



SPONSORSHIP OPPORTUNITY

75th World Continuous Auditing and Reporting Symposium

Taming the Autonomous Frontier: AI Governance and Continuous Auditing

November 6–7, 2026 • Rutgers Business School (1 Washington Park, Newark, NJ) and online

WCARS brings together people who are working through the same difficult questions: **How should organizations govern, audit, and assure AI-enabled business processes?** Practitioners, regulators, technology providers, faculty, and doctoral researchers spend two days sharing practical experience and new research.

For sponsors, that means a chance to share useful ideas, meet people facing the same issues, and build relationships with Rutgers faculty and doctoral researchers. WCARS offers access to a specialized audience with a strong interest in AI governance and auditing.

WHY PARTNER WITH WCARS

A relevant audience: The 2025 Newark symposium (69th WCARS) drew 152 participants from public accounting, corporate audit and risk, regulation, technology, and academia.

Connections with Rutgers researchers: Sponsors can meet faculty and doctoral researchers working on continuous auditing, audit analytics, AI governance, and assurance. All sponsorship tiers include invitations to CAR Lab's two annual research briefings. Higher tiers can also add a small meet-the-researchers session.

Research and recruiting opportunities: Sponsors can bring real-world questions to the conference, discuss possible data or field research, and get to know Rutgers PhD students. Any formal project would be developed separately and would remain academically independent.

Access before, during, and after the event: The conference team can introduce sponsors to speakers, faculty, researchers, and attendees who are interested in connecting. Higher tiers can include a small-group roundtable or reserved seating at dinner with speakers and researchers. Every sponsor receives a post-event summary and invitations to the two annual CAR Lab research briefings.

WCARS AT A GLANCE

The 2025 Newark symposium
(69th WCARS)'s attendee profile

152
Attendees

92
Academia (61%)

60
Practitioners (39%)

Accounting and audit professionals	16 (11%)
Technology, Software and AI	13 (9%)
Regulators and standard setters	13 (9%)
Others	18 (12%)

ABOUT WCARS

A long-running international conference: The WCARS series began at Rutgers in 1998 and has since convened at Rutgers and host institutions across Europe, Asia, Australia, the Middle East, and the Americas. The 75th WCARS continues a long-running exchange between researchers and practitioners focused on technology-enabled auditing and reporting.

Rutgers and CAR Lab: WCARS is organized by the Rutgers Accounting Research Center and Continuous Auditing and Reporting Laboratory (RARC/CAR Lab), which are internationally recognized for their work in continuous auditing, audit analytics, and technology-enabled accounting. Sponsors gain a connection to that research community; sponsorship does not imply Rutgers endorsement of any product or service.

SPONSORSHIP PACKAGES

Platinum Sponsor <i>(two available)</i>	\$12,500
● Presentation: one 45-minute case study, implementation lesson, or demonstration on the main program, subject to review ● Registrations: three complimentary full-conference registrations, including the presenter ● Speaker and researcher access: a small-group roundtable or reserved seating at a dinner with speakers and researchers for up to three sponsor representatives ● Visibility: premium logo placement on the conference website and printed program, sponsor profile and link on the conference website, one highly visible large poster or banner at the conference location, premium logo placement on all social media campaigns ● Post-event summary: verified attendance and affiliation mix	
Gold Sponsor <i>(three available)</i>	\$7,500
● Presentation: one 30-minute case study, implementation lesson, or demonstration on the main program, subject to review ● Registrations: two complimentary full-conference registrations, including the presenter ● Visibility: prominent logo placement on the conference website and printed program, a sponsor profile and link on the conference website, logo placement on all social media campaigns ● Post-event summary: verified attendance and affiliation mix	
Silver Sponsor <i>(six available)</i>	\$5,000
● Registration: one complimentary full-conference registration ● Networking: access to conference networking sessions and the meet-the-researchers session ● Visibility: logo placement on the conference website and printed program ● Post-event summary: verified attendance and affiliation mix	

Dinner Sponsor *(one available)*

\$4,000

- **Visibility:** logo placement on the conference website, name next to dinner on conference program and opportunity to distribute marketing materials
- **Post-event summary:** verified attendance and affiliation mix

Custom sponsorship opportunities are also available

Continued connection with CAR Lab: Sponsors at every level are invited to the two CAR Lab research briefings held each year. Any formal research or consulting work would be arranged separately.

ADD-ON OPTIONS

The following options may be combined with any tier to tailor a sponsorship:

- **Networking and access:** private dinner with speakers or reception; reserved seating; additional introductions; or a small-group roundtable.
- **Faculty and PhD students:** a discussion with faculty and PhD students about an applied issue; an expanded meet-the-researchers session; or a separate conversation about possible research.
- **Visibility and follow-up:** registrant email; badge or lanyard branding; sponsored break, lunch, or reception; category exclusivity; or an opt-in meeting form or sponsor QR code for attendees who want to follow up.

HOW TO APPLY

Sponsorship and speaking opportunities are limited so the program remains balanced. Sponsor presentations must be educational, and introductions are made only when both people are interested. The deadline to confirm participation is **September 30, 2026**.

To confirm a sponsorship or discuss a tailored arrangement, please contact the Conference Chair:

Dr. Kevin Moffitt

WCARS Conference Chair

Department of Accounting & Information Systems, Rutgers Business School

kevin.moffitt@business.rutgers.edu • (520) 204-5844 (Cell)

Additional conference details for the 75th WCARS are available at the conference website:

<https://raw.rutgers.edu/75wcars.html>

Please select your sponsorship level

- ☐ Platinum Sponsor
- ☐ Gold Sponsor
- ☐ Silver Sponsor
- ☐ Dinner Sponsor
- ☐ Custom sponsorship — please contact us to discuss

Sponsor information

Contact Name _____

Contact Title _____

Company Name _____

Billing Address _____

City / State / Zip _____

Phone _____

Email _____

Please return this completed form to the Conference Chair. An invoice will be issued by Rutgers Business School upon receipt.

Dr. Kevin Moffitt

WCARS Conference Chair

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