

**IIA Houston**  
*Annual Conference*

**2023** Sponsor and Exhibitor Guide

# THE IIA HOUSTON CHAPTER'S 2023 ANNUAL CONFERENCE

We invite your firm to partner with the Houston Chapter of the Institute of Internal Auditors as a Sponsor of our 2023 Annual Conference to be held **Monday, April 17, 2023**. The Houston Chapter for over a decade has provided quality continuing professional education to its members through its sold-out Annual Conferences. 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 2023 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, book signing, and the post-Conference networking reception. By again 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. 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 program 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, General Sessions table decorations, Conference program matrix handout, book signing, or photo booth. Platinum Plus and Platinum levels can sponsor a Conference program session (based on availability). All Sponsors will have their logos in the Conference app and on the Inspire 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 2023 Annual Conference another great success!

#### **Conference Chair**

Deanna Sullivan  
713-780-8308  
[deannasullivan@sbcglobal.net](mailto:deannasullivan@sbcglobal.net)

#### **Sponsors Chair**

Larry Abston  
281-799-8159  
[labston@comcast.net](mailto:labston@comcast.net)

#### **Exhibitors Chair**

Michael Kerr  
832-494-7696  
[mkerr18@yahoo.com](mailto:mkerr18@yahoo.com)

#### **Registration Chair**

Wilson Van Tine  
832-765-1812  
[wilson.vantine@p66.com](mailto:wilson.vantine@p66.com)

## 2023 SPONSORSHIP BENEFITS

### 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 Inspire virtual platform

<b>Sponsor Levels</b>	
<p><b>Platinum Plus</b></p> <ul style="list-style-type: none"> <li>• Priority selection of booth exhibit space (over Platinum and Gold sponsors) and a General Session or concurrent session to sponsor (includes logo display in remote viewing platform during one of the six available pre-determined remote sessions)</li> <li>• Sponsor recognition and signage for one Conference feature, including: registration, luncheon, morning or afternoon breaks, networking reception, book signing, Conference app, Conference program matrix handout, General Sessions table decorations, or photo booth</li> <li>• Posting of content and features on your virtual platform sponsor page</li> <li>• Push notifications encouraging participants to visit your virtual platform sponsor page</li> <li>• Description of your firm's service or product (100-words max) in the Conference app and virtual platform sponsor page</li> <li>• Four complimentary participant registrations to attend the 2023 Annual Conference for unrestricted use (e.g., non-members, guests, or clients)</li> </ul>	<b>\$5,500</b>
<p><b>Platinum</b></p> <ul style="list-style-type: none"> <li>• Priority selection of booth exhibit space (over Gold sponsors)</li> <li>• Selection of a concurrent session to sponsor (based on availability)</li> <li>• Recognition as a Platinum sponsor at General Sessions and luncheon</li> <li>• Push notification encouraging participants to visit your virtual platform sponsor page</li> <li>• Description of your firm's service or product (100-words max) in the Conference app and virtual platform sponsor page</li> <li>• Four complimentary participant registrations to attend the 2023 Annual Conference for unrestricted use (e.g., non-members, guests, or clients)</li> <li>• Posting of content and features on your virtual platform sponsor page</li> </ul>	<b>\$4,200</b>
<p><b>Gold</b></p> <ul style="list-style-type: none"> <li>• Recognition as a Gold sponsor in the General Sessions</li> <li>• Two complimentary participant registrations to attend the 2023 Annual Conference for unrestricted use (e.g., non-members, guests, or clients)</li> <li>• Posting of content and features on your virtual platform sponsor page</li> </ul>	<b>\$2,500</b>

## 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 2023 Annual Conference:

<https://na.eventscloud.com/725772>



*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 17, 2023**.

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 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 and Chapter newsletter.*** By registering as a sponsor, Sponsor authorizes the IIA Houston Chapter to use their logo in its marketing materials.

### Session Sponsors

Platinum Plus or Platinum sponsors will be the sole logo sponsor of one of the three General Sessions or one of the fifteen concurrent sessions (for a total of 18 sessions available to sponsor), including having your firm's logo visible to remote viewers using the virtual platform during one of the six pre-determined program sessions. Priority to select a 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, General Sessions table decorations, book signing, 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 9, 2023**.

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 17, 2023** 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 sponsor payment, you will receive a link to register complimentary Conference in-person or remote viewing participants by sponsor level: four for Platinum Plus, four for Platinum, and two for Gold sponsors). These unrestricted participant registrations can be used for non-IIA members, guests, or clients. **Please register your complimentary Conference participants by February 24, 2023**.

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 (including name, email, company name, and job title) for the registered 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 2023 Annual Conference is included in this Sponsor and Exhibitor Guide. The exact location of exhibit booths for the 2023 Annual Conference may vary dependent on the number of sponsors. An updated schematic will be available mid-February 2023. Sponsors will be contacted to select an available exhibit booth location beginning **February 27, 2023**.

### **Move-In / Move-Out Times**

Move-in and set-up will be on **Sunday, April 16** from **1:00 – 4:00 pm**. No move-in or booth set-up will be permitted on the date of the event, Monday, April 17.

### **Day of the Event – Booth Exhibitor Hours**

On Monday, April 17, registration for booth exhibitors and Conference participants will begin at 7:15 am and the Conference promptly 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 16, we do not expect a charge to park at NRG Center during booth set-up (1:00 – 4:00 pm). For Monday, April 17, 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, **The Phoenix Design Group** is our official and exclusive provider for material handling services, freight transportation, and other such services. Further information on ordering their services will be available in early March 2023 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 are outlined below:

#### Virtual Platform Available Features

- 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
- Links to Videos
- 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 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 and content must be provided to Inspire by March 1, 2023**.

By **March 10, 2023**, 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, 2023**.

The Inspire virtual platform will be accessible by both in-person and remote viewing participants beginning **April 10, 2023** and will remain accessible to Conference participants until **June 16, 2023**.

The screenshot displays a virtual sponsor page for Weaver. At the top left, the Weaver logo is shown with the tagline "Assurance • Tax • Advisory". To the right of the logo are social media icons for Twitter, YouTube, Facebook, and LinkedIn. A "Go Back" button is located in the top right corner. Below the logo, contact information is listed: 24 Greenway Plaza, Suite 1800, Houston, TX 77046, United States; phone number 713-850-8787; and contact person Greg Englert with email greg.englert@weaver.com. A "Visit Sponsor Website" button is positioned below the contact details. To the right of the contact information, a paragraph describes the firm's history and services, mentioning its founding in 1950 and its focus on providing assurance, advisory, and tax services. Below this text are links for "IT Advisory Services" and "Risk Advisory Services". A large red "Sample" watermark is overlaid diagonally across the page. At the bottom, there is a "Contact Us" section with a "Message" input field and a "Submit" button. To the right of the contact form is a video player showing a woman smiling, with a percentage symbol and a checkmark visible in the background.



The following is a sample of the Virtual Exhibitor Registration Form that will be provided to you.

## Virtual Exhibitor Registration Form

**IIA Annual Conference**

**Monday, April 17, 2023**

*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					

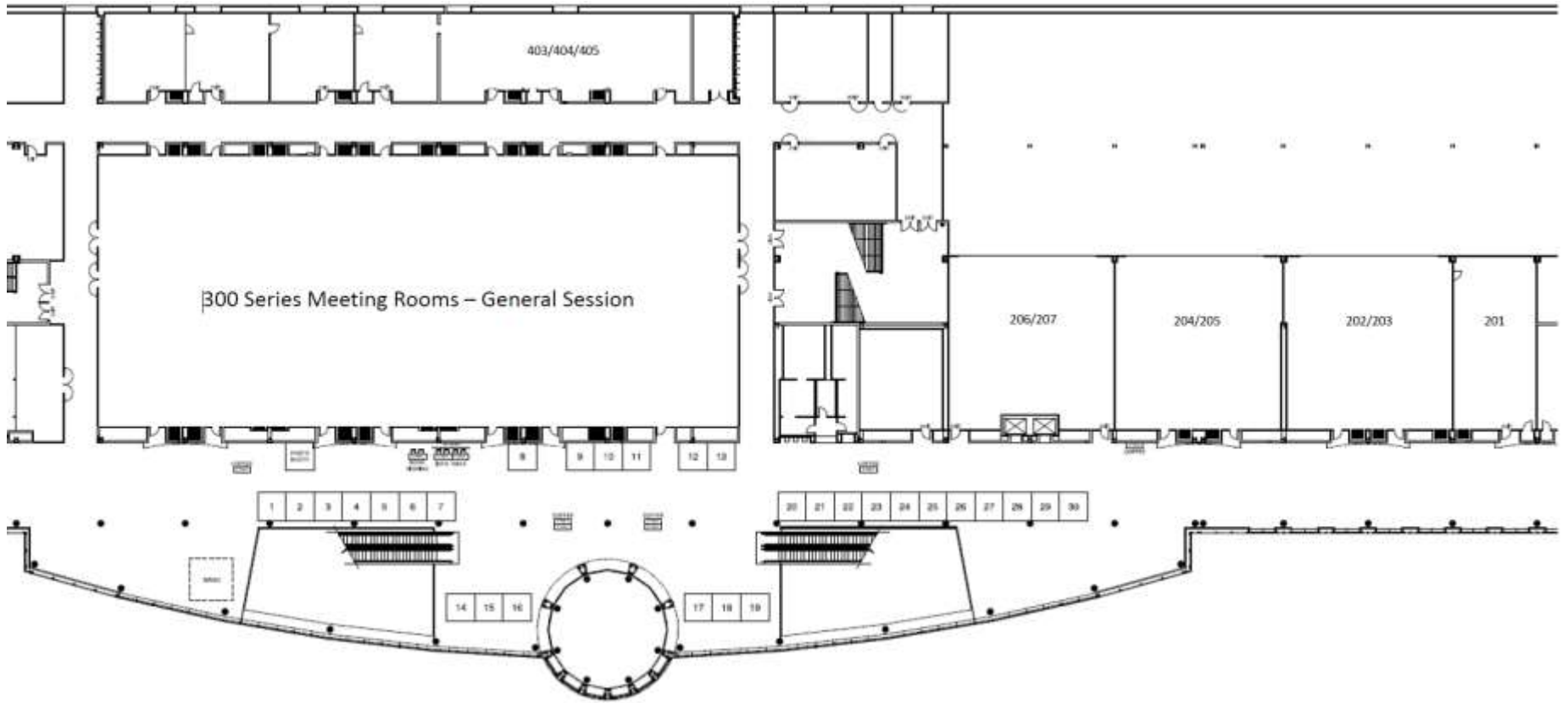
Are you available for participants to schedule a live chat with you?			
Logo*: .png or .jpeg			
Video (link)*: .mp4 or web link			
Social Media Links: (Please submit all links using http://)	Twitter:		
Facebook:	LinkedIn:		
Instagram:	YouTube:		



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## SPONSOR AND EXHIBITOR PLANNING CHECKLIST

<p>Commit to be a Conference sponsor</p> <ul style="list-style-type: none"> <li>• Use the link to submit your 2023 Conference Sponsor Registration form</li> <li>• Pay sponsor fee*</li> </ul> <p><i>*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</i></p>	Beginning late November
Submit your organization’s logo (jpg, tif or gif formats) for Conference website and app posting	Upon Registration
Conference participant and booth exhibitor registration opens	By January 9
Deadline to commit and pay to be a sponsor	February 17
Register complimentary Conference participants using provided link	By February 24
Platinum Plus and Platinum Sponsors Only - Submit description of your service or product (100-words max) for inclusion in the Conference app. <a href="#">Submit to Wilson Van Tine.</a>	By February 24
Exhibit booth space selection	Begins February 27
Virtual Exhibitor Registration Form to be completed with information and content submitted to Inspire	By March 1
Contact The Phoenix Design Group to arrange for materials handling, freight and other services, if needed	Early March
Register and pay for booth exhibitors (\$60/person, includes parking) using provided link	By March 17
Deadline to submit any virtual sponsor page changes or corrections	March 24
Sponsor content in Inspire virtual platform accessible to participants	April 10
Booth move-in and set-up at NRG Center	April 16 (1:00 - 4:00 pm)
Booth break-down	April 17 (after 6 pm)



Preliminary 2023 Conference layout shown above – final 2023 Conference layout available by mid-February 2023