



# WORLD CONGRESS

PENANG, MALAYSIA | MARCH 6-8, 2024

INTERNATIONAL SPONSORSHIP  
OPPORTUNITIES

# INTERNATIONAL ADVERTISING ASSOCIATION (IAA)

IAA is the global association that represents all spheres of marketing. IAA's purpose:

1. Gateway for brands and marketers seeking growth across borders.
2. Guiding members through the transformations taking place in the industry.



SINCE 1938

In 2023, IAA is celebrating 85 years of its existence rooted in the core belief that **“what’s good, is good for business”** and **marketing and communications as a force for good”**.

IAA is a **global organization across 56 countries**, comprising of **most influential network of marketing communication professionals**.

In Malaysia, IAA is celebrating its 30<sup>th</sup> Anniversary.

[www.laaglobal.org](http://www.laaglobal.org)  
[www.iaawc.com](http://www.iaawc.com)



# THE IAA WORLD CONGRESSES



- 1-13 - New York
- 14 - Chicago, Illinois USA
- 15 - Stockholm, Sweden
- 16 - New York
- 17 - Paris, France
- 18 - Mexico City, Mexico
- 19 - London, England
- 20 - Berlin, Germany
- 21 - Tokyo, Japan (1969)
- 22 - Estoril, Portugal (1971)
- 23 - Dublin, Ireland (1973)
- 24 - Tehran, Iran (1974)
- 25 - Buenos Aires, Argentina (1976)
- 26 - Copenhagen, Denmark (1978)
- 27 - Durban, South Africa (1980)
- 28 - Sao Paulo, Brazil (1982)
- 29 - Tokyo, Japan (1984)
- 30 - Chicago, Illinois (1986)
- 31 - Sydney, Australia (1988)

- 32 - Hamburg, Germany (1990)
- 30 - Barcelona, Spain (1992)
- 34 - Cancun, Mexico (1994)
- 35 - Seoul, Korea (1996)
- 36 - Cairo, Egypt (1988)
- 37 - London, England (2000)
- 38 - Beirut, Lebanon (2002)
- 39 - Beijing, China (2004)
- 40 - Dubai, United Arab Emirates (2006)
- 41 - Washington D.C., USA (2008)
- 42 - Moscow, Russia (2010)
- 43 - Beijing, China (2014)
- 44 - Kochi, India (2019)
- 45 - Penang, Malaysia (2024)**



## Brand: **RE-CODE** Manifesto

A new dynamic is unfolding. **The convergence of social, economic, and climate crises, along with rapid technological advancements** has created a new reality for brands and businesses to navigate.

Traditional brand models exposed vulnerabilities during the COVID-19 pandemic, forcing **companies to adapt and reshape their entire operating models. New consumer behaviours are now emerging all the time.**

The **urgency to address climate change** has become a focal point to reduce environmental impact and ensure long-term resilience.

**Social issues such as inequality, diversity and inclusion** have gained significant attention with customers and the workforce now demanding that brands and businesses incorporate more ethical and inclusive practices.

**Technological advancements like AI** continue to disrupt industries, bringing both opportunities and challenges.

At the IAA 45<sup>th</sup> World Congress, we will share best practices, case studies and new frameworks of how **creativity and technology can build significant value and enable brands and businesses to become a force for good.**



## RE\_CODING brands and businesses to shape the future



### SUSTAINABILITY FOR GROWTH WITH GOOD

- “ Re\_Code: Sustainability – A Recipe for brand and business success” – a point of view from the UN
- “Sustainability - a brand value driver” – Brand Finance Sustainability Perception Index 2024.
- A journey from ‘circular’ to ‘regenerative economy’ -
- Brands, businesses and marketing can Re\_Code human values and lives -

## RE\_CODING creativity with technology for a better life



### DIGITIZATION & AI FOR BRIDGING THE DIVIDE

- Integrating technologies into creativity for shaping the future of brands & businesses.
- AI, ML and algorithm-based technologies for deeper connection between businesses and all stakeholders.
- The great AI debate – leveraging for betterment and mitigating the threats.
- AI as the new ‘force for good’ across all aspects of business and life.

## RE\_CODING inclusivity beyond diversity for a better world



### EMPOWERING WOMEN FOR EMPOWERING HUMANITY

- DigitALL : Innovation and Tech for better gender equality and inclusivity.
- DE&I as a fuel for creativity & innovation in branding, businesses and marketing.
- Re\_Coding organizational culture for an inclusive leadership.
- Empowering and unique lessons from women leadership styles.

## Estimated Total Delegates



Up to 1,000 local and international delegates

## Speakers



Up to 25 Global Speakers who are Founders, CEOs, CMOs, senior marketing & communication professionals, changemakers, unicorns, United Nations Leaders and Government Leaders

## Projected Composition

Founders, CEO'S, CMO'S and C-Suite 35%

Mid to C-Suite 40%

Early career to Mid Career 10%

Government Officials and Diplomats 5%

Academicians and Students 10%

## Projected Participant Sectors

FMCG, Technology, Marketing, Advertising and Communication Agencies, Education, NGO's, United Nations, State and Federal Government, Diplomats B2C, B2B, Start-ups, SMEs, Corporations AdTech, Martech, FinTech, Greentech, Biotech, Transport

# SPONSORSHIP OPPORTUNITIES

<b>Platinum</b>	<b>USD 300,000</b>
<b>Gold</b>	<b>USD 200,000</b>
<b>Silver</b>	<b>USD 100,000</b>
<b>Bronze</b>	<b>USD 50,000</b>
<b>Supporter</b>	<b>USD 30,000</b>

# SPONSORSHIP OPPORTUNITIES

SPONSOR'S BENEFITS	PLATINUM (USD 300,000)	GOLD (USD 200,000)	SILVER (USD 100,000)	BRONZE (USD 50,000)	SUPPORTER (USD 30,000)
<b>Exhibition Booth/Space</b>					
Exhibition Booth	6m x 6m	6m x 6m	6m x 3m	6m x 3m	3m x 3m
Priority Selection of Booth Location	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>		
Hospitality Suite	1 day	½ day	½ day		
<b>Programme</b>					
Keynote Address	1				
Speaker for Nominated Topic		1			
Panellist for Panel Discussion			1		



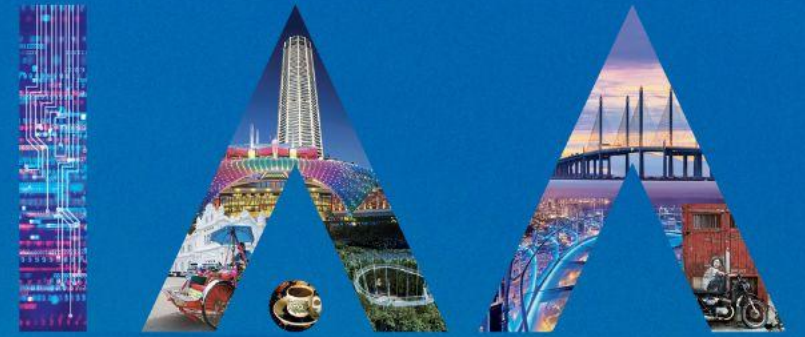
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<b>Branding</b>					
Logo at Opening/Closing Backdrop	√	√	√	√	
Logo on Website	√	√	√	√	√
Logo Acknowledgement in Mobile App	√	√	√	√	
Logo on Registration Confirmation Email	√	√	√		
Company Website Hyperlinked	√	√	√		
In between session Video Advertisement	2 minutes	1 minute	1 minute		
Acknowledgement In Official Proceedings (Congress opening, closing & dinner events) Presentation of Appreciation Plaque	√	√	√		
Congress Bag Insert	√	√	√		

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<b>Attendance</b>					
Delegate Registrations (Main Congress only)	20 persons	10 persons	5 persons	3 persons	1 person
Reserved Table for Gala Dinner	2 tables	1 tables			
Exclusive Seating at Main Tables	2 seats	1 seat	1 seat	1 seat	1 seat



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# THANK YOU

For more information, please contact:

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