

SPONSORSHIP BENEFITS	SILVER USD75,000
Media Recognition	
<ul style="list-style-type: none"> ❖ The right to use WCOA's logo in all your activities and publicities ❖ Acknowledgement of your support through the Congress publicity channel of IFAC to their member bodies worldwide ❖ Recognition in media advertisements of the Congress in prominent regional and international newspapers and periodicals ❖ Recognition in press release for local & overseas publication and pre conference write-up with local press organizations ❖ Invitation to the VIP reception and an interview for sponsor's CEO/President ❖ Privilege for sponsor's CEOs/Presidents to meet the Keynote Speakers ❖ Stage acknowledgement and thank you announcements throughout Conference sessions 	<p>1 yr before and during WCOA 2010</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">●</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">●</p>
Organization's Name & Logo	
<ul style="list-style-type: none"> ❖ On the WCOA 2010 web page with reciprocal hyperlink to your website ❖ On the WCOA 2010 website side bar on dedicated pages within the event website ❖ On advertisements in major Malaysian newspapers ❖ On banners and backdrops displayed at WCOA 2010 venues of major activities ❖ In the final WOA 2010 Programme Book and Exhibition Directory 	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">●</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>
Publicity/Direct Exposure	
<ul style="list-style-type: none"> ❖ Recognition in WCOA 2010 website, hyperlinked to selected major IFAC member bodies' websites worldwide. <i>(Note: 157 member bodies and associates in 123 countries)</i> ❖ Recognition in advertisements of the Congress, placed in selected IFAC member bodies' periodicals or other communication materials ❖ Pre-WCOA full page colour advertisements in the Institute's monthly journal, Accountants Today 	<p style="text-align: center;">✓</p> <p style="text-align: center;">●</p> <p style="text-align: center;">2 pages</p>

<p><i>(circulation of 25,000: MIA members and financial leaders in the corporate sector)</i></p> <ul style="list-style-type: none"> ❖ Complimentary full page colour advertisements with your organization's write-up in the special segment on WCOA 2010 in the Institute's monthly journal, Accountants Today ❖ Acknowledgement at the Kuala Lumpur International Airport (KLIA) reception desk ❖ Complimentary full page colour advertisement in the WCOA 2010 Programme Book and Exhibition Directory ❖ Post WCOA complimentary premium advertisements pages in the Institute's monthly journal, Accountants Today ❖ Delegate list of WCOA 2010 	<p style="text-align: center;">1 page (ad + write-up)</p> <p style="text-align: center;">●</p> <p style="text-align: center;">1 page (Inside Back Cover)</p> <p style="text-align: center;">1 pages</p> <p style="text-align: center;">✓</p>
<p>Promotional corporate Collaterals</p>	
<ul style="list-style-type: none"> ❖ Inserting your organization literature in delegates' folders/conference bags <i>(a bag containing the WCOA 2010 Programme Book and Exhibition Directory, Floor Plan, and other sponsors' brochures or materials)</i> ❖ Corporate Distribution Centre in a prominent area at the WCOA 2010 venue, continually stocked with your corporate collateral throughout the Congress ❖ Email broadcasts of your organization'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 <i>(active email addresses only)</i> ❖ Promotional mailings to all MIA members nationwide <i>(approximately 25,000 members)</i> 	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">●</p> <p style="text-align: center;">1 round</p>
<p>Special Function</p>	
<ul style="list-style-type: none"> ❖ Senior representatives from your organization will be given the priority to join the distinguished guests in the VIP room during refreshments after the WCOA 2010 keynote address 	<p style="text-align: center;">●</p>
<p>Attendee Passes</p>	
<ul style="list-style-type: none"> ❖ Complimentary seats for representatives or business associates ❖ Discount on further registrations for your staff ❖ Invitations for sponsor's representative to attend all WCOA 2010 social events. 	<p style="text-align: center;">5</p> <p style="text-align: center;">5%</p> <p style="text-align: center;">2</p>

Signage Rights	3 buntings each site
<ul style="list-style-type: none"> ❖ 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 	<ul style="list-style-type: none"> ● ● ● ✓ ✓ ●
Display of promo materials/ services	
<ul style="list-style-type: none"> ❖ Complimentary booth space (3m X 3m sq each) for promotional materials/services at the Congress Exhibition Hall ❖ Staff/representatives entitled for tea breaks & lunch for networking opportunities ❖ Opportunity to host a private showing (i.e. product launching) at the Exhibition Hall of the Congress venue 	<ul style="list-style-type: none"> 1 2 ●