

MIAMI INSTITUTE OF INTERNAL AUDITORS (IIA)

Delivering Strategic Value to Our Sponsors

Access an elite audience of governance, risk, compliance, and internal audit decision-makers across South Florida.

Community Demographics

A rigorous analysis of our professional community, detailing executive density, industry diversity, and organizational scale.

Unmatched **Regional Impact**

- 📍 **Deep Local Anchor:** Directly engage with key players in South Florida's booming corporate hubs.
- 👥 **High Contact Volume:** Leverage verified touchpoints with hundreds of specialized regional audit professionals.
- 🎯 **Targeted Exposure:** Put your brand directly in front of the gatekeepers of modern corporate governance and risk budgets.



Active Budget Holders

73%

MANAGEMENT & C-SUITE

Connecting Sponsors with Influence

We eliminate the waste common in broad-spectrum sponsorship. Nearly three-quarters of our community holds direct purchasing or management-level decision authority.

This puts your products, services, and team face-to-face with active budget owners looking to solve sophisticated internal control, cyber-risk, and advisory challenges.

Audience Seniority Profile

Decision Makers (C-Suite, VP)

41.8%

Management (Directors, Leads)

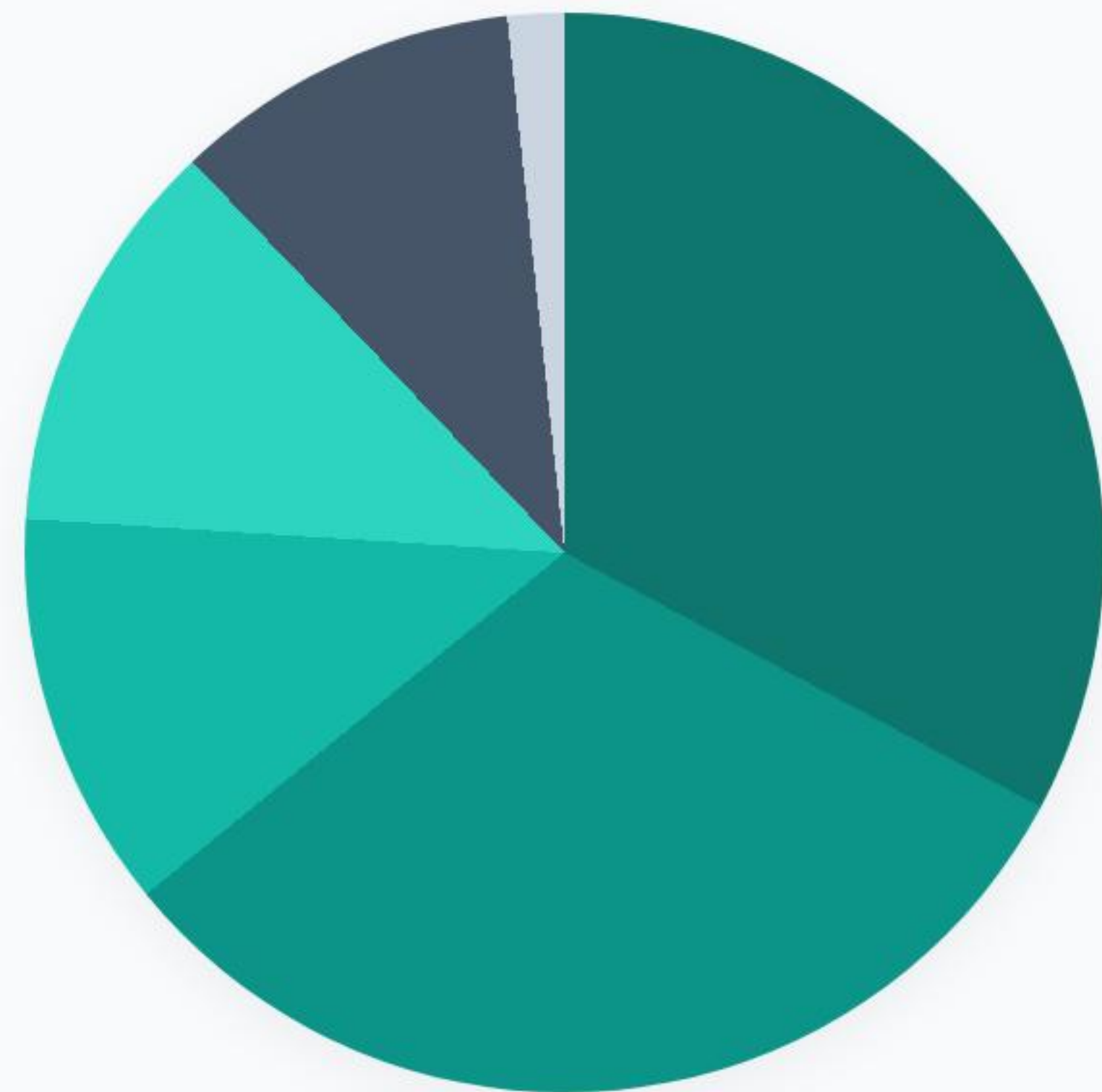
31.3%

Staff-Level Professionals

26.9%

Verification metric: A high density of actual decision makers (41.8%) makes IIA Miami events an ultra-efficient platform for business-to-business pipeline generation.

Diverse Industry Cross-Section



- Corporate Sector (32.8%)
- Professional Services (31.3%)
- Healthcare Organizations (11.9%)
- Government Entities (11.9%)
- Financial Services (10.4%)
- Other Industries (1.7%)

Broad Market Segments

COMPANY STRUCTURE	AUDIENCE SHARE	REPRESENTATIVE LOCAL ANCHOR EMPLOYERS
Private Organizations	62.7%	Norwegian Cruise Line, SBA Communications, Major Private Portfolios
Public Corporations	25.4%	S&P 500 Regional Leaders, SEC Registrants, Financial Institutions
Government & Public Sector	11.9%	Jackson Health System, Municipal Entities, County Audit Organs

Sponsorship Value Pillars



Brand Credibility

Consistently place your brand in front of top-tier regional risk, internal audit, cybersecurity, and compliance professionals.



Elite Networking

Secure premium, unhurried face-time with decision-makers at blue-chip South Florida employers and government institutions.



Targeted ROI

Focus marketing and sales resources directly on pre-qualified enterprise buyers who control significant software and consulting spend.

Partner with IIA Miami

Explore customizable annual and event-specific sponsorship packages designed for high-impact ROI.



David Zapata, VP of Partnerships



vppartnerships@iimiami.org



iimiami.org

Image Sources



https://assets.site-static.com/userFiles/2103/image/Blog_Posts/Neighborhoods/Downtown_Miami_Neighborhood.png

Source: www.discoverhomesmiami.com