



WORLD CONGRESS
OF ACCOUNTANTS 2014
WWW.WCOA2014ROME.COM



WCOA Rome 2014 - Sponsorship Packages

CATEGORIES	Imperial	Coliseum	Sistine Chapel	Pantheon	Digital Partner
RATES					
Early bird (until end 2013)	€ 300.000	€ 120.000	€ 60.000	€ 20.000	€ 200.000
Normal fee (starting 2014)	€ 350.000	€ 150.000	€ 75.000	€ 25.000	€ 240.000

Notes:

All prices in this document shall be subject to Value Added Tax at the prevailing rate, where applicable, and any other tax as may be applicable at the time of payment.

This event is the World Congress of Accountants 2014, an IFAC event hosted and organized by CNDCEC. The logos of the WCOA 2014, IFAC and CNDCEC will be the most evident logos in all communication. Any reference in this document to “prime” presence or location should be interpreted as relative to other sponsors.

The “Coliseum” and “Digital Partner” sponsor categories can be allocated, upon request, to the same applicant, thus combining the features of both categories to the same sponsoring entity.

CATEGORIES	Imperial	Coliseum	Sistine Chapel	Pantheon	Digital Partner
EXHIBIT SPACE					
Exhibit area (measurements in meters)	Top level (81 m ²)	Premium (49 m ²)	(25 m ²)	(16 m ²)	-
Projects presentation space in Platform area	4	2	Can add on as long as space is still available, at the applicable rate for Projects Platforms space	Can add on as long as space is still available, at the applicable rate for Projects Platforms space	Can add on as long as space is still available, at the applicable rate for Projects Platforms space
Priority selection of exhibit booth space	YES	first come, first served basis in designated area	first come, first served basis in designated area	first come, first served basis in designated area	-
Ad hoc personalized catering area	YES rates and menus selected by organizers	-	-	-	-
Private meeting/social space	YES	Can add on – a very limited number of private meeting spaces are available on a first come basis – rates vary according to size	Can add on – a very limited number of private meeting spaces are available on a first come basis – rates vary according to size	-	-

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MEDIA/TARGETING					
Preconference emails to registrants or social network communications subject to individual authorizations and privacy regulations	YES maximum 4 mailings	YES maximum 2 mailings	-	-	YES maximum 4 mailings
Prime presence on all promotional documents	YES	-	-	-	-
Use of WCOA logo 1,5 years prior to event and 1 year after event	YES	YES	-	-	YES
Post conference attendee list subject to individual authorizations and privacy regulations	YES	YES	YES	-	YES
Mention in pre-conference press release	YES	YES	YES	-	YES
Mention in pre-conference media advisory	YES	YES	YES	-	YES
Copy of attending media list	YES	YES	YES	-	YES
WCOA '14 website visitor analysis tracking geographical analysis only	YES	Can add on	Can add on	Can add on	YES

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BROADCAST					
<p>Live Broadcasting of plenary sessions and a selection of concurrent sessions</p> <p>Worldwide distribution by web streaming (through an adequate web infrastructure). Where offered, customized content will consist of onsite interviews with sponsor representatives, produced by the WCOA video team, or sponsor-produced videos, which might be adapted or edited for the needs of WCOA transmission</p>	<p>YES Customized Content</p> <p>customization available only for a maximum of 30 broadcast minutes/day during available air time, e.g. lunch breaks</p>	<p>Can add on € 10.000</p> <p>customization available only for a maximum of 30 broadcast minutes/day during available air time, e.g. lunch breaks – total available air time is limited and will only be allocated on a first come basis</p>	<p>Can add on € 10.000</p> <p>customization available only for a maximum of 30 broadcast minutes/day during available air time, e.g. lunch breaks – total available air time is limited and will only be allocated on a first come basis</p>	<p>Can add on € 10.000</p> <p>customization available only for a maximum of 30 broadcast minutes/day during available air time, e.g. lunch breaks – total available air time is limited and will only be allocated on a first come basis</p>	<p>Can add on € 10.000</p> <p>customization available only for a maximum of 30 broadcast minutes/day during available air time, e.g. lunch breaks – total available air time is limited and will only be allocated on a first come basis</p>
<p>Webstreaming Live of plenary sessions and a selection of concurrent sessions</p> <p>Permission to integrate the WCOA webstreaming URL on the sponsor's web site, using our streaming platform and servers. Customization content same as for satellite broadcasting</p>	<p>YES</p> <p>customization available only for a maximum of 30 webcast minutes/day during available air time, e.g. lunch breaks</p>	<p>YES</p> <p>customization available only for a maximum of 15 webcast minutes/day during available air time, e.g. lunch breaks</p>	<p>Can add on € 10.000</p> <p>customization available only for a maximum of 30 broadcast minutes/day during available air time, e.g. lunch breaks – total available air time is limited and will only be allocated on a first come basis</p>	<p>Can add on € 10.000</p> <p>customization available only for a maximum of 30 broadcast minutes/day during available air time, e.g. lunch breaks – total available air time is limited and will only be allocated on a first come basis</p>	<p>YES</p> <p>customization available only for a maximum of 15 webcast minutes/day during available air time, e.g. lunch breaks</p>
<p>Webstreaming on demand (delayed) of Plenary sessions and a selection of concurrent sessions</p> <p>Permission to integrate the WCOA webstreaming URL on the sponsor's web site, using our streaming platform and servers or the sponsor's own facilities. Content will be divided in several short videos for ease of access</p>	<p>YES</p>	<p>Can add on €10.000</p>	<p>Can add on €10.000</p>	<p>Can add on €10.000</p>	<p>YES</p>

<p>Dedicated design and management of an in-Congress Sponsor TV Studio</p> <p>for customized TV broadcast and web streaming – the cost of additional satellite channels, if required, is not included</p>	<p>€ 15.000/day plus € 15.000 set up</p>	<p>€ 15.000/day plus € 15.000 set up</p>	<p>€ 15.000/day plus € 15.000 set up</p>	<p>-</p>	<p>€ 15.000/day plus € 15.000 set up</p>
<p>In Congress CCTV customized programming</p> <p>video commercial and editorial content provided by sponsor</p>	<p>YES</p> <p>Max frequency</p>	<p>YES</p> <p>Medium frequency</p>	<p>Can add on</p> <p>Low frequency €10,000</p>	<p>Can add on</p> <p>Low frequency €10,000</p>	<p>YES</p> <p>Medium frequency</p>
<p>In Congress CCTV customized video Packages</p> <p>Interview, ads, video, commercial and editorial custom produced by our video team to Sponsors' specifications</p>	<p>Can add on</p> <p>Prices vary according to length/complexity – availability of air time is limited and will be allocated on first come basis</p>	<p>Can add on</p> <p>Prices vary according to length/complexity – availability of air time is limited and will be allocated on first come basis</p>	<p>Can add on</p> <p>Prices vary according to length/complexity – availability of air time is limited and will be allocated on first come basis</p>	<p>Can add on</p> <p>Prices vary according to length/complexity – availability of air time is limited and will be allocated on first come basis</p>	<p>Can add on</p> <p>Prices vary according to length/complexity – availability of air time is limited and will be allocated on first come basis</p>

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INTERNET/DIGITAL TECHNOLOGY/SOCIAL NETWORKS					
Mention on WCOA web site and social networks and Hyperlinks to sponsor's web site	YES	YES	YES	YES	YES
Branded WCOA materials distribution via iPhone/iPad/Android Apps/ PC/ dedicated website Mention on WCOA web site and registration confirmation materials software platform to be provided by Sponsor –all supporting documents and papers plus constant program update will be made available exclusively through this platform	-	-	-	-	YES
Branded Apps available for in-Congress networking, with mention on WCOA web site. example: ge positioning-based technology for locating attendees and members of specific groups; or App "A quick guide to Rome" for WCOA attendees". Sponsor is to provide own technology	-	-	-	-	YES
Branded WCOA social networks before, during and 6 months after Congress event	YES	-	-	-	YES Including Internet points, wifi and charging hot spots
Twitter: dedicated editorial staff to manage, on behalf of the Sponsor, the full Congress live tweet also shown on the WCOA 2014 website and the Sponsor's website. Includes hashtag mentioning the Sponsor's name	-	-	-	-	YES

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VISUALS AND ON-SITE SIGNAGE					
Branding and signage	Prime visibility all signage of the Congress + can add on projection on the cupolas	Full standard main signage of the Congress entry and spaces, medium size of logos	Collective mentioning mention on panel that list all the important sponsors, smaller logos	Collective mentioning mention on panel that list all the important sponsors, smaller logos	Full standard main signage of the Congress entry and spaces, medium size of logos
Branding on Congress bag/holder	YES	-	-	-	-
Sponsor's gadget in Congress bag Dimension and weight subject to limitations	YES	YES	YES	Can add on € 4.000	YES
Logo on Pocket program and newsletter	YES	YES	YES	YES	YES
Logo on daily program	YES	-	-	-	-
Logo on congress maps	YES	-	-	-	-
Logo on promotional WCOA materials from sponsorship starting and on	YES	YES	YES	YES	YES
Gala Dinner Branding	YES	-	-	-	-

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CONGRESS SESSIONS					
Speaker for plenary session	YES one speaker for one of the plenary sessions	-	-	-	-
Complimentary registrations for WCOA 2014 (including gala dinner)	10	5	2	-	5
COMPLIMENTARY SOCIAL EVENTS					
Priority seats to Opening Concert and Plenary Sessions	20	10	6	3	10
Special IMPERIAL Rome tour Discover Ancient Rome	YES 50 participants	-	-	-	-
Special Tour of the Coliseum	-	YES 25 participants	-	-	YES 25 participants
Special Tour of the Sistine Chapel	-	-	YES 20 participants	-	-
Special Tour of the Pantheon	-	-	-	YES max 10 participants	-
Organizational staff support for side events	YES	-	-	-	-

Stand-alone Sponsorship Opportunities

TREVI FOUNTAIN EXHIBIT BOOTH	Standard Exhibit Booth 9 m ² - raw area	€ 5.000
	Standard Exhibit Booth 9 m ² - set-up area including: 9 m ² shell, 1 table, 1 chair, 1 waste basket	€ 7.000
	Exhibit Booth 16 m ² - raw area	€ 10.000
	Exhibit Booth 16 m ² - set-up area including: 16 m ² shell, 1 table, 1 chair, 1 waste basket	€ 12.000
ACADEMIC RESEARCH	<p>The WCOA'14 promotes academic research via a Public Call for Scientific Papers.</p> <p>The aim is to provide an opportunity to learn and compare high level research on a specific topic. The call for papers will be open to IFAC member bodies and academia. An expert panel will select the final papers, which will be published in the WCOA 2014 book.</p> <p>Opportunity for a Sponsor to offer a branded prize to the best paper presented or sponsor the publication of the selected papers</p>	€ 50.000
<p>PROJECTS' GALLERY (reserved for IFAC member bodies)</p> <p>limited availability and space available on a first come first served basis</p>	Project presentation space in Gallery area	€ 500
<h2>Italy with you</h2>		
ROME TO THE WORLD	Personalized standard size booth selling Rome related products	€ 3.000
A FLAVOR OF ITALY	Personalized standard size booths selling enogastro products (only sealed items possible)	€ 5.000
MADE IN ITALY	Personalized standard size booth available for sales of Italian fashion labels	€ 5.000