- Germany
- Italy
- Spain
- Great Britain
- USA
- Canada
- Australia



CONGRESS VENUES

MAIN CONFERENCE VENUES

Bocconi University – via Röntgen 1 and piazza Sraffa 13

SOCIAL EVENTS

Early Bird & Welcome Reception & Gala Reception – Foyer Aula Magna
via Röntgen 1 (29 May, 30 May, 1 June)



CONGRESS VENUES

PARALLEL SESSIONS AND SYMPOSIA

Bocconi University – piazza Sraffa 13



WHY AND HOW BEING A SPONSOR?

OPPORTUNITIES AND ADVANTAGES

TO HAVE PROMINENT VISIBILITY IN ITALY AND ABROAD

TO ASSOCIATE YOUR NAME WITH BOCCONI AND WITH THE MOST IMPORTANT EVENT FOR THE ACCOUNTING COMMUNITY IN EUROPE AND IN THE WORLD

TO GIVE YOU THE OPPORTUNITY TO PROMOTE YOUR BRAND TO A VERY SELECTED AUDIENCE

TO ENABLE YOUR SELECTED REPRESENTATIVES TO BE PART OF OUR EVENT

POSSIBLE SPONSORSHIPS

	PLATINUM	GOLD	SILVER
PRICE	€ 15,000	€ 10,000	€ 5,000
FULL DELEGATE PASSES With access to all sessions and social programme (pax)	7	5	2
OPENING SESSION CONGRESS Verbal reference to the sponsor in opening speech	X	X	X
SYMPOSIA Sponsorship of a symposium, which includes: Sponsorship acknowledgement and possibility to provide speaker Logo banner at symposium room (you provide)	X X	X	
VISIBILITY Roll-up banner in the registration or lobby area of congress venue (you provide) Logo banner at the entrance of the early-bird reception (you provide) Logo banner at the entrance of the welcome reception (you provide) Logo banner at the entrance of the gala reception (you provide) Exhibition unit in in the exhibition hall	X X X X X	X X	X X

WHY AND HOW BEING A SPONSOR?

POSSIBLE SPONSORSHIPS

	PLATINUM	GOLD	SILVER
CONGRESS APP & WEBSITE Logo on the congress website main page and APP (extra-large, large, medium) A link to the sponsor website Logo on official congress bag Writing pad, pen, and small gift with logo (you provide) Insert corporate brochure A4 size max 8 pages (you provide) One issue of specialist publication A4 size max 60 pages (you provide)	XL X X X X X	L X X X	M X X X

	SEPARATE
CONGRESS BAG Insert corporate brochure in the congress bag A4 size max 8 pages (you provide) One issue of specialist publication A4 size max 60 pages (2-sided, you provide)	€ 500 € 1,000
CONGRESS APP & WEBSITE Advertisement	€ 1,000
SYMPOSIA Sponsorship of a symposium, which includes: Sponsorship acknowledgement Possibility to provide a speaker 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

EXHIBITION SPACE

The exhibition space will be available at the Congress venues

EXHIBITION SPACE INCLUDES:

- An electrical outlet.
- 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 2nd May 2018
- Attendance at the Welcome Reception on 30th May 2018.
- Free Wi-Fi



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.

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:

Congress Chair
Prof. Miles Gietzmann
miles.gietzmann@unibocconi.it

Deputy Chair
Prof. Ariela Caglio
ariela.caglio@unibocconi.it

PAST LOCATIONS AND PARTICIPANTS



VALENCIA 1500 PARTICIPANTS



MAASTRICHT 1100 PARTICIPANTS



GLASGOW 1200 PARTICIPANTS



TALLINN 1200 PARTICIPANTS

SOME OF THE PAST SPONSORS

