

43rd World Continuous Auditing & Reporting Symposium

November 2 & 3, 2018

Hosted by: Rutgers Accounting Research Center (RARC)
Continuous Auditing & Reporting Laboratory (CAR-Lab)

SPONSORSHIP OPPORTUNITY

The 43rd World Continuous Auditing & Reporting Symposium (43 WCARS) is the leading forum for the discussion of research and practice into the application of technology to auditing and reporting. The theme for this year is “Disruptive Innovation in Accounting”, a topic that invites the most innovative and leading firms in the industry to highlight their latest products and services.

The conference always fills to capacity—with 165 attendees last year and a similar number expected this year—the majority of participants coming from the internal audit departments of leading businesses and governmental organizations, as well from the vendor community. In particular, commercial firms in the IT space often appear along with their lead customers in order to demonstrate their product’s ROI and best practices. The conference is also live stream cast to a global audience. Papers and presentations from prior conferences are available at <http://raw.rutgers.edu.html>.

I am writing to offer you the opportunity to be a **Gold** or **Platinum** sponsor of the conference. A **Gold Sponsor** contributes a minimum of \$7000. Our very special **Platinum sponsors** contribute a generous minimum of \$10,000 each. On a first come basis, Platinum sponsors have the opportunity to attach naming rights to the luncheon at the Newark Museum, New Jersey’s largest museum, or to the dinner at the Spanish Pavilion Restaurant in Harrison. These events take place on the first day of the conference which sees the most attendance by business leaders. As participants at previous conferences can testify, the lunch and dinner were highly enjoyable and well attended and a superb showcase for their sponsors.

Gold Sponsors will receive a premier speaking slot of **30 minutes** to present their latest products and innovations to all participants, as well as access to break out areas to demonstrate products. Gold Sponsors also receive complimentary registration for up to two company attendees, including presenter, with reduced registration for additional company participants.

The Platinum sponsors, in addition to having their logos prominently displayed at the meal venues of their choice, will receive a **45-minute** speaking slot and complimentary registration for up to three company attendees, including presenter, with reduced registration for additional company participants.

All sponsors will be prominently identified in conference material and publicity, and invited throughout the year to private briefings held by the Rutgers Continuous Auditing and Reporting Laboratory, the global leader in Accounting Information Systems research. These meetings have often facilitated further collaboration between sponsors and Rutgers faculty and PhD students.

If you wish avail yourself of this unique sponsorship opportunity please contact the Conference Chair, Dr. Michael Alles, at alles@business.rutgers.edu by **August 20, 2018**.

Please contact Barbara Jensen at bjensen@business.rutgers.edu for general questions regarding the conference. Further details of the 43 WCARS are also available on the conference website: <http://raw.rutgers.edu/43wcars.html>.

Professor Michael Alles
WCARS Conference Chair
Department of Accounting & Information Systems
One Washington Park, Room 928
Newark, NJ 07102-3122

973 353 5352 (W) • 646 206 7444 (Cell) • 973 353 1283 (Fax)

alles@business.rutgers.edu