

Annual Conference Sponsorship Packages

The British Accounting and Finance Association (BAFA) is the UK learned society for accounting and finance academics. The quality and reputation of BAFA's activities is reflected in a wide membership including leading academics from universities across the UK and globally. Our members teach the students who are the next generation of accountants, finance professionals and business leaders, and undertake cutting edge research providing insights that help develop and refine a wide range of accounting and finance practices.

In 2027 our Annual Conference with Doctoral Masterclasses will be held as an in-person event at the **Cardiff Business School, Cardiff University** in Wales, from **Tuesday 6 April to Thursday 8 April**. The conference dinner and awards presentations will be at the **Holland House Hotel** on Wednesday 7 April.

We are offering three levels of sponsorship—Bronze, Silver, and Gold—to enable selected organisations to engage effectively with our members at the conference, thereby maintaining and raising their profile and building relationships among our highly valuable accounting and finance academic community. Each sponsorship package includes an exhibitor stand for the duration of the conference.

Bronze Sponsorship – £2,000

Each Bronze sponsor will have:

- **Two** free passes for staff attending the conference and the conference dinner, this includes access to online conference programme.
- Up 2m² of space exhibition space available in the area where delegates meet for breaks. This includes one table with two chairs and an electrical output.
- Logo displayed on the conference web page on the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing.
- Logo displayed as a sponsor at strategic locations in the conference venue for the duration of the conference.
- **A speaker slot in a panel session at the conference**
- A dedicated page on the online conference programme with logo, text, downloadable PDF brochure/flyer, and embedded video (all supplied by the sponsor)
- Access (via the online conference programme) to the latest cutting-edge research findings and insights from accounting and finance researchers, practitioners, policymakers, standard-setters and regulators around the globe. This access is available during the conference and for 7 days following the conference.

Silver Sponsorship – £4,000

There will be a **maximum of two silver sponsors**. Each of the silver sponsors will have:

- **Three** free passes for staff attending the conference and the conference dinner, this includes access to the online conference programme.
- Up to 3m² of exhibition space available in the area where delegates meet for breaks. This includes one table with two chairs and an electrical output

- Logo displayed on the conference web page on the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing
- Logo displayed at strategic locations in the conference venue for the duration of the conference.
- **Roller banner at the entrance of the welcome/registration area (provided by the sponsor)**
- **Roller banner at the Early Bird Reception (6 April)**
- A speaker slot in a panel session at the conference.
- A dedicated page on the online conference programme with logo, text, downloadable PDF brochure/flyer, and embedded video (all supplied by the sponsor)
- Access (via the online conference programme) to the latest cutting-edge research findings and insights from accounting and finance researchers, practitioners, policymakers, standard-setters and regulators around the globe. This access is available during the conference and for 7 days following the conference.

Gold sponsorship – Price per sponsor is £6,000

There will be a **maximum of one gold sponsor**. The gold sponsor will have:

- **Four** free passes for staff attending the conference and the conference dinner, this includes access to the online conference programme.
- Up to 5m² of exhibition space available in the area where delegates meet for breaks. This includes one table with two chairs and an electrical output.
- Logo displayed on the conference web page on the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing
- Logo displayed at strategic locations in the conference venue for the duration of the conference.
- Roller banner at the entrance of the welcome/registration area (provided by the sponsor)
- A speaker slot in a panel session at the conference.
- **Logo printed on the conference name badges**
- **Roller banner at the entrance of the Annual Dinner (provided by the sponsor)**
- **Acknowledgement as one of the named sponsors of the conference dinner.**
- **A speaker slot at the conference dinner** (upon request)
- A dedicated page on the online conference programme with logo, text, downloadable PDF brochure/flyer, and embedded video (all supplied by the sponsor)
- Access (via the online conference programme) to the latest cutting-edge research findings and insights from accounting and finance researchers, practitioners, policymakers, standard-setters and regulators around the globe. This access is available during the conference and for 7 days following the conference

In addition to the above sponsorship packages, we also have sponsorship opportunities available for specific events at the conference such as:

- Keynote lectures.
- Lunches.
- Morning or afternoon tea and coffee breaks.
- The drinks reception before the conference dinner on Wednesday, 7 April 2027.

For further enquiries about sponsoring the 2027 BAFA conference, or to express an interest in becoming a sponsor, please contact the BAFA administrator by email on admin@bafa.ac.uk.