

## **Guidelines of Participation of Indian CA Firms at WCOA 2022**

1. The Chartered Accountants firms falling under the category of sponsors which are entitled to stalls as specified by the Institute shall be granted stalls in WCOA, 2022. Such Firms are mentioned hereunder as "sponsoring firms".
2. The style, design and layout of the stall and name board of the sponsoring firm shall be same as of the other stalls of the same category of other sponsors specified uniformly for each category of sponsorship by the Institute.
3. The sponsoring firm may mention professional services of the firm in standard size within the stall.
4. The sponsoring firm may mention the number and names of partners and their photographs within the stall.
5. The sponsoring firm may mention type of clients served inside the stalls. It may be based on the type of industry e.g. Petroleum, or based on sector e.g. corporate, Banks, etc.
6. The sponsoring firm may run the video of the sponsoring firm within the stall, keeping it's contents in compliance with the Code of Ethics.
7. Firm name and contact details of the sponsoring firm may be published in the Souvenir published by the Institute pertaining to the programme in compliance with the Council Guidelines for Advertisement for the members and firms.
8. The details of participation of sponsoring firms may be published, displayed and circulated, including through electronic mode by the Institute.
9. The sponsoring firm may mention information about achievements /awards given by the Central or State Governments or Regulatory bodies within the stall or in video.
10. The sponsoring firm may organize quiz or competition of educational or professional relevance within the stall.
11. The gift of the reasonable monetary value, which generally is of use in relation profession, is allowed with/without name the sponsoring firm. Further, the sponsoring firm may provide knowledge sharing through books or other study material.
12. The firm brochure or profile of the sponsoring firm may be provided within the stall.
13. The sponsoring firm may use the common CA Logo.
14. Affiliation of sponsoring firm with a Network Firm registered with the Institute may be mentioned.

**Conditions to be complied with by the sponsoring firm**

1. Specialisation of the sponsoring firm or its partners or the use of words like "expert" shall not be made.
2. The sponsoring firm shall not mention activities constituting business or occupation other than the profession of chartered accountants, whether inside or outside the stall. For instance, it shall not mention teaching activities wherein the partners or employees of the sponsoring firm are engaged in, or directorships held by them.
3. The sponsoring firm shall not mention catchwords, vision , values etc. outside the stall.
4. Cut-outs shall not be permissible.
5. Names of clients and fees charged shall not be mentioned.
6. The details of sponsoring firms displayed or published inside or outside the stall shall not contain any rating or testimonials.
7. The sponsoring firm shall not be permitted to distribute any gift with the details of the Firm except the gifts of description allowed in the deliverables.
8. The firm brochure or profile of the sponsoring firm shall not be kept for display or circulated outside the stall.
9. The sponsoring firm shall not be permitted to use the Institute's emblem.
10. The sponsoring firm shall not be permitted to use firm logo, in any form, whatsoever.
11. The sponsoring firm shall not use names of non-sponsoring firms where one or more partners of sponsoring firm are common partners.
12. Names of Management Consultancy Companies registered with the Institute shall not be used by the sponsoring firms.
13. The details mentioned by sponsoring firm shall be honest and truthful. There shall be no exaggerated claims for the services offered by the member or the Firm, or the qualifications or experience of the member or any of the partners or any other person associated with the Firm. It must not make any disparaging references or unsubstantiated comparisons to the work of others.
14. Following undertaking shall be given by the sponsoring firm at the time of registration :-

I/we have received a copy of Deliverables on sponsoring guidelines and undertake to comply with these Guidelines in true letter and spirit . I /we shall also comply with the other provisions of Code of Ethics which are not mentioned in these Guidelines, but which may be applicable to such deliverables /sponsorship, directly or indirectly.