EXHIBITOR AND SPONSOR OPPORTUNITIES
Increase Your Exposure and Sales Leads as a 2017 Western Regional Conference Exhibitor and Sponsor

WHY SHOULD YOU PARTICIPATE IN THE 2017 WESTERN REGIONAL CONFERENCE?

Established in 1941, The Institute of Internal Auditors (IIA) is an international professional association of more than 180,000 members in 170 countries. Throughout the world, The IIA is recognized as the internal audit profession’s leader in certification; professional educational and development opportunities; international standards and other professional practice guidance; research as it relates to internal auditing and its role in governance, risk, and control; internal auditing best practices; and networking and membership opportunities.

Your participation in the 2017 Western Regional Conference is an excellent opportunity to network with and support the expected 400 internal auditing professionals and other specialists. Conference delegates are encouraged to visit the exhibit hall to learn about the latest audit tools, trends, and techniques; gain valuable face time with exhibitors; and enjoy hands-on experience with your products and services. As a result, you will have considerable opportunities to increase your organization's visibility.

The 2017 Western Regional Conference is being marketed to more than 15,000 IIA members.

Many people credit Walt Disney with putting Anaheim on the map by creating Disneyland and the Magical Kingdom. But a group of German immigrants marked the city’s first claim to fame more than 100 years ago with wine grapes. Originally called Annaheim, the “anna” refers to the nearby Santa Ana River and “heim” means home in German.

Located at the heart of Orange County, Anaheim is the 10th largest city in California and home of the Anaheim Ducks, Angels, and Disneyland. Today, Anaheim is one of the fastest growing areas in the state with a booming mix of business, residential, resort, and tourism interests. Here you will find a mix of culture, food, and most definitely, “the happiest place on earth.”

The Conference delegates are expected to represent the following job levels:

<table>
<thead>
<tr>
<th>Job Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Management</td>
<td>44%</td>
</tr>
<tr>
<td>Chief Audit Executives</td>
<td>15%</td>
</tr>
<tr>
<td>Audit Management</td>
<td>29%</td>
</tr>
<tr>
<td>Audit Staff</td>
<td>40%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
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</tbody>
</table>
2017 Western Regional Conference

ANAHEIM MARRIOTT

(All pricing is in U.S. dollars.)

In addition to these sponsorship offerings, more sponsorship opportunities are available, including co-sponsorship options. Please contact The IIA's Sales Team at +1-407-937-1388 to customize a sponsorship exclusively for your organization.

All 2017 Western Regional Conference sponsors receive these benefits:

- Acknowledgment on signage at an appropriate location.
- Recognition in the Conference Chairman’s opening remarks.
- Your organization’s logo and URL on the Conference website.
- Inclusion in the Conference mobile app.
- Pre-Conference delegate listing (name, title, organization, city, and state).
- Post-Conference delegate listing (name and organization), sent via e-mail.

OPTION 1
EXHIBIT OPPORTUNITY

$3,500 BEFORE DEC. 31, 2016 / $3,900 AFTER JAN. 1, 2017

THIS OPTION INCLUDES:

- A 10-foot X 10-foot exhibit space.
- Signage acknowledging exhibitors in pre-function break area.
- One (1) 6-foot X 30-inch table covered and draped.
- Two (2) chairs and one (1) wastebasket.
- One (1) extension cord and one (1) power strip and electricity.
- Two (2) complimentary exhibit hall floor badges for exhibit workers.
- Two (2) complimentary continental breakfasts and breaks for exhibit workers.
- One (1) Conference delegate listing at event.
OPTION 2
LANYARDS/NAME BADGE HOLDERS
Your organization’s logo will be prominently featured on the name badges worn by delegates.

OPTION 3
DIRECTIONAL SIGNS
Your organization’s logo will be prominently featured on the directional signs seen by delegates (excluding the sponsored receptions and lunches).

OPTION 4A
EXCLUSIVE LUNCHEON SPONSORSHIP - WEDNESDAY
Your organization’s logo will be featured on menus placed at each setting.

OPTION 4B
EXCLUSIVE LUNCHEON SPONSORSHIP - THURSDAY
Your organization’s logo will be featured on menus placed at each setting.

OPTION 5A
EXCLUSIVE CONTINENTAL BREAKFAST SPONSORSHIP - WEDNESDAY
Your organization’s logo will be printed on napkins available to delegates during continental breakfast.

OPTION 5B
EXCLUSIVE CONTINENTAL BREAKFAST SPONSORSHIP - THURSDAY
Your organization’s logo will be printed on napkins available to delegates during continental breakfast.

OPTION 5C
EXCLUSIVE CONTINENTAL BREAKFAST SPONSORSHIP - FRIDAY
Your organization’s logo will be printed on napkins available to delegates during continental breakfast.

OPTION 6
EXCLUSIVE NETWORKING BREAK SPONSORSHIP
Your organization’s logo will be printed on napkins available to delegates during the morning and afternoon networking breaks.

OPTION 7
WELCOME RECEPTION SPONSORSHIP
Your organization’s logo will be printed on napkins available to delegates during the welcome reception. Signage at the entrance to the reception will also acknowledge your sponsorship.
OPTION 8
EXHIBIT HALL PASSPORT SPONSORSHIP

Your organization’s logo will be printed on a card which attendees must have signed by all exhibitors to enter into a contest to win a special gift.

OPTION 9
CONFERENCE MOBILE APP SPONSORSHIP

Your organization will have banner ads and timed splash screens in the 2017 Western Regional Conference Mobile App. The banner ads will include a link to your organization’s website. The timed splash screens can be scheduled to appear throughout the Conference up to three (3) times per day.

Contact sales@theiia.org for more information or to secure exhibitor or sponsor opportunities.

Payment and Cancellation Policies

PAYMENT POLICY

Conferences require significant advanced planning and financial guarantees by The Institute of Internal Auditors to assure a quality experience for both delegates and exhibitors. For this reason, all conferences will be invoiced and are payable prior to the event or exhibitor will not be presented. You will be invoiced for your exhibitor and sponsorship fees. All fees will be due and payable within 30 (thirty) days of receipt unless the event takes place within 30 (thirty) days, in which case, the fees will be due immediately upon receipt. Booth space is not secured until full payment is received.

CANCELLATION POLICY

Notice of Exhibitor cancellation must be in writing. Cancellations received greater than 90 (ninety) days prior to the conference start date will receive a refund, less $1,000, if payment has been made; if payment has not been made, $1,000 shall be due. Cancellations received between 60 (sixty) and 90 (ninety) days prior to the conference start date will receive a refund of 50 (fifty) percent, less $1,000; if payment has not been made, payment of 50 (fifty) percent, plus $1,000, shall be due. Cancellations received less than 60 (sixty) days prior to the conference will not receive a refund and unpaid invoices shall be due in full.
Official Exhibitor Rules

The Institute of Internal Auditors, Inc. (The IIA) is known in this document as “Show Management”, and all exhibitors are known as “Exhibitor.”

1. SPACE RENTAL AND ASSIGNMENT OF LOCATION

Whenever possible, space assignments will be made by Show Management in keeping with the location preferences requested by the exhibitor. Show Management reserves the right to make the final determination of all space assignments in the best interest of the exhibition.

2. USE OF SPACE, SUBLETTING OF SPACE

No Exhibitor shall assign, sublet, or share the space allotted to them with another business or company unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the Exhibitor’s display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt in represented by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an Exhibitor’s display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No company or organization not assigned exhibit space will be permitted to solicit business within the exhibit areas.

3. operation of Exhibits

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each Exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

- Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.
- Contests, Drawings, and Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to exhibition opening. This does not apply to normal booth drawings.
- Literature Distribution. All demonstrations or other activities must be confined to the limits of the Exhibitor’s booth. Distribution of circulars may be made only within the space assigned to the Exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by Exhibitors in the aisles, meeting rooms, registration areas, lounges, or tables within the exhibit hall or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Shopping bags are prohibited and literature bags shall not exceed 16” x 18”.
- Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless The Institute of Internal Auditors, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of, or be caused by Exhibitor’s failure to obtain requisite license.
- Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb adjacent Exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.
Live Animals. Live animals are prohibited with the exception of service animals.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Exhibitors are reminded of the educational and professional nature of IIA conferences. Exhibit workers may not be costumed or display conduct that in any way would degrade the event.

Irregular Activities. All giveaway items, with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the Exhibitor's product, must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. All Exhibitors distributing approved “stick-ons” may not place the “stick-ons” on the attendees’ badges without the attendees’ permission.

4. EXHIBITORS’ AUTHORIZED REPRESENTATIVE
Each Exhibitor must name one person to be his representative in connection with installation, operation, and removal of the company’s exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. The Exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.

5. INSTALLATION AND REMOVAL
Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

6. ARRANGEMENT OF EXHIBITS
Each Exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time Exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

7. EXHIBITS AND PUBLIC POLICY
Each Exhibitor is charged with knowledge of all state, county, and city laws, ordinances, and regulations pertaining to health, fire prevention, and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is that of the Exhibitor. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped, or otherwise affixed to any pillars, doors, walls, or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the Exhibitor. The Exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual Exhibitor’s space, materials, and operation is concerned. Should an Exhibitor have any questions as to the application of such laws, ordinances, and regulations to his exhibit or display, Show Management will endeavor to answer them. Exhibitors must comply with city and state fire regulations. All booth decorations including
carpeting must be flameproofed and all hangings must clear the floor. All exits, hallways, aisles, and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform to National Electrical Code Safety Rules. If inspection indicates any Exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at Exhibitor’s expense. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the Exhibitor should communicate with Show Management for information concerning facilities or regulations. Independent contractors must conform to IAEM, guidelines and must be signatory to a current local collective bargaining agreement.

8. STORAGE OF PACKING CRATES AND BOXES
Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the Exhibitor’s sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the Exhibitor’s responsibility to mark and identify his crates and boxes.

Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as “empty.” Because of the lack of storage facilities, it may be necessary to store empty crates, boxes, and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes, or other exhibit materials unclaimed by the Exhibitor after the Show will be removed at the Exhibitor’s expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

9. SOCIAL ACTIVITIES
Any social function or special event planned by an exhibiting company, to take place during any IIA conference, must be pre-approved by The IIA. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by IIA and/or Show Management. Distribution of Exhibitor materials is not permitted to attendee sleeping room doors, The IIA meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

10. LIABILITY AND INSURANCE
All property of the Exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the Exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the Exhibitor. It is recommended that Exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

11. INDEMNIFICATION
Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from, and against all claims, demands, actions, damages, loss, cost, liabilities, expenses, and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence, or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees, or of any other person entering upon the Premises leased hereunder with the express or implied invitation or
permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance, or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence, or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney’s fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

- Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

- Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes, or dramatic rights used on or incorporated in the Exhibitor’s space. Exhibitor shall indemnify, defend, and hold harmless The IIA, Show Management, the city and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys’ fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

12. WAIVER

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

13. ATTORNEYS’ FEES

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys’ fees.

14. AMERICANS WITH DISABILITIES ACT

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “Act”) to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless The IIA, Show Management, and facility against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by Exhibitor’s failure to comply with the Act.