Sponsorship Opportunities

Financial reporting goes global: XBRL and IFRS working together

10TH XBRL International Conference Brussels

Sheraton Brussels Hotel and Towers
November 15 - 19, 2004

Co-hosted by XBRL International and the IASC Foundation
Financial reporting goes global: 
**XBRL and IFRS working together**

eXtensible Business Reporting Language (XBRL) brings the publication, exchange, and analysis of the complex financial information in corporate business reports into the dynamic and interactive realm of the Internet. XBRL provides a common platform for critical business reporting processes and improves the reliability and ease of communicating financial data among users internal and external to the reporting enterprise. XBRL is being adopted by most of European regulators. 7,000 European listed companies will begin using IFRS in 2005 that will make this THE year for XBRL adoption in Europe.

XBRL International and the IASC Foundation are seeking sponsorship partners who are interested in leveraging the networking and business opportunities at the 10th XBRL International Conference to be held at the Sheraton Hotel in Brussels, Belgium, from November 15 - 19, 2004.

The theme of the conference, “Financial reporting goes global: XBRL and IFRS working together”, presents a significant opportunity for sponsors to present themselves to potential customers as well as the key members and decision makers behind XBRL. There are several opportunities for sponsors to promote their offerings to this highly targeted audience.

**Building Relationships**

XBRL International conferences are a prime opportunity for product developers and service providers to meet face to face with financial professionals. Participating vendors exhibit their materials, services, and products and help attendees grow their respective businesses. In many ways, vendors become ongoing consultants and service providers, keeping professionals appraised of new resources and profit-building opportunities!

**Conference Profile**:  
- 4-day XBRL Conference in the Capital of the European Union  
- 400+ attendees per day (amounting to 800 individual delegates over four days)  
- Marketing to reach more than 250,000 accounting and finance professionals in all of the EU’s 25 member states, as well as other countries  
- 400m² of Exhibit space in a world class hotel  
- Pre- and at-conference marketing campaign  
- Official support from the European Commission and the International Accounting Standards Board (IASB).  
- Up to 40 speakers in plenary sessions, break outs, and workshops  
- Technology demonstrators, “Software Shootout” and Supply Chain Demonstration  
- Up to 25 sponsors and exhibitors across 6 different sponsorship levels suited to your company’s ambitions  
- Media exposure  

*(These bullet-points are in no way contractually binding nor accurately descriptive of the event. They are merely indicative of the expectations of the organizers, but each of these facts may vary.)*

**Why sponsor?**  
- Reach decision makers at the conference. Network with participants from governments, regulators, the financial services industry, and general business sector.  
- Maximize your exposure in easy-to-find exhibition areas. Exposure to potential adopters who have invested in exploring the benefits of XBRL and will seek vendors ready to deliver products and services in this space.  
- Interact with your market in an informal environment  
- Sponsors will receive public recognition from the event speakers

**Sponsor Policy**

The involvement of several sponsors underlines the collective effort of XBRL members. Sponsor fees not only provide public relations and marketing opportunities through participation in the program, workshop hostings, technology demonstrations and exhibit space in a gathering of 400+ delegates interested or involved in XBRL, but reflect the wide variety of businesses implicated in this global effort to develop one of the most exciting innovations in computerized real-time financial reporting.
Sponsorship Packages
The 10th XBRL International Conference Planning Committee is seeking prominent sponsorship partners to maximize networking and business opportunities for delegates, XBRL members, and sponsor partners, who will converge on this event from around the world. Sponsorship packages will be allocated on a first-come-first-serve basis, so interested parties are encouraged to commit early. The packages include:

**Premium level sponsor:**
"10th XBRL International Conference GOLD Sponsor”*
€25,000 - for Non-members of the XBRL consortium
€20,000 - for XBRL consortium members

**Pre-conference exposure**
- Front-page recognition as “10th XBRL International Conference GOLD Sponsor” on brochure and on the dedicated conference registration website (including logo, displayed in largest size category)
- Company information / advertising section (up to 150 words) in the beginning of the conference programme
- Company logo and information visibly exposed in mailing to approx. 250,000 people Europe-wide and worldwide

**At-conference exposure**
- Right to be official conference Reception Sponsors, with following benefits at the Reception:
  - 2 x FREE tickets for dinner
  - Introduction by the Master of Ceremonies
  - Option to redeem a speech at reception (3 minutes max.)
  - Corporate banner displayed in Reception Area
  - Recognition as Reception Sponsors in conference binder
- Full and comprehensive delegate list of registered conference attendees
- 1 x FREE exhibit space for stand and table in prime conference location
- Corporate insert or gift item in each delegate bag
- Company logo “prominently displayed” on stand-up background screens
- 4 x FREE tickets to XBRL Conference for staff of sponsoring organization

**Standard level sponsor:**
"10th XBRL International Conference SILVER Sponsor”*
€9,500 - for Non-members of the XBRL consortium
€7,500 - for XBRL consortium members

**Pre-conference exposure**
- Front-page recognition as “10th XBRL International Conference SILVER Sponsor” on brochure and on dedicated conference registration website (including logo, displayed in the intermediary size category)
- Company information / advertising section (up to 150 words) in the beginning of the programme
- Exposure to a market of 250,000 individuals through mailings

**Conference Dinner Sponsor**
€2,500, limited to 1
- 2 x FREE tickets for dinner
- Introduction and thank you by the Master of Ceremonies.
- Option to redeem a speech at dinner (5 minutes max) by Your company representative
- Corporate banner displayed in the dining room (sponsor supplied).
- Information about your company will be printed in the conference binder (You will be asked to provide approximately 50 words).
- Opportunity for a promotional giveaway on chairs of the diners.

**Luncheon Sponsor**
€2,000, limited to 2
- Introduction and thank you by the Master of Ceremonies.
- Your company representative can give a speech at lunch (3 minutes max).
- Corporate banner displayed in the dining room (sponsor supplied).
- Information about your company will be printed in the conference binder (You will be asked to provide approximately 50 words).

**Exhibitor - table space for non-sponsors**
€3,000 Limited to 10 tables max.
- Recognition as “Exhibitor” on brochure
- Prime exhibit space for stand and table in conference foyer
Focus of the Conference
The conference will demonstrate how XBRL enables financial transparency and data exchange in a global internet-connected environment. The conference theme in Brussels, “Financial reporting goes global: XBRL and IFRS working together”, will focus on the tools that are available and the benefits of XBRL for all segments of the business reporting supply chain.

Schedule of Events
- **Monday, November 15, 2004**
  - XBRL Training Sessions Day
- **Tuesday, November 16, 2004**
  - XBRL Strategic & Political Oversight Day
- **Wednesday, November 17, 2004**
  - XBRL Technical Developments Day
- **Thursday, November 18, 2004**
  - XBRL European Jurisdictions Days
- **Friday, November 19, 2004**
  - XBRL Working Group’s Day

 Audience
The conference is expected to attract 400 or more attendees coming from all over the world (3/4 from Europe), including:
- Finance executives (CFOs, CAOs, etc…)
- Standard-setters, regulators, and government administrators
- Accounting professionals
- Taxation authorities and Chamber of Commerce representatives
- Bankers and Financial Analysts
- Investors and market makers
- Corporate managers
- Trustees and Managers from Associations, Trust and Foundations
- Software vendors and service integrators
- …as well as other people interested in XBRL and IFRS responsible for improving and streamlining their company’s business reporting processes.

Registration
Registration for the conference will be available at [www.xbrl.org](http://www.xbrl.org)

About XBRL International
XBRL International is a consortium of over 250 leading companies, associations, and government agencies around the world developing the eXtensible Business Reporting Language (XBRL) for the preparation and exchange of business reports and data. XBRL is freely licensed and facilitates the exchange and reliable extraction of business information among various software applications anywhere in the world. XBRL promotes transparency and efficiency and enhances the usability of existing accounting standards through the digital language of business. XBRL transforms critical business reporting processes and improves communications of financial data among users.

This international framework is being developed collaboratively to simplify and reduce costs for companies and governments. Financial reports in XBRL will comply with accounting standards and provide the financial and business community a standards-based method to prepare financial statements, business reports and related data, publish it in a variety of formats, reliably extract information, and easily exchange information between companies, investors and regulators. We meet on a continuous basis through conferences, meetings, discussion groups, conference calls, and e-mail.

To find out more
Visit [www.iascfoundation.org](http://www.iascfoundation.org) and [www.xbrl.org](http://www.xbrl.org), contact Stefan de Greling on +44-(0)20-7246-6472
E-mail xbrlbrussels2004@iasb.org.uk or complete the enclosed Sponsorship Application Form.

The IASC Foundation and the XBRL International Consortium look forward to your active support!