**(The first draft by Ueno on February 24, 2025)**

**2025 Guidelines for APMAA Annual Conference Sponsorship**

**Introduction**

The Asian-Pacific Management Accounting Association (APMAA) invites organizations that share our commitment to advancing (management) accounting research and practice to partner with us as sponsors for the 2025 Annual Conference. These guidelines outline sponsorship tiers, associated benefits, eligibility criteria, and the application process designed to foster mutually beneficial and impactful partnerships.

**1. Sponsorship Tiers and Benefits**

APMAA offers tiered sponsorship levels to accommodate varying levels of support and engagement:

* **Platinum Sponsor (USD 4,000 or more)**
  + **Premium Visibility:**
    - Prime booth location for maximum exposure.
    - Prominent logo placement on conference materials (website, program, signage, etc.).
    - Full-page advertisement in the conference program.
  + **Engagement Opportunities:**
    - Opportunity to host a dedicated workshop during the conference.
    - Exclusive 5-minute speaking opportunity during the conference dinner.
  + **Recognition and Access:**
    - Complimentary registration for up to five representatives.
    - Presentation of an APMAA Appreciation plaque.
* **Gold Sponsor (USD 2,000 – 3,999)**
  + **Enhanced Visibility:**
    - Standard booth location.
    - Logo placement on the conference website and program.
    - Half-page advertisement in the conference program.
  + **Engagement:**
    - Opportunity to host a workshop.
  + **Access:**
    - Complimentary registration for up to three representatives.
    - Presentation of an APMAA Appreciation plaque.
* **Silver Sponsor (USD 1,000 - 1,999)**
  + **Participation:**
    - Dedicated booth space.
    - Logo placement on the conference website and program.
    - Quarter-page advertisement in the conference program.
  + **Access:**
    - Complimentary registration for two representatives.

**2. Booth and Workshop Specifications**

* **Booth Space:** All sponsors contributing USD 1,000 or more will receive designated booth space to showcase their products, services, and expertise.
* **Workshops:** Sponsors may propose and conduct workshops during the conference. All workshop proposals are subject to approval by APMAA headquarters to ensure alignment with the conference's academic and professional objectives.

**3. Sponsor Eligibility**

* **Expertise and Contribution:** Sponsors should demonstrate expertise in accounting, finance, or related fields, and a commitment to advancing academic and professional development.
* **Mission Alignment:** All sponsorship activities, including booth displays and workshops, must align with APMAA's mission and contribute positively to the conference experience.
* **Relevance:** Priority will be given to organizations with strong connections to the conference's thematic areas.

**4. Application and Approval Process**

* **Proposal Submission:** Interested organizations must submit a comprehensive sponsorship proposal outlining their contributions, planned activities, and alignment with APMAA's mission. Proposals should be sent to the APMAA Chairperson and the 2025 Annual Conference Co-Chair.
* **Review and Notification:** APMAA headquarters will review all proposals to ensure adherence to these guidelines and alignment with conference objectives. Approved sponsors will receive formal notification and detailed logistical information.

**5. Cultivating Long-Term Partnerships**

* **Sustained Engagement:** APMAA values long-term partnerships. Sponsors demonstrating consistent support will be given priority consideration for future sponsorship opportunities.
* **Active Participation:** Sponsors are encouraged to actively engage with conference attendees, fostering meaningful connections and collaborations.

**6. Enhancing Participant Experience**

* **Resource Provision:** Sponsors must provide attendees access to valuable resources, tools, data, and networking opportunities.
* **Interactive Engagement:** Sponsors are encouraged to offer interactive experiences such as demonstrations, hands-on workshops, and engaging activities.

**7. Feedback and Continuous Improvement**

* **Program Review:** APMAA headquarters will conduct periodic reviews of the sponsorship program to ensure its effectiveness and relevance.
* **Feedback Collection:** Sponsors and participants will have opportunities to provide feedback to enhance future sponsorship programs.

**Conclusion**

By adhering to these guidelines, APMAA aims to create a collaborative and enriching conference experience that fosters knowledge sharing, professional growth, and meaningful partnerships.

**Contact Information:**

Edited on February 25, 2025 by:

APMAA Chairperson: [Name and Contact Information]

Co-Chair for the 2025 Annual Conference: [Name and Contact Information]