



The Institute of  
**Internal Auditors**  
*Philadelphia*

# SPONSORSHIP PROSPECTUS 2024-2025

Advancing  
Audit  
Excellence



# PRESIDENT'S MESSAGE

Dear Prospective Sponsor,

As we celebrate over 80 years as a chapter, I want to extend my sincere thanks to those who have supported us along the way. Your contributions have been instrumental in providing valuable resources, networking opportunities, and professional development for our members, making us one of the leading IIA chapters in North America.

As we prepare for the 2024–2025 chapter year, we invite you to consider partnering with us to help shape the future of the internal audit profession. This upcoming year will feature exciting events and new opportunities to engage with our diverse community of internal audit professionals. Your investment will position your organization as a leader in promoting excellence and innovation within our field.

We are committed to creating high-value opportunities for our sponsors, ensuring your brand receives meaningful exposure and direct engagement with our members. Together, we can advance the profession, drive forward-thinking content, and continue celebrating the milestones we achieve as a chapter.

If you have any questions or would like to explore sponsorship options, please contact me at [president@phillyiia.org](mailto:president@phillyiia.org). Thank you for considering this valuable partnership.

Sincerely,



*Lyzbeth Noel*

Lyzbeth Noel  
President, Philly IIA Chapter



# ABOUT US

Established in 1943, the Philadelphia Chapter is the 5th affiliate chapter of the Institute of Internal Auditors (IIA). With approximately 1,400 active members, our chapter is recognized by IIA HQ as well as throughout the Greater Philadelphia area as a leading provider of high-quality training for professionals in Accounting, Information Technology, and Auditing.

The mission of the IIA is to provide dynamic leadership for the global internal audit profession. In support of this mission, the IIA focuses on key activities, including:

- Advocating for the value that internal audit professionals bring to their organizations.
- Offering comprehensive education, professional development, certification programs, and guidance on best practices and standards.
- Conducting research and promoting knowledge on the vital roles of internal audit in control, risk management, and governance.
- Educating practitioners and stakeholders on emerging trends and best practices in internal auditing.
- Fostering a collaborative environment for internal auditors to exchange insights and experiences.

Globally, the IIA serves over 210,000 members. In North America, the IIA's 159 chapters support more than 70,000 members across the U.S., Canada, the Caribbean, Bermuda, and Trinidad & Tobago. Members benefit from access to local, national, and global networking opportunities, world-class training, certification programs, standards and guidance, cutting-edge research, executive development, career resources, and more.

As we look toward the future, the Philadelphia Chapter remains committed to driving innovation in internal auditing, focusing on emerging areas such as data analytics, cybersecurity, and ESG, ensuring our members can collaborate and prepare themselves for the challenges of tomorrow.


# OUR BOARD OF GOVERNORS


Our Board of Governors is made up of 19 volunteers who are leaders in the internal audit, financial accounting, risk management or information technology professions. The Board is comprised of 6-chapter officers, 10 members, the 2 most recent past Presidents (Ex-Officio) and 1 IIA North American leaders.

**Lyzbeth Noel**  
Officer, Chapter  
President

**Todd Garfield**  
Officer,  
Communications  
Chair

**Michael Levy**  
IIA North American  
Board Member  
(Non-Voting)

**Laurie Riggs**   
Member, Past  
President

**Greg Dusing**   
Officer, Chapter VP  
& Programs Chair


**Lindsay Bell**  
Member

**Sean McErlean**  
Ex-Officio, Past  
President

**Bernadette  
Robinson**  
Member, Past  
President

**Lee D'Ambrosio**  
Officer, Chapter VP  
& Membership Chair

**Ken Brzozowski**  
Member

**Sandra  
Moze-Smith**   
Member


**Adam Ross**  
Member

**Liz Gulla**  
Officer, Chapter  
Treasurer

**Seth Edwards**  
Member

**Peter Parillo**   
Member

**Matthew Skala**  
Ex-Officio, Past  
President

**Marc Lyman**   
Officer, Chapter  
Secretary

**Ryan Egan**  
Member, Past  
President

**Maeve Raak**  
Member, Past  
President



# ACHIEVEMENTS

The Institute of Internal Auditors recognizes chapter activities that align with its North American Strategic Plan, and the Philadelphia Chapter has consistently earned acknowledgements for its programming, promotion, and other activities. Thanks to these efforts, our membership and volunteer base have steadily grown over the years.

Our high-quality training and events are designed to educate, promote the internal audit profession, encourage certification, and provide valuable support to our members. We are proud to have recently achieved Ruby status—an accomplishment awarded after 10 consecutive years of Platinum status. This milestone reflects our ongoing commitment to excellence and the continued success of our chapter.

## Ruby Level IIA Chapter



Philadelphia's IIA Chapter is recognized as a Ruby level chapter for their service offerings that align with the North American Strategic Plan.

## Building Awareness Champion



Philadelphia's IIA Chapter is recognized for exemplary performance in advocating for the profession in coordination with International Internal Audit Awareness month (May).

## CIA Premier Partner



Philadelphia's IIA Chapter is recognized for our belief in quality education and support of the Certified Internal Auditor® (CIA®) designation.

# SPONSORSHIP PACKAGES



**Platinum**



**Gold**



**Silver**

**Includes**

- One vendor table at the expo, with choice of location\*
- Exhibitor registration for 2 table personnel\*\*
- Conference registration for 3 registrants
- 20 hour CPE Freedom Pass Bundle
- Acknowledgement during conference general session
- Company logo will appear on mobile app with link to website
- Company logo will appear on registration signage as a "Platinum Sponsor"
- Banner ad will appear on conference web pages

- One vendor table at the expo
- Exhibitor registration for 2 table personnel\*\*
- Conference registration for 2 registrants
- 10 hour CPE Freedom Pass Bundle
- Acknowledgement during conference general session
- Company logo will appear on mobile app with link to website
- Banner ad will appear on conference web pages

- One vendor table at the expo
- Exhibitor registration for 2 table personnel\*\*
- Conference registration for 1 registrant
- Included on sponsor list on mobile app (when available)

**Price**

**\$3,520** (1 conference)

**\$5,460** (2 conferences)

**\$2,615** (1 conference)

**\$4,190** (2 conferences)

**\$2,040** (1 conference)

N/A

# SPONSORSHIP ADD-ONS

WIFI

## Wifi Sponsor

- Choose Wifi Password
- Include company name on wifi table cards & signage

**\$700** (1 conference)

**\$1,300** (2 conferences)

Badges

## Name Badge Sponsor

- Company name on badge lanyards
- Include company name on registration table cards & signage

**\$700** (1 conference)

**\$1,300** (2 conferences)

Bundle

## Wifi & Name Badge Sponsor

- All of the above at a discounted price!



**\$1,200** (1 conference)

**\$2,400** (2 conferences)

Giveaways

## Giveaway Sponsor

- Name on Conference giveaway tote

**\$500** (1 conference)

**\$1,000** (2 conferences)

## Giveaway Donations\*

- Your brand on giveaways within the conference tote

**Varies**

*\*Either provide branded items to Philly IIA or register and have branded items created by our marketing vendor. Contact [president@phillyiaa.org](mailto:president@phillyiaa.org) for more information.*

Add'l

## Additional Table Personnel

**\$200 pp**

# 2024-2025 PLANNED EVENTS

<b>Date</b>	<b>Event / Topic Location</b>	<b>CPE</b>
July 17, 2024	AI Innovation for Audit <i>Virtual</i>	2
July 25, 2024	Membership Appreciation - Workiva <i>Pyramid Club - Philly, PA</i>	2
Sept 17, 2024	Strengthening Risk Assessments <i>BEX Space - One Commerce Square</i>	2
Oct 2024	TBD <i>Virtual</i>	2
Nov 25, 2024	Fall Conference <i>Loews Philadelphia Hotel - Philly, PA</i>	8
Dec 16, 2024	Ethics <i>Virtual</i>	2
January 2024	TBD <i>Virtual</i>	2
February 2024	Cyber Symposium <i>Virtual</i>	8
March 2024	TBD <i>Virtual</i>	2
April 29, 2024	Spring Summit <i>Lincoln Financial Field - Philly, PA</i> ★	8
May 2024	Member Appreciation Month Event <i>TBD</i>	2



# AGREEMENT

## Terms and Conditions

It is agreed that the sponsor will abide by the terms and conditions below as well as those of the venue:

**Liability:** Sponsor agrees that Philadelphia Chapter – Institute of Internal Auditors and their agents are held harmless from any claims for damage, theft, fire, water, liabilities, or loss to any person or property, by any reason of the exhibitor’s operations in connection with the Conference.

**Payment:** There are a limited number of sponsorships available. A sponsorship level will not be reserved until payment is received. In addition, full payment must be received by October 1, 2024 to be included in the sponsor listings. We cannot guarantee that your name and/or logo will be included in conference materials if your registration is received after October 1, 2024. Please note, timing will differ if sponsor opts only for Spring Conference sponsorship.

**Cancellation Policy:** Once the exhibitor agreement is signed, there are no refunds. **Substitution:** Subletting or division of booth space is not permitted.

**Electrical Services:** Access to electrical outlets may be obtained (based on availability) from the venue, potentially with an additional cost. Please discuss electric with the IIA Programs Chair, as you may not be able to obtain electric the day of the event.

**Internet:** Wi-Fi access will be provided to all exhibitors at no additional charge.

**Exhibitor Assignments:** Exhibitors will be allowed to choose their own table location based on availability and sponsorship level. Locations will be chosen from a provided layout by the IIA Programs Chair and assigned based on timing of response. The selection process will be completed for each event individually.

**Platinum Sponsors –** will be provided the table layout first for selection.

**Gold Sponsors –** will receive the table layout after the Platinum sponsors have had a chance for selection.

**Silver Sponsors –** table location will be assigned by the Programs Committee.

Additional tables, displays, telephone service, audio-visual equipment rental, electrical services, and early shipment of exhibit materials may be provided at the order and expense of the sponsor.

**Exhibit Set-up/Break Down:** The sponsor agrees to keep its table fully set-up, staffed and operational through the expo hours. The sponsor agrees to remove all property, garbage, boxes, etc. from the table at the conclusion of the expo.

**Photo Disclosure:** By attending this conference, all attendees agree that their image or likeness may be captured in one or more form of media, and that said images may be reproduced by The Institute of Internal Auditors Philadelphia Chapter for its reasonable business purposes.

By signing below, the exhibitor accepts the terms defined in this agreement.

Authorized Signature

Title

Date

*\*Digital version of this form will be completed as part of sponsorship sign-up through the IIA Philadelphia’s event management tool.*

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# THANK YOU

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[Click here to  
register  
online today!](#)



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