

SMSF "Auditors Day" 2020



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SMSF AUDITORS
ASSOCIATION OF AUSTRALIA

"Auditor's Day" Conference Melbourne & Sydney

SMSF

AUDITORS ASSOCIATION OF AUSTRALIA

About us

The SMSF Auditors Association of Australia has been founded to provide support for ASIC approved SMSF auditors. The superannuation environment has become increasingly challenging in recent years.

This conference addresses the varied issues faced by the modern SMSF auditor. We will focus on:

- ▶ identifying quality systems to improve audit performance & processes;
- ▶ discussing improvements to audit revenue and margins;
- ▶ understanding customer satisfaction;
- ▶ focusing on audit planning and the decision-making process.

That is still only a small facet of what will be achieved by our seminar. An additional objective is to keep SMSF auditors informed on:

- ▶ Identifying and managing risk specific to producing quality audits
- ▶ Understanding changes to standards
- ▶ Innovations in communications
- ▶ The ever-changing material, approaches and techniques in the auditing discipline.



Sponsorship Opportunities

The SMSF Auditors Association of Australia offers high impact sponsorships that enable companies like yours to contribute to the success of our premiere conference while gaining significant exposure for the products and services of your business. While reaching your target SMSF audience, your company will gain lasting recognition. Your affiliation with the SMSF Auditors Conference will serve as a constant reminder of your commitment to quality in our sector. Our complete sponsorship program offers opportunities for extensive marketing and exposure:

- ▶ Recognition in the promotional online conference brochure available to 6000 SMSF Auditors.
- ▶ Recognition via the SMSF Auditors Association website with your company logo and link to your company information
- ▶ Advertising in the SMSF Auditors Association Newsletter made available to 6000 SMSF Auditors.
- ▶ Verbal and visual recognition throughout the conference including handouts, and recognition during lunch and receptions
- ▶ Exposure in the conference display hall and on conference bag
- ▶ Numerous networking opportunities during conference hours and after hours
- ▶ Opportunities to demonstrate your product



Sponsor Package - Only 7 Spots Left

- ▶ Company logo and brief blurb on the SMSFAAA website and URL click-through to your website
- ▶ Sponsor a speaker - introduce your product and the speaker - a speech of less than 5 minutes to all delegates
- ▶ Company logo to appear on various marketing materials throughout marketing campaign including conference brochure and newsletter
- ▶ Professional item to be placed in conference bags with your logo on them. Examples may include, product brochures, software, office accessories, books, notebooks, etc.
- ▶ Exhibition stand on the day where the Break times an Lunch will be served
- ▶ 3.00 hours of engagement with delegates (Morning & Afternoon tea breaks 1 Hour, Lunch 1 Hour and 1 Hour Networking session from 5.00 PM - 6.00 PM)
- ▶ Entry for 2 staff members to attend the Auditors Day and man the Exhibition stand valued at \$990

Cost

**Victoria
Seminar
\$1,200**

**Sydney
Seminar
\$1,800**

**Both
Seminars
\$3,000**

Who is the target audience?

Our attendees want to purchase products and services for software, business services, consulting, education & training.

Our members are SMSF auditors; frequently principals of accounting practices offering general business services or specific advisory services. The benefit to you and your company is the opportunity to have a dynamic and growing group of quality professionals recognising your products. The conference draws attendees from NSW and VIC. We are one of the most active associations in the industry, and our outreach is Australia wide. This provides your business with the opportunity to network with a motivated and captive audience of approximately 250 attendees.

Please consider the sponsorship opportunities listed below. Our package offers exposure and face-to-face contact with quality professionals. Do not miss out on the opportunity to collaborate with the SMSF sector decision makers ready to promote the products and services of your business.

