

Annual Conference Sponsorship Packages

The British Accounting and Finance Association (BAFA) is the UK learned society for accounting and finance academics. The quality and reputation of BAFA's activities is reflected in a wide membership including leading academics from universities across the UK and globally. Our members teach the students who are the next generation of accountants, finance professionals and business leaders, and undertake cutting edge research providing insights that help develop and refine a wide range of accounting and finance practices.

In 2020 our Annual Conference with Doctoral Masterclasses will be held at the University of Southampton, from Monday 30 March to Wednesday 1 April. The conference dinner and awards reception will be on Tuesday 31 March.

We are offering the following sponsorship packages to enable selected organisations to engage effectively with our members at the conference, thereby maintaining and raising their profile and building relationships among our highly valuable accounting and finance academic community:

Regular sponsorship – Price per sponsor is £2,000

Each regular sponsor will have:

- Their logo displayed on the conference landing page of the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing.
- Their logo displayed as a regular sponsor at strategic locations in the conference venue for the duration of the conference.
- Access to the list of delegates at the conference.
- Two free passes for staff attending the conference and the conference dinner.
- Space for your logo, information and flyers in the Online Conference Programme
- Up to 2m² of space for an exhibitor's stand at the main conference (31 March–1 April)

Silver sponsorship – Price per sponsor is £5,000

There will be a **maximum of four silver sponsors**. Each of the silver sponsors will have:

- Their logo displayed on the conference pages of the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing.
- Their logo displayed as a silver sponsor at strategic locations in the conference venue for the duration of the conference.
- Their logo displayed during the conference opening ceremony.
- Access to the list of delegates at the conference.
- Three free passes for staff attending the conference and the conference dinner.
- Space for your logo, information and flyers in the Online Conference Programme
- Up to 3m² of space for an exhibitor's stand at the main conference (31 March–1 April)
- A speaker slot in a panel session at the conference.

Gold sponsorship – Price per sponsor is £10,000

There will be a **maximum of two gold sponsors**. Each of the gold sponsors will have:

- Their logo displayed on the conference pages of the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing.
- Their logo displayed as a gold sponsor at strategic locations in the conference venue for the duration of the conference.
- Their logo displayed prominently during the conference opening ceremony.
- Access to the list of delegates at the conference.
- Four free passes for staff attending the conference and the conference dinner.
- Space for your logo, information and flyers in the Online Conference Programme
- Up to 5m² of space for an exhibitor's stand at the main conference (31 March–1 April)
- A speaker slot in a panel session at the conference.
- Acknowledgement as one of the named sponsors of the conference dinner.
- A speaker slot at the conference dinner.

In addition to the above sponsorship packages, we also have sponsorship opportunities available for specific events at the conference such as:

- Keynote lectures.
- Lunches.
- Morning or afternoon tea and coffee breaks.
- The drinks reception before the conference dinner.

For further enquiries about sponsoring the 2020 BAFA conference, or to express an interest in becoming a sponsor, please contact the BAFA administrator Tracy Shorrocks by email on admin@bafa.ac.uk.