EXPAND YOUR REACH

EXPAND YOUR REACH
DEVELOP YOUR KNOWLEDGE
ENHANCE YOUR SKILLS

Houston IIA
Annual Conference
April 4, 2022

Sponsor and Exhibitor Guide

THE IIA HOUSTON CHAPTER'S 2022 ANNUAL CONFERENCE

We invite your firm to partner with the Houston Chapter of the Institute of Internal Auditors as a Sponsor of our 2022 Annual Conference to be held **Monday, April 4, 2022**. The Houston Chapter for over a decade has provided quality continuing professional education to its members through its sold-out Annual Conferences. After hosting a virtual only event last year, we are excited to **offer our participants either an in-person experience at the NRG Center or limited remote viewing using the Inspire virtual technology platform**. **Sponsors will receive benefits through both options**.

Our 2022 Annual Conference program offers 8 CPE hours from General Sessions and concurrent sessions. In-person attendees will be able to select from concurrent sessions from the following topics: technical tips and techniques, fraud awareness, digital innovation, leadership enhancement, and hot topics. Virtual participants will view each General Session and three pre-determined concurrent sessions.

NRG Center's exhibit hall area provides open access to the in-person attendees as they transition between Conference sessions and the designated areas for breakfast, lunch, morning and afternoon breaks, and the post-Conference networking reception. By offering a remote viewing option, we expect that fewer in-person attendees will provide our sponsors with a less crowded and more intimate face to face networking and interaction experience.

The Inspire virtual platform used by the remote participants will provide sponsor logo visibility on the Conference home page and provide each sponsor their own page. Depending on your sponsor level, the Inspire platform will allow you to describe your firm's service or product, post your social media and website links, attach links to your firm's thought leadership documents and videos, message with participants, and display your logo during your sponsored session.

Over the years, we have developed a mutually beneficial partnership with our valued Sponsors of this marquee event. We are again offering three sponsorship levels (by priority): Platinum Plus, Platinum, and Gold. Platinum Plus offers the overall greatest benefit to your firm, including priority in choosing your in-person exhibit booth location and session to sponsor. Platinum Plus sponsors also can sponsor one of the following: registration, luncheon, morning or afternoon breaks, post-Conference networking reception, Conference app, Conference program matrix handout, or photo booth. Platinum Plus and Platinum levels can select a Conference program session to sponsor. All sponsor logos will be visible in our Conference app and on the Inspire platform home page and will receive a pre-Conference listing of participants.

This Sponsor and Exhibitor Guide outlines the benefits offered by each sponsorship level and important information about the in-person exhibit booths and related materials handling as well as creation of your firm's page in the virtual platform. Please refer to the Sponsor and Exhibitor Checklist for key actions and due dates to assist with your Conference planning.

By registering and paying early, you will maximize your firm's exposure in our pre-Conference marketing and secure your sponsor priority. *Remember that in-person exhibit booth assignment priority as well as logo posting on the Conference website and use in Conference marketing materials are by sponsor level and date of payment receipt.*

We look forward to partnering with your firm to make our 2022 Annual Conference another great success!

Conference Chair
Deanna Sullivan
SullivanSolutions
713-780-8308
deannasullivan@sbcglobal.net

Sponsors Chair
Larry Abston
281-799-8159
labston@comcast.net

Registration Chair
Wilson Van Tine
Phillips 66
832-765-1812
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All Sponsors will receive the following benefits

- Booth space 10' X 10' with one electrical outlet
- One 8' folding table with white cloth skirt and two chairs (or bring your own booth/skirt)
- Pre-Conference electronic listing of registered participants' name and company information (excludes participants that elect to opt-out)
- Badge scanner technology to capture participant information as they visit your booth
- Conference website, app and virtual platform recognition of your firm's logo by sponsor level
- Firm sponsor information in Conference app and virtual platform

Sponsor Levels	
Platinum Plus • Priority selection of booth exhibit space (over Platinum and Gold sponsors) and selection of a General Session or concurrent session to sponsor (includes logo display in remote viewing platform during pre-determined program session – limited to six available remote sessions) • Sponsor recognition and signage for one of the following: registration, luncheon, morning or afternoon breaks, networking reception, Conference app, Conference program matrix handout, or photo booth • Platinum Plus level content and features for virtual platform sponsor page (see Virtual Platform section of this Sponsor and Exhibitor Guide) • Color advertisement for your organization in the Conference app • Description of your firm's service or product (100-words max) in the Conference app and virtual platform sponsor page • Four complimentary participant registrations to attend the 2022 Annual Conference for unrestricted use (e.g., non-members, guests, or clients)	**$5,200**
Platinum • Priority selection of booth exhibit space (over Gold sponsors) and selection of a General Session or concurrent session to sponsor • Recognition as a Platinum sponsor at General Sessions and luncheon • Color advertisement for your organization in the Conference app • Description of your firm's service or product (100-words max) in the Conference app and virtual platform sponsor page • Four complimentary participant registrations to attend the 2022 Annual Conference for unrestricted use (e.g., non-members, guests, or clients) • Platinum level content and features for virtual platform sponsor page (see Virtual Platform section of this Sponsor and Exhibitor Guide)	**$4,200**
Gold • Recognition as a Gold sponsor in the General Sessions • Gold level content and features for virtual platform sponsor page (see Virtual Platform section of this Sponsor and Exhibitor Guide)	**$2,500**

SPONSOR INFORMATION

Registration and Payment Information

This Sponsor and Exhibitor Guide serves as your invoice for registration and payment. Please use the link provided below to register online to be a Sponsor for the 2022 Annual Conference:

https://na.eventscloud.com/654053

Payment by credit card is highly preferred, as it is the quickest method for payment receipt to establish your priority for booth space selection. Sponsor payment is due by **February 25, 2022**.

To pay by check, please mail to:

> **Institute of Internal Auditors—Houston Chapter**
> **P.O. Box 420317**
> **Houston, Texas 77242-0317**

If your firm has a credit from a prior Annual Conference, those funds will be applied to your 2022 sponsorship upon registration. Wilson Van Tine will contact you to assist with applying any credit balance.

Logo

Please provide a color electronic file of your logo (*.jpg**, **.tif, or *.gif file formats not exceeding 150KB) and usage guidance for posting on the Conference website, app, and virtual platform. ***Provide your logo during sponsor registration or e-mail it to Wilson Van Tine.*** *Receipt of sponsor payment is required for logo posting in Conference website.* By registering as a sponsor, Sponsor authorizes the Houston IIA Chapter to use their logo in its marketing materials.

Session Sponsors

Platinum Plus or Platinum sponsors will be the sole logo sponsor of a General Session or concurrent topical session, including having your firm's logo visible to remote viewers using the virtual platform during a pre-determined program session (limited to six remote viewing program sessions). Priority to select your firm's session to sponsor will be based on sponsor level and payment receipt date. Platinum Plus and Platinum sponsors will be contacted to select an available session to sponsor.

Other Sponsorship Opportunities

As a Platinum Plus sponsor, you will have the opportunity to be the named sponsor of one of the following: Conference app, Conference program matrix handout, registration, morning or afternoon breaks, luncheon, post-Conference networking reception, or photo booth. These are great ways to enhance your visibility to the Conference participants. After registering as a Platinum Plus sponsor, Wilson Van Tine will contact you to select your additional sponsor opportunity.

EXHIBITOR LOGISTICS

Booth Exhibitor Registration

All Conference attendees must register as either a **Conference participant** or as a **booth exhibitor**. Participant and booth exhibitor registration will open by **January 10, 2022**.

Upon receipt of your sponsor payment, you will receive a link to register your in-person booth exhibitors. **Booth exhibitors** are those who will man the booth and are not permitted to attend the Conference sessions. The **fee for booth exhibitors is $60 per person** for breakfast, buffet lunch, networking reception and parking. **Booth exhibitors (limited to five individuals) should use the provided link to register and pay by March 4, 2022** so we can plan for food, prepare badges, and distribute parking passes.

If you have any registration questions, please contact Wilson Van Tine.

Complimentary Participant Registration

Upon receipt of your Platinum Plus or Platinum sponsor payment, you will receive a link to register complimentary Conference participants (in-person or remote viewers; four for Platinum Plus and two for Platinum sponsors). These unrestricted participant registrations can be used for non-IIA members, guests, or clients. **Please register your complimentary Conference participants by February 25, 2022.**

If you have any registration questions, please contact Wilson Van Tine.

Pre-Conference Participant Information

About two weeks prior to the Annual Conference, we will provide our sponsors in electronic form the contact information for the registered participants (both in-person and virtual participants; except for those participants that have opted-out).

Lead Retrieval Scanner

Lead retrieval technology will be provided for in-person booth exhibitors to capture information about participants visiting their booth. Each booth will receive a handheld scanner for booth exhibitors to electronically scan the bar code from participant name badges. The scanner functionality will allow for qualifying, note taking and custom surveys. During the Conference, real time information will be accessible. At the end of the Conference, booth exhibitors will receive a link to download the captured lead information in Excel format.

Selection of In-Person Exhibit Booth Location

Priority for exhibit booth location selection will be based on sponsorship level and payment receipt date. The proposed floor plan with exhibit locations for the 2022 Annual Conference is included in this Sponsor and Exhibitor Guide. The exact location of exhibit booths for the 2022 Conference may vary dependent on the number of sponsors. An updated schematic will be available mid-February 2022. Sponsors will be contacted to select an available exhibit booth location beginning **February 28, 2022**.

Move-In / Move-Out Times

Move-in and set-up will be on **Sunday, April 3** from **1:00 – 4:00 pm.** No move-in or booth set-up will be permitted on the date of the event, Monday, April 4.

Day of the Event – Booth Exhibitor Hours

On Monday, April 4, registration for booth exhibitors and Conference participants begins at 7:15 am and the Conference starts at 8:00 am. Please plan to maintain your booth during the post-Conference networking reception as that will be another great opportunity for you to visit with the Conference participants. Booth breakdown should occur after 6:00 pm.

Parking

On Sunday, April 3, we do not expect a charge to park at NRG Center during booth set-up (1:00 – 4:00 pm). For Monday, April 4, day of the event parking at NRG Center is covered by the participant and exhibitor registration fees. Registered participants and booth exhibitors will receive via email a parking pass to print for presentation to the NRG parking attendant.

Internet Access

Internet access will be available through NRG Center for a nominal fee.

Materials Handling

Sponsors may bring their own materials using hand luggage or a small rolling dolly. If larger items are required or materials need to be shipped to the Conference location, **Freeman** is our official and exclusive provider for drayage material handling services, freight transportation, and other such services. Further information on ordering Freeman's services will be available in early March 2022 once booth assignments have been made.

Conference Hotel

A reduced group rate on a block of rooms will be arranged with the Marriott Residence Inn located about two miles from the NRG Center. Information on how to reserve a group-rate room will be included on the Conference registration website. Each party is responsible for their own room, tax and incidental charges.

VIRTUAL PLATFORM

Virtual Platform Home Page

Your firm's logo will be posted on the Conference home page in the Inspire virtual technology platform.

Participant Visits to Your Sponsor Page

Sponsors will receive a downloadable report on who visited their virtual sponsor page from the Houston Chapter within one week after the Conference's conclusion.
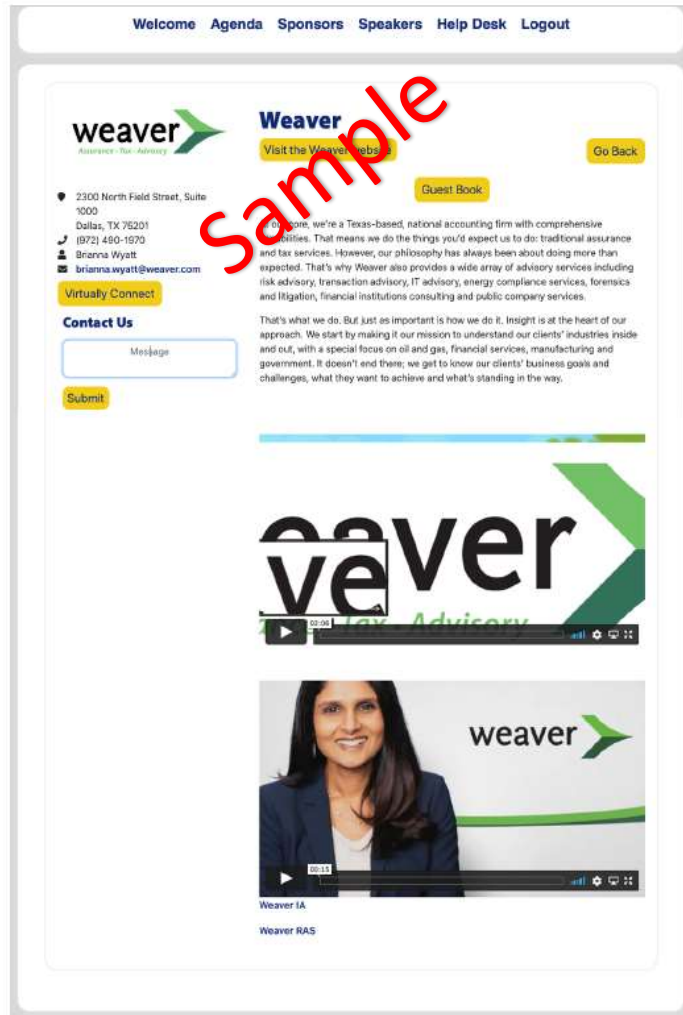
Content of Your Firm's Sponsor Page in the Virtual Platform

The Inspire virtual technology platform will contain a page for each sponsor. The available features and content for your firm's sponsor page in the virtual platform, based on your sponsor level, are outlined below:

Virtual Platform Benefits by Sponsor Level			
Available Features	**Platinum Plus**	**Platinum**	**Gold**
Logo Displayed During Sponsored Session	✓		
Virtually Connect (Sponsor provided, i.e., MS Teams or Zoom)	✓		
Guestbook (Listing of Participant provided contact information)	✓	✓	
Contact Us - Messaging Functionality	✓	✓	
Links to Downloadable Thought Leadership Documents	6	2	
Links to Videos	2	1	
Logo Posted on Virtual Conference Homepage	✓	✓	✓
Link to Sponsor's Website	✓	✓	✓
Link to Sponsor's Social Media Sites	✓	✓	✓
Sponsor's Description – About Us (100 words max)	✓	✓	✓
Sponsor's Key Contact Information	✓	✓	✓

Creating Your Firm's Sponsor Page in the Virtual Platform

Upon registering as a sponsor, you will receive the Inspire Virtual Exhibitor Registration Form for your sponsor level that specifies the information and links you are to provide to Inspire for them to build your sponsor page in their virtual platform. The layout and styling of an example sponsor page is shown below. The requested **information must be provided to Inspire by March 1, 2022**.

By **March 21, 2022**, you will receive the Inspire created page for your firm to proof and test. Any edits or corrections must be provided to Inspire by **March 24, 2022**. The virtual platform will be available for participant viewing beginning around March 28, 2022 and will remain accessible to Conference participants until June 4, 2022.

The following is a sample of the Virtual Exhibitor Registration Form that will be sent by Inspire. The exact form and information requested will vary based on your sponsor level.

The Institute of Internal Auditors

Virtual Exhibitor Registration Form

IIA Annual Conference
Monday, April 4, 2022

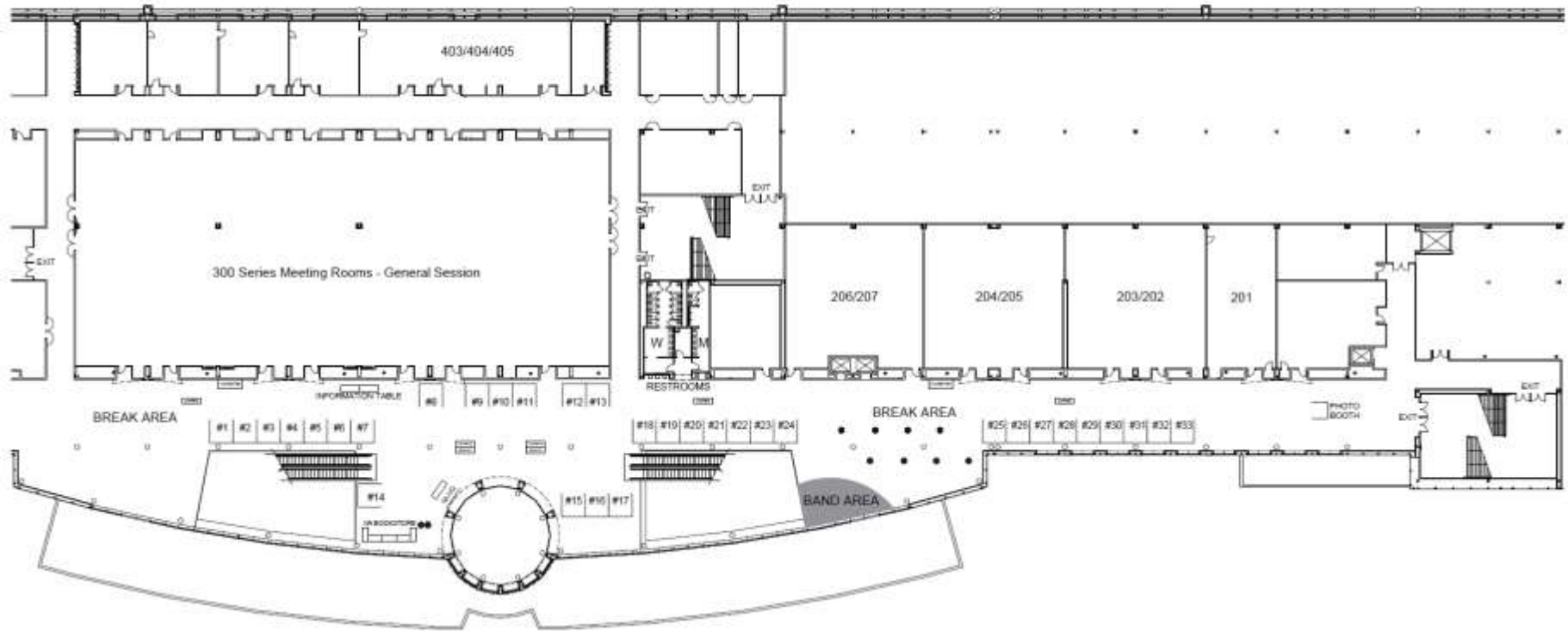| *Please fill out with accurate data. Information will be displayed in your booth space as it is entered here.*	
Organization Name:	
Primary Booth Contact Name:	
Primary Booth Contact Title:	
Primary Booth Contact E-mail:	
Organization Website Address: (Please include http://)	

Mailing Address:					
City:		State:		Zip:	
Phone: (123) 456 - 7890					

Are you available for participants to schedule a live chat with you?			
Logo*: .png or .jpeg			
Video (link)*: .mp4 or web link			
Social Media Links: (Please submit all links using http://)		Twitter:	
Facebook:		LinkedIn:	
Instagram:		YouTube:	

Houston IIA Annual Conference April 4, 2022

SPONSOR AND EXHIBITOR PLANNING CHECKLIST

Commit to be a Conference sponsor • Use the link to submit your 2022 Conference Sponsor Registration form • Pay sponsor fee* *Note: Exhibit booth assignment priority is based on your sponsorship level and date of payment receipt – early registration and payment by credit card is highly recommended*	Beginning December 13
Submit your organization's logo (jpg, tif or gif formats) for Conference website and app posting	Upon Registration
Conference participant and exhibitor registration opens	By January 10
Deadline to commit and pay to be a sponsor	February 25
Platinum Plus and Platinum Sponsors Only - Register complimentary Conference participants using provided link	By February 25
Exhibit booth space selection	Begins February 28
Virtual Exhibitor Registration Form to be completed and information submitted to Inspire	By March 1
Platinum Plus and Platinum Sponsors Only - Provide color advertisement for your organization for inclusion in the Conference app. *Submit to Wilson Van Tine.*	By March 4
Platinum Plus and Platinum Sponsors Only - Submit description of your service or product (100-words max) for inclusion in the Conference app. *Submit to Wilson Van Tine.*	By March 4
Register and pay for booth exhibitors ($60/person, includes parking) using provided link	By March 4
Contact Freeman to arrange for materials handling, freight and other services, if needed	Early March
Deadline to submit any virtual sponsor page changes or corrections	March 24
Booth move-in and set-up at NRG Center	April 3 (1:00 - 4:00 pm)
Booth break-down	April 4 (after 6 pm)

Preliminary 2022 Conference layout shown above – final 2022 Conference layout available by mid-February 2022.