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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 185,000 members representing around 170 countries and territories. 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
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

- 30% Finance and Insurance
- 17% Public Administration
- 11% Professional, Scientific and Technical Services
- 11% Manufacturing
- 4% Educational Services
- 4% Information
- 4% Health Care and Social Assistance
- 3% Utilities
- 3% Retail Trade
- 2% Transportation and Warehousing
- 2% Other Services (except Public Administration)
- 2% Mining, Quarrying, and Oil and Gas Extraction
- 1% Arts, Entertainment, and Recreation

North American Reach
75,000+ U.S. Members
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 reaching over 110,000 members.
- *Internal Auditor* magazine consistently is rated a top member benefit.
- 70.2 percent read the print edition.
- “70 percent of adults in the U.S. read a print magazine in the last 30 days, and 51 percent read at least two.” (Source: 2016 Mequoda American Magazine Reader Study & Handbook)
- “Multi-platform magazine consumers (print and digital) are growing in number, up 32 percent since 2015.” (Source: 2016 Mequoda American Magazine Reader Study & Handbook)
- (Source: 2016 Mequoda American Magazine Reader Study & Handbook)
- 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 making more than 9.5 million member impressions annually.
- All of the latest IIA news, thought leadership, and publications are delivered first to our members via email.
- *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 provide more targeted and cost-effective options.
Video

- Nearly 85,000 visits and 200,000 video views annually on Audit Channel®.
- Nearly 500 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 released more than two dozen reports focused on the profession’s emerging issues in areas including the future of internal auditing, governance, global perspective, management, risk, standards, talent, and technology.
- 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.
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 80,000 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

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

**Print**
- 93.9% rate credibility of articles as good to excellent.
- 90% rate credibility of authors as good to excellent.

**InternalAuditor.org**
- 82% rate credibility of articles as good to excellent.
- 80% rate credibility of authors as good to excellent.
Internal Auditor Magazine

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.

<table>
<thead>
<tr>
<th><strong>Internal Auditor Print</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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 Media &amp; Publishing.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>InternalAuditor.org</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>InternalAuditor.org delivers the internal audit news and information members need in a user-friendly, responsive format. The site features exclusive blog commentary, video coverage, and feature articles aimed at providing audit professionals with relevant, practical content on the profession. Advertising packages include options for ad placement throughout the site or across the Voices blog section. The site fills the void between printed editions, keeping 67% of readers visiting monthly or more frequently.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Internal Auditor Digital</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Internal Auditor App</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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 recent InternalAuditor.org postings, the app provides the opportunity for more targeted exposure and engagement.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Spanish Digital</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

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 Engaging, User-friendly** – Clean, appealing design, with integrated video content.

• **Timely, Practical Information** – Articles on topics of interest — including governance, risk, fraud, and technology — keep readers connected to what’s trending and at the forefront of the profession.

• **Mobile-accessible** – Web pages are streamlined and responsive, accessible from any kind of mobile device whenever and wherever.

• **Intuitive, Optimized Search** – A powerful search function and content filtering system enable readers to explore news and insights that matter most. Plus, the magazine’s digital replica edition provides access to Internal Auditor’s extensive archive, dating back to February 2004.

• **Social Sharing** – Commenting and social sharing lets readers be part of the conversation and share insights with their colleagues, stakeholders, and social media followers.

• **Logical Structure** – Content is organized by topic so readers can gather insight according to their preferences.

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2017 Editorial Calendar

**February**

**Trusted Adviser/Leadership**

Cover: Are You Auditing the Wrong Things?

Other Articles: Breaking Down the Standards; Key Attributes of Outstanding Internal Auditors (Chambers book)

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**April**

**Business Continuity**

Cover: Internal Audit’s Role in Making the Organization More Resilient

Other Articles: Use of Maturity Models in Internal Audits; Aligning with Company Strategy and Business Objectives

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**June**

**Auditing Culture**

Cover: Public Sector Auditors Under Siege

Other Articles: The Foundational Elements of a Strong Corporate Culture; The Dynamics of Interpersonal Behavior; NA Board Chairman

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**August**

**Integrated Auditing**

Cover: Expectations/Education of the Generalist Auditor Today and Tomorrow (Tech Focus)

Other Articles: Ethical Issues in the Collection, Use, and Analysis of Data; Integrating Technology Into Audit Processes; Global Board Chairman

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**October**

**Emerging Leaders**

Cover: Emerging Leaders

Other Articles: Internal Audit’s Role as an Educator; Developing Business Acumen Within the Audit Function

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**December**

**Privacy**

Cover: Protecting Employee Personal Information

Other Articles: The Risks With Reporting Beyond the Numbers; When Recommendations Go Unaddressed
Internal Auditor Magazine

Advertising Opportunities

Advertising Rates

<table>
<thead>
<tr>
<th>Print (6 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>Full Page / Four Color Print Ad</td>
<td>$5,195</td>
<td>$5,495</td>
<td>$5,795</td>
</tr>
<tr>
<td>Run of Press Placement</td>
<td>$6,195</td>
<td>$6,495</td>
<td>$6,795</td>
</tr>
<tr>
<td>“Prime” Position</td>
<td>$6,195</td>
<td>$6,495</td>
<td>$6,795</td>
</tr>
<tr>
<td>“Feature Well” Position (align with featured editorial or cover story)</td>
<td>$6,695</td>
<td>$6,995</td>
<td>$7,295</td>
</tr>
</tbody>
</table>

Ask about half page ad rates.

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

<table>
<thead>
<tr>
<th>Internal Auditor Mobile App</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Banner Ads</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 2016, 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>
</tr>
</thead>
<tbody>
<tr>
<td>Page Size</td>
</tr>
<tr>
<td>Full Page Live Area</td>
</tr>
<tr>
<td>Final Trim</td>
</tr>
<tr>
<td>Bleed</td>
</tr>
<tr>
<td>Half Page Horizontal</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 (Preferred over other applications)</td>
<td>High Resolution PDF (Preferred over other applications)</td>
</tr>
<tr>
<td>InDesign</td>
<td>Photoshop</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.

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

Advertising Opportunities and Specifications

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>X</th>
<th>Height</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Eblast Sponsorship</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Banner</td>
<td>390 pixels</td>
<td></td>
<td>70 pixels</td>
<td>*</td>
</tr>
<tr>
<td>Tile Ads with Text</td>
<td>186 pixels</td>
<td></td>
<td>186 pixels</td>
<td>*</td>
</tr>
<tr>
<td><strong>Rectangle Feature</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>180 pixels</td>
<td></td>
<td>150 pixels</td>
<td>*</td>
</tr>
<tr>
<td><strong>Leaderboard</strong></td>
<td>600 pixels</td>
<td></td>
<td>90 pixels</td>
<td>*</td>
</tr>
</tbody>
</table>

| **Web Advertising**   |          |         |        |                |
| Top Banner Ad         | 468 pixels|         | 60 pixels| Static or 3 loop limit |
| Premium Tile Ad       | 300 pixels|         | 250 pixels| Static or 3 loop limit |
| Voice Article Page Blog Tile Ad | 300 pixels |         | 250 pixels| Static or 3 loop limit |
| Homepage Skyscraper   | 160 pixels|         | 600 pixels| Static or 3 loop limit |

<table>
<thead>
<tr>
<th><strong>Internal Auditor Online/App Space &amp; Materials Deadlines</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Eblast Date</strong></td>
</tr>
<tr>
<td>1st Wednesday of month</td>
</tr>
<tr>
<td><strong>Web and App Ad Date</strong></td>
</tr>
<tr>
<td>1st of each month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Internal Auditor App Ad Specs</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Type</strong></td>
</tr>
<tr>
<td>Small</td>
</tr>
<tr>
<td>Phone: Home screen, RSS articles, Search results, Magazine article text, Bookmarks iPad: RSS articles, Search results, Magazine article text, Bookmarks, Table of Contents Android: Home screen, Search results, Magazine article text, Bookmarks</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>iPad Portrait Mode: Bottom of Issues screen, live feeds (RSS) listing</td>
</tr>
<tr>
<td>Large</td>
</tr>
<tr>
<td>iPad Landscape Mode: Bottom of Issues screen, live feeds (RSS) listing</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

66% Print

Total page views for InternalAuditor.org in 2016 were 1.2 million or 100,000 a month.

The availability of linked tile ads means proven exposure to decision makers from around the world.
Internal Auditor Magazine Eblast Ad Placement

Top Banner

Inline Sponsorship

Ad with Text

Title Ads with Text

Leaderboard

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

- Weekly IIA SmartBrief, delivered to 20,000+ practitioners, features a collection of current news from a variety of outlets.
- Monthly IIA Financial Services SmartBrief features current news affecting the financial services sector, and delivers to 19,000+ financial services members only.
- Monthly Government Auditor SmartBrief features current news affecting the government/public sector, and delivers to 10,000+ government members only.
- Monthly IIA Global SmartBrief features global news and delivers to 7,000+ international members. Please contact institute.relations@theiia.org to learn more about this advertising opportunity.

*I Not applicable to specialty editions.

IIA SmartBrief Ad Specs & Pricing

<table>
<thead>
<tr>
<th>Frequency: Weekly – Every Thursday</th>
<th>Leaderboard</th>
<th>Rectangle Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$4,500 / Monthly</td>
<td>$4,000 / Monthly</td>
</tr>
</tbody>
</table>

A snapshot from leading global news sources covering market news and issues affecting internal auditors and their stakeholders.
Departments include: Top News, Internal Audit Watch, Risk & Compliance, Fraud & Ethics, and Technology.

<table>
<thead>
<tr>
<th>Financial Services; Government; Global SmartBriefs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: Monthly – Third Tuesday</td>
</tr>
<tr>
<td>Leaderboard*</td>
</tr>
<tr>
<td>$1,800 Per Issue*</td>
</tr>
<tr>
<td>Rectangle Ad</td>
</tr>
<tr>
<td>$1,500 Per Issue*</td>
</tr>
</tbody>
</table>

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

SPACE RESERVATIONS:
For specialty issues (Financial Services; Gaming; Government; Global) 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, copy block with title, and URL will be accepted for the entire month’s run. Space reservations are due 20 business days prior to a month’s first 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

IIA Financial Services SmartBrief
The smarter way to top off the Internal Audit profession

INTERNAL AUDIT WATCH
Report: Internal audit has key role in digital-advice algorithms

Financial and tech executives are realizing that new technologies, when used thoughtfully, can be powerful new tools for the internal audit function. This report explores how the internal auditor can leverage new technology to enhance and strengthen its role. The report includes case studies of companies that have implemented IT audit methodologies and strategies to address new risks.

Money Management (Australia) (9/20)

The Millennial Auditor – Understanding and Managing the Next Generation
Is your department prepared with the flexibility, policies, and technology to attract and manage the next generation of internal auditors?

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

2017 IIA Media Kit / 17
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.

**IIA Connection – For the Informed Internal Auditor**
- **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**
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</td>
<td>150</td>
<td>$1,500</td>
</tr>
<tr>
<td>Headline - 20 characters</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body content - 50 characters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call to action - 15 characters including spaces</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>600</td>
<td>90</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

A maximum of three ads are available in each issue.

### IIA Connection Deadlines

<table>
<thead>
<tr>
<th>Eblast Date**</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every second Tuesday</td>
<td>20 business days prior to ebblast date</td>
<td>15 business days prior to ebblast 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>
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<td>$3,000</td>
</tr>
<tr>
<td>Tile Ad Plus Text</td>
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<td>pixels</td>
<td></td>
</tr>
<tr>
<td>4-6 word heading / 50 word description and URL</td>
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</tbody>
</table>

### CAE Bulletin Materials Deadlines

<table>
<thead>
<tr>
<th>Eblast Date</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every other Wednesday of month</td>
<td>15th of month prior</td>
<td>20th of month prior</td>
</tr>
</tbody>
</table>

**Subject to change without notice.

Global Connecting and Engaging Online – Web Opportunities
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 10.2 million page views and 2.8 million visits annually.

IIA home page advertising as well as the Audit Career Center™, The IIA Bookstore, American Center for Government Auditing®, Financial Services Audit Center and specialty center portals.

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

2.8M Visits Per Year

240K Visits Per Month

10.2M Page Views Per Year

4.27 min. Duration of Visits

51% of Visits From North America

49% of Visits From Outside North America

Homepage Headline

Homepage Right Rail Tile Ad
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 territories 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.
# Online Web

## Advertising Opportunities and Specifications

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

<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>
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</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.

For more information, please contact sales@theiia.org or +1-407-937-1388
IIA Bookstore (powered by the Internal Audit Foundation) – 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 Bookstore website, which is the retail site for Internal Audit Foundation-published educational products and research reports, as well as third-party providers.

NEW! A new store platform provides 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.
Audit Executive Center

Today’s chief audit executives (CAEs) must lead an internal audit activity that produces insightful, proactive, and future-focused outcomes. Developed to support CAEs, the Audit Executive Center empowers its participants to satisfy the growing expectations of their stakeholders by providing tools and resources focused on their unique and ever-demanding role.

8,000+ CAEs and senior executives and staff have access to these exclusive benefits. Home page advertising and other advertising opportunities are available.

Industry News/Insights —
Biweekly CAE Bulletin,
Monthly What’s New
e-letter, Knowledge Briefs,
Peer Request Flash Survey
Reports, Podcasts, and Blogs

Professional
Development —
CAE Forum at The IIA’s
General Management
Conference™ (GAM™),
webinars

Networking —
Virtual and on-site
roundtables
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.
Financial Services Audit Center

The Financial Services Audit Center is the premier resource for financial services auditors. Members from the banking, insurance, and asset management access high-quality professional development through the Center’s exclusive webinars, and thought leadership from the Knowledge Briefs and Audit Focus reports. The Financial Services Exchange is the signature networking event that brings internal audit leaders, policy makers, and regulators together for highly interactive knowledge sharing.

Center members have access to these exclusive benefits through a web portal. Home page advertising and other advertising opportunities are available.
Environmental, Health, & Safety Audit Center

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

Since its launch in 2011, Audit Channel has become one of The IIA’s most popular services by delivering timely and relevant content to practitioners worldwide through video with more than 50 videos available with over 250,000 video views and 50,000 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 Advocacy & News; Chambers on the Profession; Conferences & Seminars; Industry Spotlight; Leadership & Career Development; Member Value; Thought Leadership & Research. Topics are: Fraud & Ethics, GRC, Internal Audit Activity, Regulatory & Compliance; Technology

NEW! Audit Channel is now on the Ooyala platform that provides multiple advertising opportunities and 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.
# Web and Online Video

## Advertising Opportunities and Specifications

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<thead>
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<th>Ad Type</th>
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<tr>
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<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width X Height</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
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<td>Tile Ad*</td>
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</tr>
<tr>
<td>Skyscraper</td>
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<table>
<thead>
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<td>Channel Landing Tile*</td>
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<td>460 pixels X 180 pixels*</td>
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<td><strong>Centers</strong></td>
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<td>Home Page Headline*</td>
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<td>Right Rail Ad*</td>
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</table>

<table>
<thead>
<tr>
<th>Ad Run Date</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
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</thead>
<tbody>
<tr>
<td><strong>Space &amp; Materials Deadlines</strong></td>
<td></td>
<td></td>
</tr>
<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 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 Foundation 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.*

<table>
<thead>
<tr>
<th>Member-only Webinars</th>
<th>Frequency</th>
<th>Length</th>
<th>Average Attendance</th>
<th>Per Event</th>
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<tr>
<td></td>
<td>Monthly</td>
<td>60 minutes</td>
<td>5,000</td>
<td>$4,000</td>
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</tbody>
</table>

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

The IIA’s specialty groups and centers service over 20,000 members focusing on specific industry trends, best practices, and knowledge-sharing opportunities:

- Audit Executive Center – 7,000+ CAEs and staff
- American Center of Government Auditing – 10,000+ government auditors
- Financial Services Audit Center – 3,500+ financial services auditors
- Gaming – 1,4+ gaming practitioners
- Environmental, Health, & Safety Audit Center – 500+ EHS practitioners

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

Webinar Inclusions

(Subject to Change)

- Reminder eblasts with sponsor listings.
- Flash commercial with audio prior to broadcast (preferred) or PowerPoint (PPT) slides.
- Customized question for post-event survey.
- Inclusion of reference materials.
- List of CAE, director, and manager level attendees name, title, organization, city, state, and ZIP code.

Members-only Viewer Profile

- 6% Chief Audit Executives
- 7% Directors
- 22% Management
- 24% Other
- 41% Audit Staff
- 6% Outside North America
- 10% Canada
- 84% United States

For more information, please contact sales@theiia.org or +1-407-937-1388
The great majority of industry-center webinars will be pre-recorded. They will be posted to the respective sites for 30 days and then on the OnDemand platform for purchase.

| CAE, EHS, Financial Services, Gaming, and Government Group Webinars |
|---------------------|-----------------|-----------------|-----------------|
| Frequency           | Length          | Average Attendance | Per Event       |
| Up to eight times annually | 60 minutes     | 500-2,000         | $2,500          |

<table>
<thead>
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<th>Webinar Specs</th>
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<tr>
<td>Ad Type Width X Height Specs</td>
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<td>Initial Eblast/Tile Ad and URL link</td>
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<tr>
<td>Reminder Eblasts</td>
</tr>
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<td>Flash Commercial with Audio (Preferred)</td>
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<td>- MP4 (H.264) or FLV (VP6)</td>
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<td>- Frame size 640x480</td>
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<tr>
<td>- Data Rate 500Kbps</td>
</tr>
<tr>
<td>- Frame Rate 15fps or less</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>
<thead>
<tr>
<th>Space &amp; Materials Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Run Date</td>
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<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.

2017 Members-only Webinars
Scheduled 1:00 p.m. ET. Dates and topics subject to change without notice.

| January 17 | Data Analytics |
| February 21 | Leadership |
| March 15 | ERM |
| April 21 | Technology |
| May 18 | Fraud |
| June 16 | Communications/Auditing Culture |
| July 20 | Third-party Risk |
| August 18 | Quality Assessment |
| September 19 | Ethics |
| October 17 | Team Development |
| November 21 | Technology |
| December 19 | Regulations |

2017 Financial Services Webinar Topics
- Co-coordinating the 3 lines of defense
- Leading Audit Committee Practices & Internal Audit Reporting
- Auditing Capital Management and Liquidity
- Data Analytics
- Internal Audit’s role in Validating MRAs
- GRC Implications for Internal Audit
- Talent Management
- Auditing Change Management
- Auditing Risk Culture

Dates to be determined. Check with your sales rep on topics and dates for gaming, government, and environmental, health, and safety webinars.
Supporting the Future of Internal Audit – Sponsorships

Understanding, Shaping, and Advancing the Profession Through Research

For over four decades, the Internal Audit 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 white papers 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 2017 priorities including, but not limited to:

- Trusted Advisors: Key Attributes of Outstanding Internal Auditors
- Internal Audit-Capability Model (IA-CM) (for all sectors)
- QA Manual
- The first book in a brand new Leadership Series
- Best Practices: Auditing Culture
- Managing Risk in Uncertain Times: Leveraging COSO’s New ERM Framework
- Strategic Risk Management: A Primer for Internal Audit Success
- Internal Auditing of Anti-corruption Programs
As a 501(c)(3) nonprofit, The Foundation relies solely on contributions to continue to provide the wealth of information for the internal audit professional through the IIA 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 50 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 Internal Audit Foundation 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 Internal Audit 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 Internal Audit Foundation website (100,000 annual visitors)</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Link to Partner’s corporate site from Foundation</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Priority notification for sponsorship of Foundation 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 2017 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 annual visitors)</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Name on the Internal Audit Foundation website (100,000 annual visitors)</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

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

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**Top Sponsors:**

- ACL
- Allstate Insurance Company
- CaseWare IDEA
- Chevron Corporation
- Crowe Horwath LLP
- Deloitte
- EY
- Exxon Mobil Corporation
- Grant Thornton
- Honda North America
- Illinois Tool Works, Inc.
- J.C. Penney Company, Inc
- Lockheed Martin Corporation
- Protiviti
- PwC
- Raytheon
- Robert Half
- RSM
- Southern California Edison Co.
- Wolters Kluwer

All contributions are tax exempt under Section 501(c)(3) of the U.S. Internal Revenue Code.
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 Foundation 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 $1.5 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 Conference 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:

### Top Sponsors:
- ACL
- Allstate Insurance Company
- Audimation – IDEA
- CaseWare
- Crowe Horwath
- Deloitte
- EY
- Grant Thornton
- Houghton Mifflin Harcourt
- J.C. Penney Company, Inc
- KPMG
- Microsoft Corporation
- Protiviti
- PwC
- Raytheon Company
- RSM
- Southwest Airlines
- TIAA
- Vanguard
- Wells Fargo Audit and Security
- Wolters Kluwer

<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 Conference</td>
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<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 Internal Audit Foundation’s academic fund Board</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary exhibit space at annual IAEP Leadership Conference</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 Conference</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity for recognition at IIA Educators Forums</td>
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<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 2017 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 20–22, 2017  *Gaylord Palms Resort and Convention Center / Orlando, FL*

**GAMING & HOSPITALITY CONFERENCE**
April 19–20, 2017  *The Mirage / Las Vegas, NV*

**LEADERSHIP ACADEMY**
April 23–25, 2017  *Disney’s Yacht Club Resort / Orlando, FL*

**WESTERN REGIONAL CONFERENCE**
June 6–9, 2017  *Anaheim Marriott / Anaheim, CA*

**INTERNATIONAL CONFERENCE**
July 23–26, 2017  *International Conference Centre Sydney / Sydney, Australia*
GOVERNANCE, RISK, AND CONTROL CONFERENCE
an IIA and ISACA collaboration
August 16–18, 2017 Gaylord Texan Resort / Grapevine, TX

INTERNATIONAL AUDITING EDUCATION PARTNERSHIP PROGRAM
NETWORKING RETREAT AND EDUCATOR FORUM
Sept. 16–18, 2017 Orlando, FL

ENVIRONMENTAL, HEALTH, & SAFETY EXCHANGE-EAST COAST
Sept. 11–12, 2017 Hyatt Regency St. Louis / St. Louis, MO

SOUTHERN REGIONAL CONFERENCE
Sept. 17–20, 2017 Hilton Austin / Austin, TX

FINANCIAL SERVICES EXCHANGE
Sept. 18–19, 2017 Renaissance Downtown Hotel / Washington D.C

ALL STAR CONFERENCE
Oct. 9 – Nov. 1, 2017 Bellagio Hotel / Las Vegas, NV

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

Past Sponsors and Exhibitors

ACA Compliance Group
ACL
Allgress Inc.
American Public University
Arbutus Software
ARMA International
Assoc. of Certified Fraud Examiners
audimex ag
Baker Tilly Business Services Limited
Barclay Simpson
BDG 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
CohnReznick
Columbus Advisory Sdn Bhd
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
Ideagen plc
Incisive Software Corporation
InformationActive Inc.
inTelesystems
ISACA
i-Sight/ Customer Expressions Corp
iSMF USA
KPMG
Kroll
LockPath
LP Software Inc.
Magique Galileo Software Ltd
Mainardi & Company
Marcum LLP
Mazars
MEGA
MetricStream Inc.
Meyers Norris Penny LLP
MIS Training Institute
Morgan Kai Group
NACD
Nasdaq B Wise
NEWave
O’Connor Davies LLP
Ogilvy
Onapsis
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
Synchrony Financial
TeamMate
Thomson Reuters
TraceSecurity
Trintech, 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.

<table>
<thead>
<tr>
<th>Exhibitor Package</th>
<th>Width</th>
<th>Height</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Space</td>
<td>10 feet X</td>
<td>10 feet</td>
<td>$1,500 - $7,950*</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 signage 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. (Badges for additional staff may be purchased.)

Sponsor Opportunities

- Continental Breakfast
- Hotel Room Key Cards (where available)
- Customized Sponsorship Opportunities
- Networking Breaks
- Conference App
- Padfolio
- Luncheons
- Conference Pens
- Exhibit Hall Passport
- Exclusive Welcome Reception
- Directional Signage
- USB
- Technology Lounge
- Conference Tote Bags
- Lanyards

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 20–22, 2017
Gaylord Palms Resort and Convention Center / Orlando, FL

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 six educational tracks:

- Mitigating Risk in Information Technology
- Meeting Evolving Stakeholder Expectations
- Supporting Governance and Addressing Risk
- Delivering Innovation in Internal Audit
- Maximizing Talent and Resources
- In Conversation With...

Audit Executive Center pre-conference events - by invitation only. Talk to your advertising rep.

Attendee Demographics

- 22% Chief Audit Executives
- 21% Audit Directors
- 16% Audit Management
- 11% Audit Staff
- 30%

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Finance and Insurance</td>
<td>34%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>10%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>8%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>8%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>5%</td>
</tr>
<tr>
<td>Information</td>
<td>5%</td>
</tr>
<tr>
<td>Utilities</td>
<td>5%</td>
</tr>
<tr>
<td>Management of Companies</td>
<td>5%</td>
</tr>
<tr>
<td>Healthcare and Social Assistance</td>
<td>3%</td>
</tr>
<tr>
<td>Transportation</td>
<td>3%</td>
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<tr>
<td>Manufacturing</td>
<td>8%</td>
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Exhibit Rate

<table>
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<tbody>
<tr>
<td>$6,650</td>
<td>$6,950</td>
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</table>
Gaming & Hospitality Conference

April 19–20, 2017
The Mirage / Las Vegas, NV

The Gaming & Hospitality Conference will continue to leverage the 19-year brand recognition of the Gaming Conference with a focus on the Gaming/Casino industry, plus include sessions focused on topics for internal auditors in the hospitality industry as well.

The program will provide interactive and relevant sessions for hospitality, casino, and gaming industries that will address success stories, challenges, opportunities, tangible action items and takeaways on a variety of topics ranging from cybersecurity, data analytics, emerging technology including payment technology, mobile applications, fantasy sports betting, and internet gaming; fraud, labor compliance, auditing the marketing function, and technical audit skills; front and back of the house operations for hotel and lodging, food and beverage, and event operations.

Attendee Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Chief Audit Executive</td>
<td>10%</td>
</tr>
<tr>
<td>Audit Directors</td>
<td>10%</td>
</tr>
<tr>
<td>Audit Management</td>
<td>17%</td>
</tr>
<tr>
<td>Audit Staff</td>
<td>38%</td>
</tr>
<tr>
<td>Other</td>
<td>25%</td>
</tr>
<tr>
<td>71% Gaming, Arts, Entertainment, and Recreation</td>
<td></td>
</tr>
<tr>
<td>11% Public Administration</td>
<td></td>
</tr>
<tr>
<td>7% Finance and Insurance</td>
<td></td>
</tr>
<tr>
<td>3% Accommodation and Food Services</td>
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</tr>
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Exhibit Rate

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
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<td></td>
<td>$2,250</td>
</tr>
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</table>
Leadership Conference

April 23–25, 2017
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>Chief Audit Executives</td>
<td>15%</td>
</tr>
<tr>
<td>Audit Directors</td>
<td>15%</td>
</tr>
<tr>
<td>Audit Management</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Banking/Finance/Real Estate</td>
<td>25%</td>
</tr>
<tr>
<td>Government/Military</td>
<td>21%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>12%</td>
</tr>
<tr>
<td>Insurance</td>
<td>9%</td>
</tr>
<tr>
<td>Gas/Electric</td>
<td>7%</td>
</tr>
<tr>
<td>Manufacturing/Utilities</td>
<td>7%</td>
</tr>
<tr>
<td>Health Care</td>
<td>5%</td>
</tr>
<tr>
<td>Telecom/Communications</td>
<td>4%</td>
</tr>
<tr>
<td>Lodging/Gaming/Entertainment</td>
<td>4%</td>
</tr>
<tr>
<td>Retail/Wholesale/Distribution</td>
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</tr>
<tr>
<td>Transportation</td>
<td>3%</td>
</tr>
</tbody>
</table>

Exhibit Rate

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Rate</th>
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<tr>
<td>After 1/1/17</td>
<td>$3,975</td>
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</table>
Regional Conferences

WESTERN REGIONAL CONFERENCE
June 6–9, 2017
Anaheim Marriott / Anaheim, CA

SOUTHERN REGIONAL CONFERENCE
Sept. 17–20, 2017
Hilton Austin / Austin, TX

The IIA and IIA–Anaheim and Austin Chapters are excited to host the 2017 Regional Conferences. 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. Your IIA advertising rep can provide specific program details when they come available for each conference.

Attendee Demographics*

- 45% Audit Staff
- 13% Audit Directors
- 8% Chief Audit Executives
- 17% Audit Management
- 17% Other

- 22% Finance and Insurance
- 16% Healthcare and Social Assistance
- 15% Manufacturing
- 12% Public Administration
- 7% Retail Trade
- 6% Educational Services
- 4% Professional, Scientific, and Technical Services

*These figures are based on past Regional Conferences held in regions throughout the US.

<table>
<thead>
<tr>
<th>Western Exhibit Rate</th>
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<th>After 1/1/17</th>
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<tbody>
<tr>
<td></td>
<td>$4,100</td>
<td>$4,350</td>
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</table>

<table>
<thead>
<tr>
<th>Southern Exhibit Rate</th>
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<th>After 1/1/17</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3,600</td>
<td>$4,000</td>
</tr>
</tbody>
</table>
International Conference

July 23–26, 2017
International Conference Centre Sydney / Sydney, Australia

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 2017 we’ll L.I.V.E. the Global Experience (Leadership. Innovation. Value. Effectiveness.) in beautiful Sydney, Australia.

Educational Program

The exciting, informative program will focus on timely, global issues and emerging topics in 11 educational tracks, plus a dedicated CIA Exam Review track.

1. People And Relationships: Reinventing The Personality Of Internal Audit
2. Practice Management: Creating Innovation And Effectiveness
3. Case Studies: Auditing In Motion
5. IT Auditing: Addressing Digital Risks And Opportunities
6. Risk Management: Building New Value
7. Public Sector: Delivering Value For The Community
8. Financial Services: Taking The Lead On Good Governance
10. Audit And Risk Committee Forum
11. CIA Exam Review: Prepare To Pass

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.

Attendee Demographics

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

**Aug. 16–18, 2017**
*Gaylord Texan Resort / Dallas-Ft. Worth, TX*

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.

### Attendee Demographics

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>5%</td>
</tr>
<tr>
<td>Information</td>
<td>6%</td>
</tr>
<tr>
<td>Utilities</td>
<td>7%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>9%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>10%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>10%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>36%</td>
</tr>
<tr>
<td>Audit Directors</td>
<td>7%</td>
</tr>
<tr>
<td>Chief Audit Executives</td>
<td>8%</td>
</tr>
<tr>
<td>Audit Management</td>
<td>13%</td>
</tr>
<tr>
<td>Audit Staff</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>55%</td>
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</table>

### Exhibit Rate

<table>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,500</td>
<td>$5,750</td>
</tr>
</tbody>
</table>
International Auditing Education Partnership Program Networking Conference and Educator Forum

Sept. 16–18, 2017
Orlando, FL

The IIA’s Academic Relations team hosts an annual Internal Auditing Education Partnership (IAEP) Program Networking and Educator Forum in Orlando, Fla. Each year, this event is attended by 75–100 students preparing for 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
- Vanguard
- Wells Fargo

2016 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 are bolded.
Financial Services Exchange

**Sept. 18–19, 2017**
*Renaissance Downtown Hotel / Washington D.C.*

The Financial Services Exchange brings 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 2017, 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.

**Attendee Demographics**

- 18% Chief Audit Executives
- 17% Audit Staff
- 23% Audit Directors
- 21% Other
- 21% Audit Management
- 5% Other industries
- 3% Management of Companies and Enterprises
- 2% Professional, Scientific, and Technical Services

**Finance & Insurance** 90%

**Exhibit Rate**

<table>
<thead>
<tr>
<th>Before 1/1/17</th>
<th>After 1/1/17</th>
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</thead>
<tbody>
<tr>
<td>$5,500</td>
<td>$5,750</td>
</tr>
</tbody>
</table>
Environmental, Health and Safety Exchanges

EAST COAST
Sept. 11–12, 2017
Hyatt Regency / St. Louis, MO

The Environmental, Health & Safety Exchange (EHSE), presented by The IIA’s Environmental, Health & Safety Audit Center, is the premier conference dedicated to the development and professional practice of environmental, health and safety (EHS) auditing. No other conference offers audit professionals more high-quality, specialized training, professional networking opportunities with industry peers, and the ability to share knowledge and insights on key issues with industry regulators.

EHS auditors include audit professionals in the construction, food processing, government, manufacturing, transportation, and professional service sectors and are increasingly needed in other business lines including enterprises that engage in health services and retail sales. Within these heavily regulated industries, auditors face unique and complicated challenges to mitigate the risks facing their organizations and their clients.

Attendee Demographics

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>26%</td>
</tr>
<tr>
<td>None</td>
<td>18%</td>
</tr>
<tr>
<td>Utilities</td>
<td>8%</td>
</tr>
<tr>
<td>Oil and Gas Extraction</td>
<td>7%</td>
</tr>
<tr>
<td>Transportation, Equipment, and Manufacturing</td>
<td>5%</td>
</tr>
<tr>
<td>Amusement, Gambling, and Recreation Industries</td>
<td>5%</td>
</tr>
<tr>
<td>Miscellaneous Manufacturing</td>
<td>4%</td>
</tr>
<tr>
<td>Chemical Manufacturing</td>
<td>4%</td>
</tr>
<tr>
<td>Religious, Grantmaking, Civic, Professional, and Similar Organizations</td>
<td>3%</td>
</tr>
<tr>
<td>Management Consultants</td>
<td>3%</td>
</tr>
<tr>
<td>Miscellaneous Services</td>
<td>3%</td>
</tr>
<tr>
<td>Petroleum refining and related industries</td>
<td>1%</td>
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</table>

<table>
<thead>
<tr>
<th>Exhibit Rate</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Before 1/1/17</td>
<td>N/A</td>
</tr>
<tr>
<td>After 1/1/17</td>
<td>$2,950</td>
</tr>
</tbody>
</table>

For more information, please contact sales@theiia.org or +1-407-937-1388
All Star Conference

Oct. 29–Nov. 1, 2017
The Bellagio / 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 13 years in 2017!

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.

Attendee Demographics

- 32% Audit Staff
- 20% Audit Management
- 18% Other
- 15% Audit Directors
- 15% Chief Audit Executives
- 26% Other industries
- 25% Finance & Insurance
- 9% Public Administration
- 9% Manufacturing
- 8% Educational Services
- 6% Professional, Scientific, and Technical Services
- 6% Information
- 5% Healthcare and Social Assistance
- 5% Utilities

Exhibit Rate

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$4,700</td>
<td>$4,950</td>
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IIA Advertising Policy

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