

The Institute of Chartered Accountants in Australia
Sponsorship opportunities
Face to face with your market

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leading the profession since 1928

200880

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**Chartered
Accountants**

NUMBER ONE IN NUMBERS

Your Number One opportunity

The Institute of Chartered Accountants in Australia (the Institute) is the professional body representing Chartered Accountants in Australia.

The Institute's reach extends to more than 55,000 of today's and tomorrow's business leaders, representing some 47,000 Chartered Accountants and 15,000 of Australia's best graduates who are currently enrolled in our world class post graduate Chartered Accountants Program. The Institute was constituted by Royal Charter established in 1928.

With more than 150 events, seminars, conferences and workshops each year, it's an ideal chance to put your brand, product or services in front of a key and influential audience.

The Institute at a glance:

- > 47,000 members
- > 15,000 accounting graduates
- > 40 per cent in Public Practice
- > 40 per cent in commercial organisations, both private and public listed
- > 79 of the top 200 BRW companies in Australia have a Chartered Accountant as CFO*
- > 52 per cent earn more than \$100k per annum**
- > 72 per cent are directors, senior executive managers or managers**
- > 100+ training and development events Australia wide
- > Competitive sponsorship packages and cost per lead.

A partnership with the Institute provides a unique opportunity to align your brand with our values, and interact with key decision makers and influential business advisers.

There is a range of sponsorship levels and opportunities, providing differing levels of exclusivity. So there's sure to be one that addresses your goals and aims.

Whether it's formal events on such topics as tax, audit, practice management, super, financial planning and more. Or the less formal environment of a golf day, fun run, sailing or networking event.

You may like to consider some of our other innovative member communication options such as calendars, audio tapes and sponsored links on e-bulletins and on the website.

Whichever you choose, you can be sure of high visibility and impact with a highly educated and highly desirable audience.



An exclusive and select audience

Members of the Institute are an exclusive and much sought after audience of highly influential, senior executives across a broad range of industries.

Forty per cent of them work in Public Practice, providing accounting, financial, auditing and taxation advice to companies and individuals. In their capacity as a trusted advisor they enjoy considerable influence on the purchasing decisions of both corporates and high net-worth individuals.

Another 40 per cent of members work in commerce, where they are heavily represented in key roles such as taxation management, financial management, and as Chief Executive Officers and Chief Financial Officers. This gives Chartered Accountants a disproportionate influence on corporate purchasing decisions at many levels.

Other active members are employed in government, self-employed or work in education.

In addition:

- > 79 of the top 200 BRW companies in Australia have a Chartered Accountant as CFO*
- > 52 per cent of members earn more than \$100k per annum**
- > 81 per cent of members have investment in shares**
- > 44 per cent of members play a major role in banking and finance decisions**
- > 45 per cent of members play a major role in recruitment decisions**.



The sponsorship package to suit you

At the Institute, we can offer three main levels of sponsorship. Each designed to deliver great value, whilst allowing sponsors to choose the level of involvement that suits them.

Full Sponsorship is our most popular option, providing unrivalled exposure to all delegates before, during and after the event.

Exhibitor Sponsorship is designed to allow for great visibility and networking potential.

Non Exhibitor Package (NEP) allows you to get your message across, without the additional resources associated with exhibiting. NEP is available at most conferences.

The table below compares the features for each sponsorship package.

| | Full | Exhibitor | NEP |
|---|------|-----------|-----|
| Logo on promotional material, including event brochure | • | • | • |
| Logo on website with direct link to your site | • | • | • |
| Acknowledgement in opening address | • | • | • |
| Exhibition space provided | • | • | • |
| Run a prize draw to help build a database | • | • | • |
| Address delegate enquiries from your exhibition area | • | • | • |
| Run product demos and interactive displays | • | • | • |
| Session sponsorship with option to chair | • | • | • |
| Seat drop/insert in working papers of sponsored session | • | • | • |
| Signage during sponsored session | • | • | • |
| Satchel insert | • | • | • |
| Delegate registrations included | 2 | 2 | 1 |

*BRW's Top 500 Public Companies list, Business Review Weekly, 2007

** (Research conducted by The Leading Edge – April 2005)

The Institute of Chartered Accountants in Australia

Contact details

Our sponsorship team is here to help

The Institute's sponsorship team is committed to helping potential and existing sponsors in evaluating their situations, and identifying sponsorship opportunities.

Please contact us on **+61 2 9290 5556**, or via email at **sponsorship@charteredaccountants.com.au** to discuss your needs.



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