SPONSORSHIP PROSPECTUS 2019–2020

YOU’RE THE CRITICAL PIECE

The Institute of Internal Auditors Philadelphia Chapter
PRESIDENT’S MESSAGE

Dear Prospective Sponsor,

I personally invite you to invest in a sponsorship package with the Philadelphia Chapter of the Institute of Internal Auditors. For 76 years, the Philadelphia Chapter has provided quality training and events to our members. Our programming committees work tirelessly to bring top speakers nationally and locally to our training events. Our events provide our members and sponsors with an opportunity to network and to learn about emerging risks and hot topics within the industry.

We continue to revamp our sponsorship package to include additional sponsorship opportunities so that our sponsors have customizable options to better fit their needs. In addition to our two annual conferences, we are offering sponsorship opportunities at the Annual Golf Classic and our monthly seminars.

The Philadelphia Chapter has been able to advocate for the internal audit profession with assistance from our sponsors. Please join us in continuing that effort. I look forward to your partnership. If you have any questions, please feel free to contact me at president@phillyiia.org.

Sincerely,

Maeve Raak

Philadelphia Chapter of the IIA – President
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ABOUT US

The Philadelphia Chapter was established in 1943 and is the 5th affiliate chapter of the Institute of Internal Auditors. Our chapter has approximately 1,700 active members and is recognized in the Greater Philadelphia area as a premier provider of high quality training for Accounting, Information Technology, and Auditing professionals.

In the 2019-2020 chapter year, our Philadelphia Board of Governors is working to elevate the IIA’s role in our city and apply feedback received from our members. We are expanding chapter programming and training opportunities to cover more current topics and creating more networking opportunities for our members. Additionally, the team is actively recruiting more local CAEs to become involved, network, share their expertise and leverage the training opportunities the IIA and our chapter provide. We are providing more content on our website and social media platforms so that our members become more involved and engaged. Our Academics Relations Committee is working hard with our local colleges to introduce a career in internal auditing, increasing the pool of students who will seek careers in our profession.

Globally, the IIA has more than 185,000 members. The IIA in North America comprises 160 chapters serving more than 72,500 members. Members enjoy benefits offered by the North American Service Center including local, national, and global professional networking; world-class training; certification; standards and guidance; research; executive development; career opportunities in the region; and more.

STRAategic GOALS

Expand Chapter Programming
Increase member networking opportunities
Elevate local CAE Chapter Involvement
Advocate for the profession with local regulators and legislators and expand internal audit awareness throughout our member organizations
Enhance website and social media content
More consistently express appreciation for and celebrate the achievements of chapter members
Educate more college students regarding a career in internal auditing
Further development of the Chapter’s mentorship program, SuccessPartners

Stay informed about upcoming programs by following the Philadelphia IIA Chapter on social media:

@IIAPhiladelphia www.facebook.com/IIAPhiladelphia https://www.linkedin.com/company/35507874/
Our Board of Governors is made up of 25 volunteers who are leaders in the internal audit, financial accounting, risk management or information technology professions. The board is comprised of six chapter officers, 15 members, the most recent two past presidents, and two IIA North American leaders.

<table>
<thead>
<tr>
<th>Maeve Raak</th>
<th>Officer, Chapter President</th>
<th>Samuel Monasta</th>
<th>Board Member</th>
<th>Jamal Ahmed</th>
<th>Board Member</th>
</tr>
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<tbody>
<tr>
<td>Laurie Riggs</td>
<td>Officer, Chapter Vice President &amp; Programs Committee Chair</td>
<td>David Small</td>
<td>Board Member</td>
<td>Lindsay Bell</td>
<td>Board Member</td>
</tr>
<tr>
<td>Ryan Calef</td>
<td>Officer, Chapter Vice President &amp; Communications Committee Chair</td>
<td>Monica DeBellis</td>
<td>Board Member</td>
<td>Matt Skala</td>
<td>Board Member</td>
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<tr>
<td>Ryan Egan</td>
<td>Officer, Chapter Vice President &amp; Membership Committee Chair</td>
<td>Kenneth Brzozowski</td>
<td>Board Member</td>
<td>Bernadette Robinson</td>
<td>Ex-Officio Board Member, Past President</td>
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<tr>
<td>Pete Parillo</td>
<td>Officer, Chapter Treasurer</td>
<td>Bill Donehower</td>
<td>Board Member</td>
<td>Warren Hersh</td>
<td>Ex-Officio Board Member, Past President</td>
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<tr>
<td>Marc Lyman</td>
<td>Officer, Chapter Secretary</td>
<td>Margaret Neilon</td>
<td>Board Member</td>
<td>Amit Varia (District Advisor)</td>
<td>Non-Voting Board Member, Past President</td>
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<tr>
<td>Susan Allem</td>
<td>Board Member</td>
<td>Adam Ross</td>
<td>Board Member</td>
<td>Michael Levy (NA Board Member)</td>
<td>Non-Voting Board Member</td>
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<tr>
<td>Kristen Herman</td>
<td>Board Member</td>
<td>Alicia Preddy</td>
<td>Board Member</td>
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<tr>
<td>Normand Mullen</td>
<td>Board Member</td>
<td>Claudia Peirce</td>
<td>Board Member</td>
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ACHIEVEMENTS

The Institute of Internal Auditors recognizes Chapter activities that align with its North American Strategic plan. The Philadelphia Chapter has continuously earned acknowledgements for programming, promotion, and other activities from the Institute of Internal Auditors. Our member and volunteer base have grown over the years as a result of such efforts. Our high-quality training and events programs are structured to educate, promote the internal audit profession, promote certifications, and to give back to our members. The Philadelphia Chapter is proud to have held Platinum status (out of Bronze, Silver, Gold, Platinum (10 years of Gold), Ruby (10 years of Platinum), Sapphire (15 years of Platinum) and Diamond (25 years of Platinum)) for the past seven years and is on track to attain the next status level.

Platinum Level IIA Chapter

Philadelphia’s IIA Chapter is recognized as a Platinum level chapter for their service offerings that align with the North American Strategic Plan in the three service categories: Service to Members, Service to the Profession, and Chapter Administration.

Building Awareness Champion

Philadelphia’s IIA Chapter is recognized for exemplary performance in advocating for the profession in coordination with International Internal Audit Awareness month.

The IIA’s Chapter of Excellence Designation

Philadelphia’s IIA Chapter is recognized for our belief in quality education and support of the Certified Internal Auditor® (CIA®) designation, specifically through The IIA’s CIA Learning System® program.
CONFERENCE STATISTICS

Attendance

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>Spring 2018</th>
<th>Fall 2018</th>
<th>Spring 2019</th>
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<tbody>
<tr>
<td>Number of Attendees</td>
<td>459</td>
<td>402</td>
<td>481</td>
<td>416</td>
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An average of 35 of the 121 (29%) Philadelphia IIA Member CAEs attend each conference.

97% of all conference feedback forms state the attendee is interested in attending the next conference.

Industries Represented

- Utilities
- Health Services
- Accounting & Consulting Services
- Financial & Banking Institutions
- Chemicals
- Insurance
- Manufacturing
- Education

Each conference is run by a conference planning committee of 14 to 18 volunteers.

An average of 137 companies are represented each conference.
**2019-2020 PLANNED EVENTS**

We have an action-packed year of programming planned for 2019-2020. We aim to provide diversity in terms of content and include a few social/networking events in response to feedback from our members. We hope you will help support these programs, both through sponsorship and attendance.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July 18, 2019</strong></td>
<td>Membership Appreciation Day at the Phillies</td>
<td>Citizens Bank Park, Philadelphia, PA</td>
</tr>
<tr>
<td><strong>September 12, 2019</strong></td>
<td>Selling Audit Ideas - Surfacing Issues, Identifying the Real Causes, &amp; Getting Managers to Act</td>
<td>EisnerAmper Office, Philadelphia, PA</td>
</tr>
<tr>
<td><strong>September 19, 2019</strong></td>
<td>1st Annual Philly Golf Classic*</td>
<td>Paxon Hallow Golf Club, Media, PA</td>
</tr>
<tr>
<td><strong>October 17, 2019</strong></td>
<td>The Future of ERM: COSO ERM Framework</td>
<td>Grant Thornton Office, Philadelphia, PA</td>
</tr>
<tr>
<td><strong>December 10, 2019</strong></td>
<td>Second Annual Holiday Social</td>
<td>Porta, Philadelphia, PA</td>
</tr>
<tr>
<td><strong>December 16, 2019</strong></td>
<td>Cyber at the Cira*</td>
<td>Cira Center, Philadelphia, PA</td>
</tr>
<tr>
<td><strong>February 20, 2020</strong></td>
<td>Internal Audit: Best Practices and Fundamental Principles</td>
<td>Protiviti, Philadelphia, PA</td>
</tr>
<tr>
<td><strong>March 20, 2020</strong></td>
<td>Fraud Symposium</td>
<td>PECO, Philadelphia, PA</td>
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<tr>
<td><strong>April 17, 2020</strong></td>
<td>Spring Summit</td>
<td>Loews Hotel, Philadelphia, PA</td>
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<tr>
<td><strong>May 2020</strong></td>
<td>Internal Audit Awareness Month Social*</td>
<td>TBD</td>
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</table>

*If you are interested in sponsoring any of the above events (opportunities available from $300 - $2,000), please let us know at programs@phillyia.org. Visit our website [https://chapters.theiia.org/Philadelphia/](https://chapters.theiia.org/Philadelphia/) to stay up to date on all programs and events.*
### SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Platinum Badge]</td>
<td>![Gold Badge]</td>
<td>![Silver Badge]</td>
</tr>
</tbody>
</table>
| - 1 vendor table at the expo, with choice of location*  
- Exhibitor registration for 2 table personnel**  
- Conference registration for 3 registrants  
- 20 hour CPE Freedom Pass Bundle  
- Acknowledgement during conference general session  
- Company logo will appear on mobile app with link to website  
- Company logo will appear on registration signage as a "Platinum Sponsor"  
- Banner ad will appear on conference web pages | 
| ![Gold Badge] | - 1 vendor table at the expo  
- Exhibitor registration for 2 table personnel**  
- Conference registration for 3 registrants  
- 20 hour CPE Freedom Pass Bundle  
- Acknowledgement during conference general session  
- Company logo will appear on mobile app with link to website  
- Banner ad will appear on conference web pages | 
| ![Silver Badge] | - 1 vendor table at the expo  
- Exhibitor registration for 2 table personnel**  
- Conference registration for 3 registrants  
- 20 hour CPE Freedom Pass Bundle  
- Acknowledgement during conference general session  
- Company logo will appear on mobile app with link to website  
- Banner ad will appear on conference web pages | 

<table>
<thead>
<tr>
<th>Investment</th>
<th>Available</th>
<th>Investment</th>
<th>Available</th>
<th>Investment</th>
<th>Available</th>
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<tbody>
<tr>
<td>$2,875</td>
<td>7</td>
<td>$2,250</td>
<td>2</td>
<td>$1,750</td>
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</tr>
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**SAVE! Just $4,750 when booking 2 conferences**

### Additional opportunities to sponsor (i.e. Name Badges, WiFi, etc.) are available for $600.

Please contact programs@philbyia.org to discuss!

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* First come first served, payment due in full by 10/25/2019  
** Table personnel registrations include continental breakfast and seated lunch. These registrations are limited to the expo area and do not include the conference sessions. Table personnel are limited to the number of passes in your sponsorship package.
CHAPTER SPONSORSHIP FORM

Chapter Year 2019-2020

Fall Conference – Monday, November 25, 2019 ♦ Marriott Downtown Philadelphia
Spring Summit – Monday, April 17, 2020 ♦ Loews Hotel Philadelphia

Company Name: _____________________________________________________________
(this is how the name will appear in all conference materials)

Contact Person’s Name: ______________________________________________________

Address: _____________________________________________________________________

City:        ___________________________ State: _____________  Zip code: ____________

Office Phone #: __________________________ Mobile Phone #: __________________________

Email:  _____________________________________________________________

Sponsorship Level:

☐ Platinum Sponsor: Fall Only       $2,875
☐ Platinum Sponsor: Spring Only     $2,875
☐ Platinum Sponsor: Both Conf.      $4,750

☐ Gold Sponsor: Fall Only          $2,250
☐ Gold Sponsor: Spring Only        $2,250
☐ Gold Sponsor: Both Conf.          $3,750

☐ Silver Sponsor: Fall Only       $1,750
☐ Silver Sponsor: Spring Only      $1,750
☐ Silver Sponsor: Both Conf.        $3,500

☐ Additional Opp: Wifi            $600
☐ Additional Opp: Name Badge       $600

Total Amount:  ______________

- The Philadelphia IIA will reach out to sponsors in the order payment was received to select table locations (Platinum and Gold only). All Sponsors will receive or confirm their table assignments by October 28th.
- Check payment can be made to ‘Philadelphia Chapter – Institute of Internal Auditors’ and mailed to:
  Philadelphia Chapter of the IIA
  Attn: Marc Lyman
  762 W. Lancaster Ave
  Bryn Mawr, PA 19010
- Send completed form to programs@phillyiia.org, if not registering online using the above link.
Terms and Conditions

It is agreed that the sponsor will abide by the terms and conditions below as well as those of the venue:

**Liability:** Sponsor agrees that Philadelphia Chapter - Institute of Internal Auditors and their agents are held harmless from any claims for damage, theft, fire, water, liabilities, or loss to any person or property, by any reason of the exhibitor’s operations in connection with the Conference.

**Payment:** There are a limited number of sponsorships available. A sponsorship level will not be reserved until payment is received. In addition, full payment must be received by **October 25, 2019** to be included in the sponsor listings. We cannot guarantee that your name and/or logo will be included in conference materials if your registration is received after **October 25, 2019**. Once payment is received, the Platinum and Gold level exhibitors will be able to choose the location of their exhibit table from the exhibit layout.

**Cancellation Policy:** Once the exhibitor agreement is signed, there are no refunds.

**Substitution:** Subletting or division of booth space is not permitted.

**Electrical Services:** Access to electrical outlets may be obtained (based on availability) from the venue, potentially with an additional cost. Please pre-order electric with the IIA Programs Chair, as you may not be able to order electric the day of the event. Electric ordered on the day of the event will incur additional fees.

**Internet:** Wi-Fi access will be provided to all exhibitors at no additional charge.

**Exhibitor Assignments:** Exhibitors will be allowed to choose their own table location based on availability and sponsorship level. Locations will be chosen from a provided layout, based on the schedule listed and once payment is received.

**Platinum Sponsors** - can choose table location beginning **October 25th** once payment and registration form is received.*

**Gold Sponsors** - can choose table location beginning on **October 28th** once payment and registration form is received.*

**Silver Sponsors** - table location will be assigned by the Programs Committee.

*If payment and registration forms for any given level are received prior to the “table location selection date”, tables will be chosen in the order that the payment AND form are received.

**Additional tables, displays, telephone service, audio-visual equipment rental, electrical services, and early shipment of exhibit materials may be provided at the order and expense of the sponsor.**

**Exhibit Set-up/Break Down:** The sponsor agrees to keep its table fully set-up, staffed and operational through the expo hours. The sponsor agrees to remove all property, garbage, boxes, etc. from the table at the conclusion of the expo.

**Photo Disclosure:** By attending this conference, all attendees agree that their image or likeness may be captured in one or more form of media, and that said images may be reproduced by The Institute of Internal Auditors Philadelphia Chapter for its reasonable business purposes.

By signing below, the exhibitor accepts the terms defined in this agreement.

**Authorized Signature**

__________________________________________

**Title**

_________________________________________________

**Date**

_________________________________________________

Return form to programs@phillyia.org if not registering online.