

SPONSOR/SUPPORT OPPORTUNITIES

WITH RESPECT TO THE EUROPEAN
ACCOUNTING ASSOCIATION'S ACTIVITIES

Mission of the European Accounting Association



The European Accounting Association (EAA) aims to link together the community of accounting scholars and researchers to provide a platform for the wider dissemination of 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 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 EAA pursues this mission by organizing the following activities: the Annual Congress, the Doctoral Colloquium, the PhD forum, the Accounting Research Center, the Talent Workshop and the Newsletter. All these activities present opportunities for sponsoring, support and networking. The objectives of each of these activities will be explained below together with the opportunities for support, sponsoring and networking. The related amounts are presented on a separate page.

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 organized into research streams including Auditing, Financial Reporting and Analysis, Management Accounting, 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 network and marketing opportunities for your organization.

Program Structure

Day 1

18:30 - 20:00 Early bird reception

Day 2

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

12:00 - 18:30 Parallel sessions/symposia
including coffee breaks

19:00 - 21:00 Welcome reception

Day 3

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

Day 4

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

19:00 - 23:00 Congress dinner or gala event

Delegate numbers of previous congresses

2018	Milan	1600
2017	Valencia	1500
2016	Maastricht	1100
2015	Glasgow	1200
2014	Tallinn	1200
2013	Paris	1600
2012	Ljubljana	1100
2011	Rome	1400
2010	Istanbul	1400

Sponsor/support opportunities

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



1.1 Sponsorship Packages at the Annual Congress

	Platinum	Gold	Silver
Number available	1	2	5
Full delegate passes			
■ With access to all sessions and social events	7	5	2
Congress bag			
■ Large logo on official congress bag (XL)	x		
■ Writing pad, pen and small gift with your logo (provided by the sponsor)	x	x	
■ <i>Insert corporate brochure</i> A4 size max 8 pages (provided by the sponsor)	x	x	x
One issue of specialist publication A4 size max 60 pages (provided by the sponsor)	x	x	x
Opening session congress			
■ Verbal reference to the sponsor in opening speech	x	x	x
Symposia			
■ Sponsorship of symposia, which includes: Sponsorship acknowledgement and possibility to provide speaker(s) and determine the topic in negotiation with the symposia committee	x	x	
■ Logo banner in symposium room (provided by the sponsor)	x	x	
E-mail communications			
■ Logo included in e-mail communications with respect to the Congress to all EAA members and all EAA Congress delegates	x	x	
Visibility			
■ Logo on delegate lanyards	x		
■ Logo banner at the entrance of the congress dinner or gala event (provided by the sponsor)	x		
■ Roll-up banner(s) in the registration or lobby area of Congress venue (provided by the sponsor)	x		
■ Logo banner at the entrance of the welcome reception (provided by the sponsor)	x	x	
■ Logo banner at the entrance of the early bird reception (provided by the sponsor)	x	x	x
■ Exhibition unit in a prime location in the exhibition hall	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 website	x	x	x
■ A 100-word description of the sponsor with logo and company contact details (provided by the sponsor)	x	x	
■ A 50-word description of the sponsor with logo and company contact details (provided by the sponsor)			x

1.2 Individual Sponsorship Opportunities at the EAA Annual Congress

1.2.1 the congress bag

- small logo on the conference bag
- pen and note block provided by sponsor of bag (in the absence of a platinum sponsor)
- insert of brochure only
- insert of one page only

1.2.2 the early bird reception

in the absence of a platinum, gold or silver sponsor

- sponsorship acknowledgement on conference website, conference app and at conference opening lecture
- name of organization printed on ticket
- name XXXX early bird reception
- banner at the venue entrance (provided by the sponsor)

1.2.3 the welcome reception

in the absence of a platinum and gold sponsor

- sponsorship acknowledgement on conference website, conference app and at conference opening lecture
- name of organization printed on ticket
- name XXXX welcome reception
- banner at the venue entrance (provided by the sponsor)

1.2.4 the congress dinner/gala event

in the absence of a platinum sponsor

- sponsorship acknowledgement on conference website, conference app and at conference opening lecture
- name of organization printed on ticket
- name XXXX gala-dinner or gala-event
- banner at the venue entrance (provided by the sponsor)
- company flags or signs on the tables or standing tables (provided by the sponsor)

1.2.5 lunches

- sponsorship acknowledgement on conference website, conference app and at conference opening lecture
- logo 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)

1.2.6 coffee breaks

- sponsorship acknowledgement on conference website, conference app and at conference opening lecture
- logo banner provided by sponsor in the coffee break area
- table signs on serving tables and eating table (provided by the sponsor)

1.2.7 symposium

- determine topic in cooperation with the symposia committee + provide speaker(s)
- sponsorship acknowledgement on conference website, conference app, printed conference program and at the conference opening lecture
- banner at symposia room (provided by the sponsor)

1.2.8 exhibition

- exhibition space available in the area where delegates meet for the registration and for coffee breaks
- the space foreseen is 3m x 2m, more space can be bought
- 1 covered table and two chairs
- 2 exhibition staff + lunches and coffee + attendance of welcome reception (additional exhibitor staff may attend at an additional charge of €75.00 per person per day)
- an electrical outlet
- 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
- free wifi

1.2.9 delegate lanyards

in the absence of a platinum sponsor

- logo on delegate lanyards

2. EAA 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 12 distinguished international faculty. Each year 36 students are selected out of 110-130 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 opportunity

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

4. EAA – ARC

Objectives

To fulfill 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 Research Center (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.

- 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, conferences and seminars organized for PhD students and young academics all over Europe.
- 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.
- 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, conferences, summer camps) in the world. In addition, PhD students can view short-stay research visiting opportunities at selected European institutions.
- 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.



arc.eaa-online.org

The EAA felt an urgent need to set up this platform since it observed that not all PhD students and early career academics within its constituency had equal access possibilities to resources that would allow them to adequately develop their research capabilities. This platform offers support to students with fewer opportunities currently available, thus helping create a more level playing field. Setting up digital platforms of this scope is expensive. Despite the fact that the EAA is investing financial resources and a lot of energy and voluntary work into this project, professionalization of the development process is sorely needed. Therefore, financial support from outside the organization is crucial for developing this initiative into a sustainable platform that will benefit to many new generations of young academics across Europe and abroad. To make sure that we respond to the actual needs of young academics, the development of the EAA-ARC is based on the results of a large survey among EAA members to which many young academics responded. Following up on the results, one-to-one interviews were being held in April 2015 at the EAA Congress, to define the exact needs of young academics. Professional consultants will need to be involved to develop, implement, and maintain an efficient, user-friendly, up-to-date digital platform to respond to these needs. We will continuously monitor the effectiveness of the system through user statistics and ongoing surveys.

Sponsorship opportunities

* 4.1 logo of the sponsor on the opening page for a period of 12 months: click-through logo, static logo, logo on a rolling banner

* 4.2 logo of the sponsor on the events' calendar page for a period of 12 months: click-through logo, static logo, logo on a rolling banner

* 4.3 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 organized the 4th edition of its job market, a Talent Workshop, for accounting academics in Madrid.

Participating Institutions

The first edition of the Talent Workshop was held in 2015. Since then it is held on a yearly basis usually at the beginning of November. In these editions, the following academic institutions participated as recruiters:

- | | |
|--|--|
| - Aalto University School of Business | - IESE Business School |
| - Aarhus University | - IESEG School of Management |
| - Adam Smith Business School – University of Glasgow | - INSEAD |
| - BI– Norwegian Business School | - KU Leuven |
| - Bocconi University | - Lancaster University |
| - Cass Business School – City University London | - London School of Economics and Political Science |
| - Católica Lisbon School of Business and Economics | - LUISS University |
| - China Europe International Business School | - Monash University |
| - Chinese University of Hong Kong | - NEOMA University |
| - Copenhagen Business School | - Nord University |
| - CUNEF | - Rennes School of Business |
| - Erasmus University | - RSM Erasmus University |
| - ESADE | - Stockholm School of Economics |
| - ESSEC Business School | - The American University in Cairo |
| - Frankfurt School of Finance & Management | - The University of Queensland Business School |
| - HEC Paris | - The University of Sydney |
| - Hong Kong University of Science and Technology | - Tilburg University |
| - IE Business School / IE University | - Toulouse Business School |
| | - Trinity College Dublin |
| | - Universidad Carlos III de Madrid |
| | - Universidad de Navarra |
| | - Universitat Autònoma de Barcelona |

Sponsorship opportunities

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, such 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

As a recognition, the website and all information regarding the Talent Workshop will display the logo of the supporting or sponsoring institution or association and the institution or association will be recognized as sponsor at the event.

- 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

PhD Students

PhD students interested in participating in the job market as candidates have to 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 program, interviews with recruiters, and coffee breaks. Participation to the Talent Workshop is free, because the participating institutions finance the organization of the Talent Workshop.

Accepted doctoral students will be scheduled for:

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

6. EAA NEWSLETTER

The EAA issues each trimester a newsletter which is electronically distributed to all members of the EAA (in 2018 2625 members). This newsletter is well read and contains messages of the EAA President as well as messages of EAA Committee Chairs.

Sponsorship opportunities
Logo on an issue of the newsletter
Half a page advertisement

WWW.EAA-ONLINE.ORG

