



Instituto Mexicano de
Auditores Internos, A.C.

SPONSORSHIP

MEDIA KIT

October 23, 24 and 25, 2024



**ENCUENTRO NACIONAL DE
AUDITORES INTERNOS**
OCTUBRE 2024 • WTC, CDMX.



FORO  **2024**
NACIONAL
**SOBRE FRAUDE
Y CORRUPCIÓN**



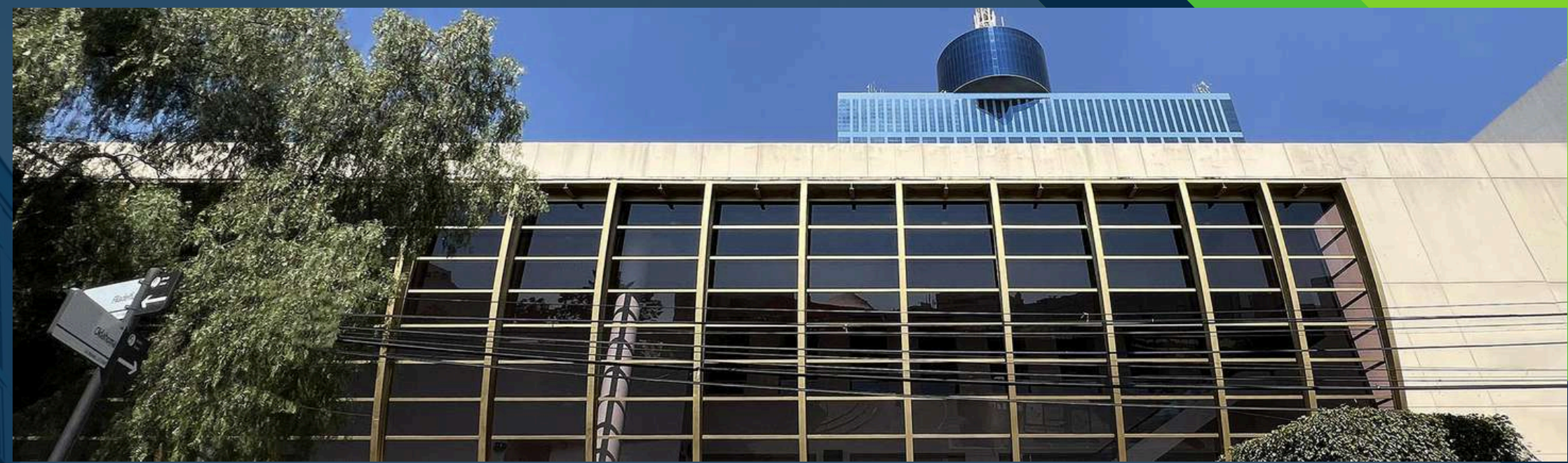
On October 23 and 24, 2024, the Mexican Institute of Internal Auditors, A.C. (IMAI / IIA-Mexico) will hold its 40th National Conference of Internal Auditors.

Additionally, as part of the celebration for its Fortieth Anniversary, it will offer professionals in Mexico a National Forum on Fraud and Corruption on October 25.



Both events will feature the participation of the most prominent national and international speakers in the fields of Internal Audit, Internal Control, Risk Management, Artificial Intelligence, Data Analytics, Compliance, ESG, Cybersecurity, Anti-Corruption Strategies, Integrity Policies, and related disciplines.

This presents an unparalleled opportunity to promote your company's visibility and strengthen its network with current and potential clients, before a professional and specialized audience that is seeking specific services and new technological tools to support their development and professional practice.



Venue - WTC CDMX

In the venue's facilities, a hall or auditorium will be set up for the conferences, with sufficient capacity to accommodate the attendees while ensuring the safety and protection measures for them.

Adjacent to the conference hall is the Sponsors' Area or Hall, where physical and customized booths with the image of each sponsoring brand will be installed.



High-level Professionals

Exclusive Sponsors' Hall



Constant Visibility of Your Brand

Dynamic and Intensive Interaction

Targeted Market Niches





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SPONSORSHIP

BENEFITS

October 23, 24 and 25, 2024



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FORO NACIONAL 2024
SOBRE FRAUDE
Y CORRUPCIÓN

Your participation ensures your presence in both advertising spaces



VIRTUAL BOOTH

Available to the nearly 1,000 event participants, both on-site and virtual, who will be able to view and download infographics of your brand, goods, or services, as well as be directed to your website and social media, for 15 days.

(Applies to October 23, 24 and 25).



ON-SITE BOOTH

In the 1200 m² commercial area set up at the WTC facilities, designed to personally connect with 750 on-site prospective clients, attendees will have the opportunity to meet you in person and receive technical information about your brand, services, and products firsthand.

Booth sizes: 3x3, 4x3, and 5x3 (Availability will depend on the date of sponsorship acceptance).

(Applies to October 23 and 24).

BOOTHS MAP









BRAND PROJECTION

In a targeted market that allows you to connect with potential prospects from renowned companies and organizations, your PRESENCE is reaffirmed in:

- a) **OUR EVENT WEBSITE**, where over 23,000 visitors can view your brand within our select group of ENAI sponsors, with the added benefit of being linked to your website, expanding the opportunity to prospect clients.
- b) **EVENT SCREENS**, with the projection of a video featuring the animation of the sponsoring brands' logos, the most relevant information about your brand that you want to present, broadcasted in real-time to nearly 1,000 on-site and virtual participants.
- c) **SOCIAL MEDIA** with around 25,000 followers and contacts on Facebook, LinkedIn, X, WhatsApp, Instagram, and YouTube.
- d) **PRINTED ADVERTISING**, where your brand's logo will be included on canvases, banners, pendants, brochures, and Presswall, which will be present at the event for promotional purposes.
- e) **YOUR LOGO IN EMAILS**, which will be included in more than 8 email campaigns sent to approximately 12,000 targeted contacts during the event promotion; this amounts to over 96,000 emails.



DELIVERY OF SPONSOR'S ADVERTISING MATERIAL

- a) By incorporating your brochures into the technical materials and gifts that the Institute will distribute to on-site participants in executive portfolios.
- b) Direct delivery of your material into the hands of on-site participants when they approach your kiosk in the sponsors' hall.
- c) Ease of making your brand's technical and promotional materials available to users of the virtual platform in digital format.



PROMINENT NATIONAL AND INTERNATIONAL SPEAKERS

World-renowned technical speakers such as Paul Sobel, Gerry Zack, Mike Peppers, John Warren, Silvia Tapia, and many more, who have confirmed their on-site participation in 2024, will attract national professionals with the greatest interest in learning about new products and services to enhance and facilitate their professional development.



 **10% DISCOUNT ON EVENT REGISTRATION**

For members and clients referred by the sponsor.
GROUP RATE OF 3X2



 **BRAND PRESENCE**

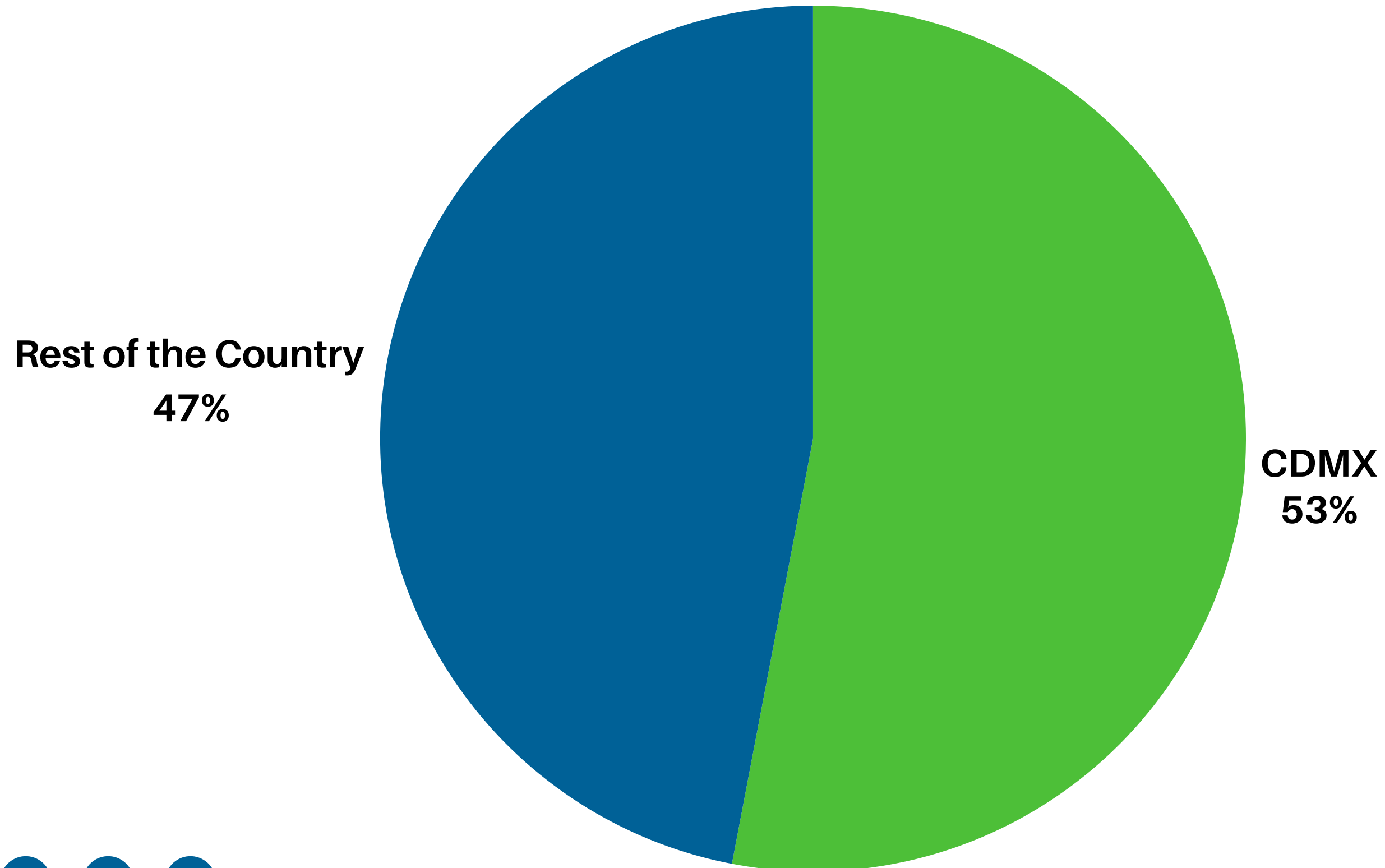
Sponsorships remain on the platform for one month and on the ENAI website for 5 months after the on-site event concludes.

TARGET

- 🌐 Directors
- 🌐 Managers
- 🌐 Coordinators
- 🌐 Auditors
- 🌐 Deputy Directors
- 🌐 Assistant Managers
- 🌐 Department Heads
- 🌐 Supervisors
- 🌐 Staff



PARTICIPANTS' RESIDENCE



PARTICIPATING SECTORS AND GROUPS

- Banking and Financial Services
- Advisory/Consulting Services
- Government
- Public Auditing and Oversight
- Trade and Retail
- Manufacturing
- Insurance and Surety
- Transportation
- Food and Beverage
- Industrial
- Pharmaceutical and Health
- Mining
- Energy
- Telecommunications
- Education and Training
- Construction
- Sports
- Religious Associations
- Tourism
- And many more...

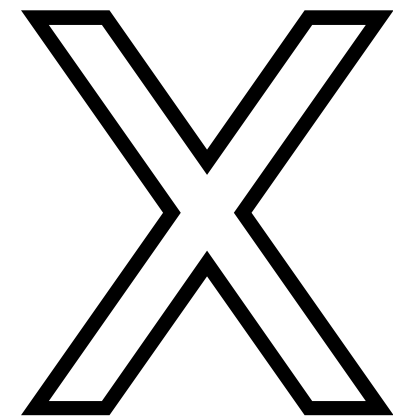
The main decision-makers in operations, management, and finance from all types of organizations will be able to learn about the benefits of your brand and interact directly with you and your staff.



SOCIAL MEDIA



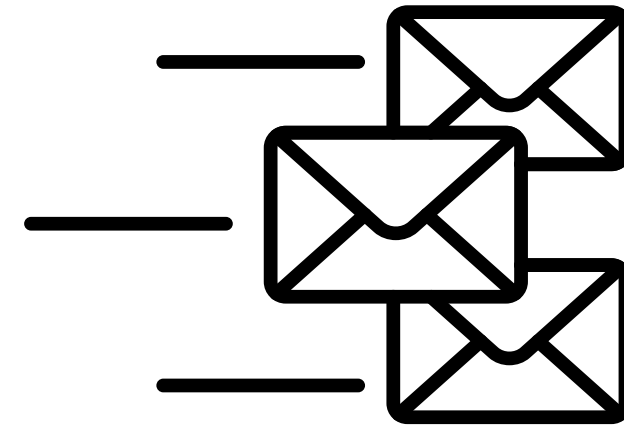
+ 16,000



+ 2,000



+ 700



+ 12,000



+ 6,000

The statistics and analytics derived from the uninterrupted celebration of our event for 39 years provide reliable expectations of:

EXPECTED ATTENDANCE FOR 2024

 VIRTUAL : 450

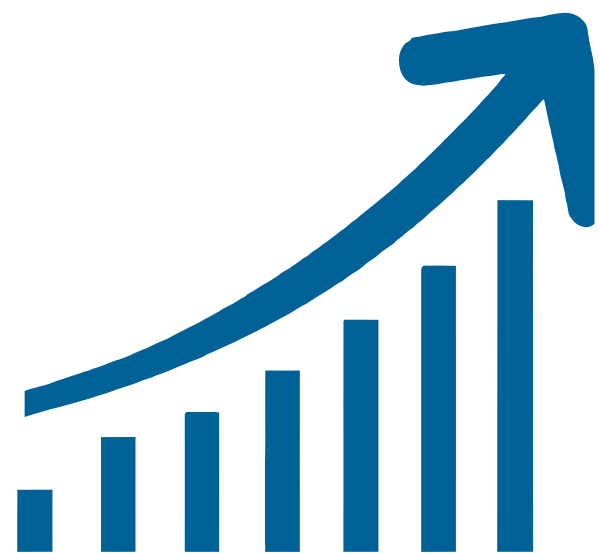
 IN-PERSON: 750



INVESTMENT 2024

USD 7,600 (Including physical and virtual booths, plus all benefits)

USD 5,000 (Only virtual booth, plus all benefits)

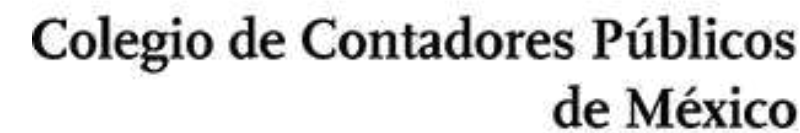
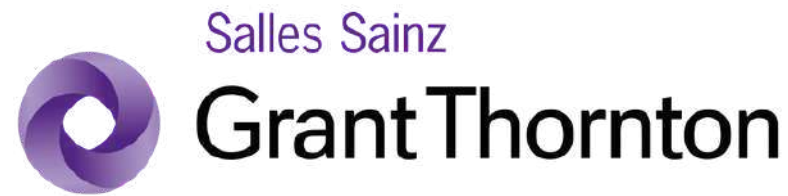


In celebration of our 40th Anniversary, this 2024 the investment ensures one more day for the promotion of your brand in the NATIONAL FORUM at no additional cost, with additional potential clients to the ENAI participants, which adds great value and visibility to your company and the profitability of your investment.

In case your staff can't be present on your physical booth, IIA-Mexico has hired specialized personnel to attend our Sponsor's booths during the event, who will distribute your brochures and gather the contact information of the attendees coming to your stand.

You can't miss it, be part of our commercial allies!

SOME PREVIOUS SPONSORS



Learn the details of all the benefits that your participation assures you.

CONTACT US

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