

GOLD SPONSORSHIP

USD150,000

The Gold sponsorship combines marketing and branding association before WCOA 2010 as well as optimum exposure during and after the Congress.

Media Recognition

- The right to use WCOA's logo in all your activities and publicities one year before, during and one year after WCOA 2010.
- Acknowledgement of your organisation's support through the World Congress publicity channel of the 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.

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.
- Four 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).

Publicity/Direct Exposure (cont'd)

- Two 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 inside front cover full page colour complimentary advertisement in the WCOA 2010 Programme Book and Exhibition Directory.
- Two post-WCOA complimentary advertisements pages in the Institute'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 promotional mailings to all MIA members nationwide (about 25,000 members).

Special Function

- Two 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

- 10 complimentary seats for representatives or business associates to attend the WCOA 2010.
- 10% discount on further registrations for your staff subject to a maximum 50 staff.
- Four invitations for sponsor's representative to attend the WCOA 2010 social events.

Signage Rights (Five buntings at each site)

- VIP Holding Room.
- Outside the Exhibition Hall.
- Outside the Plenary Hall.

Display of Promotional Materials or Services

- Two complimentary booth space (3m X 3m each) at the prominent area at the World Congress Exhibition Hall.
- Four 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 on the second day of the event.

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