

DAWN OF A  
**NEW DECADE**



**Houston IIA**  
Annual Conference  
April 2021

Sponsor and Exhibitor Guide

# HOUSTON IIA'S 2021 ANNUAL CONFERENCE

APRIL 12, 13 and 14, 2021

Over the past decade, the Houston Chapter of the Institute of Internal Auditors (second largest in the country) has hosted sell-out crowds of over 1,200 participants at its one day in-person Annual Conference events. Due to the pandemic, we are converting to a virtual delivery to keep everyone safe while continuing our tradition of providing a premier continuing education event to our members.

Our 2021 Annual Conference will be held over three consecutive mornings on April 12, 13 and 14, 2021. Each half-day event will have a keynote speaker and three topical learning sessions. To deliver a high-quality participant and sponsor experience, we will be using Intrado, a robust virtual technology platform, that provides a suite of options for sponsors and participants to interact during the Conference and in the virtual Exhibit Hall.

The Chapter has experienced strong demand for its virtual learning during the pandemic and we are expecting over 1,000 participants to attend this virtual Conference from the Houston and other IIA Chapters. The Conference program includes three keynote speakers and nine topical sessions presented by subject matter experts. These topics relate to fraud awareness, digital innovation, leadership enhancement, and hot topics, with an emphasis on navigating the challenges of the pandemic. Over the three days, there is an opportunity for participants to earn up to 12 CPE hours.

This Sponsor and Exhibitor Guide provides information on sponsorship levels and the related benefits offered by each level. As a sponsor, your virtual booth will be accessible by the Conference participants and you will be able to capture participant contact information as they visit your booth. There will also be ways for a sponsor to add an element of fun by enticing participants to visit your booth, including performing sponsor-defined tasks so they can earn badges and receive giveaways. Sponsors will also be able to post downloadable resources, conduct chats, and give product demos through their virtual booth. Refer to the attached Intrado Sponsor User Guide on how to build your booth.

In our most recent Annual Conference, we had over 30 sponsors at this marquee event. We again are offering three sponsorship levels: Platinum Plus, Platinum and Gold. The Platinum Plus sponsor level offers the overall greatest benefit to your firm, including priority in choosing your virtual booth, selecting your session to sponsor, securing daily push notifications directing participants to your booth, and having access to the participant interactive features.

We invite your organization to participate as a valued sponsor of our 2021 Annual Conference. By registering and paying early, you will maximize your exposure in our Conference marketing and secure your sponsor priority. *Remember that Exhibit Hall booth assignment priority and session sponsorships are based on sponsorship level and date of payment.* Please refer to the sponsor and exhibitor checklist for key actions and due dates to assist with your Conference planning.

We look forward to partnering with you to make the virtual 2021 Annual Conference our best!

**Conference Chair**

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**Sponsors Chair**

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**Registration Chair**

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## 2021 SPONSORSHIP LEVELS AND BENEFITS

### All Sponsors will receive the following benefits

- Pre-Conference electronic listing of registered participants name and company information (excludes participants that elect to opt out)
- Reporting of participant booth visits, chat history, and resource document downloads (excludes participants that elect to opt out)
- Recognition of your firm’s logo on the Conference website with link to website
- Opportunity for giveaways and badge prizes for participants performing sponsor-defined tasks

<b>Sponsor Packages</b>	
<p><b>Platinum Plus</b></p> <ul style="list-style-type: none"> <li>• Sponsor logo (with link to your booth) posted on virtual Conference lobby</li> <li>• Exclusive logo display during one keynote or topical learning session</li> <li>• Daily push notification announcement directing attendees to your booth</li> <li>• Scrolling marquee messages directing attendees to your booth</li> <li>• Priority booth space in virtual Exhibit Hall (over Platinum and Gold sponsors)</li> <li>• Premium virtual exhibit booth, including nine content tabs; links to your firm’s website, short videos, white papers and other downloadable resources; and participant interactive features (including real-time chat capabilities)</li> <li>• Posting of links to ten firm resource documents in the booth</li> <li>• Logo and brand recognition as a Platinum Plus level sponsor in Conference marketing and the virtual Conference presentation theater</li> <li>• Four complimentary participant registrations to attend the 2021 Annual Conference for unrestricted use (e.g., non-members, guests, or clients)</li> </ul>	<b>\$4,500</b>
<p><b>Platinum</b></p> <ul style="list-style-type: none"> <li>• Priority booth space in virtual Exhibit Hall (above Gold level sponsors)</li> <li>• Virtual exhibit booth, including five content tabs; links to your firm’s website, short videos, white papers and other downloadable resources; and participant interactive features (including real-time chat capabilities)</li> <li>• Posting of links to five firm resource documents in the booth</li> <li>• Logo and brand recognition as a Platinum level sponsor in Conference marketing and the virtual Conference lobby and presentation theater</li> <li>• Two complimentary participant registrations to attend the 2021 Annual Conference for unrestricted use (e.g., non-members, guests, or clients)</li> </ul>	<b>\$3,500</b>
<p><b>Gold</b></p> <ul style="list-style-type: none"> <li>• Virtual exhibit booth with link to your firm’s website</li> <li>• Logo and brand recognition as a Gold level sponsor in Conference marketing and the virtual Conference lobby and presentation theater</li> </ul>	<b>\$2,000</b>

## SPONSOR AND EXHIBITOR INFORMATION

### Registration and Payment Information

*Please use the following link to register online to be a Sponsor for the 2021 Annual Conference:*

<https://na.eventscloud.com/2021houstoniasponsors>

**Payment by credit card is highly preferred and recommended**, as it is the quickest method for payment acknowledgment and to establish your sponsorship priority. **Sponsor commitment and payment is due no later than March 15, 2021.**

If your sponsor payment was not refunded for the cancelled 2020 Annual Conference, those funds will be applied to your 2021 sponsorship upon registering to sponsor the 2021 Annual Conference. Wilson Van Tine will be contacting you directly with instructions on how to use the sponsorship amounts applied from the 2020 Annual Conference.

To pay by check, please mail to:

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

### Logo

Please provide a color electronic file of your logo (\*.jpg, \*.tif, or \*.gif file formats not exceeding 150KB) and usage guidance for inclusion in Conference marketing and on the Conference website. *Receipt of sponsor payment is required for logo posting in Conference marketing and on the Conference website.*

### Session Sponsors

Individual Platinum Plus level sponsors will be the sole logo sponsor during one keynote or topical learning session, with the logo visible by the Conference participants during the session. *Priority to select your firm's session to sponsor will be based on payment receipt date.* Platinum Plus level sponsors will be contacted to select an available session to sponsor.

### Booth Assignment in Virtual Exhibit Hall

*Priority for placement of your firm's booth in the virtual Exhibit Hall will be based on sponsorship level and payment receipt date.* Sponsors will be contacted to select a booth location in the Exhibit Hall.

### Virtual Exhibit Booth Hours (7:30 a.m. - 12:30 p.m. each Conference day)

Sponsors should monitor their booths 30 minutes before, during and 30 minutes after the scheduled Conference time of 8:00 a.m. to Noon on April 12, 13 and 14, 2021. After the Conference, the booth will not be in exhibitor monitor mode (i.e., unable to chat and interact with the participants). However, participants will be able to access your booth until June 30, 2021 to view and download your resource documents.



## How to Build Your Virtual Booth

Intrado's Sponsor User Guide contains examples of the look and feel of the virtual Exhibit booth and outlines the step-by-step approach to building your virtual Exhibit booth. This process is easy using the Space Builder application, which will prompt you to select style or insert content in the building of your booth, including your booth name, logo, colors, content tabs, welcome screen images and video, resource documents and links, marquee message. Following registration, Intrado will provide training and specific information on how to build your booth.

We are excited about the look and feel of the Exhibit Hall – it's close to real life as if you were at an in-person event, but even better! We are using the same Intrado virtual technology platform that The IIA successfully used at the recent International Conference and will be using at the General Audit Management (GAM) Conference.

Attached are example views of the Exhibit Hall and a booth. Also refer to the separate Intrado Sponsor User Guide.

## Participant Information

Prior to the Annual Conference, we will provide our sponsors the contact information for the registered participants that have chosen for us to share their information. During the Annual Conference, the virtual platform will allow sponsors to capture information about participants visiting and downloading documents from their booth (except those participants opting out).

## Complimentary Participant Registration

Upon receipt of your Platinum Plus and Platinum sponsors payment, you will receive a link to register complimentary Conference participants (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 March 31, 2021.**

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

## Approval of Sponsor Promotional Items, Formats, and Content

The Houston IIA Chapter reserves the right to approve the promotional items and formats (including any games used to attract participant visits) used by Sponsors as well as the posted resources and other marketing materials included on the Conference platform and in the Sponsor booth. By registering as a Sponsor, Sponsor authorizes the Houston IIA Chapter to use their logo in marketing materials.

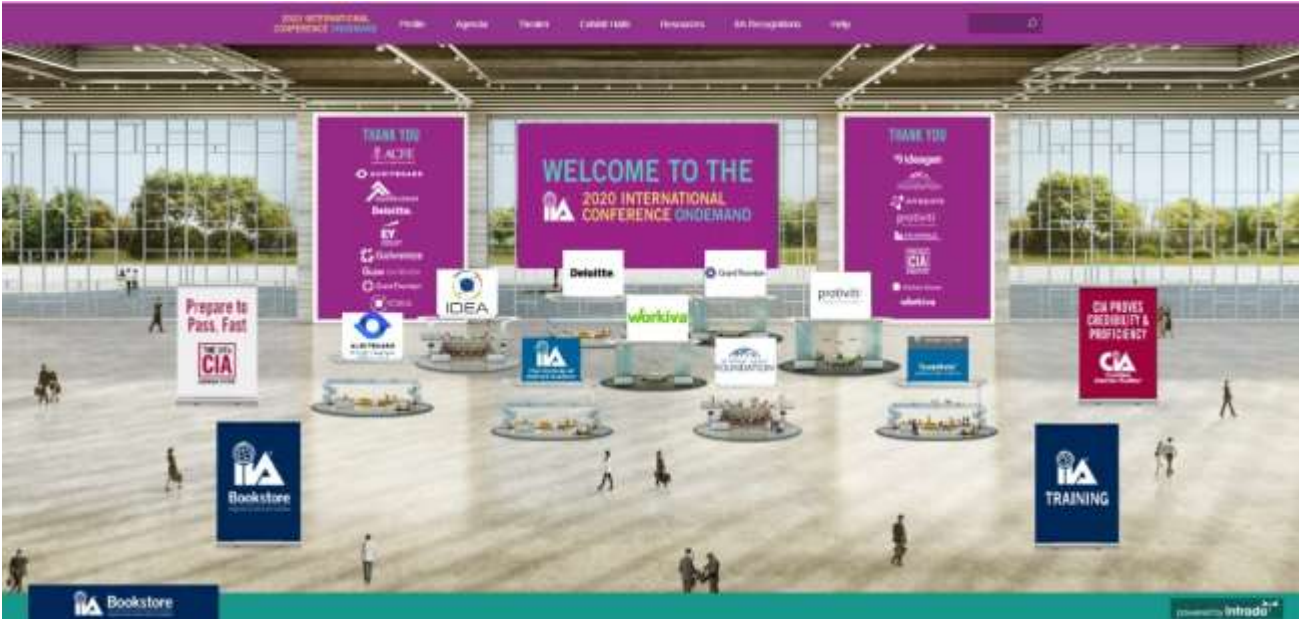
## SPONSOR AND EXHIBITOR PLANNING CHECKLIST

<p>Commit to be a Conference sponsor</p> <ul style="list-style-type: none"> <li>• Submit 2021 Conference Sponsor Registration form</li> <li>• Pay sponsor fee*</li> </ul> <p><i>*Note: Exhibit Hall booth assignment priority is based on your sponsorship level and date of payment receipt – early registration and payment by credit card is highly recommended</i></p>	Beginning January 4
Submit your organization’s logo (jpg, tif or gif formats) for posting in Conference marketing and on the Conference website	Upon Registration
Platinum Plus Only – Selection of session to sponsor	Following Registration
Booth selection and assignment	Begins February 1
Deadline to commit and pay to be a sponsor	March 15
Platinum Plus and Platinum Sponsors Only - Register complimentary Conference participants using provided promotional discount code	By March 31

Further information will be provided by Intrado, including training on how to build your booth.



# EXAMPLE EXHIBIT HALL



# EXAMPLE SPONSOR BOOTH

