



4TH AFRICA CONGRESS OF ACCOUNTANTS

SPONSORSHIP BROCHURE



**INSTITUTE OF
CERTIFIED PUBLIC ACCOUNTANTS
OF UGANDA**



PAFA

PAN AFRICAN FEDERATION OF ACCOUNTANTS

About ACOA

Welcome to the 4th African Congress of Accountants (ACOA) 2017. The 1st ACOA was held in Kenya in 2011, followed by Ghana in 2013 and Mauritius in 2015. Come 2-5 May 2017, the 4th ACOA will be held in Kampala, UGANDA, The Pearl of Africa.

Organized by the Institute of Certified Public Accountants of Uganda (ICPAU) and the Pan African Federation of Accountants (PAFA), the 4th ACOA will be held at the serene Speke Resort Munyonyo, Kampala on the shores of Lake Victoria. At Speke Resort, you are guaranteed of a cool breeze from the second largest fresh water lake in the world, an evergreen surrounding, and a breathe of fresh air.

ACOA 2017 will bring together thought leaders comprising of chief executives,

business executives, accounting and finance professionals, tax experts, investment experts, consultants, policy and standards' setters, representatives of professional accountancy organizations.

With over 1,000 high profile delegates from foremost organisations and governments from Africa, Europe, Asia and America, the visibility of your products and services shall be heightened. ACOA provides an opportunity of boosting international trade, tourism, trade in services and partnerships. Organisations have an opportunity to showcase their products and service offerings.

The sponsorship packages are crafted to yield utmost value for our partners from the categories; Platinum, Gold, Silver and Bronze.

For reservation and inquiries, contact Mr. Simon Oola on acoa2017@icpau.co.ug,
 Mob. +256 772740126, Tel. +256-393-262333, +256-414-540125

About ICPAU

The Institute of Certified Public Accountants of Uganda (ICPAU) is a national professional accountancy organisation, established in 1992 by an Act of Parliament, to regulate and maintain the standard of accountancy in Uganda; and to prescribe and

regulate the conduct of accountants and practicing accountants in Uganda. ICPAU is dedicated to serving the public interest by strengthening the profession and contributing to the growth and development of Uganda's economy.

About PAFA

Pan African Federation of Accountants (PAFA) is the regional body that is aimed to represent African professional accountants with one and louder voice, particularly in relating with International Federation of Accountants (IFAC). PAFA is a non-

profit organisation with the objective of providing a forum for co-operation and assistance among African professional accountancy organisations for the further advancement of the status of the accountancy profession.

ACOA 2017 Sponsorship Packages

Package	Available Slots	Sign-up fee(USD)
Platinum	2	65,000
Gold	4	30,000
Silver	6	20,000
Bronze	10	10,000

Benefits	Platinum USD65,000	Gold USD30,000	Silver USD20,000	Bronze USD10,000
Exhibitions				
<ul style="list-style-type: none"> Exhibition area 	Top level	Premium- after platinum's choice	Selection after gold's choice	Selection after silver's choice
<ul style="list-style-type: none"> Permitted to brand exhibition booth 	YES	YES	YES	YES

Benefits	Platinum USD65,000	Gold USD30,000	Silver USD20,000	Bronze USD10,000
Media/Targeting				
<ul style="list-style-type: none"> Pre-conference emails to delegates or social network communications 	4 maximum	3 maximum	2 maximum	1 maximum
<ul style="list-style-type: none"> Presence on promotional documents 	Prime	YES	YES	YES
<ul style="list-style-type: none"> Use of ACOA 2017 logo prior to event and (6 months) after event 	YES	YES	-	-
<ul style="list-style-type: none"> Mention in pre-conference press release as sponsor 	YES	YES	YES	YES
<ul style="list-style-type: none"> Attend press conference 	YES	YES	-	-
<ul style="list-style-type: none"> Opportunity to speak at press conference 	YES	-	-	-
<ul style="list-style-type: none"> Copy of media attendance list 	YES	YES	YES	YES
Broadcast				
Broadcast of sponsor's video commercial during plenary sessions	Thrice for 45 seconds	Thrice for 45 seconds	-	-

Benefits	Platinum USD65,000	Gold USD30,000	Silver USD20,000	Bronze USD10,000
Internet/Digital Technology/Social Networks				
<ul style="list-style-type: none"> ACOA 2017 mention on website & hyperlinks to sponsor's website 	YES	YES	YES	YES
<ul style="list-style-type: none"> Presence on ACOA 2017 social networks; twitter & face book. Before, during and 6 months after the congress 	YES	YES	-	-
Visuals & On-site Signage				
<ul style="list-style-type: none"> Branding & Signage 	Prime visibility on main signage of the congress	Visibility on main signage of the congress/ medium size logos	Visibility on main signage of the congress/ small size logos	Visibility on main signage of the congress/ small size logos
<ul style="list-style-type: none"> Sponsor's material in congress bag (Direction and weight subject to limitations) 	YES	-	-	-

Benefits	Platinum USD65,000	Gold USD30,000	Silver USD20,000	Bronze USD10,000
Visuals & On-site Signage				
<ul style="list-style-type: none"> Sponsor's logo placed on promotional ACOA materials (Effective two weeks after receipt of payment) 	YES	YES	YES	YES
<ul style="list-style-type: none"> Opening Cocktail Branding 	YES	-	-	-
Congress Sessions				
<ul style="list-style-type: none"> Speaking slot during plenary sessions 	10 min	-	-	-
<ul style="list-style-type: none"> Complimentary registrations for ACOA 2017 	6	4	3	2
Complimentary Social Events				
<ul style="list-style-type: none"> Opening cocktail 	YES	YES	YES	YES
<ul style="list-style-type: none"> Invitations for gala dinner 	6	4	3	2



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