

DIAMOND SPONSORSHIP

US\$450,000

The Diamond sponsorship is the most exclusive level of event sponsorship. It combines marketing and branding association before WCOA 2010 as well as maximum exposure and direct benefits during and after the World Congress

Media Recognition

- The right to use WCOA logo in all your activities and publicities immediately, during and two years after WCOA 2010.
- Acknowledgement of your support through the World Congress publicity channel of IFAC to their member bodies worldwide.
- Recognition in media advertisements of the World Congress in prominent regional and international newspapers and periodicals.
- Recognition in press release for local and overseas publications as well as pre-World Congress write-ups with local press organisations.
- Invitation to the VIP reception and an interview for sponsor's CEO or President.
- Privilege for sponsor's CEO or President to meet the Keynote Speakers.
- Stage acknowledgement and thank you announcements.

Organisation's Name & Logo

- On WCOA 2010 web page with reciprocal hyperlink to your website.
- On WCOA 2010 website side bar on dedicated pages, within event website.
- On six advertisements in major Malaysian newspapers.
- On banners and backdrops displayed at WCOA 2010 venues of major activities.
- In the final WCOA 2010 Programme Book and Exhibition Directory.

Publicity/Direct Exposure

- Recognition in WCOA 2010 website, hyperlinked to selected major IFAC member bodies' websites worldwide. (Note: 157 member bodies and associates in 123 countries)
- Recognition in advertisements of the World Congress, placed in selected IFAC member bodies' periodicals or other communication materials.
- Acknowledgement at the Kuala Lumpur International Airport reception desk.

Publicity/Direct Exposure (cont'd)

- 12 pre-WCOA complimentary full page colour advertisements in MIA's monthly journal, Accountants Today (circulation of 25,000: MIA members and financial leaders in the corporate sector).
- Six complimentary full page colour advertisements with your organisation's write-up in the special segment on WCOA 2010 in MIA's monthly journal, Accountants Today.
- One back cover full page colour complimentary advertisement in the WCOA 2010 Programme Book and Exhibition Directory.
- Six post-WCOA complimentary advertisements pages in MIA's monthly journal, Accountants Today.
- Electronic delegate list of WCOA 2010 (Post WCOA).

Promotional Corporate Collaterals

- Inserting your organisation literature in delegates' folders or congress bags (a bag containing the WCOA 2010 Programme Book and Exhibition Directory, Floor Plan, and other sponsors' brochures or sponsored materials).
- Corporate Distribution Centre in a prominent area at the WCOA 2010 venue, continually stocked with your corporate collateral throughout the World Congress.
- Two rounds of email broadcasts of your organisation's information on products and/or services to MIA members and all other IFAC participating member bodies with potential members of over 2.5 million (active email addresses only).
- Four rounds of promotional mailings to all MIA members nationwide (about 25,000 members).

Special Function

- Six senior representatives from your organisation given the priority to join the distinguished guests in the VIP room, during refreshments after the WCOA 2010 keynote address.

Attendee Passes

- 30 complimentary seats for representatives or business associates to attend the WCOA 2010.
- 20% discount on further registrations for your staff subject to a maximum 50 staff.
- 12 invitations for sponsor's representative to attend the WCOA 2010 social events.

Signage Rights (10 buntings at each site)

- Main entrance of the Congress venue.
- Inside the Plenary Hall (during hosting session).
- VIP Holding Room.
- Outside the Exhibition Hall.
- Outside the Plenary Hall.
- Registration, tea-break and lunch areas.

Display of Promotional Materials or Services

- Four complimentary booth space (3m X 3m each) at the prominent area at the World Congress Exhibition Hall.
- 10 staff or representatives entitled for tea breaks and lunches.
- Opportunity to host a private showing, that is, product launching at the Exhibition Hall of the World Congress venue throughout WCOA's duration.