

Marketing Guide



Exhibit, Sponsorship &
Advertising Opportunities

2012



WASHINGTON SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS

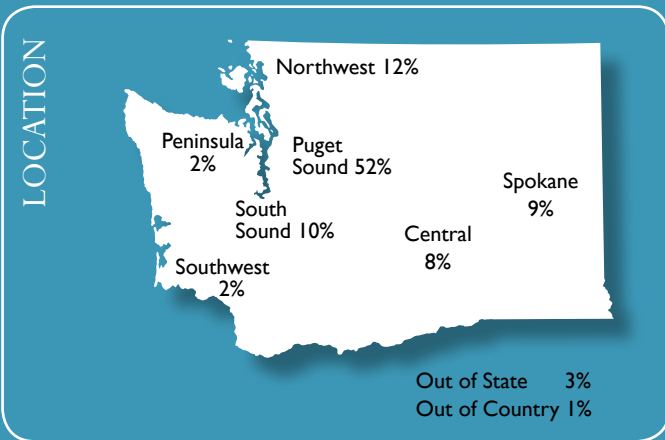
www.wscpa.org

WSCPAs: Your Connection to CPAs in Washington



WASHINGTON SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS

nearly 10,000 members



CPA Members	
Public Accounting	49%
Business & Industry	31%
Out of State	5%
Government	4%
Education	1%
Retired	2%
Other	8%

Member Career Segment	
New Professionals	25%
Mid-Career Professionals	42%
Second-Half Professionals	28%

Member Employer Size	
Large Organization	19%
Medium Organization	31%
Small Organization	38%
Retired/Other	9%

The WSCPAs is your connection to Washington's top accounting and financial leaders.

With nearly 10,000 members, the Washington Society of CPAs is the only organization in the State of Washington dedicated to serving the professional needs of CPAs.

If your target market is CPAs in Washington, you've come to the right place. The WSCPAs offers an array of exhibiting, sponsorship and advertising opportunities to help you connect with CPAs, controllers and CFOs, and other finance executives.

Explore the opportunities in this brochure and contact us to create a marketing package that fits your needs.

CONFERENCES

Exhibiting & Sponsorships page 3

Rachel Ingalls	e-mail ringalls@wscpa.org
	tel (425) 586-1112

NETWORKING EVENTS

Sponsorships..... page 5

Amy O'Donnell	e-mail aodonnell@wscpa.org
	tel (425) 586-1140

SPECIAL EVENTS

Golf Tournament Sponsorships.... page 7

Kimberly Scott	e-mail kscott@wscpa.org
	tel (425) 586-1108

PRINT ADVERTISING page 8

Sharon Olene-Marander	e-mail smarander@wscpa.org
	tel (425) 586-1138

APPLICATION FORM page 9

TERMS & CONDITIONS page 11

Conferences



WSCPAs Conferences provide a unique and exciting opportunity to network with Washington CPAs and market your products and services in a one-on-one environment.

Most conferences are held in the Puget Sound area and are organized to encourage attendees to mingle, network and dine with sponsors and exhibitors.

Conferences are targeted to specific groups of CPAs and attract attendees from all over the Northwest.

CONFERENCE SCHEDULE

Date	Conference	Target Audience	Location
April	Governmental Accounting & Auditing Conference	CPAs specializing in government	Tacoma
May	International Tax Conference	CPAs specializing in international	Seattle
	Emerging Leaders Conference	CPAs with a desire to become leaders in the profession	Redmond
	Healthcare Conference	CPAs specializing in healthcare industry	Bellevue
	Washington State Tax Conference	CPAs focusing on state taxation	Seattle
June	Women's Leadership Summit	Women CPAs with a desire to become leaders in the profession	Seattle
August	Farm Tax Conference	CPAs specializing in farming	Kennewick
September	Northwest Accounting Educators Conference	Accounting educators	Bellevue
October	Pacific Tax Institute	Experienced tax practitioners	Seattle
November	Accounting and Auditing Conference	All CPAs and finance professionals	Seattle
	Pacific NW Construction Industry Conference	CPAs specializing in construction industry	Seattle
	Not-For-Profit Conference	CPAs working with/for not-for-profits	Seattle
December	Fraud Conference	CPAs who prepare or use financial information, or advise or manage a business, governmental or not-for-profit entity	Bellevue
	Information Technology Conference	All CPAs and finance professionals	Bellevue



Seattle



Tacoma



Kennewick

Conferences

CONFERENCE EXHIBITORS

As a conference exhibitor, you will be able to showcase your product or service face-to-face with attendees. Here is what you will receive:

- One 6-foot draped and skirted table with two chairs
- Verbal recognition at the conference
- Logo on conference marketing materials*
- Logo and link on conference web page*
- Logo on front cover of conference manual
- Logo on conference exhibitor punch card
- Complete list of conference attendees
- Contact with attendees during morning registration, morning and afternoon refreshment breaks, and lunch
- Lunch with attendees (admits two)
- Complimentary registration for one attendee
- 20% registration discount for additional attendees, on 10 or more registrations

* Exhibitors must meet deadlines for these publications.

EXHIBITOR PRICING

1 DAY CONFERENCE	2 DAY CONFERENCE
\$1,000	\$1,500

Other sponsorship opportunities include networking reception sponsorships and door/raffle prizes. Please contact Rachel Ingalls for details on these opportunities.



Need more information? Call or complete the form on pages 9-10. We will help you determine which conference will connect you with your target audience.

Conference Exhibiting and Sponsorships
 Rachel Ingalls ringalls@wscpa.org (425) 586-1112

CONFERENCE SPONSORSHIPS

Conference exhibitors can increase their visibility at the conference by becoming a conference sponsor.

SPONSORSHIP PACKAGES

Premiere Sponsor	\$5,000	Limit 1
Includes:		
<ul style="list-style-type: none"> • Sponsor's name is tied to conference For example, "Fraud Conference, presented by your company" • Entire exhibitor package • One page advertisement in conference manual • Complimentary registration for two attendees 		
Key Sponsor	\$3,000	Limit 1/day
Includes:		
<ul style="list-style-type: none"> • Sponsor to be showcased at luncheon • Introduce conference keynote speaker • Entire exhibitor package • One page advertisement in conference manual • Two premium signs on easels at luncheon and/or reception • Opportunity to place giveaway at place settings at luncheon or reception 		
Supporting Sponsor	\$2,000	Limit 2/day
Includes:		
<ul style="list-style-type: none"> • Sponsor to be showcased at continental breakfast and breaks • Entire exhibitor package • One page advertisement in conference manual • Premium sign on easel at continental breakfast and breaks 		
Attendee Gift Sponsor	\$500 + product	
Includes:		
<ul style="list-style-type: none"> • Sponsor provides logo for co-branded gift (totebags or lanyards) to be distributed at registration table • Premium sign near registration table announcing your company as a gift sponsor • Opportunity to place up to three marketing items with your giveaway • Logo with a link to your website on the exhibitor/sponsor area of conference webpage 		

Networking Events



NEW PROFESSIONAL EVENTS

Looking to target new CPAs or future CPAs? Consider sponsoring annual networking events.

- Young members of the WSCPA consistently attend networking events with other young CPAs, bankers and lawyers during the year.
- Prize incentives encourage attendees to participate in multiple events. The attendance at each event ranges from 50-200.
- Each event includes entertainment and refreshments.

2012 NETWORKING EVENT SCHEDULE

Date	Location
May 3	Hyatt Regency, Bellevue
June 21	World Trade Center, Seattle
August 16	Members' Reception - Bellevue Club, Bellevue
October 25	The Pike Brewing Company, Seattle
November 13	DoubleTree Hotel Spokane City Center, Spokane

SPONSORSHIP LEVELS

Networking Event Level	Cost	Events to Sponsor	Cost per Event
Friend	\$500	one	\$500 per event
Supporter	\$1,350	three	\$450 per event
Partner	Key Partner	four	\$400 per event
	Premiere Partner	five	\$400 per event

Need more information? Call or complete the form on pages 9-10.

Networking Event Sponsorships
Amy O'Donnell aodonnell@wscpa.org (425) 586-1140

BENEFITS OF SPONSORSHIP

All Sponsors

Benefits included for each event:

- Two complimentary registrations for representatives
- Included in marketing poster*
- Included on website, Facebook and blog
- Included in marketing flyer* promoting event
- Thank you mentioned at the end of the event
- Mention in bimonthly magazine*
- Sponsors are incorporated into networking games—driving attendees to you
- Table at event or display signs (depends on room configuration)
- May donate raffle prize for added recognition. Representatives may award your prize.
- Sign acknowledging sponsors displayed at events
- May collect business cards from attendees

Partner Level Sponsors

Benefits included for each event:

- Sponsor benefits listed above
- Special name badges for representatives
- Your business name will be included on beverage passes (given to attendees).

* Sponsors must meet deadlines for these publications.

Networking Events



HAPPY HOURS

CPAs gather around the state at monthly happy hour networking events. Become a sponsor for as little as \$50 per event.

Date	Happy Hour Location
February 14	Steam Plant Grill, Spokane
March 13	Steam Plant Grill, Spokane
April 10	Steam Plant Grill, Spokane
May 8	Steam Plant Grill, Spokane
June 12	Steam Plant Grill, Spokane
July 10	Steam Plant Grill, Spokane
August 14	Steam Plant Grill, Spokane
September 11	Steam Plant Grill, Spokane
October 9	Steam Plant Grill, Spokane
December 11	Steam Plant Grill, Spokane

Happy Hour Sponsor Levels	Cost	Events to Sponsor	Cost per Event
Friend	\$390	six	\$65
Supporter	\$550	eleven	\$50

BENEFITS OF SPONSORSHIP

All Sponsors

Benefits included for each event:

- May donate raffle prize for added recognition. Representatives may award your prize.
- Sign acknowledging sponsors displayed at events.
- Thank you mentioned at the end of the event.

For more details, contact the WSCPA or complete the form on pages 9-10.

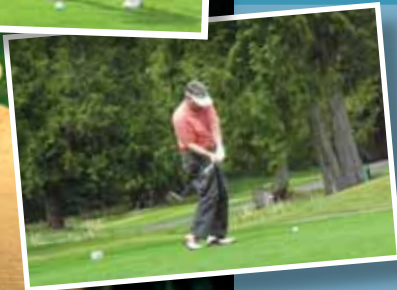
Networking Events
 Amy O'Donnell
aodonnell@wscpa.org
 (425) 586-1140

Special Events

ANNUAL GOLF TOURNAMENT | JUNE 11, 2012

Every year the WSCPA holds a golf tournament for CPAs, their colleagues and clients. Members register as teams or individuals.

The tournament is held at one of the top rated golf courses in Washington, Bear Creek Country Club. This private club is located in beautiful Woodinville, Washington.



SPONSORS

	Level	Cost
Exclusive	Tournament Sponsor	\$5,000
	Reception Sponsor - Lunch	\$1,000
	Reception Sponsor - Drinks	\$2,000
	Tee Prize Sponsor	\$500 each
	Raffle Prize Sponsor	min. \$50 prize donation

SPONSOR BENEFITS

Tournament Sponsor	Limit 1	\$5,000
Includes:		
<ul style="list-style-type: none"> • Complimentary round of golf for 4 players • Prominent sign displayed at tournament • Logo and link on Golf Tournament page of WSCPA website* • Mention in Short Form (WSCPA e-Newsletter) • Verbal recognition during opening announcements by course golf director • Two minute "commercial" during reception (must be reviewed by WSCPA staff) • Logo included in advertisements and materials* • Give away item with logo TBD • Sign at a hole-in-one prize (\$10,000 or equivalent) • Complete list of attendees (to include: name, firm, city/state/zip) 		

Raffle Prize Sponsor	No limit	\$50 min.
Includes:		
<ul style="list-style-type: none"> • Prizes should be at least \$50 in value, and approved by WSCPA • Sign at reception to acknowledge sponsor, as well as a mention when prize is awarded* 		

Reception Sponsor - Lunch	Limit 1	\$1,000
Reception Sponsor - Drinks	Limit 1	\$2,000
Includes:		
<ul style="list-style-type: none"> • Logo on box lunch (lunch sponsor) • Give away is two \$50 gift cards (drink sponsor) • Complimentary round of golf for 2 players • Prominent sign displayed at tournament • 2 minute "commercial" during reception (must be reviewed by WSCPA staff) • Logo included in advertisements and materials* • Sign at a hole-in-one prize (vacation) • Complete list of attendees (to include: name, firm, city/state/zip) 		

Tee Prize Sponsor	Limit 2	\$500 each
Includes:		
<ul style="list-style-type: none"> • A company representative is invited to announce the winner(s) of your prize(s) at reception. • Sign at hole that prize is for (longest drive, closest to pin)* • Sign at reception to acknowledge sponsor* • Complete list of attendees (to include: name, firm, city/state/zip) 		

* Sponsors must meet deadlines for these publications.

Print Advertising

THE WASHINGTON CPA MAGAZINE

The WSCPA's full color magazine is published bi-monthly and distributed to nearly 10,000 members. Members can also read and download the publication online in the Newsroom at www.wscpa.org. Each 40-page issue features:

- News briefs
- Articles on a wide range of professional topics of interest to Washington CPAs
- Information about WSCPA events and member benefits
- Schedule of upcoming professional education opportunities for CPAs
- Member profiles




Ad prices are listed on page 10.

ADVERTISING DEADLINES

Issue	Deadline
January/February	November 25
March/April	January 25
May/June	March 25
July/August	May 25
September/October	July 25
November/December	September 25

Discounts are available for multiple insertions.

AD OPTIONS

Display Ads		
Full page		7 3/8" x 10"
1/2 page		7 3/8" x 4 7/8"
1/3 page horizontal		7 3/8" x 3 1/4"

Classified ads are also available.



CPE COURSE CATALOG

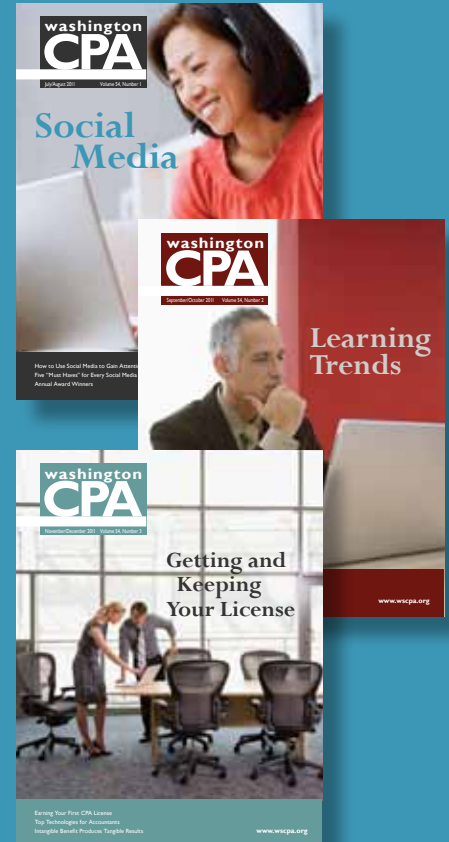
As the most extensive education resource for CPAs in Washington State, the WSCPA CPE Catalog is referenced by CPAs and other accounting professionals throughout the year. More than 8,000 catalogs are sent to members and past CPE attendees in the spring and fall. Ad prices are on page 10.

ADVERTISING DEADLINE

Issue	Deadline
Spring	March 1
Fall	August 1

AD OPTIONS

Display Ads		
Full page		7" x 9"
1/2 page		7" x 4 3/4"



CLASSIFIED ADS are also available in *The Washington CPA* and at www.wscpa.org. Place your ad online at www.wscpa.org/Content/classifieds.aspx.



2012 Exhibitor, Sponsor, Advertising Application Form

*Find an online order form for The Washington CPA magazine ads at www.wscpa.org
(click "Advertise with WSCPA," then "Purchase display ads" or "advertise in the classifieds")*

Date

Organization Name			
Representative's Name			
Phone	()	-	E-mail
Cell	()	-	
Onsite Contact Name			
Address			
City/State/Zip			
Company name to appear on sponsor signage			

**Please indicate your exhibiting, sponsorship, advertising interests on p. 10.
Note terms and conditions, starting on p. 11.**

Payment Options - Payment must accompany application

<input type="checkbox"/> Credit card: American Express/MasterCard/Visa	
Card No.	Exp. date
Amount \$	
Signature	

<input type="checkbox"/> Check enclosed for \$

Return form to:



**WASHINGTON SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS**

902 140th Ave NE
Bellevue, WA 98005-3480

Fax to: (425) 562-8853
E-mail: memberservices@wscpa.org
Tel: (425) 644-4800

2012 Exhibitor, Sponsor, Advertising Application Form

Please indicate your preferences:

CONFERENCES	Month	Premiere Sponsor	Key Sponsor	Supporting Sponsor	Exhibitor	Attendee Gift Sponsor
Governmental Accounting and Auditing	April	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$500 + product
Emerging Leaders	May	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
International Tax	May	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
Healthcare	May	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
Washington State Tax	May	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
Women's Leadership Summit	June	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
Farm Tax	August	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
Northwest Accounting Educators	September	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$500 + product
Accounting & Auditing	November	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
Pacific Tax Institute	November	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$500 + product
Pacific NW Construction Industry	November	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$500 + product
Not-For-Profit	November	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$500 + product
Fraud	December	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 + product
Information Technology	December	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$500 + product

NETWORKING EVENTS	Hyatt Regency Bellevue	World Trade Center, Seattle	Bellevue Club, Bellevue	Pike Brewing Company, Seattle	DoubleTree Spokane
<input type="checkbox"/> Premiere Partner \$2,000 (select five events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Key Partner \$1,600 (select four events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Supporter \$1,350 (select three events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Friend \$500 (select one event)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

HAPPY HOURS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Dec
<input type="checkbox"/> Supporter \$550 (select 11 happy hours)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Friend \$390 (select six happy hours)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GOLF TOURNAMENT	Tournament Sponsor	Reception Sponsor - Drinks	Reception Sponsor - Lunch	Tee Prize Sponsor	Raffle Prize Sponsor
2012 Golf Tournament at Bear Creek Country Club, Woodinville	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 each	<input type="checkbox"/> \$50 min.

PRINT ADVERTISING	Jan/Feb	March/April	May/June	July/August	Sep/Oct	Nov/Dec												
<i>The WashingtonCPA Magazine</i> Display Ads	<input type="checkbox"/> Full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page	<input type="checkbox"/> Full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page	<input type="checkbox"/> Full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page	<input type="checkbox"/> Full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page	<input type="checkbox"/> Full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page	<input type="checkbox"/> Full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page												
<table border="1"> <thead> <tr> <th>Ad Size</th> <th>1-3 x</th> <th>4-6 x</th> </tr> </thead> <tbody> <tr> <td>Full page</td> <td>\$1050</td> <td>\$890</td> </tr> <tr> <td>1/2 page</td> <td>\$680</td> <td>\$525</td> </tr> <tr> <td>1/3 page</td> <td>\$370</td> <td>\$315</td> </tr> </tbody> </table>	Ad Size	1-3 x	4-6 x	Full page	\$1050	\$890	1/2 page	\$680	\$525	1/3 page	\$370	\$315	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
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<i>The WashingtonCPA Magazine</i> Classified Ads	Visit www.wscpa.org for details and to place your ad.																	
CPE Course Catalog	Spring issue: <input type="checkbox"/> Full page \$1,000 <input type="checkbox"/> 1/2 page \$500																	
	Fall issue: <input type="checkbox"/> Full page \$1,000 <input type="checkbox"/> 1/2 page \$500																	

Conference Terms

CONFERENCE EXHIBITOR & SPONSORSHIP TERMS AND CONDITIONS

What is Provided

A 6' tabletop is available depending upon the sponsorship level. Upon acceptance of sponsorship applications, exhibitors will be sent instructions on shipping procedures and set-up and tear down, as well as information on securing electricity. Exhibitors are responsible for securing audio-visual equipment, internet connections and other supplies.

Exhibit Hours

Exhibitor hours are established by the WSCPA and will generally be open during continental breakfast, breaks and lunch. Additional exhibit hours will be determined by the WSCPA as appropriate. Unless otherwise noted, exhibits may not be open while the conference sessions are in progress. To maintain the educational integrity of the program, exhibitors are asked to adhere to the exhibit hours indicated. Once conference sessions begin, discussions with participants should be finished and participants should be encouraged to return to the sessions. This will enable conference participants to receive the maximum benefit from both the conference program and the exhibits.

Exhibit Setup and Tear Down

Exhibitors are responsible for setting up and tearing down their exhibits during the established time periods. WSCPA staff will not be available to assist.

Fees

All payments must be received by WSCPA with the registration form. Exhibitors will not be allowed access to the exhibit space unless all fees have been paid in full.

Assignment of Exhibit Space

In assigning exhibit space, full consideration will be given to general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. WSCPA reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, company or individual without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibition hall. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them.

Eligible Exhibits

WSCPA reserves the right to determine the eligibility of any company or product for inclusion in a conference.

Care of Facilities

Exhibitors or their representatives must not injure or deface the walls or floors of the meeting site. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

Cancellation of Exhibit Space

Cancellations are fully refundable if submitted in writing at least 30 calendar days prior to the conference. No refunds will be given to cancellations received within 29 days prior to the conference. No refunds will be given if exhibitor information has been published on any WSCPA marketing material.

LOGO SUBMISSION

Logos submitted for marketing purposes must meet the following requirements:

Resolution	Size
Minimum 300 dpi	5" square

File Formats	
Acceptable Formats	Unacceptable Formats
AI (CS5 or earlier)	Word
EPS	PDF
TIF	GIF
JPG	BMP

Conference Terms

Liability

The exhibitor assumes entire responsibility and hereby agrees to hold harmless WSCPA and the meeting facility and its owners, officers, directors, employees and agents, from and against any actions, losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to the exhibitor, his agents, representatives and employees by reason of the exhibitor's occupancy or use of the exhibition facilities. Upon signing this contract, the exhibitor expressly releases the foregoing institutions, individuals and committees from any and all claims for loss, damage or injury.

Staffing

Knowledgeable representatives should staff exhibits during the specified exhibit hours. Exhibitors must provide WSCPA with the name(s) of the representative who will attend the exhibition. WSCPA will not provide staffing for exhibits.

Badges

Exhibitor representatives must wear badges provided by the WSCPA at all times. The badges will be available at the conference registration desk during the exhibit setup period.

Security

Security is available at the request and expense of exhibitors. Exhibitors should consider removing from the meeting site or otherwise securing all equipment, supplies and other information at the close of each conference day. The WSCPA is not responsible for the security of exhibitor property.

Shipping

Exhibitors are responsible for shipping materials to and from the conference. All costs associated with the shipping and storage of exhibit materials are the sole responsibility of the exhibitor.

Fire, Safety and Health

Federal state and local laws covering fire, safety and health must be strictly observed. Exhibits must not block aisles or fire exits. Storage of boxes and materials beneath exhibit tables may also be restricted. All materials used in decoration must be flameproof. Electrical wiring must conform to the National Electrical Code Safety Rules. Please follow the instructions of hotel personnel and/or WSCPA staff regarding conformity with fire/health code.

Business License Verification

If you are a new sponsor, the WSCPA may request your Washington state business license number prior to approving your application.

Advertising Terms

ADVERTISING TERMS & CONDITIONS

1. Advertising deadlines are Nov 25 for Jan/Feb issue; Jan 25 for March/April; March 25 for May/June; May 25 for July/Aug; July 25 for Sept/Oct; and Sept 25 for Nov/Dec. A completed advertising insertion order, ad copy (electronic PC file of ad with laser printout for display ads), and payment in full must be received by this deadline.
2. If new ad copy is not received by the advertising deadline for ongoing accounts, WSCPA reserves the right to run previous ad copy.
3. Ads not submitted to WSCPA specifications (see p. 14) are subject to service charges.
4. All rates are net/non-commissionable.
5. Orders for single advertising insertions may be cancelled on or before the advertising deadline. Cancellations must be in writing. WSCPA will assess full advertising and related charges if a one-time insertion order is not cancelled by the advertising deadline.
6. Orders for multiple advertisement insertions must be cancelled in writing. Cancellation requests must be received on or before the advertising deadline for the next scheduled insertion. Full advertising and related charges will be assessed for the next ordered insertion if a cancellation request is not received by the advertising deadline.
7. If a multiple advertising insertion order is cancelled, ADVERTISER agrees to pay the difference between any discounted rate and the rate applicable to the number of advertisements actually published.
8. WSCPA reserves the right to decline or discontinue any advertisement and to set the words "Paid Advertisement" above and/or below any advertisement. If declined or discontinued, any consideration paid for (an) unpublished insertion(s) will be returned to the ADVERTISER, and all parties shall be released from the obligations specific to the unpublished insertion(s).
9. The liability of WSCPA for failure to publish any accepted advertisement in a specified issue is limited to the cancellation of any obligations specific to the unpublished advertisement (any payment for the unpublished advertisement shall be returned). In the case of one-time insertion contracts, the ADVERTISER shall have the option to place the advertisement in a subsequent issue at a discounted rate. In the case of multiple insertion contracts, the ADVERTISER shall be eligible for a discount off the cost of the next scheduled insertion.
10. WSCPA assumes no liability for errors not reported by the seventh of the month of publication.
11. WSCPA reserves the right to place ads at its discretion. No placement guarantees will be made.
12. WSCPA assumes no responsibility for any error not caused by WSCPA. WSCPA assumes no financial responsibility for errors in advertisements beyond the cost of space actually occupied by the error, or the percentage of error that detracts from the effectiveness of the advertising message, as determined by WSCPA.
13. The ADVERTISER agrees to defend and indemnify WSCPA, its staff and members against any and all liability, loss, damages, or expense arising from claims of libel, infringement of trademarks, copyrights, trade names, patents, or proprietary rights, or violation or rights of privacy, resulting from the publication of the ADVERTISER's advertisement.
14. Composition produced by WSCPA becomes the property of WSCPA, and shall not be reproduced without the expressed written permission of the publisher of The Washington CPA.

For more information, contact the WSCPA at (425) 644-4800 or e-mail displayads@wscpa.org.

Advertising Terms

DISPLAY ADVERTISING SPECIFICATIONS

The WSCPA does not accept display ads that are not submitted electronically to WSCPA specifications. Below are the specifications to follow when submitting display ads.

The Washington CPA is printed on matte-coated stock, with a linescreen of 150 and 300 dpi. All display ads must be submitted as PC electronic files. Laser proofs must be included with each ad. The following formats are acceptable:

EPS (Encapsulated Postscript)

All fonts must be changed to outlines or included with the file. All graphic elements within the ad must be included with each file.

TIFF

Submit in PC format.

PDF

A high-resolution 300 dpi file is required. All graphic elements with the ad should be in PDF format. Include all fonts and graphic elements with each file. Black or CMYK for color ads are the only accepted color format for PDFs.