

THE ISCA PARTNERSHIP PROSPECTUS

Charting New Horizons Together



HELLO FROM ISCA CEO

Dear Valued Partners,

As we stepped into 2025, we took a moment to reflect on the milestones of the past year, filled with much gratitude. 2024 was a year of growth and progress for ISCA, made possible by the unwavering support of our members and partners.

Our community grew to over **39,000 members**, with a strong **renewal rate of 98.3%**. Through **165 events** and over **121,000 services** delivered, we maintained a **94% satisfaction rate**—an achievement that undoubtedly reflects the trust and engagement of our members. ISCA House has become an increasingly popular space to gather, with **lounge visits** doubling to **37,000** from 2023.

The SCAQ programme saw remarkable progress, with a **76% increase in candidates** and an expanded network of Accredited Training Organisations. Our ISCA Academy team also made significant strides, growing its revenue by 16% while strengthening our capability to deliver high-quality training for the accountancy profession and business community.

These achievements are not ours alone—they are a testament to the invaluable partnerships that drive us forward. ISCA remains committed to fostering collaboration, creating meaningful engagement opportunities, and delivering greater value in the year ahead.

Looking ahead, 2025 presents new opportunities to innovate, expand internationally, and elevate ISCA's impact. We invite you to join us in shaping the future—together!

Sincerely,
Fann Kor, FCA (Singapore)
CEO

ISCA INSTITUTE OF SINGAPORE
CHARTERED ACCOUNTANTS



WHO ARE WE



National Accountancy
Body of Singapore



Member of
Chartered Accountants
Worldwide



39,000+ Members



Largest professional
Accountancy Body
in Singapore



Over 60 years of History

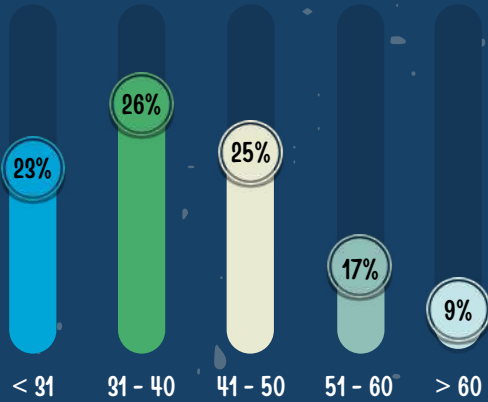


12 Overseas
Chapters Worldwide

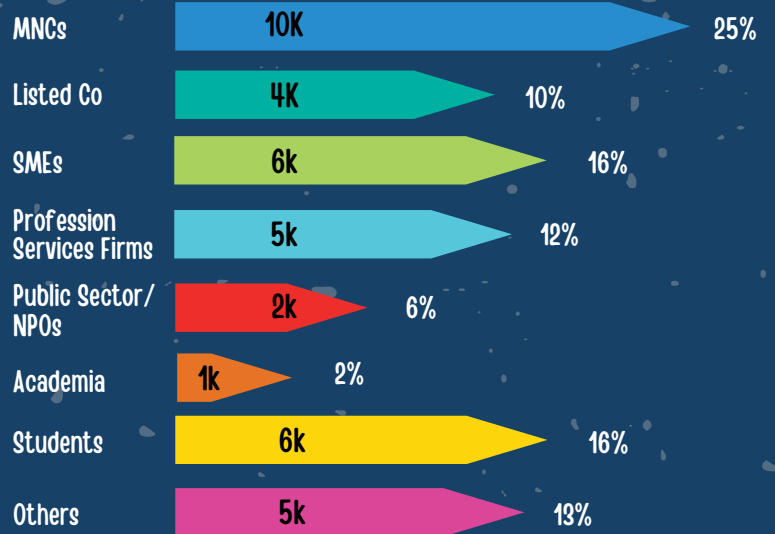


WHO ARE OUR MEMBERS

AGE GROUP



ORGANISATION TYPE



DECISION MAKERS



TOP 10 INDUSTRIES



TOTAL MEMBERS

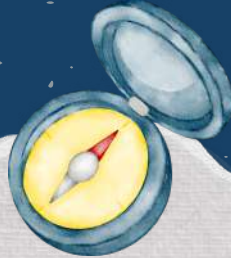
7 **39,000** members



WHY PARTNER WITH US



Generate targeted
leads for businesses



Market Sensing to
understand the needs
of prospective
customers



Showcase your
Thought Leadership
and expertise



Engage and **connect** with
key stakeholders from
ISCA networks



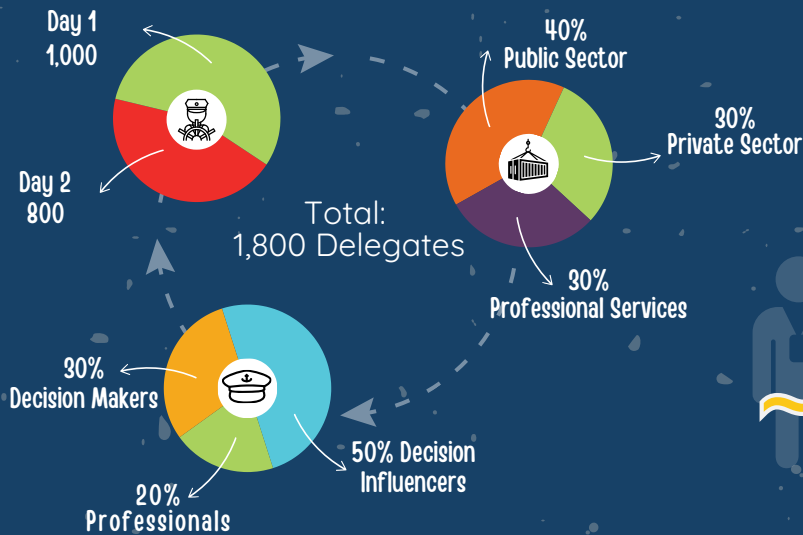
Brand Amplification
through targeted
platforms

LEAD GENERATION & CUSTOMER RETENTION

ISCA Conference

The must-attend annual flagship conference for **all accounting and business professionals**. This conference provides delegates with technical updates and business outlooks while showcasing the latest trends by exhibitors.

2024 Attendee Profile



Overseas Attendees



~40

Exhibitors

>60,000

Landing Page Views

Entitlement for selection	Credits required
Conference Tickets x 5	3
Main Track Speaking Slot (Technical topics only) *	15
Sub-Track Speaking Slot (Choice of Taxation or Technology topics) *	10
Photobooth Customisation (Includes logo branding on photos)	6
Customised Phone Charging Station (Includes logo feature on charging station)	4

* Subject to availability



Why?

Attend as a participant to stay **updated** and **network** with industry peers!
Speak at this conference to **showcase** your thought leadership at the largest gathering of accounting and business professionals!

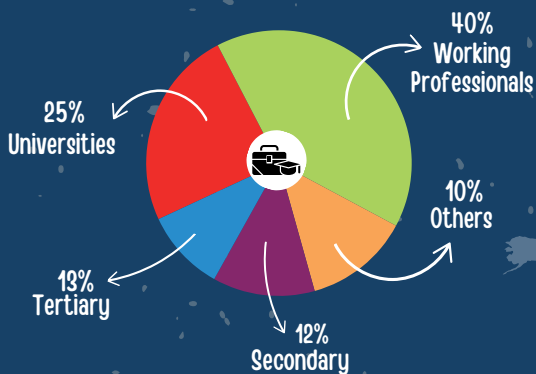
LEAD GENERATION & CUSTOMER RETENTION

AccountanCity - Accountancy Sector Career Fair

Connect with job seekers and students to **recruit** top talents, **showcase** your organisation's culture and **inspire** future generations!

2024 Attendee Profile

> 1,000 participants



~30

Exhibitors

>2M ~3,000

Impressions on Digital Campaign

Landing Page Views

Overseas Visitors

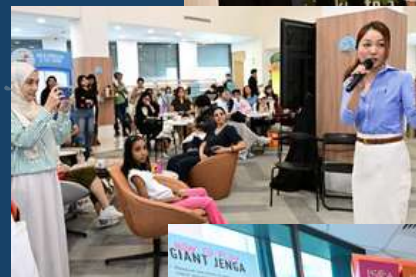


Who is this for?

- Professional Services Firms
- Large Local Enterprises
- Public Sector
- Institutes of Higher Learning
- Recruitment Companies

Entitlement for selection	Credits required
Exhibition Booth Logo Placement on all Collaterals Opportunity to Sponsor Goodie Bag	5
15-minute Speaking Slot Opportunity to Sponsor Activity Stations	3
30-minute Speaking Slot Opportunity to Sponsor F&B / Activity Stations	4
30-minute Speaking Slot Opportunity to Sponsor F&B / Activity Stations Pre-event Opt-in Matching Private branded meeting room for private conversations *	5
Customised Photobooth (Includes logo branding on photos)	4
Customised Phone Charging Station (Includes logo feature on charging station)	3

* Subject to availability



Why?

Be part of a **Career Fair** where **fun** and **function** meets.
Showcase the fun side of your company to your **future employees**!

LEAD GENERATION & CUSTOMER RETENTION

ISCA TechFair

Tech Solution Providers, look out! Showcase your software to finance professionals of all sectors who are keen to learn about the latest technology.

Entitlement for selection	Credits required
Exhibition Booth Logo Placement on all Collaterals	5
15-minute Speaking Slot Opportunity to Sponsor F&B / Activity Stations	4
30-minute Speaking Slot Opportunity to Sponsor F&B / Activity Stations Pre-event Opt-in Business Matching Private branded meeting room for private conversations *	5

* Subject to availability

Who is this for?

Tech firms targeting:

- SMPs
- SMEs
- List Co
- MNCs

> 500 Decision Makers from all industries expected!

Content will be curated and differentiated for each profile type!



Why?

Curated to help decision-makers reduce choice anxiety, join this tech fair to **increase targeted leads!**

MARKET SENSING

Closed-Door Roundtable

Engage in a **2-way conversation** with your target audience to understand their needs, perform market sensing, and build a deeper relationship with them.

Expected Size

10 - 15

Decision maker

Opt-in Rate

50% 70%

Avg

Highest

Attendees Profile

Sponsor's Choice!

Who is this for?

- Tech Firms
- Service Providers

How will ISCA support?

- Content curation
- Invitation to specific target audience
- End to end organisation of event

Entitlement for selection	Credits required
Co-Branded Closed-door Roundtable with audience of choice * Mention on ISCA LinkedIn	14

* Costs of F&B to be borne by Sponsor



Why?

Instead of a 1-way download of content, gain a **deeper understanding** of your **target audience** through discussion while gaining a competitive advantage through insights gleaned.

THOUGHT LEADERSHIP

ISCA Breakfast/ Lunch Talks

Share your **content** and thought leadership to **ISCA Members** through physical events over a **1.5-hour** session including food and networking

Avg. Turnout

80

Pax

Opt-in Rate

20%

Avg



Who is this for?

- Thought Leaders
- Companies who prefer in-person audience



Co-Branded Webinars

Choose to either share thought leadership or technology demos virtually to the general audience

Avg. Turnout

150

Pax

Opt-in Rate

10%

Avg

30%

Highest

Who is this for?

- Speakers based overseas
- Tech firms doing demo
- Companies who prefer larger audiences

Entitlement for selection

Credits Required

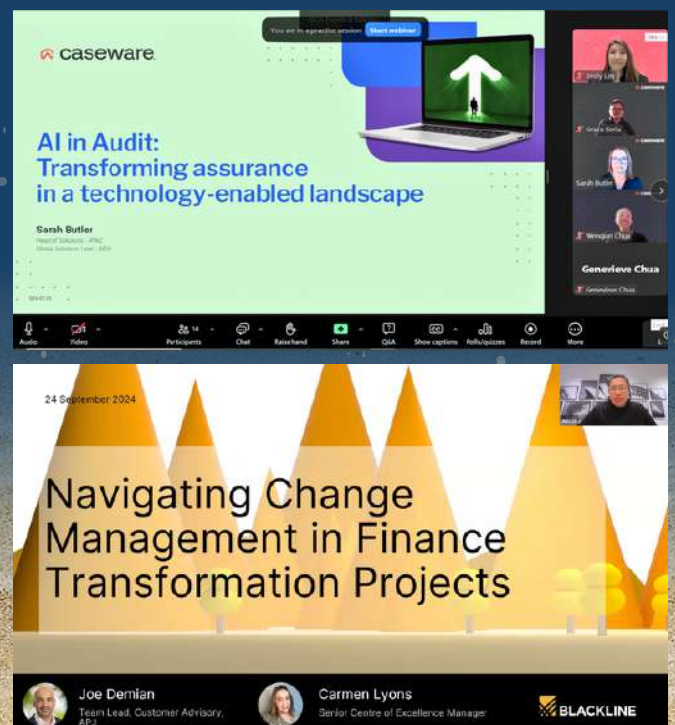
ISCA Breakfast or Lunch Talk *
Post-event recap on CA Lab

6

Co-Branded Webinar hosted by ISCA

5

* Costs of F&B or Speaker to be borne by Sponsor



THOUGHT LEADERSHIP

CA Lab

Showcase your thought leadership with **advertorials** on ISCA's **award-winning** editorial platform.

Website Viewership

>100,000
yearly

Newsletter

>20,000 subscribers
45% open rates

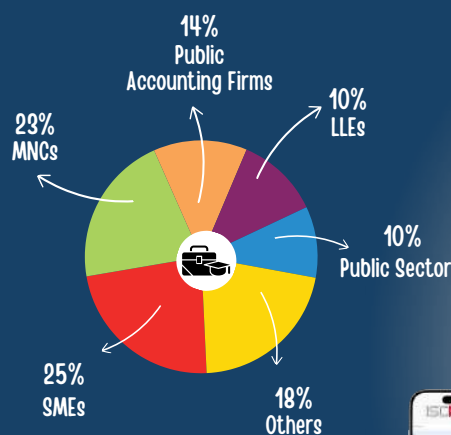


ISCAccountify

Showcase your thought leadership with **videos** on ISCA's **highest subscribed** e-learning platform.

>8,000 subscribers
~30,000 landing page view

Subscriber organisation type



Boardflix

Showcase your thought leadership with **videos** on ISCA's **leadership and board** e-learning platform.

~800
decision makers



Entitlement for selection	Content Format	Credits Required
Advertorial on CA Lab Mention on CA Lab EDM	Written	4
Podcast on ISCA Spotify Mention on CA Lab EDM	Audio	3
Content placement of 1-hour video on ISCAccountify Mention on ISCAccountify EDM	Video	3
Content placement of 1-hour video on Boardflix Mention on Boardflix EDM	Video	3

ENGAGEMENT

ISCA Charity Run

Run with purpose alongside 2,000+ participants and **support** aspiring accounting students through ISCA Cares.

2024 Attendee Profile

>2,200

runners

>150

companies

Who should join?

Everyone!

5
youngest

79
oldest

ISCA Games

Build the **accounting fraternity** to foster camaraderie, unity and sportsmanship!

Forge new friendships or strengthen existing bonds in games like basketball, floorball, soccer, volleyball and many more!



Category	Entitlement for selection	Credits Required
ISCA Run	15 Runners	1
	30 Runners Social Media Mention	2
	50 Runners Social Media Mention Logo on Photowall	6
	120 Runners Social Media Mention Logo on Photowall & Race Arch Dedicated Bag Deposit & Collection Race Booth Opportunity to Sponsor Activity Stations	14
ISCA Games	< 50 Players	2
	50 - 100 Players	4
	> 100 Players	10

2024 Attendee Profile

270

teams

15

firms

2400

players

28

games

Why?

Build your **company's internal camaraderie** and showcase your **company's branding** proudly with your corporate shirt!

ENGAGEMENT

ISCA Charity Dinner

An evening of camaraderie and generosity, supporting aspiring accounting talents through ISCA Cares.

Entitlement for selection	Credits Required
2 Attendees	3
8 Attendees	9
10 Attendees & Logo on Photowall	10

Who is this for?

- Companies looking for like-minded peers to make a difference
- Organisations who want to network with industry stakeholders

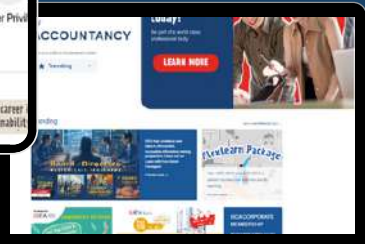
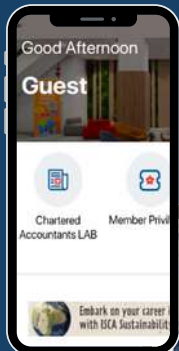
~1,000 attendees expected to support and uplift the sector



Why?

Dine with Purpose: Network with industry leaders and decision makers, celebrate achievements, support meaningful causes, and strengthen your professional connections — all in one impactful evening.

DIGITAL BRAND AMPLIFICATION



ISCA Corporate Website & Mobile App Ad Banner (4 CREDITS)

5.9 Mil

homepage viewers

11,000

app users

Top 3 months

August
(75,000)

October
(70,000)



November
(73,000)

ISCA Conference Homepage Ad Banner (3 CREDITS)

Showcase your branding on the website before meeting participants at the conference!

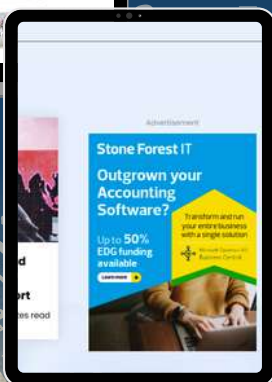
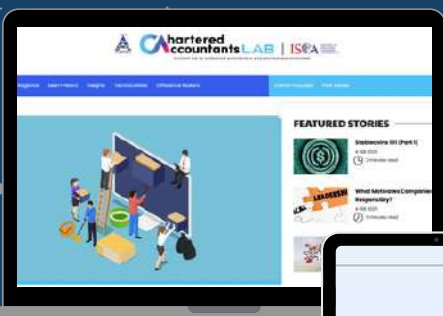
>60,000

landing page views



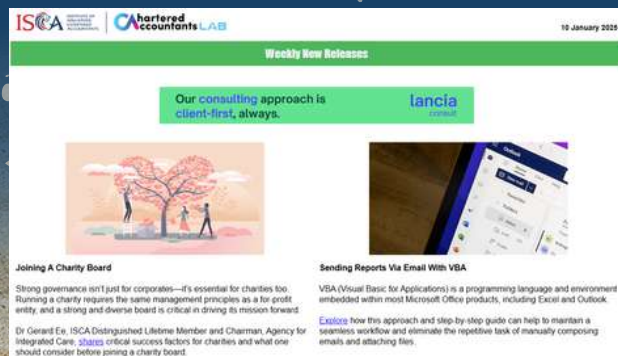
CA-Lab Ad Banner (2 CREDITS)

Feature your ads on ISCA's award winning editorial site

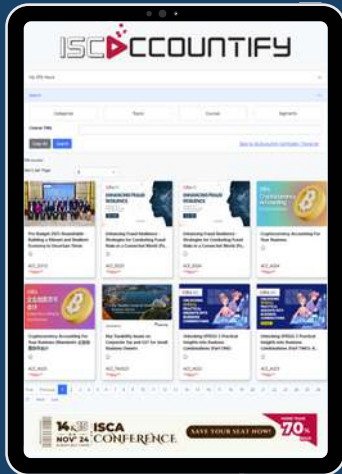


>100,000

yearly



DIGITAL BRAND AMPLIFICATION



ISCAccountify Learning Platform Ad Banner (1 CREDIT)

Feature your ads on ISCA's Global Learning Platform

>8,000

active subscribers

~30,000

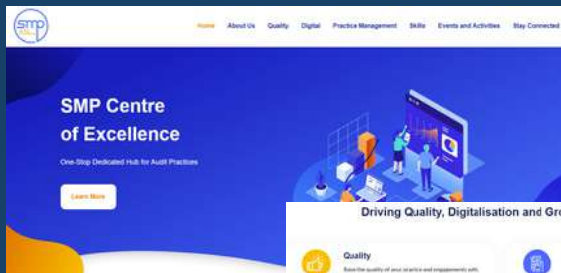
landing page views

ISCA SMP Centre Website (1 CREDIT)

Featured your banners in ISCA's bi-weekly newsletters

30,000

page views



ISCA Newsletters (1 CREDIT)

Feature your banners in ISCA's bi-weekly newsletters

16,000

subscribers

46%

open rate



Telegram Channel (1 CREDIT)

Broadcast your messages across all ISCA-managed Telegram Channels



BRAND AMPLIFICATION @ ISCA HOUSE



Lift Stickers (3 CREDITS)

Be the first thing our visitors see when they enter the building!



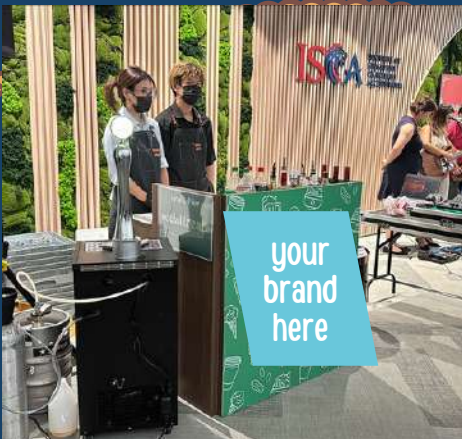
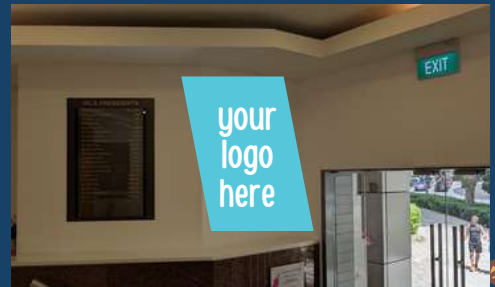
37,000

visitors to ISCA House

Logo Wall of Partners

Be the last thing our visitors see to maintain a lasting impression

(EXCLUSIVE FOR PARTNERS ONLY)



Food & Beverage (2 CREDITS)

Sponsor Beer, Ice Cream or snacks at ISCA House!
Showcase your branding at all our corporate events
[F&B-costs included]

Phone Charging Station (6 CREDITS)

Showcase your brand when visitors of ISCA House needs a power-up for 6 months or more!



Interactive LED Screens (2 CREDITS)

Place your ads, demo or app on these LED Screens!
Create virtual interaction with potential leads





MARK YOUR CALENDARS*

30 MAY

ISCA TECH FAIR

JUNE ONWARDS

ISCA GAMES

28 AUGUST

ISCA CHARITY DINNER

5-6 SEPTEMBER

ACCOUNTANCITY

OCTOBER

ISCA CONFERENCE

1 NOVEMBER

ISCA RUN

MONTHLY

**BREAKFAST & LUNCH TALKS,
WEBINARS, NETWORKING EVENTS**

**THROUGHOUT
THE YEAR**

**ROUNDTABLES, PODCASTS,
AND MANY MORE!**



* Dates to be confirmed

2025 PARTNERSHIP PACKAGES

Select entitlements with the credits included in your package!

Complimentary 1-year
Corporate Membership
included!

CHAMPION PARTNERS

\$65,000

Exclusive Entitlements
worth >\$140,000

2 Exclusive
Champions!

STRATEGIC PARTNERS

\$50,000

60 credits
worth \$90,000

Up to 10 sponsors

COMMUNITY PARTNERS

\$30,000

35 credits
worth \$52,500

Scan here to
sign-up for
the packages:



Up to 20 sponsors

FRIENDS OF ISCA

\$20,000

23 credits
worth \$34,500

\$13,000

13 credits
worth \$19,500

À LA CARTE

\$1,500
per credit

Package holders top-up price:
\$900/credit

Prices exclude GST

SPONSORSHIP ENTITLEMENTS

Need help selecting your entitlements?
Here are some suggestions!



Recommended use of Credits		Champion Partner	Strategic Partner	Community Partner	Friends of ISCA
		S\$65,000	S\$50,000	S\$30,000	S\$13,000
		Credit Units			
Areas of Collaboration	Entitlements	~90	60	35	13
Branding	Logo Feature on all ISCA events & goodie bags	Exclusive!			
	Live acknowledgement at all sponsored events	Exclusive!			
	Logo Feature at ISCA House Level 1	Y	Y	Y	
Networking	Invitation to ISCA Closed Door Networking events	6x	4x	2x	
Lead Generation & Customer Retention	ISCA Conference	Tickets to Conference (3 credits for 5 tickets)	3	3	6
		Sub-Track Speaking Slot (Subject to availability)	10		
	AccountanCity	<ul style="list-style-type: none"> Exhibition Booth Logo Placement on all Collaterals Opportunity to Sponsor Goodie Bag 	5	5	5
		<ul style="list-style-type: none"> 30-minute Speaking Slot Opportunity to Sponsor F&B / Activity Stations 	4	4	
	Tech Fair	<ul style="list-style-type: none"> Exhibition Booth Logo Placement on all Collaterals 	5		5
		<ul style="list-style-type: none"> 30-minute Speaking Slot Opportunity to Sponsor F&B / Activity Stations Pre-event Opt-in Business Matching Private branded meeting room for private conversations* 	5		5
Thought Leadership	Customised Events	Overseas Lunch Talk	Exclusive!		
		<ul style="list-style-type: none"> Closed-door roundtable with audience of choice^ Mention on ISCA LinkedIn 		14	
	General Events	Co-branded Research & Advertorial	Exclusive!		
		<ul style="list-style-type: none"> ISCA Breakfast or Lunch Talk^ Post-event recap on CA Lab 		6	
	Content Placement	Co-branded series in Accountify/Boardflix/CA-Lab	Exclusive!		
Engagement	ISCA Run	<ul style="list-style-type: none"> 50 Runners Social Media Mention Logo on Photowall 		6	
		<ul style="list-style-type: none"> 120 Runners Social Media Mention Logo on Photowall & Race Arch Dedicated Bag Deposit & Collection Race Booth Opportunity to Sponsor Activity Stations 	14	14	
	ISCA Charity Dinner	2 Attendees		3	
		8 Attendees	9		
		10 Attendees		10	
	ISCA Games	50 - 100 Players		4	
		> 100 Players		10	
Brand Amplification	Digital Platforms to grow business	ISCA Corporate Website			
		Ad Banner Mobile App*	4	4	
		Ad Banner on ISCA Conference Website**	3		3
	Physical Platforms at ISCA House	Ad Banner on ISCA Newsletter***		1	
		Lift Stickers*	3		

^ costs of F&B to be borne by Sponsor
* for 1 month
** for 4 months
*** for one newsletter

Scan here for
full list of
entitlements!



WHO HAS PARTNERED WITH US?

accounting
BUSINESS SHOW

AGD

alteryx

automa8e

banqup

BDO

bgl.

BLACKLINE

caseware

CLA Global TS
The Growth Strategist For Asia

CPA
AUSTRALIA

Crowe

datasnipper

DBS

Deloitte.

Utezi
#1 Trusted Anti-Money Laundering Solutions

employmenthero

Endowus

extractly.ai

EY
Shape the future
with confidence

F
K
N
TAN

forvys
mazars

Grant Thornton

ICAEW

In.Corp
Vision To Reality

qb INTUIT
quickbooks

ingenique
#1 Trusted Anti-Money Laundering Solutions

Jaz

KNAV

KPMG

lancia
consult

MOORE

Nexia

ORACLE
NetSuite

pie

PKF

Prophix

Providend
Fee-Only Wealth Advisory

pwc

RESORTS WORLD™
SENTOSA

SAP Concur

SimpleAI

SKYBOTS

Thomson
Reuters™

tilkoblet

UiPath

UOB

workiva

Wolters Kluwer

xero

VALUTICO

yonyou

CONNECT WITH US:



institute-of-singapore-chartered-accountants



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the_isca_gram



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