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Gain a Competitive Edge

In today’s global marketplace, it’s becoming increasingly difficult for companies to separate themselves from their competitors. This is especially true in the internal audit profession, where competition remains aggressive and the need for internal auditors is strong. The IIA can be your pipeline to successfully reaching premier internal audit professionals and advance your business success, by driving trust and value worldwide.

Engaging Internal Auditors

Internal auditors are key decision-makers and are influential in the purchasing decisions of their organizations. The IIA brings these individuals together, providing an invaluable platform to network with this influential community of professionals.

IIA members and customers hold key positions such as chief audit executive, audit director, audit and corporate management, auditing staff, IT specialist, audit service contractor, management consultant, and more representing diverse organizations.

About The IIA

Established in 1941, The Institute of Internal Auditors (IIA) is an international professional association of more than 180,000 members representing around 170 countries. The IIA is recognized as the internal audit profession’s leader in certification, education, research, and technical guidance. Committed to supporting practitioners around the globe to help them reach their full potential, The IIA monitors legislation, regulations, and pronouncements of other professional organizations throughout the world on matters that directly or indirectly impact the practice of internal auditing.

www.theiia.org

IIA Snapshot

- 180,000+ members
- 170 countries
- 150+ North American Chapters (+ US, Canada, Caribbean)
- 100+ Institutes

Building Credibility Through IIA Advertising and Sponsorships By Supporting the Future of the Profession

- Connect with key internal auditors at every stage of their career from diverse organizations representing professional services, finance, insurance, real estate, government, manufacturing, transportation, communications, utilities, wholesale and retail trade, gaming, hospitality, and more.
- Strengthen your reputation with key decision-makers by affiliating with the foremost trade association for internal auditors.
- Build more business opportunities by affiliating with key initiatives and programs that support the advancement and innovation of the profession and that in turn drives trust and value for your organization.

North American Members by Industry

- 24% Banking/Finance/Real Estate
- 17% Government/Military
- 15% Manufacturing/Utilities
- 10% Professional Services
- 8% Insurance
- 7% Health Care
- 6% Retail/Wholesale Distribution
- 4% Gas/Electric
- 3% Transportation
- 2% Lodging/Gaming/Entertainment
- 2% Telecom/Communications
- 2% Transportation

North American Reach
72,000+ U.S. Members

- 9,157 Transportation
- 8,336 Telecom/Communications
- 11,940 Lodging/Gaming/Entertainment
- 10,479 Manufacturing/Utilities
- 7,684 Gas/Electric
- 7,024 Health Care
- 7,684 Professional Services
- 7,686 Retail/Wholesale Distribution
- 7,684 Insurance
- 5,812 Other

- 36% Senior Management
- 4% Service Providers
- 2% Students/Educators
- 1% Retired
- 8% Other
- 45% Professional Staff
- 4% Stakeholders – Executive Mgt., Board/Audit Committee

Integrated and Impactful Approach to Reaching Our Members Globally

The IIA offers many opportunities to reach a broad spectrum of the profession or highly target your message in media platforms that reach specific audiences. Never before has The IIA offered such a vast array of opportunities to its advertisers. When you combine print, online, and e-mail advertising, you extend your reach. Our expert staff will be happy to work with you to help maximize your success. Find out how advertising and sponsorships can add value and positive returns to your organization.

Print

- *Internal Auditor* magazine and *Your Career Compass* reaching over 110,000 members.
- *Internal Auditor* magazine consistently is rated a top member benefit.
- 70.2% read the print edition.
- Magazines deliver more ad impressions than the web in a half-hour period. (Source: McPheters & Company)
- Magazines are the top influencer for readers to start a search online. (Source: Forrester Research)

eMail

- Delivering 800 emails reaching over 9.5 million members annually.
- All of the latest IIA news, thought leadership, and publications are delivered first to our members’ email box.
- *IIA SmartBrief* delivers industry news weekly to members and nonmembers – 25,000+ members and prospects.
- Emails include social sharing components.
- Currently reaching 85% of North American and 35% of international members through email.
- Providing metric and analytic reporting with more robust tools and insights.

Online

- Seven websites reaching nearly 3 million unique visitors annually.
- Offering affordable and bundle packages that can integrate online, email, video, and print.
- Providing metric and analytic reporting.
- Offering the longest ranges of exposure.
- Providing targeted advertising based on audience, topic, and member demographics. Mobile apps provides more targeted and cost-effective options.
Video

- Nearly 85,000 visits and 200,000 video views annually on Audit Channel.
- Over 425 videos available.
- Advertisers have the opportunity to participate in video content.
- 95 million people in the United States are going to watch 1.6 billion online videos today. (Source: ComScore)
- Online video users are expected to reach 1.5 billion in 2016. (Source: Cisco)

Events/Conferences

- Member webinars attract over 100,000 registrants per year.
- Hosts 12 conferences annually: 11 North America, and one International.
- Over 6,000 internal audit and risk management professionals annually.
- Networking, sponsorship, and exhibiting opportunities are combined to provide optimal exposure.
- Attendees are 60% more likely to purchase your service because of the face-to-face relationship building opportunity. (Source: Professional Convention Management Association)

Research/Academic Sponsorships

- 2015 CBOK Study is releasing approximately two dozen reports in 2015 and 2016 focused on the profession’s emerging issues in areas including the future of internal auditing, governance, global perspective, management, risk, standards, talent, and technology.
- Alignment of your brand with internal audit academia and research provides an opportunity to support the future of the profession.
- Over $1 million in grants have been distributed to universities around the world to enhance their internal audit curricula.
- 48 universities in 11 countries have endorsed IAEP Programs and curricula and continue to grow.
- Over 200 research reports focused on the internal audit profession, since 1976.

Social

- More than 230,000 engaged social media followers via: Facebook, Twitter, Google+ and LinkedIn.
- One of the largest global LinkedIn groups.
- 13% of followers represent the United States; 87% are international.
- 30-40% organic growth year-over-year across channels.
- Opportunities to highlight sponsors in key social media campaigns.

For more information, please contact sales@theiia.org or +1-407-937-1388
Internal Auditor Magazine

Connecting You Through Print, Online, Mobile App, and in Spanish

The world’s leading publication covering the internal audit profession, Internal Auditor’s mission is to arm practitioners with the cutting-edge information and practices they need to do their jobs today and tomorrow. In print since 1944, Internal Auditor is mailed to more than 90,000 subscribers and members in 59 countries. How this target market perceives you may make all the difference in your promotional endeavors. The positioning of your brand with a worldwide contributor and thought leader can be of immeasurable value.

As the #1 member benefit, Internal Auditor reaches more of The IIA’s membership and a broader spectrum of internal audit practitioners than any other publication or service and offers an excellent platform for your advertising message.

The Reader Profile

- 25% Chief Audit Executives
- 13% Audit Directors
- 19% Audit Management
- 43% Audit Staff
- 69% North America
- 23% Outside North America
- 8% Canada

Print
- 93.9% articles as good to excellent.
- 90% authors as good to excellent.

InternalAuditor.org
- 82% articles as good to excellent.
- 80% authors as good to excellent.
Key Points to Maximize Your Marketing Budget

*Internal Auditor* reaches beyond print – you can reach readers through our digital editions (English and Spanish), website, and mobile app.

### Internal Auditor Print

*Internal Auditor's* strict “peer-to-peer” approach and rigorous content-approval process yields editorial that readers say they can “take to the bank.” With well-defined topics, reader-friendly layout, and compelling design, *Internal Auditor* has received countless accolades over the years from the Florida Magazine Association and the National Association of Media and Publishing.

### InternalAuditor.org

InternalAuditor.org delivers the internal audit news and information members need in a visually enhanced, user-friendly, and responsive format. Optimized for any mobile device, the site features enhanced search with a new filter, cleaner design, integrated video coverage, and linking of related articles, blogs, and commentary. Advertising packages now include options for ad placement throughout the site based through the home page or Voices blog section. This site fills the void between printed editions, keeping 67% of readers visiting the site monthly or more frequently.

### Internal Auditor Digital

Since it was introduced in 2008, *Internal Auditor's* digital edition has increased exposure of the magazine to internal audit practitioners around the world by making the digital version of the printed magazine available on demand via the website and app with archives dating back to February 2004. The digital edition is part of the print advertising package.

### Internal Auditor App

*Internal Auditor* has been reaching members on the go with banner ads on mobile devices each time a reader views the latest issue since 2012. The mobile edition has more than 40,000 registered users. From the digital edition of the magazine and daily news reports to the recent InternalAuditor.org postings, the app provides opportunity for more targeted exposure and engagement.

### Spanish Digital

More than 8,000 Spanish-speaking practitioners subscribe to Spanish *Internal Auditor*. You have the unique opportunity to promote your products and services throughout Latin America and Spain. Spanish *Internal Auditor* magazine is available bi-monthly exclusively as a digital edition and is part of the standard print/digital advertising package. Advertisers are encouraged to provide translated ads.

InternalAuditor.org Delivers More.

Readers get up-to-the-minute news and insightful perspectives on emerging issues and topics like never before. And advertisers now can connect with readers with higher frequency and more placement options.

- **Visually Enhanced, User-friendly** – A cleaner, more visually appealing design and integrated video coverage.
- **More Content That’s Easier to Find** – More technology, governance, risk, fraud, and opinion articles keep readers connected to what’s trending and at the forefront of the profession.
- **Mobile-accessible** – The Web pages are streamlined with a more responsive interface to adapt to any mobile device for access whenever and wherever.
- **Intuitive, Enhanced Search** – An optimized search and a new filter view allow readers to explore news and insights that matter most. Additionally, the digital edition archive enables viewers to search issues back to February 2004.
- **More Social** – Commenting and social sharing lets readers be part of the conversation and share insights with their colleagues, stakeholders, and social media followers.
- **More Perspective** – Content that’s now connected by topic for readers to gather insight in a variety of ways.

2016 Editorial Calendar

**February**

*Special IIA 75th Anniversary Issue*

**April**

*Cover Story: Leadership Styles*

Other Articles: A Hard Look at Soft Skills, Auditing Intangible Risks

**June**

*Cover Story: Behavioral and Cultural Auditing*

Other Articles: Analytics for Small Shops, New Core Principles: Impact on Internal Audit

**August**

*Cover Story: Third-party IT Risk*

Other Articles: The Internet of Things, Internal Audit’s Role in Responding to a Breach

**October**

*Cover Story: Internal Audit’s Role in Non-financial Reporting*

Other Articles: Compliance Risk Assessments, Privacy Expectations When It Comes to Workplace Technologies

**December**

*Cover Story: Emerging Leaders*

Other Articles: Challenges for New Auditors, Reporting Key/Difficult Messages
Internal Auditor Magazine
Advertising Opportunities

Advertising Rates

<table>
<thead>
<tr>
<th>Print (8 issues per year, plus Spanish digital edition)</th>
<th>6x Rate</th>
<th>3x Rate</th>
<th>1x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Press Placement</td>
<td>$5,195 Per Issue</td>
<td>$5,495 Per Issue</td>
<td>$5,795 Per Issue</td>
</tr>
<tr>
<td>“Prime” Position</td>
<td>$6,195 Per Issue</td>
<td>$6,495 Per Issue</td>
<td>$6,795 Per Issue</td>
</tr>
<tr>
<td>“Feature Well” Position (align with featured editorial or cover story)</td>
<td>$6,695 Per Issue</td>
<td>$6,995 Per Issue</td>
<td>$7,295 Per Issue</td>
</tr>
</tbody>
</table>

Ask about half and quarter page ad rates.

<table>
<thead>
<tr>
<th>Online (12 issues per year)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>InternalAuditor.org</td>
<td></td>
</tr>
<tr>
<td>Top Banner (site-wide)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Homepage Skyscraper</td>
<td>$2,000</td>
</tr>
<tr>
<td>Premium Tile Ad (all pages except blogs)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Blog Tile Ad (blog, landing pages, and blog archives)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Eblast Top Banner</td>
<td>$2000</td>
</tr>
<tr>
<td>Eblast Inline Tile Ad + Text</td>
<td>$3000</td>
</tr>
<tr>
<td>Eblast Rectangular Ad + Text</td>
<td>$3000</td>
</tr>
<tr>
<td>Eblast Leaderboard</td>
<td>$3000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internal Auditor Mobile App</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>App Banner Ads</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Unless otherwise specified, all online advertising specs are high resolution JPG or GIF file, max 50k file size, static only with a URL link.

Specialty Advertising Opportunities

Inquire about specialty advertising options:

- Embedded videos in digital issues
- Custom publishing:
  - Targeted distribution by industry or region
  - Gatefolds
  - Cover tips
  - Polybag with ride-along
  - Advertorials

- The magazine’s strict “peer-to-peer” approach and rigorous content-approval process yields editorial that readers say they can “take to the bank.”
- The magazine is renowned for its well-defined topics, reader-friendly layout, and compelling design.
- Countless accolades over the years by the Florida Magazine Association and Association Media & Publishing. In 2015, the FMA awarded the magazine top awards in Best Overall Design and Best Overall Writing, among others.
Internal Auditor Magazine

Advertising Opportunities

Print Ad Specifications

<table>
<thead>
<tr>
<th>Print Ad Specs</th>
<th>Width</th>
<th>X</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Live Area</td>
<td>7.5 inches</td>
<td>X</td>
<td>10.375 inches</td>
</tr>
<tr>
<td>Final Trim</td>
<td>8 inches</td>
<td>X</td>
<td>10.875 inches</td>
</tr>
<tr>
<td>Bleed</td>
<td>8.25 inches</td>
<td>X</td>
<td>11.125 inches</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>6.6667 inches</td>
<td>X</td>
<td>4.5833 inches</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>3.25 inches</td>
<td>X</td>
<td>4.5833 inches</td>
</tr>
</tbody>
</table>

Ads are available in black and white, two-color, three-color, and four-color.

<table>
<thead>
<tr>
<th>Space &amp; Materials Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Date</td>
</tr>
<tr>
<td>February 1</td>
</tr>
<tr>
<td>April 1</td>
</tr>
<tr>
<td>June 1</td>
</tr>
<tr>
<td>August 1</td>
</tr>
<tr>
<td>October 1</td>
</tr>
<tr>
<td>December 1</td>
</tr>
</tbody>
</table>

Resolution: Maximum dot density is 320 dpi. Minimum dot density is 300 dpi. SWOP recommends 300 dpi. Line screen 133.

Color: All images must be CMYK (cyan, magenta, yellow, and black). Two-color and three-color ads must use two or three process colors (CMYK).

Proofs: A color proof is required for all color ads to guarantee color match if necessary. If not provided, The IIA will NOT guarantee reproduction.

All media files must be production-ready or they will be returned for correction. Send all media files and proofs to Gretchen.Gorfine@theiia.org.

Media Applications Accepted

<table>
<thead>
<tr>
<th>Macintosh Applications</th>
<th>Windows Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Resolution PDF</td>
<td>High Resolution PDF</td>
</tr>
<tr>
<td>(Preferred over other applications)</td>
<td>(Preferred over other applications)</td>
</tr>
<tr>
<td>InDesign</td>
<td>Photoshop</td>
</tr>
<tr>
<td>Photoshop</td>
<td></td>
</tr>
<tr>
<td>Illustrator</td>
<td></td>
</tr>
</tbody>
</table>

Include all supporting art and fonts:
- The layout or word processing program file.
- All supporting artwork in EPS or TIFF format.
- The font family for all master fonts, including embedded fonts and screen and printer versions.

Ads must include all fonts and picture files (i.e., logos). All fonts used in the ads or in graphic elements in the ads must be supplied with the file to ensure accurate imagesetting. Include both screen fonts and printer fonts, or convert fonts to paths. The IIA is not responsible for accurate imagesetting of ads/documents supplied without fonts. Any ads with TrueType fonts will require font substitution, translation into another program, or other document manipulation.

Readers

- 35% from financial services/banking/real estate
- 18% Millennials
- 46% Generation X
- 36% Baby Boomers
- 1% Other
- 25% Privately Held Organizations
- 36% Publicly Held Organizations
- 23% Public Sector (Government)
- 9% Not-for-Profit Organizations
- 7% Other Organizations

Source: 2015 Internal Auditor Reader Survey
InternalAuditor.org/Mobile Opportunities

Advertising Opportunities and Specifications

<table>
<thead>
<tr>
<th>InternalAuditor.org</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Type</strong></td>
</tr>
<tr>
<td><strong>Eblast Sponsorship</strong></td>
</tr>
<tr>
<td>Top Banner</td>
</tr>
<tr>
<td>Inline Sponsorship Ad with Text</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Rectangle Feature</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
</tr>
<tr>
<td><strong>Web Advertising</strong></td>
</tr>
<tr>
<td>Top Banner Ad</td>
</tr>
<tr>
<td>Premium Tile Ad</td>
</tr>
<tr>
<td>Voice Article Page Blog Tile Ad</td>
</tr>
<tr>
<td>Homepage Skyscraper</td>
</tr>
</tbody>
</table>

**Internal Auditor Online/App Space & Materials Deadlines**

<table>
<thead>
<tr>
<th><strong>Eblast Date</strong></th>
<th><strong>Space Deadline</strong></th>
<th><strong>Materials Deadline</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Wednesday of month</td>
<td>15th of month prior</td>
<td>20th of month prior</td>
</tr>
<tr>
<td><strong>Web and App Ad Date</strong></td>
<td><strong>Space Deadline</strong></td>
<td><strong>Materials Deadline</strong></td>
</tr>
<tr>
<td>1st of each month</td>
<td>15th of month prior</td>
<td>20th of month prior</td>
</tr>
</tbody>
</table>

**Internal Auditor App Ad Specs**

<table>
<thead>
<tr>
<th><strong>Ad Type</strong></th>
<th><strong>Width X Height</strong></th>
<th><strong>Format</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>320 pixels X 50 pixels</td>
<td>PNG</td>
</tr>
<tr>
<td></td>
<td>Phone: Home screen, RSS articles, Search results, Magazine article text, Bookmarks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>iPad: RSS articles, Search results, Magazine article text, Bookmarks, Table of Contents</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Android: Home screen, Search results, Magazine article text, Bookmarks</td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td>728 pixels X 90 pixels</td>
<td>PNG</td>
</tr>
<tr>
<td></td>
<td>iPad Portrait Mode: Bottom of Issues screen, live feeds (RSS) listing</td>
<td></td>
</tr>
<tr>
<td>Large</td>
<td>960 pixels X 90 pixels</td>
<td>PNG</td>
</tr>
<tr>
<td></td>
<td>iPad Landscape Mode: Bottom of Issues screen, live feeds (RSS) listing</td>
<td></td>
</tr>
</tbody>
</table>

Unless otherwise specified, all online advertising specs are JPG or GIF file, max 50k file size, static only with a URL link. Subject to change without notice. All ads run for one month unless specified.

---

66% Print

How Readers Prefer to Receive Magazine Content

34% Web site, digital edition, and app

Total page views for InternalAuditor.org in 2015 were 1.4 million or 117,000 a month.

The availability of linked tile ads means proven exposure to decision makers from around the world.
InternalAuditor.org Advertising Options

Top Banner
Repeats throughout site

Premium
Repeats on each page

Homepage Skyscraper

Blog Tile
Repeats on each blog page
eNewsletters – Delivering Relevant Content to Members

IIA SmartBrief — Essential Connection to News Impacting Internal Audit

The IIA launched IIA SmartBrief in 2014 to deliver a weekly snapshot of market news and issues affecting internal auditors and their stakeholders from leading global news sources. SmartBrief is a service that curates a multitude of news sources and delivers timely articles and news affecting the profession straight to our members’ email inboxes.

Not only is this available to members, but nonmembers and key stakeholders can opt-in for free*, so this vehicle is a potential lead opportunity as well.

In addition to IIA SmartBrief, IIA launched a qualifier, monthly global edition and will be releasing an environmental, health, and safety edition in early 2016.

- Weekly IIA SmartBrief, delivered to 20,000+ practitioners, features a collection of current news from a variety of outlets.
- Monthly IIA Financial SmartBrief features current news affecting the financial services sector, and delivers to 15,000+ Financial Services Audit Center members only.
- Monthly IIA Gaming SmartBrief features current news affecting the gaming industry, and delivers to 1,300+ Gaming Group members only.
- Monthly Government Auditor SmartBrief features current news affecting the government/public sector, and delivers to 10,000+ American Center for Government Auditing (ACGA) members only.
- Monthly IIA Global SmartBrief features global news and delivers to 15,000+ international members. Please contact institute.relations@theiia.org to learn more about this advertising opportunity.
- COMING SOON! Monthly Environmental, Health, and Safety SmartBrief will feature current news affecting the Environmental, Health, and Safety sectors.

*Not applicable to specialty editions.
**IIA SmartBrief Ad Specs & Pricing**

<table>
<thead>
<tr>
<th>Frequency: Weekly – Every Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
</tr>
<tr>
<td>Rectangle Ad</td>
</tr>
</tbody>
</table>

Departments include: Top News, Internal Audit Watch, Risk & Compliance, Fraud & Ethics, and Technology.

**Financial Services; Gaming; Government; Environmental, Health, and Safety Auditor SmartBriefs**

<table>
<thead>
<tr>
<th>Frequency: Monthly – Third Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard*</td>
</tr>
<tr>
<td>Rectangle Ad</td>
</tr>
</tbody>
</table>

Departments include: Internal Audit Watch, Risk Management, Regulation & Compliance, Fraud & Ethics, and Technology.

To learn more about Global SmartBrief advertising and rate information, please contact institute.relations@theiia.org.

**SPACE RESERVATIONS:**
For specialty issues (Financial Services; Gaming; Government; Environmental, Health, and Safety), space reservations must be made 20 business days before the month’s publication date, and ad materials are due no later than 10 business days before the month’s publication date.

For the weekly issues, ad space is sold in four-week blocks (or occasionally five-week blocks for months containing five distribution dates). Only one leaderboard image with URL, or ad image, ad logo, copy block with title, and URL ad image, ad logo, copy block, and URL will be accepted for the entire month’s run. Space reservations are due 20 business days prior to a month’s issue date; ad materials are due 10 business days prior to a month’s issue date.

If these deadlines cannot be met, The IIA reserves the right to substitute other advertisers at our sole discretion.

Rates per group and issue subject to change.
**IIA SmartBrief**

**Advertising Opportunities**

Monthly packages are available for the following spaces.

**Leaderboard**
- Size: 728 x 90 pixels. 40k maximum; .gif or .jpg
- Click Through URL
- Alternate text (100 characters maximum) can be embedded behind image
- No limits on animation, maximum 4 frames recommended. Sponsor must provide animated .gif file.

**Rectangle + Text Ad**
- **Ad Logo**: 120 x 60 pixels. 30k maximum; .gif or .jpg
- **Headline**: 50 characters, excluding spaces
- **Ad Image**: 180 x 150 pixels. 30k maximum; .gif or .jpg
- **Copy**: 300 characters maximum, excluding spaces
- **Click Through URL**

For more information, please contact sales@theiia.org or +1-407-937-1388
IIA Connection – For the Informed Internal Auditor

IIA Connection is the monthly e-newsletter that connects members to the latest IIA news and events related to the latest internal audit guidance, issues, member benefits, trend reports, research, exclusive offers, advocacy initiatives, and more. IIA Connection reaches more than 60,000 North American members.

IIA Connection Specs & Pricing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>Height</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle + Text Ad*</td>
<td>180 X 150</td>
<td>$1,800</td>
<td></td>
</tr>
<tr>
<td>Headline - 20 characters / Body content - 50 characters / Call to action - 15 characters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>600 X 90</td>
<td>$1,800</td>
<td></td>
</tr>
</tbody>
</table>

A maximum of four ads are available in each issue.

IIA Connection Deadlines

<table>
<thead>
<tr>
<th>Eblast Date**</th>
<th>Space</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every second Tuesday</td>
<td>20 business days prior to eblast date</td>
<td>10 business days prior to eblast date</td>
</tr>
</tbody>
</table>

*Unless otherwise stated, advertising specs are JPG, PNG, or GIF file, max 50k file size, static only with a URL link.

**Subject to change without notice.

CAE Bulletin

CAE Bulletin is a semi-monthly e-newsletter published as a membership benefit in the rapidly expanding program for chief audit executives and their staff, the Audit Executive Center. This e-newsletter features the latest in news and guidance designed exclusively to help CAEs respond to today’s business challenges and opportunities, with links to resources needed to stay current with the most pressing audit issues. CAE Bulletin reaches more than nearly 8,000 Audit Executive Center CAE members and their staff. To advertise in CAE Bulletin, you must prequalify. (Available only to Principal Partners.)

CAE Bulletin Specs & Pricing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>Height</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>eNewsletter Sponsorship</td>
<td>100 pixels X 100 pixels</td>
<td>Please inquire</td>
<td></td>
</tr>
<tr>
<td>4-6 word heading / 50 word description and URL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CAE Bulletin Materials Deadlines

<table>
<thead>
<tr>
<th>Eblast Date**</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every other Wednesday**</td>
<td>10 business days prior to eblast date</td>
</tr>
</tbody>
</table>

**Subject to change without notice.
Global Connecting and Engaging Online – Web Opportunities

The IIA hosts seven websites with optimal targeted opportunities for advertisers and sponsors, reaching nearly three million unique web visitors annually.

North America – www.theiia.org

The IIA’s North American website has become one of the most valued resources for IIA members and customers who are seeking information about the profession or The IIA's products and services 24 hours a day, seven days a week with nearly 10 million page views and 2.8 million visits annually.

IIA home page advertising as well as the Audit Career Center, Resource Exchanges, various Newsletter pages, Certification and Guidance pages, The IIA Research Foundation Bookstore, American Center for Government Auditing, and Financial Services Audit Center.

Web stats listed above are based on monthly Google analytic reporting.

*To inquire about becoming an IIA Principal Partner or Industry Leader, contact Julie Riegler at julie.riegler@theiia.org or +1-407-937-1404.
Global – www.globaliia.org

The IIA launched a global website in 2011 as part of our ongoing commitment to serve 100,000+ members in more than 170 countries and 100+ regional institutes around the world. The website showcases core global products, including the International Professional Practices Framework in a variety of languages. It also features a global event calendar and acts as a portal to institute websites worldwide, where additional products, services, and benefits are available.

The website features a clean, professional design that is easy to navigate and enhanced search capabilities that allow users to filter information by topic, language, format, etc., as a gateway for IIA members and customers to find information about internal auditing in other parts of the world. It is also an opportunity for members around the world to access one site where they can find current, easily accessible, relevant information that affects the internal audit community worldwide.

Web stats listed above are based on monthly Google analytic reporting.
Certification and Guidance Web Pages

Certification and Guidance landing pages are the most popular destinations on the North American and global sites and received more than 1.9 million page views in 2014. These are optimal spots to increase your visibility with advertising and complement your online advertising program with The IIA. To advertise on these pages, you must prequalify. To inquire about becoming an IIA Principal Partner or Industry Leader, contact Julie Riegler at julie.riegler@theiia.org or +1-407-937-1404.

More Than 140,000 Certified Internal Auditor (CIA) Certifications

Source: IIA’s Certification Candidate Management System (CCMS), September 2015
## Online Web

### Advertising Opportunities and Specifications

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>Height</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Headline</td>
<td>686 pixels</td>
<td>278 pixels</td>
<td>$2,500</td>
</tr>
<tr>
<td>Home Page Right Rail Tile Ad</td>
<td>210 pixels</td>
<td>226 pixels</td>
<td>$1,500</td>
</tr>
<tr>
<td>Certification Tile</td>
<td>210 pixels</td>
<td>226 pixels</td>
<td>$1,500</td>
</tr>
<tr>
<td>Guidance Tile</td>
<td>210 pixels</td>
<td>226 pixels</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>Height</th>
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<tr>
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<td>$1,500</td>
</tr>
<tr>
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<td>210 pixels</td>
<td>226 pixels</td>
<td>$1,500</td>
</tr>
<tr>
<td>Guidance Tile</td>
<td>210 pixels</td>
<td>226 pixels</td>
<td>$1,000</td>
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</tbody>
</table>

### Space & Materials Deadlines

<table>
<thead>
<tr>
<th>Ad Run Date</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st of month</td>
<td>10th of month prior</td>
<td>20th of month prior</td>
</tr>
</tbody>
</table>

Unless otherwise specified, advertising specs are high resolution JPG or GIF file, max 10k file size, static only with URL link. Subject to change without notice. All ads run for one month unless specified.
IIA Research Foundation Bookstore – www.theiia.org/Bookstore

With over 1.45 million page views and 300,000+ visits annually, savvy advertisers continue to promote their products and services on The IIA RF’s Bookstore, which is the retail site for IIA Research Foundation-published educational products and research reports, as well as third-party providers.

NEW! A new store platform launching in 2016 will provide advertisers even more exposure opportunities with these enhancements:

- More responsive site
- Better search feature
- Single sign-on
- Recommendation for products

Visitors to the online Bookstore are ready to purchase, so make your company stand out with a tile ad that sells your product or service. The Bookstore is always open and is accessible through the North American and global websites.
American Center for Government Auditing

Launched in March 2014, The American Center for Government Auditing is the premier resource for government/public sector auditors by providing low-cost, high-quality professional development; networking opportunities for knowledge sharing; and ongoing relevant reporting on trends, benchmarking, and thought leadership focused on government/public sector auditing.

10,000+ members have access to these exclusive benefits through a web portal. Home page advertising and other advertising opportunities are available.

10K+ Members
38K Visits Per Year
3.5K Average Visits Per Month
80K Page Views Per Year

**Industry News/Insights**
- Monthly *Government Auditor SmartBrief*, Perspectives on the Public Sector Blog, Podcasts, and Knowledge Briefs

**Professional Development** –
- Quarterly webinars, elearning, certifications

**Networking** –
- Twitter, roundtables

For more information, please contact sales@theiia.org or +1-407-937-1388
Financial Services Audit Center

Launched June 2015, the Financial Services Audit Group changed to Financial Services Audit Center as the premier resource for financial services auditors by providing high-quality professional development; networking opportunities for knowledge sharing; and ongoing relevant reporting on trends, benchmarking, and thought leadership focused on financial services internal auditing.

Center members have access to these exclusive benefits through a web portal. Home page advertising and other advertising opportunities are available.

NEW! Environmental, Health, and Safety Center

With the recent merger of the Auditing Roundtable and Board of Environmental, Health & Safety Auditor Certifications (BEAC) suite of certifications, The IIA is committed to serving internal auditors focused in these sectors with a dedicated Center. This Center will provide targeted resources, training, and networking opportunities to benefit EHS internal auditors, the organizations they serve, and internal audit stakeholders through improved service and value. It will provide advertisers targeted marketing opportunities through web advertising, event sponsorships, and more. Contact advertising@theiia.org.
Audit Career Center

With over 100,000 page views annually, you can stand out in the sea of employers ready to recruit these talented professionals by advertising at The IIA’s Audit Career Center, a focused platform for internal audit recruiting. Time and again, the most qualified candidates and the highest caliber of employers turn to The IIA’s Audit Career Center for all of their job searching and recruitment needs.

Advertise your ongoing recruiting needs for credentialed internal auditors with an affordable package that includes four areas: Audit Career Center home page, Job Seekers page, Employees and Agencies page, and the Advice and Resources page (for either job seekers or managers).
I_IA Career Map Home Page

Since the October 2014 launch, I_IA Career Map™ has allowed thousands of IIA members to evaluate their skills in a number of key areas against The IIA Global Internal Audit Competency Framework through the following:

- The tool rates members’ competencies in 10 key areas based on their input and creates a personalized learning plan that recommends training opportunities, publications, and other professional resources to close proficiency gaps.
- I_IA Career Map generates a career Development Plan to help members set priorities to reach development goals, create action items, and activate work-flow reminders to keep users on track.
- I_IA Career Map also allows users to match their competencies against job roles to which they aspire. The result is an action plan for developing specific competencies for career advancement.

I_IA Career Map has quickly become a destination for members. There are optimal advertising spots available to increase your visibility and complement your online advertising program with The IIA.

10K Visits per Year

840 Average Visits Per Month

15K Page Views Per Year
Video – Audit Channel

Since its launch in 2011, Audit Channel has become one of The IIA’s most popular channels by delivering timely and relevant content to practitioners worldwide through video with more than 650 videos available with over 250,000 video views and 85,000 unique visitors annually. This provides advertisers a unique opportunity to interact and connect on a specific topic or subject matter through video. Channel pages address topics ranging from Fraud, Governance, Risk, Technology, and Operations/Performance to Finance & Compliance, Internal Audit Function, Internal Control, and Seat-at-the-Table.

NEW! Audit Channel is now on the Ooyala platform that provides multiple advertising opportunities for advertisers and provides advanced abilities to search and connect with related subject content like never before.

Advertisers can reserve:

- On a channel/topic page or video landing page.

For more information, please contact sales@theiia.org or +1-407-937-1388
## Web and Online Video

### Advertising Opportunities and Specifications

<table>
<thead>
<tr>
<th>IIA Research Foundation Bookstore</th>
<th>Ad Type: Home Page Tile Ads*</th>
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<table>
<thead>
<tr>
<th>Audit Career Center</th>
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<th>Height: 210 pixels*</th>
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<table>
<thead>
<tr>
<th>Audit Career Center</th>
<th>Ad Type: Skyscraper</th>
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<th>Height: 540 pixels*</th>
<th>Monthly Rate: $1,500</th>
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</table>

<table>
<thead>
<tr>
<th>Career Map</th>
<th>Ad Type: Tile Ad*</th>
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<th>Height: 210 pixels*</th>
<th>Monthly Rate: $1,000</th>
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<table>
<thead>
<tr>
<th>AuditChannel.tv</th>
<th>Ad Type: Channel Landing Page Tile*</th>
<th>Width: 300 pixels</th>
<th>Height: 250 pixels</th>
<th>Monthly Rate: $500</th>
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</table>

| AuditChannel.tv | Ad Type: Video Landing Tile* | Width: 220 pixels | Height: 183.328 pixels* | Monthly Rate: $750 |

| AuditChannel.tv | Ad Type: Video Landing Tile* | Width: 460 pixels | Height: 180 pixels* | Monthly Rate: $750 |

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<tr>
<th>Centers</th>
<th>Ad Type: Home Page Headline*</th>
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</table>

<table>
<thead>
<tr>
<th>Centers</th>
<th>Ad Type: Right Rail Ad*</th>
<th>Width: 190 pixels</th>
<th>Height: 260 pixels*</th>
<th>Monthly Rate: $1,000</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Space &amp; Materials Deadlines</th>
<th>Ad Run Date: 1st of month**</th>
<th>Space Deadline: 10th of month prior</th>
<th>Materials Deadline: 20th of month prior</th>
</tr>
</thead>
</table>

*Unless otherwise specified, advertising specs are JPG or PNG file, max 10k file size, static only with URL link.

**Subject to change without notice. All ads run for one month unless specified.
Webinar/Web Event Opportunities

Webinar sponsorships offer a great value with multiple promotional exposure. With annual attendance surpassing 100,000, it has become a coveted sponsorship opportunity with a limit of three sponsors per webinar.

Members-only Webinars

The IIA's Members-only Webinars focus on relevant topics of interest to internal auditors that correspond to articles recently featured in Internal Auditor magazine and IIARF publications. These webinars are very popular with our members; we regularly receive between 3,000 and 5,000 registrations for every topic each month. Principal Partners and Industry Leaders receive preferred sponsorship and advertising placement.*

Standards & Guidance Web Events

These online events are intended to help internal audit practitioners comply with IIA standards by providing an overview of recently released guidance and Q&A sessions. The Global Technology Audit Guide-related web events are part of this series and may also attract IT directors and managers and chief information officers.

Specialty Group Webinars: Government; Financial Services; Environmental Health, and Safety; and Gaming

The IIA's specialty groups and centers service over 15,000 members focusing on specific industry trends, best practices, and knowledge-sharing opportunities:

- American Center of Government Auditing – 10,000+ government auditors
- Financial Services Audit Center – 2,000+ financial services practitioners
- Gaming – 800+ gaming practitioners
- NEW! Environmental, Health, and Safety Audit Center

*To inquire about becoming an IIA Principal Partner or Industry Leader, contact Julie Riegler at julie.riegler@theiia.org or +1-407-937-1404.
## Webinars/Web Events

<table>
<thead>
<tr>
<th>Financial Services, Gaming, and Government Group Webinars</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency</strong></td>
</tr>
<tr>
<td>Up to eight times annually</td>
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</table>

<table>
<thead>
<tr>
<th>Webinar Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Type</strong></td>
</tr>
<tr>
<td>Initial Eblast/Tile Ad and URL link</td>
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<tr>
<td>Reminder Eblasts</td>
</tr>
<tr>
<td>Flash Commercial with Audio (Preferred)</td>
</tr>
<tr>
<td>PPT Slides</td>
</tr>
<tr>
<td>Survey Question</td>
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<tr>
<td>Reference Materials</td>
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</table>

<table>
<thead>
<tr>
<th>Space &amp; Materials Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Run Date</strong></td>
</tr>
<tr>
<td>Varies</td>
</tr>
</tbody>
</table>

*Unless otherwise stated, advertising specs are JPG or GIF file, max 50k file size, static only with URL link.  
**Flash files smaller than 535 x 401 will be backfilled with black.

### 2016 Members-only Webinars

**Scheduled 1:00 p.m. ET. Dates and topics subject to change without notice.**

<table>
<thead>
<tr>
<th>Month</th>
<th>Webinar Title</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 19</td>
<td>2016 Industry Outlook with Richard Chambers</td>
<td>January 19</td>
</tr>
<tr>
<td>February 16</td>
<td>CBOK Report on Talent Management with Robert Half</td>
<td>February 16</td>
</tr>
<tr>
<td>March 15</td>
<td>Cyber-security with McGladrey</td>
<td>March 15</td>
</tr>
<tr>
<td>April 19</td>
<td>Pulse of Internal Audit with PwC</td>
<td>April 19</td>
</tr>
<tr>
<td>May 17</td>
<td>Internal Audit Essentials with ACL</td>
<td>May 17</td>
</tr>
<tr>
<td>June 21</td>
<td>Auditing Culture with Protiviti</td>
<td>June 21</td>
</tr>
<tr>
<td>July 19</td>
<td>3 Lines of Defense/EEP</td>
<td>July 19</td>
</tr>
<tr>
<td>August 19</td>
<td>Data Analytics with Grant Thornton</td>
<td>August 19</td>
</tr>
<tr>
<td>September 20</td>
<td>Technology with Teammate</td>
<td>September 20</td>
</tr>
<tr>
<td>October 18</td>
<td>Fraud-Global Insight with Crowe Howarth</td>
<td>October 18</td>
</tr>
<tr>
<td>November 15</td>
<td>Auditing at the Speed of Risk with KPMG</td>
<td>November 15</td>
</tr>
<tr>
<td>December 20</td>
<td>2016 Perspectives and Insights with Patton Boggs</td>
<td>December 20</td>
</tr>
</tbody>
</table>

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*For more information, please contact sales@theiia.org or +1-407-937-1388*
Supporting the Future of Internal Audit – Sponsorships

Understanding, Shaping, and Advancing the Profession Through Research

For nearly four decades, The IIA Research Foundation has provided groundbreaking research conducted by thought leaders in the profession. Through initiatives that explore current issues, emerging trends, and future needs, The Foundation has been a driving force behind the evolution of the profession. As established and prolific thought leaders, organizations such as yours stand ready to contribute a rich pipeline of content and a deep bench of expertise to existing and new research efforts.

From brief issue-based whitepapers to more in-depth research studies, The Foundation is seeking partners like your organization that are at the forefront of issues and trends to support 2016 priorities including, but not limited to:

- The Global Internal Audit Common Body of Knowledge (CBOK) Practitioner Study, topics include:
  - The Skills Most Desired by Internal Audit Managers for Staff
  - Use of Third Parties by Internal Auditing
  - CAE Career Paths
  - Women in Internal Auditing: Representation and Trends
  - Maturity Levels for Internal Audit Departments Around the World

- Evaluation and Incentive Programs for a Changing Internal Audit Market
- Interacting with Audit Committees
- Ethical Pressures Faced by Internal Auditors
- Certifications Held by Internal Auditors
- Quality Assurance and Improvement Program Trends
- IIA Standards: Conformance and Trends

- Organizational Governance: Internal Audit’s Role
- Integrated Reporting

- CBOK Stakeholder Study: will identify and articulate the expectations of executive management, the board/audit committee, and the CEO.

- Data Analytics

- COSO Case Studies

- Ethical Pressures Government Auditors Face: How to Protect Whistleblowers
As a 501(c)(3) nonprofit, The Foundation relies solely on contributions to continue to provide the wealth of information for the internal audit profession through The IIARF Bookstore. It is a resource that is unmatched in the marketplace, having supported the profession through providing:

- **Innovative Research** – Investment into forward-thinking research – theoretical, discipline-based content, emerging issues, and current practices by publishing more than 200 comprehensive studies, with more than 40 available for free download by members.

- **Relevant Educational Products** – Hundreds of educational products that provide internal audit practitioners with current information and guidance.

- **Credibility** – Since 1976, The Foundation’s sole purpose is providing and expanding research and education for the benefit of the internal audit profession, the business and government communities, and the general public.

- **Global Perspective** – Unprecedented access to global internal audit professionals, which can be leveraged for future projects such as the Global Internal Audit Common Body of Knowledge (CBOK) Study.

- **Recognition and Awards** – More than 100 grants and awards since its inception that have supported research by students, educators, IIA chapters and institutes, and other curious minds looking to make a meaningful contribution to the profession.

- **Objectivity** – As the internal audit profession’s global voice, recognized authority, acknowledged leader, chief advocate, and principal educator, The IIA and The IIARF provide independent insight and review by internal auditors from practice, academia, and government.
## IIA Partner Amenities

The Foundation is seeking partners:

<table>
<thead>
<tr>
<th>Partner Amenities for the Research Foundation</th>
<th>Strategic Research Partner $30,000</th>
<th>Research Partner $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Logo in <em>Internal Auditor</em> magazine donor page (65,000 mailed and 100,000 accessed online)</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Company Logo on Retail Bags use by the Bookstore during IIA events (distributed at approximately 20 conferences/events)</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Logo featured on the Bookstore homepage (500,000 annual visitors)</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Tile ad and logo on the Research Foundation website (12 months - 100,000 visitors)</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Link to Partner’s corporate site from Research Foundation</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Priority notification for sponsorship of Research products</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Ability to collaborate on Major Research Projects</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Opportunity for Annual Bookstore presence at Partner’s conferences</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Opportunity to be a featured speaker at select Research Board of Trustees Meetings</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Opportunity to co-brand promotional items for conferences</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Partner Q &amp; A Bookstore Spotlight</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Logo on Signage at IIA sponsored conferences (minimum 6 conferences)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement In Bookstore eSpotlights (45,000 per quarter)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Name listed in select 2016 research publications</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company Name in <em>Internal Auditor</em> magazine donor page (65,000 mailed and 100,000 accessed online)</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Company Name on Retail Bags use by the Bookstore during IIA events (distributed at approximately 20 conferences/events)</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Name featured on the Bookstore homepage (500,000 visitors)</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Name on the Research Foundation website (100,000 visitors)</td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>

All contributions are tax exempt under Section 501(c)(3) of the U.S. Internal Revenue Code

Additional sponsorship options are available should you wish to co-publish a research report with The IIARF or if you wish to fund a specific research project. Inquire for more information.

### Top Sponsors:
- ACL
- Allstate Insurance Company
- CaseWare IDEA
- Chevron Corporation
- Crowe Horwath LLP
- EY
- Exxon Mobil Corporation
- Grant Thornton
- Honda North America
- Illinois Tool Works, Inc.
- J.C. Penney Company, Inc
- Lockheed Martin Corporation
- PwC
- Southern California Edison Co.
Supporting the Future of Internal Audit – Sponsorships

Building the Next Generation of Talent

The IIA’s Academic Relations program works with strategic leaders such as your organization to help promote the study of internal auditing within college and university curriculum. Since 2006, The Internal Auditing Academic Advancement Fund (IAAAF) has supported the needs of the academic and business communities for “internal audit-ready” graduates … graduates who understand internal auditing and can “hit the ground running.” Over $1 million in grants have been distributed to universities around the world to enhance their curricula, provide scholarships, and develop internal auditing programs.

The Internal Audit Academic Awareness Program and The Internal Auditing Education Partnership (IAEP) Program were created to foster stellar learning opportunities in universities for those interested in a career in internal auditing. Currently, 48 universities in 11 countries have endorsed IAEP Programs and curricula. Annually, The IIA hosts the exclusive IAEP Leadership and Networking Retreat bringing together IAEP students, educators, practitioners, and employers for leadership training, educator development, and recruitment opportunities.
The IIA’s Academic Relations efforts continue to grow and impact the next generation of internal auditors worldwide. Choose from two levels of support to help us prepare for the future:

<table>
<thead>
<tr>
<th>Partner Amenities for the Academic Foundation</th>
<th>Strategic Academic Partner $30,000</th>
<th>Academic Partner $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 complimentary registrations and a number of opportunities to interview students at the IAEP Leadership and Networking Retreat</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to co-brand promotional items for distribution at IIA events</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tile ad and logo on the Academic Relations website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Link to Partner’s corporate site from Academic Relations homepage</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ability to collaborate on educational Projects/Products</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to be a featured speaker at select Research Board of Trustees Meetings</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to designate a representative to serve on the IAAAF Board</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary exhibit space at annual IAEP Leadership Retreat</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to sponsor Case Competition at IAEP</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>4 Complimentary registrations and a number of opportunities to interview students at the IAEP Leadership and Networking Retreat</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity for Recognition at IIA Educators Forums</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary attendance at IAEP symposium and forums</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in the Academic Relations educators’ email updates</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listing on the IIA Academic Relations website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on annual Internal Auditor magazine donor ad</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to be a featured guest speaker/lecturer at IAEP schools</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on select printed collateral materials for the 2016 year</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Donor banners at select IIA conferences</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

All contributions are tax exempt under Section 501(c)(3) of the U.S. Internal Revenue Code
Global Events & Sponsorship Opportunities

As a leader in the industry, we invite you to position your organization for success by incorporating IIA professional development conferences into your strategic marketing planning.

IIA conferences offer opportunities to interact with internal audit and risk professionals at every level in the profession. IIA events offer delegates the opportunity to discover the latest audit trends, tools, and techniques, network with peers, and gain valuable knowledge from sponsors and exhibitors.

Each of The IIA’s annual conferences is held at a world-class location, focuses on the most pressing internal audit issues, and maintain its own unique brand. Organizations can select the conference(s) that best align with their target audience and choose from a wide variety of sponsorship types for each conference.

**GENERAL AUDIT MANAGEMENT CONFERENCE**
March 7–9, 2016  
*Gaylord Texan Resort & Convention Center / Dallas-Ft. Worth, TX*

**GAMING & HOSPITALITY CONFERENCE**
April 6–8, 2016  
*The Mirage / Las Vegas, NV*

**IIA/AUDITING ROUNDTABLE ENVIRONMENTAL, HEALTH, AND SAFETY CONFERENCE**
April 10–13, 2016  
*Tempe Mission Palms / Tempe, AZ*

**LEADERSHIP ACADEMY**
April 24–26, 2016  
*Disney’s Yacht Club Resort / Orlando, FL*

**CENTRAL REGIONAL CONFERENCE**
May 1–4, 2016  
*Music City Center/Nashville, TN*
GLOBAL COUNCIL  
July 16–17, 2016  New York, NY

INTERNATIONAL CONFERENCE – IIA 75th Anniversary Celebration!  
July 17–20, 2016  Javits Convention Center / New York, NY

GOVERNANCE, RISK, AND CONTROL CONFERENCE  
an IIA and ISACA collaboration  
Aug. 22–24, 2016  Diplomat Resort & Spa / Ft. Lauderdale, FL

INTERNATIONAL AUDITING EDUCATION PARTNERSHIP PROGRAM NETWORKING RETREAT AND EDUCATOR FORUM  
Sept. 16–18, 2016  Orlando, FL

FINANCIAL SERVICES EXCHANGE  
Sept. 26–27, 2016  Renaissance Downtown Hotel / Washington D.C.

ENVIRONMENTAL, HEALTH, & SAFETY EXCHANGE  
Sept. 28–29, 2016  Renaissance Downtown Hotel / Washington D.C.

ALL STAR CONFERENCE  
Oct. 17–19, 2016  The Mirage / Las Vegas, NV

For more information, visit www.theiia.org/Conferences.
Sponsors & Exhibitors

Past Sponsors and Exhibitors

ACA Compliance Group
ACL
Allgess Inc.
American Public University
Arbutus Software
ARMA International
Assoc. of Certified Fraud Examiners
audimex ag
Baker Tilly Business Services Limited
Barclay Simpson
BDO LLP
Best Practices Compliance
BHBI Consultancy Limited
Birmingham City University
BMI Audit Services LLC
Capital One Financial Corp.
CaseWare Analytics
CBIZ Risk & Advisory Services, LLC
Cimcon Software
CliftonLarsonAllen
COVID Advisory
Compliance Week
Conformance Check Inc.
CPEinteractive
Crowe Horwath LLP
dab GmbH
Dakota Software
Dell SecureWorks
Dell Software
Deloitte & Touche LLP
Dixon Hughes Goodman LLP
DoubleCheck Software
EastPay Advisory Services
enhesa
Entergy Services, Inc.
ERP Maestro Inc.
Experis Finance
EY
Fastpath, Inc.
Fujitsu Computer Products of America
GEICO
Gleim Publications, Inc.
Grant Thornton LLP
Harvest Investments
High Water Advisors
Hitec Laboratories Ltd.
IBM OpenPages
Ideaegn plc
Incisive Software Corporation
InformationActive Inc.
inTelesystems
ISACA
i-Sight/ Customer Expressions Corp
itSMF USA
KPMG
Kroll
LockPath
LP Software Inc.
Magique Galileo Software Ltd
Mainardi & Company
Marcum LLP
Mazars
McGladrey LLP
MEGA
MetricStream Inc.
Meyers Norris Penny LLP
MIS Training Institute
Morgan Kai Group
NACD
Nasdaq B Wise
NEWave
O’Connor Davies LLP
Ogilvy
Onapix
Onspring Technologies
P&G Associates
Personable Inc.
Pondurance LLC
Postlethwaite & Netterville
Powers Resources
PricewaterhouseCoopers
Professional Bank Services
Protiviti
PureCount Inc.
RegScan, Inc.
Remedyne
Resolver
Revenew International
RGP
Robert Half Management Resources
RSA, the Security division of EMC
Rsam
RSM International
SAI Global Compliance
SAP
SC&H
Sharpe Decisions Inc.
Society of Corp. Compliance & Ethics
Sunera LLC
Symantec Corporation
Synchrone Financial
TeamMate
Thomson Reuters Accellus
TraceSecurity
Trinetech, Inc.
Trusted Integration
UFAI
Virima (Aruvio)
Watchful Software
Whitehall Management
Wiley
Winterhawk Consulting
Workiva
WSG Systems Corporation
YCN Group, LLC
IIA Conference Sponsorship Opportunities

Interact with hundreds of audit and risk professionals in one location. Each IIA conference offers the opportunity for face-to-face interaction with decision makers, practitioners, peers, and other leaders in the industry to maximize your investment.

### Exhibitor Package

<table>
<thead>
<tr>
<th>Width X Height</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 feet X 10 feet</td>
<td>$1,500 - $6,950*</td>
</tr>
</tbody>
</table>

Includes:

- One (1) 6’ x 30” table, covered and draped
- Two (2) chairs with one (1) wastebasket
- One (1) extension cord with one (1) power strip and electricity (Except International Conference)
- Two (2) complimentary floor badges for exhibit workers

### Exhibitor Benefits

- Branded easel-back signs in pre-function break areas
- Recognition:
  - Conference Web Page
  - Conference App
- Conference Delegate List:
  - Pre-conference in Exhibitor Package
  - Post-conference (7-10 days post-event)
- Up to two (2) conference session registrations at 50% off regular rate. Excludes GAM, Regional events and International Conference.
- Up to two exhibit staff may take part in morning coffee service, continental breakfasts, breaks and welcome reception within the exhibit hall.

### Sponsor Opportunities

- Continental Breakfast • Technology Center • Customized Sponsorship Opportunities
- Networking Breaks • Conference App • Pad Folio
- Luncheons • Conference Pens • Exhibit Hall Passport
- Exclusive Welcome Reception • Directional Signage • USB
- Name Badge Holders • Conference Tote Bags • Hotel Room Key Cards

### Sponsor Benefits

- Your organization’s logo on conference signage recognizing you as an event sponsor.
- Recognition of your sponsorship at opening general session.
- Your organization’s logo and profile on the conference mobile app.
- Your organization’s logo on the conference website.
- One pre-conference attendee list six weeks prior to the conference in electronic form (includes name, title, organization, city, state).
- One post-conference attendee list two weeks after the conference in electronic form (includes name, title, organization, city, state).

* Rates and sizes vary per conference.
General Audit
Management Conference

March 7–9, 2016
Gaylord Texan Resort & Convention Center / Dallas-Ft. Worth, TX

The essential experience for CAEs and The IIA’s flagship event: bringing together CAEs, audit committee and board members, and financial and executive management from around the world.

Each year the GAM Conference draws over 1,000 executive-level delegates eager to network and learn about emerging technologies and services to add value for their organizations.

Conference Tracks

Sessions are categorized into five educational tracks:

- Assessing Information Technology Risks
- Leading Effectively
- Building High Performance Teams
- Auditing Strategically
- Excelling at the Fundamentals
- In Conversation With...

Attendee Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit Directors</td>
<td>22%</td>
</tr>
<tr>
<td>Chief Audit Executives</td>
<td>38%</td>
</tr>
<tr>
<td>Audit Staff</td>
<td>5%</td>
</tr>
<tr>
<td>Audit Management</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>22%</td>
</tr>
<tr>
<td>Manufacturing/Utilities</td>
<td>21%</td>
</tr>
<tr>
<td>Banking/Finance/Real Estate</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>Retail/Wholesale/Distribution</td>
<td>7%</td>
</tr>
<tr>
<td>Government/Military</td>
<td>7%</td>
</tr>
<tr>
<td>Insurance</td>
<td>6%</td>
</tr>
<tr>
<td>Telecom/Communications</td>
<td>3%</td>
</tr>
<tr>
<td>Gas/Electric</td>
<td>3%</td>
</tr>
<tr>
<td>Lodging/Gaming/Entertainment</td>
<td>3%</td>
</tr>
<tr>
<td>Health Care</td>
<td>3%</td>
</tr>
<tr>
<td>Transportation</td>
<td>2%</td>
</tr>
</tbody>
</table>
Gaming & Hospitality Conference

April 6–7, 2016
The Mirage / Las Vegas, NV

After researching the needs of our members, we're excited to share that the scope of the annual Gaming Conference is being expanded. Beginning in 2016, in addition to providing vibrant and relevant sessions for the Casino & Gaming industry, the conference will include a focus on the Hospitality industry, encompassing front and back of the house operations for hotel and lodging, food and beverage, and event operations.

It will be a world-class educational event specifically for internal audit practitioners in the gaming and hospitality industries and to bring together peers to network, share information, and connect.

Past Gaming Only Attendee Demographics

- 37% Audit Staff
- 13% Audit Directors
- 25% Audit Management
- 18% Other
- 7% Chief Audit Executive
- 63% Lodging/Gaming/Entertainment
- 14% Government/Military
- 12% Other
- 9% Professional Services
- 1% Manufacturing/Utilities
Leadership Conference

April 24–26, 2016
Disney's Yacht Club Resort / Lake Buena Vista, FL

Reach 350 delegates comprising The IIA's newly-elected chapter leaders. These individuals are responsible for influencing, mentoring, and leading more than 70,000 internal audit professionals in the U.S., Canada, and the Caribbean.

Conference Tracks
Sessions are focused on leadership training:

- Leadership
- Short-term and Long-term Planning
- Membership Growth
- Program Development and Execution
- Advocacy
- Marketing and Communications

Attendee Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit Staff</td>
<td>36%</td>
</tr>
<tr>
<td>Audit Directors</td>
<td>15%</td>
</tr>
<tr>
<td>Chief Audit Executives</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

- 25% Banking/Finance/Real Estate
- 21% Government/Military
- 12% Professional Services
- 9% Insurance
- 7% Gas/Electric
- 7% Manufacturing/Utilities
- 5% Health Care
- 4% Telecom/Communications
- 4% Lodging/Gaming/Entertainment
- 3% Retail/Wholesale/Distribution
- 3% Transportation
Central Regional Conference

May 1–4, 2016
Music City Center/Nashville, TN

The IIA and IIA–Nashville Chapter are excited to host the 2016 Central Regional Conference. CAEs, auditors, and audit professionals and sponsors will have the opportunity to learn, share, and network with some of the industry's most respected leaders. Core topics will include governance and risk management, ethics and fraud, information technology, and emerging trends, as well as specialized topics for the governmental and health care industries.

Confirmed Keynote Sessions

- **IIA North American Board Chairman Perspective: The State of Internal Audit** – J. Michael Joyce, Jr., CIA, CRMA, Chief Auditor and Compliance Officer, Blue Cross Blue Shield Association, Chairman, The IIA North American Board
- **What Every Internal Auditor Needs to Know About Cyber Crime** – Scott Augenbaum, Special Agent, Federal Bureau of Investigation
- **Economics of Health Care Reform** – Bill Rutherford, Chief Financial Officer & Executive Vice President, HCA

Educational Tracks

Choose from 32 concurrent sessions, including five specific tracks:

- Mastering the Essentials
- Information Technology
- Fraud, Risk, & Compliance
- Operational Auditing Tools & Techniques
- The IIA's CIA Learning System® Review Course

Attendee Demographics*

*These figures are based on past Regional Conferences held in other regions of the US.
International Conference

75th Anniversary Celebration!

**July 17–20, 2016**
*Javits Convention Center / New York, NY*

The IIA’s annual International Conference is the can’t-miss event for internal auditors the world over and draws 1,000-3,000 delegates each year. In 2016 we celebrate “Internal Audit Rising…75 Years of Progress Through Sharing,” The IIA’s 75th anniversary that will include special celebratory events.

**Educational Program**

The exciting, informative program will focus on timely, global issues and emerging topics in 10 educational tracks, including a Spanish track, plus a dedicated CIA Review track.

- Influential Leadership: A View From the Top
- Emerging Practices: Staying a Step Ahead
- Building the Structure Through Ethics, Governance, and Compliance
- Financial Services: Heightened Expectations Deconstructing Today’s Fraud for Tomorrow’s Controls
- IT: Elevating the Business Experience
- Rising to the Challenge in the Public Sector
- Soaring Above Risk and Exposure (Select Industries)
- Spanish Track: Internal Audit Trends, Issues, and Solutions
- The IIA’s CIA Learning System® Review

**Outstanding Speakers**

The conference features outstanding speakers who continue to make this a world-class event reflective of The IIA’s high standards of excellence.

**Be A Part Of It**

Celebrate The IIA’s 75th anniversary in the city where it all began – New York, NY, USA.

**Attendee Demographics**

- 28% Chief Audit Executives
- 40% Audit Management
- 25% Audit Staff
- 7% Other

For more information, please contact sales@theiia.org or +1-407-937-1388
Governance, Risk, and Control Conference
an IIA and ISACA collaboration

Aug. 22–24, 2016
Diplomat Resort & Spa / Ft. Lauderdale, FL

Governance, Risk, and Control Conference delegates remain at the forefront of their organization’s GRC efforts by tapping into the shared experiences of practitioners who know what it takes to build and lead a high-performing audit function.

Every year the GRC Conference draws 600+ delegates, each of whom is eager to learn about emerging technologies and services to add value for their organizations.

Conference Tracks
Our conferences team is collaborating with ISACA to confirm experienced governance, risk, and control professionals to present at the 2016 Governance, Risk, and Control Conference. Educational tracks will be determined and announced as program content is finalized.

Attendee Demographics
International Auditing Education Partnership Program Networking Retreat and Educator Forum

Sept. 16–18, 2016
Orlando, FL

The IIA’s Academic Relations team hosts an annual Internal Auditing Education Partnership (IAEP) Program Networking Retreat and Educator Forum in Orlando, Fla. Each year, this event is attended by 75–100 students preparing for graduate, actively seeking an opportunity in internal auditing.

This serves to benefit a very specialized audience:

- Students from across the globe exchange ideas and experiences with internal audit educators and corporate partners.
- The Educator Forum provides an opportunity for educators to learn best practices for incorporating internal auditing education in the classroom.
- Participating partners are provided with opportunities to recruit and mentor students preparing for graduation.

Past Participating Corporate Partners:

Deloitte
J.C. Penney Inc.
KPMG
Raytheon Company

Southwest Airlines
TIAA–CREF
Vanguard
Wells Fargo

2015 Student and Educator in Attendance from the Following Universities:

Bentley University
Chulalongkorn University
  (Bangkok, Thailand)
DePaul University
Eastern Michigan University
Georgia State University
Grand Valley State University
Kennesaw State University
Lebanese American University
  (Beirut, Lebanon)
Louisiana State University*
Nanjing Audit University
  (Nanjing, China)
Northern Illinois University
Old Dominion University
Seattle University St. Cloud
State University
University at Buffalo - The State University of New York
University of Alabama at Birmingham
University of Houston*
University of Kentucky
University of Nevada - Las Vegas
University of New Orleans
University of North Texas
University of Pretoria (Pretoria, South Africa)*
University of Texas at Austin
University of Texas at Dallas*
Utah Valley University

*IAEP Centers for Internal Auditing Excellence.
Financial Services Exchange

Sept. 26–27, 2016
Renaissance Downtown Hotel / Washington D.C.

The 2015 Financial Services Exchange, a sold-out inaugural event, brought together over 400 professionals in the financial services industry with regulators and legislators to connect, collaborate, evolve, and prepare to meet heightened standards for internal audit across all financial services sectors.

In 2016, two days of learning and connecting will continue with delegates going back to their organizations with new ideas, new contacts, and new inspiration to exceed shareholder expectations.

Conference Tracks
Sessions are categorized into three educational tracks, which are subject to change:

- Practitioner (Practice) Sharing
- General topics to include insurance and investments
- CAE and senior management focused

Attendee Demographics

- 61% Banking & Financial Institutions
- 26% Insurance Carriers, Agents, Services
- 7% Public Accounting/Accounting/Bookkeeping Services
- 4% Other Credit Agencies
- 2% Holding Investment Companies
All Star Conference

Oct. 17–19, 2016
The Mirage / Las Vegas, NV

All Star delegates invest in learning from the “best of the best”! The All Star Conference features encore presentations from The IIA’s highest-rated speakers on a variety of topics and draws 400–500 delegates each year. Celebrating 12 years in 2016!

As professionals who invest in “the best of the best,” All Star Conference delegates are eager to learn about emerging technologies and services to add value for their organizations.

Conference Tracks

Our conferences team is hard at work tabulating attendee-ranked best of the best presenters for the 2016 All Star Conference. Educational tracks will be determined and announced as program content is finalized.

Attendee Demographics

![Attendee Demographics Chart]

- 24% Audit Staff
- 16% Audit Management
- 18% Other
- 19% Chief Audit Executives
- 16% Audit Directors

- 15% Banking/Finance/Real Estate
- 13% Manufacturing/Utilities
- 12% Professional Services
- 16% Other
- 10% Government/Military
- 7% Insurance
- 8% Retail/Wholesale/Distribution
- 6% Health Care
- 4% Gas/Electric
- 3% Lodging/Gaming/Entertainment
- 3% Transportation
- 2% Telecom/Communications

For more information, please contact sales@theiia.org or +1-407-937-1388
IIA Advertising Policy

The Institute of Internal Auditors’ products and services are published, implemented, produced, and distributed to promote the internal audit profession and The IIA, as well as to educate practitioners and others involved in the community. Through advertisements, The Institute offers external goods and services that might benefit and be of interest to its members and readers as long as the nature of the goods and services is not deemed illegal or offensive.

All advertising with The IIA — regardless of placement — is subject to the approval of the Publisher, who reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time for any reason.

Appearance in an IIA product or promotional material does not guarantee or constitute endorsement of the advertiser’s product, service, or company by The Institute. This practice applies to sponsors as well as organizations that are not sponsors.

ADVERTISING OPPORTUNITIES 2016
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Fax: +1-407-937-1101
sales@theiia.org | www.theiia.org