

Marketing Guide



Sponsorship &
Advertising Opportunities

2018



WASHINGTON SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS

www.wscpa.org

WSCPAs: Your Connection to CPAs in Washington



WASHINGTON SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS

www.wscpa.org

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

With more than 7,800 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.

Please contact us regarding:

SPONSORSHIPS

- Conferences - pages 4-7
Lois Swenson-Grudt
lswenson-grudt@wscpa.org | 425.586.1136
- Networking Events - page 8
Amy O'Donnell
aodonnell@wscpa.org | 425.586.1140
- Annual Meeting - page 8
Kimberly Scott
kscott@wscpa.org | 425.586.1108

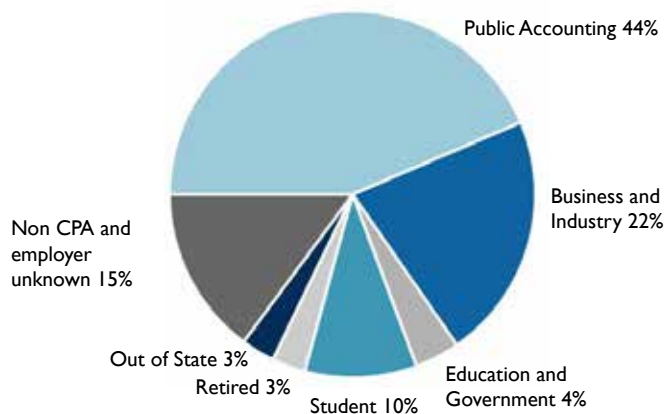
ADVERTISING

- Print and electronic, pages 9-10
Janet White
jwhite@wscpa.org | 425.586.1126

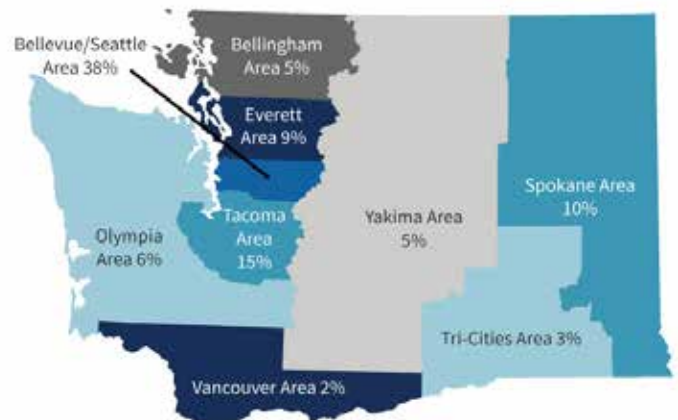
APPLICATION FORM pages 11-12

more than 7,800 members

By Business Profile



By Chapter



Conferences



WSCPA conferences are held throughout the year and provide an opportunity for you to meet face-to-face with local CPAs. With 75-200 attendees per conference, you will have the opportunity to engage with managing partners, partners, CFOs, controllers, and business executives from a wide range of businesses during registration, networking breaks, and luncheons.

WSCPA Conferences: Timely and Educational Updates | Topics and Speakers Hand-picked by WSCPA Members

SPRING CONFERENCES

Governmental Accounting & Auditing Conference

Average Attendance: 80

Audience attendees: Washington state, local and federal government agencies, public accounting firms including sole practitioners

International Tax Conference

Average Attendance: 60

Audience attendees: Public and private organizations, public accounting firms including sole practitioners

Washington State Tax Conference

Average Attendance: 60

Audience attendees: Public and private organizations, public accounting firms including sole practitioners

Women's Leadership Summit

Average Attendance: 200

Audience attendees: Public and private organizations, public accounting firms including sole practitioners, government agencies

SUMMER CONFERENCE

Farm Tax Conference

Average Attendance: 80

Audience attendees: Agriculture organizations, accounting firms including sole practitioners

FALL CONFERENCES

Accounting & Auditing Conference

Average Attendance: 90

Audience attendees: Public and private organizations, public accounting firms including sole practitioners, government agencies

Construction Industry Conference

Average Attendance 80

Audience attendees: Construction organizations, accounting firms including sole practitioners

Fraud Conference

Average Attendance: 90

Audience attendees: Public and private organizations, public accounting firms including sole practitioners, government agencies

Not-for-Profit and Health Care Conference

Average Attendance: 200

Audience attendees: Not-for-profits organizations, government agencies, public accounting firms including sole practitioners

Pacific Tax Institute

Average Attendance: 90

Audience attendees: Public and private organizations, public accounting firms including sole practitioners

Information Technology Conference

Average Attendance: 90

Audience attendees: Public and private organizations, public accounting firms including sole practitioners

Sponsorship Benefits

Prices effective for conferences through May 31, 2018



CONFERENCE SPONSORSHIPS

As a conference sponsor, you will be able to showcase your product or service face-to-face with attendees.

Here's what you get for your sponsorship:

BENEFITS	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,500
Sponsor name included in conference title: "_____ Conference, presented by your company"	★			
Sponsor marketing information included in one pre-conference email from the WSCPA, with logo and link to sponsor website	★			
Sponsor mentioned in one pre-conference "thank you" tweet	★	★	★	
Conference registration for two individual attendees, including CPE credit for attended sessions *	★			
Conference registration for one individual attendee, including CPE credit for attended sessions *		★	★	
Sponsor logo on printed conference marketing materials, including conference manual cover **	★	★	★	
Sponsor name on printed conference materials				★
Full page advertisement in conference manual **	★	★		
Logo with live link on conference website and electronic version of conference manual **	★	★	★	★
6' draped & skirted table at conference with Wi-Fi and electricity	★	★	★	★
Lunch for 2 with conference attendees during event	★	★	★	★
List of registered attendees' names (The WSCPA does not release members' contact information.)	★	★	★	★
10% discount on 10 or more registrants from company	★			
5% discount on 10 or more registrations from company		★		

* Complimentary conference registration cannot be shared/split among multiple people.

** Sponsors must meet deadlines to be included in marketing materials, manuals, tweets, or emails.

Need more information? We can help you determine which conference will connect you with your target audience.

Contact Lois Swenson-Grudt, lswenson-grudt@wscpa.org or 425.586.1114

Conference Sponsorship Terms

What is Provided

Sponsors are provided a 6’ draped and skirted table with two chairs, electricity and wi-fi access located in the registration area for the conference. It is the responsibility of the sponsor to secure any audiovisual equipment, hard-wired internet connections or other supplies needed for the duration of the conference.

Sponsor Hours

Sponsors are encouraged to be at their tables during all conference breaks. Conference breaks are determined by the WSCPA and printed in the conference materials. Breaks are subject to change based upon the agenda. Generally, sponsors are encouraged to interact with conference attendees during registration, morning and afternoon breaks, lunch, and evening reception (if the conference has one). To maintain the educational integrity of the program, sponsors are asked to adhere to breaks as indicated in the agenda. 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 sponsors.

Display Setup and Tear Down

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

Fees

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

Assignment of Exhibit Space

Space available on a first-come, first-served bases. WSCPA reserves the right to relocate any sponsor for the betterment of the conference. No firm, organization, company or individual without a sponsorship agreement will be permitted to display or distribute products or literature, or solicit business at the conference. Sponsors are not permitted to assign, sublet or share with others any part of the space allocated to them.

Eligibility

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

Care of Facilities

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

Cancellation of Sponsorship

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 sponsor information has been published on any WSCPA marketing material

LOGO & FILE 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 (CS6 or earlier)	Word
EPS	PDF
TIF	GIF
JPG	BMP

Color Format*
CMYK or Black & White

* Conference sponsors (supporting level and above) should submit ads in both B&W (for printed manuals) and CMYK (for electronic manuals).

Conference Sponsorship Terms

Liability

The sponsor 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 sponsor, his agents, representatives and employees by reason of the sponsor's occupancy or use of the conference facilities. Upon signing this contract, the sponsor expressly releases the foregoing institutions, individuals and committees from any and all claims for loss, damage or injury.

Staffing

Knowledgeable representatives should be at the sponsor table during the specified conference breaks. Sponsors must provide WSCPA with the name(s) of the representative who will attend the exhibition. WSCPA will not provide staffing for sponsors.

Badges

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

Security

Security is available at the request and expense of the sponsor. Sponsors 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 sponsor property.

Shipping

Sponsors are responsible for shipping materials to and from the conference. All costs associated with the shipping and storage of materials are the sole responsibility of the sponsor.

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 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.

Networking and Special Event Sponsorships and Benefits



MEMBERS' RECEPTIONS

NEW - The WSCPA will host five Members' Receptions around the state, Bellingham, Kirkland, Spokane, Tacoma, and Yakima. Take advantage of these great opportunities to meet WSCPA members in relaxed settings.

Sponsorships are available for \$500. Contact Amy O'Donnell, aodonnell@wscpa.org or (425) 586-1140.

Premier - \$2,500 for all five receptions	Partner - \$500 for one reception
<ul style="list-style-type: none"> • Two complimentary event passes • Logo on website registration page • May donate raffle prize for added recognition. Representatives may award your prize. • Thank you mentioned at the end of the event • Sponsor sign at the event • 10 second commercial 	

ANNUAL MEETING - JUNE

One of the most popular events of the year for Washington CPAs, the WSCPA Annual Meeting features a keynote address followed by a networking reception. Connect with nearly 200 WSCPA members.

Two levels of sponsorships are available. Contact Kimberly Scott, kscott@wscpa.org or (425) 586-1108.

Premier - \$800	Partner - \$400
Six complimentary event passes	Four complimentary event passes
<ul style="list-style-type: none"> • Complimentary registrations; includes 1.5 CPE credit hours and the networking reception • Sponsor name and link on printed program, on-site signage • Highlighted on the WSCPA's Annual Meeting registration web page • Sponsor name and logo included in the business portion of the meeting 	

CHAPTER NETWORKING EVENTS

WSCPA chapters hold networking events throughout the state. Depending upon the area, the events draw from 20 to 100 attendees.

Two levels of sponsorships are available. Contact Amy O'Donnell, aodonnell@wscpa.org or (425) 586-1140.

Premier - \$2,000 five events	Partner - \$400 one event	Supporter - \$250	Chapter Areas	
<ul style="list-style-type: none"> • Two complimentary event passes • Logo on the event web page • Thank you at the event • May donate raffle prize for added recognition. Representatives may award your prize, and present a 30 second commercial • Sponsor Sign at the event(s) • May collect business cards 		<ul style="list-style-type: none"> • One complimentary event pass • Logo on the event web page • Thank you at the event • Sponsor sign at the event 	Bellevue/Seattle	Bellingham
			Everett	Olympia
			Spokane	Tacoma
			Tri-Cities	Vancouver
			Yakima	

* Sponsors must meet deadlines publications and promotions.

Print and Electronic Advertising

THE WASHINGTON CPA MAGAZINE

The WSCPA's full color magazine is published quarterly and distributed to more than 7,800 members. Members can also read the publication online www.wscpa.org/more/news/washingtoncpa-magazine. Each 48-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 listed below.

DEADLINES

Issue	Deadline
Winter	December 1
Spring	March 1
Summer	June 1
Fall	September 1

AD OPTIONS

Display Ads		1-2x	3x4x
Full page	7 3/8" x 10"	\$1,050	\$890
1/2 page	7 3/8" x 4 7/8"	\$680	\$525
1/3 page horizontal	7 3/8" x 3 1/4"	\$370	\$315

If deadlines fall on weekend, the deadline will be extended to the next business day.

SHORT FORM (electronic newsletter) \$200 per issue

Published on the first and third Thursdays of each month and emailed to all members.

Ad Sizes	
Desktop	600px x 250px
Mobile	360px x 360px

File Formats
JPG
PNG

CLASSIFIED ADS are also available in *The Washington CPA* and at www.wscpa.org. Place your ad online at www.wscpa.org/more (click Classified Ads).

Contact memberservices@wscpa.org



Advertising Terms and Conditions

Advertising deadlines are Dec. I-winter issue, Mar. I-spring issue, Jun. I-summer issue, and Sep. I-fall issue. If deadlines fall on the weekend, the deadline will be extended to the next business day. 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.

If new ad copy is not received by the advertising deadline for ongoing accounts, WSCPA reserves the right to run previous ad copy.

All rates are net/non-commissionable.

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.

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.

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.

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).

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 op-

tion 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.

WSCPA assumes no liability for errors not reported by the seventh of the month of publication.

WSCPA reserves the right to place ads at its discretion. No placement guarantees will be made.

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.

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.

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.

DISPLAY AD SPECIFICATIONS

The following ads must be submitted electronically to WSCPA specifications. Display ads submitted for marketing purposes must meet the following requirements:

Color Format*	Resolution
CMYK or Black & White	Minimum 300 dpi
File Formats	
Acceptable Formats	
EPS	
PDF	

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

2018 Sponsorship and Advertising Application Form

Please indicate your preferences:

CONFERENCES						
	Date(s)	# of Days	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,500
Governmental Accounting and Auditing	April 30-May 1	2				
Washington State Tax	May 14	1				
International Tax	May 15	1				
Women's Leadership Summit	May 17	1				
Farm Tax	July/August	1				
Pacific Tax Institute	Oct	2				
Not-For-Profit and Health Care	Nov	2				
Accounting and Auditing	Nov	1				
Construction Industry	Nov	1				
Fraud	Dec	1				
Information Technology	Dec	2				

SPECIAL EVENTS				
	Locations	Premier	Partner	Supporter
Members' Receptions - NEW - Five Locations	Bellingham, Kirkland, Spokane, Tacoma, Yakima	\$2,500 / five events	\$500 / one event	
Annual Meeting - June	Bellevue	\$800	\$400	
Chapter - CPE or Networking	Various	\$2,000 / five events	\$400 / one event	\$250

PRINT ADVERTISING - THE WASHINGTON CPA MAGAZINE						
			Winter	Spring	Summer	Fall
Display Ads			Full page _____	Full page _____	Full page _____	Full page _____
Ad Size			1/2 page _____	1/2 page _____	1/2 page _____	1/2 page _____
1-2 x			1/3 page _____	1/3 page _____	1/3 page _____	1/3 page _____
3-4 x			\$ _____	\$ _____	\$ _____	\$ _____
Full page			_____	_____	_____	_____
1/2 page			_____	_____	_____	_____
1/3 page			_____	_____	_____	_____
			_____	_____	_____	_____
			Deadline Dec 1	Deadline Mar 1	Deadline Jun 1	Deadline Sep 1
Classified Ads			Visit www.wscpa.org for details and to place your ad.			

ELECTRONIC ADVERTISING (Short Form) - NEW FOR 2018	
E-mailed to all members on the first and third Thursdays of each month	\$200 per issue

2018 Sponsorship and Advertising Application Form

Find an online order form for The Washington CPA magazine classified ads at www.wscpa.org/more/marketing-to-cpas

Date	
Organization Name	
Representative or Contact Name	
Phone	
Cell	
E-mail	
Address	
City/State/Zip	
Onsite Contact Name	
Company name to appear on sponsor signage	

Please indicate your sponsorship, and/or advertising interests on the next page. If you are submitting this form to sponsor a chapter event, indicate the chapter area below.

Chapter Area(s) _____

Short Form Issue(s) _____

By submitting this form you confirm that you have read, understand, and accept all terms and conditions included in this marketing guide.

To submit electronically download the application form separately, complete and click the submit button.

Your application is complete when payment is received.

Total Amount: \$ _____

Payment Options: Payment via credit card is preferred.

Credit Card: You will be notified when you can pay online at www.wscpa.org. Login and click on MyWSCPA, or call the WSCPA at (425) 644-4800.

Check Enclosed: Make checks payable to WSCPA and mail to 902 140th Ave NE, Bellevue, WA 98005-3480.

