



IGNITE

2024 • CONFERENCE

Where Internal Audit Leaders Emerge



SPONSORSHIP & EXHIBITION
PROSPECTUS

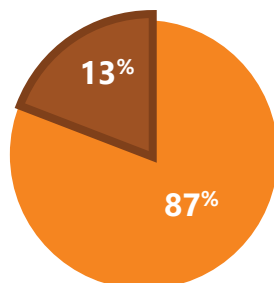
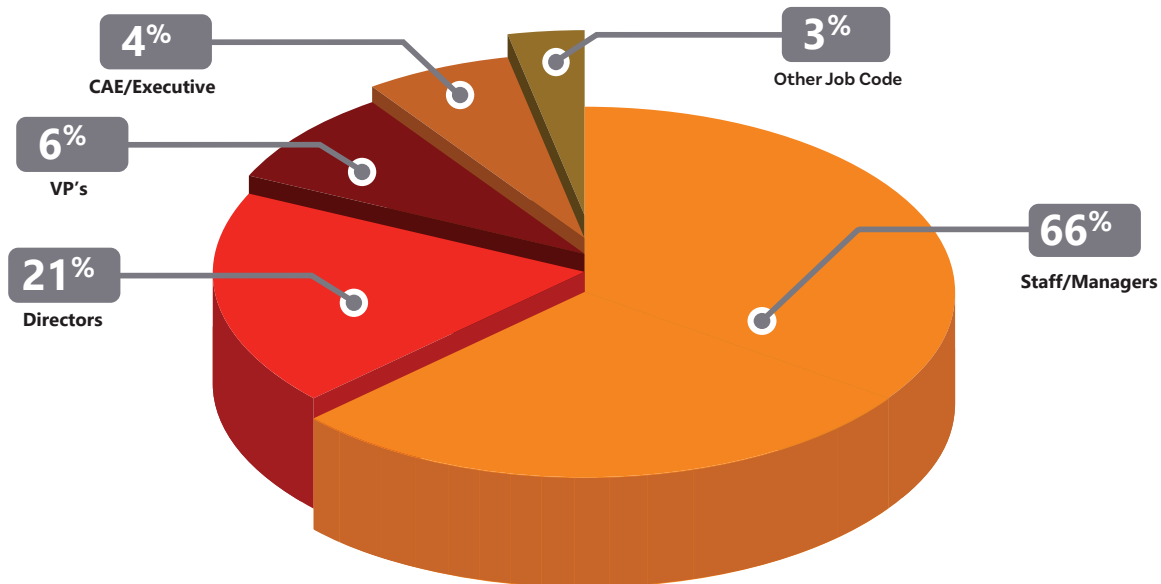
OCT. 21-23, 2024
LAS VEGAS, NV & VIRTUAL
CAESARS PALACE

CONFERENCE & ATTENDEE SNAPSHOT

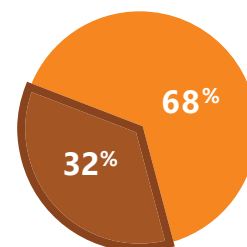
The IIA IGNITE conference, “Where Internal Audit Leaders Emerge”, will deliver an interactive experience for emerging leaders and auditors who are interested in gaining hands-on tools that are necessary for the future of internal audit. The conference will include a cohort experience for deeper networking and engagement, dynamic keynote speakers, deep dives, and new solution sessions featuring case-based learning focused on today’s most critical fears, risks, concerns. It is expected to attract over 400 attendees and reach a broad scope of industries. Delegates attending the 2024 IGNITE Conference will include:

- Audit Directors, Managers and Staff
- Public Accountants and Financial Analysts
- Quality Assurance Professionals
- Risk & Controls Professionals
- IT and Emerging Tech Specialists
- Sr. Marketers and Content Creators
- Corporate Management
- Management Consultants

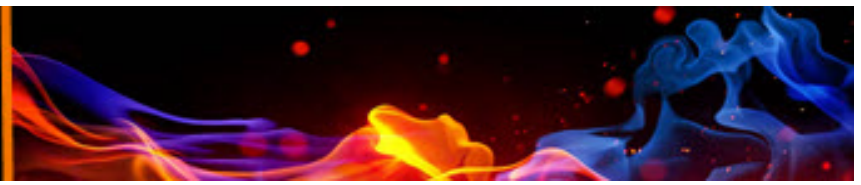
IGNITE Conference attendance by job level



87% of attendees were IIA members



68% attended In-Person / 32% Attended Virtually



GET PREMIUM EXPOSURE

PLATINUM: \$30,000 (3 AVAILABLE)

60-Minute Session in Concurrent Session Track

Includes Table Top (on-site)

Premium Virtual Resource Page

Verbal Recognition by Emcee

Pre/Post-Event Data

3 Comp Conference Registrations

100k Impressions on theiia.org

1-Page Ad *Internal Auditor* Magazine

1 Month - SmartBrief Weekly

1 Custom SmartBrief

GOLD: \$20,000

Includes Table Top (on-site)

Premium Virtual Resource Page

Verbal Recognition by Emcee

Pre/Post-Event Data

3 Comp Conference Registrations

100k Impressions on theiia.org

1-Page Ad *Internal Auditor* Magazine

1 Month - SmartBrief Weekly

1 Custom SmartBrief

SILVER: \$15,000

Includes Table Top
(on-site)

Virtual Resource Listing

2 Comp Conference
Registrations

Pre/Post-Event Data

75k Retargeting
Impressions

1-Page Ad *Internal Auditor*
Magazine

1 Month - SmartBrief Weekly

75k Impressions on theiia.org

BRONZE: \$10,000

Includes Table Top
(on-site)

Virtual Resource Listing

1 Comp Conference
Registration

Pre/Post-Event Data

50k Retargeting
Impressions

1-Page Ad *Internal Auditor*
Magazine

75k Impressions on theiia.org

EXHIBIT ONLY: \$5,000

Includes Table Top (on-site)

Virtual Resource Listing

50k Retargeting Impressions

Pre/Post-Event Data (available for purchase)



2024 Sponsorship Opportunities

WELCOME RECEPTION: \$15,000

KEYNOTE SPONSOR: \$10,000

CONCURRENT SESSION TRACK SPONSOR: \$5,000

CONFERENCE ATTENDEE BAG: \$7,500

CONFERENCE LUNCH: \$2,500 (2 AVAILABLE)

CONFERENCE BREAKFAST: \$1,500 (2 AVAILABLE)

LANYARDS: \$5,000

CONFERENCE APP: \$5,000

HAND SANITIZER STATIONS: \$5,000

CHARGING STATION: \$5,000

PRE/POST-EVENT ATTENDEE LIST: \$1,000

Custom Sponsorship Packages Available Upon Request.



The Institute of
Internal Auditors