



**Washington Society *of*  
Certified Public Accountants**

# Marketing Guide

**CONFERENCE SPONSORSHIPS**

[www.wscpa.org](http://www.wscpa.org)

**WSCPAs CONFERENCES** are held throughout the year and provide an opportunity for you to meet with local CPAs and showcase your product or service. With 70-200 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.

WSCPAs Conferences are timely and educational updates, with topics and speakers hand-picked by WSCPAs Members.

## PREMIERE CONFERENCES

### **Women's Leadership Summit (WLS)**

Average Attendance: 200

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

### **NEW Bottles, Brews & Buds Conference (BBB)**

Average Attendance: 200

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

## LARGE CONFERENCES - 2 Days

### **Not-for-Profit & Health Care Conference (NFPC)**

Average Attendance: 200

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

### **Pacific Tax Institute (PTI)**

Average Attendance: 90

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

## MEDIUM CONFERENCES

### **Construction Industry Conference (CIC)**

Average Attendance 80

Audience: Construction organizations, accounting firms including sole practitioners

### **Technology Conference (ITC)**

Average Attendance: 80

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

## SMALL CONFERENCES

### **Accounting & Auditing Conference (AAC)**

Average Attendance: 70

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

### **International Tax Conference (INTC)**

Average Attendance: 70

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

### **Fraud Conference (FDC)**

Average Attendance: 70

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

### **Washington State Tax Conference (WSTC)**

Average Attendance: 70

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

### **Governmental Accounting & Auditing Conference (GAAC)**

Average Attendance: 70

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

We have a number of ways you can sponsor our conferences.

**COMPLETE CONFERENCE PACKAGE — Small \$1,000 | Medium \$2,000 | Large \$3,000 | Premiere \$5,000 — includes the following:**

- Two-minute opportunity to address attendees during lunch
- Sponsor mentioned in one pre-conference “thank you” tweet
- List of registered attendees names
- Full-page advertisement in conference manual \*\*
- Sponsor logo featured on printed conference marketing materials, including conference manual cover and signage \*\*
- Logo with live link on conference website and electronic version of conference manual \*\*
- Introduce a general session speaker
- Conference registration for two attendees, including CPE credit for attended sessions \*
- Lunch with conference attendees for two booth representatives
- 10% discount on 10 or more registrants from your company
- 6’ draped and skirted table at conference with Wi-Fi, power and chairs and wastebasket \*\*\*

\* Conference registration cannot be shared/split among multiple people

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

\*\*\* Select conferences only

**A LA CARTE SPONSOR OPTIONS — Build your own sponsorship package, creating the conference experience that fits your budget within your company’s unique brand.**

OPTIONS	DETAILS	PRICING
Breakfast Sponsor	<ul style="list-style-type: none"> <li>• Two minutes to address audience prior to opening session at 8 am</li> <li>• Logo included on WSCPA sponsor signage, manual and slides</li> <li>• Signage at breakfast</li> <li>• Two meal passes to attend sponsored meal</li> <li>• Add your marketing materials to a joint a la carte informational/collateral/handout table</li> </ul>	Small - \$500 Medium - \$700 Large - \$1,000 Premiere - \$1,500
AM Break Sponsor	<ul style="list-style-type: none"> <li>• Add your marketing materials to a joint a la carte informational/collateral/handout table</li> <li>• Logo included on WSCPA sponsor signage, manual and slides</li> <li>• Signage at morning break</li> <li>• Two meal passes to attend sponsored meal</li> </ul>	Small - \$300 Medium - \$500 Large - \$700 Premiere - \$1,000
PM Break Sponsor	<ul style="list-style-type: none"> <li>• Add your marketing materials to a joint a la carte informational/collateral/handout table</li> <li>• Logo included on WSCPA sponsor signage, manual and slides</li> <li>• Signage at morning break</li> <li>• Two meal passes to attend sponsored meal</li> </ul>	Small - \$300 Medium - \$500 Large - \$700 Premiere - \$1,000

**NEED ALTERNATIVE SPONSORSHIP IDEAS?** We can help you determine which conference will connect you with your target audience and alternative ways to do so. Contact Roo Mulligan, [rmulligan@wscpa.org](mailto:rmulligan@wscpa.org) or 425.586.1142.

Sponsorship acceptance is at the discretion of WSCPA and is on a limited basis.

OPTIONS	DETAILS	PRICING
Lunch Sponsor	<ul style="list-style-type: none"> <li>• Two minutes to address audience</li> <li>• Mentioned in lunch announcements</li> <li>• Logo included on WSCPA sponsor signage, manual, slides and website</li> <li>• Signage at lunch (along with other contributing sponsors)</li> <li>• Add your marketing materials to a joint a la carte informational/collateral/handout table</li> </ul>	Small - \$1,000 Medium - \$1,500 Large - \$2,000 Premiere - \$2,500
Reception Sponsor *** Select conferences only	<ul style="list-style-type: none"> <li>• Recognition during announcements</li> <li>• Three passes to attend reception</li> <li>• Signage at reception (along with other contributing sponsors)</li> <li>• Logo included on WSCPA sponsor signage, manual, slides and website</li> <li>• Add your marketing materials to a joint a la carte informational/collateral/handout table</li> </ul>	Small - \$700 Medium - \$1,200 Large - \$2,000 Premiere - 2,500
Wi-Fi Sponsor *** Select conferences only	<ul style="list-style-type: none"> <li>• Exclusive placement of company name and logo on signage and printed material with Wi-Fi network information</li> <li>• Recognition as the Wi-Fi Sponsor during announcements of the Wi-Fi information</li> <li>• Customize the Wi-Fi network name, password, and the post-connection landing page to promote your brand (Select venues only)</li> <li>• Logo included on WSCPA sponsor signage, manual, slides and website</li> <li>• Add your marketing materials to a joint a la carte informational/collateral/handout table</li> <li>• One conference registration</li> </ul>	Small - \$500 Medium - \$1,000 Large - \$2,000 Premiere - \$2,500
Advertiser	<ul style="list-style-type: none"> <li>• Logo included on WSCPA sponsor signage, manual, slides and website</li> </ul>	Small - \$300 Medium - \$500 Large - \$700 Premiere - \$900
ADD ON TO AN EXISTING SPONSORSHIP		
Lunch Attendance	<ul style="list-style-type: none"> <li>• Additional attendance at lunch</li> </ul>	Small - \$50 Medium - \$100 Large - \$150 Premiere - \$200
Exhibit *** Select conferences only	<ul style="list-style-type: none"> <li>• Booth (6' table with two chairs, power, table cloth, wastebasket) for marketing items</li> <li>• One meal pass for sponsored meal</li> <li>• Logo included on WSCPA sponsor signage, manual and slides</li> </ul>	Small - \$400 Medium - \$800 Large - \$1,200 Premiere - \$2,000
Reception Attendance	<ul style="list-style-type: none"> <li>• Additional attendance at Reception</li> </ul>	Small - \$25 Medium - \$50 Large - \$75 Premiere - \$100

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Sponsorship acceptance is at the discretion of WSCPA and is on a limited basis.

**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.

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

**ASSIGNMENT OF EXHIBIT SPACE** — Select sponsorship packages include 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. Sponsorships are available on a limited basis.

**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.

**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** — Sponsors must provide WSCPA with the name(s) of their participating representatives. 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. Shipping instructions are unique to each venue.

**FIRE, SAFETY AND HEALTH** — Please follow the instructions of venue personnel and/or WSCPA staff regarding conformity with fire/health code.

**LOGOS SUBMITTED FOR MARKETING PURPOSES MUST MEET THE FOLLOWING REQUIREMENTS:**

Resolution	Size
Minimum 300 dpi	5" square
Acceptable Formats	Unacceptable Formats
AI (CS5 or later)	Word
EPS	PDF
TIF	GIF
JPG	BMP

\* Conference sponsors should submit ads in both B&W (for printed manuals) and CMYK (for electronic manuals). Full page ads are a minimum of 7-3/8" x 10".



## CONFERENCE SPONSORSHIP APPLICATION

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

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

Your application is complete when payment is received. Total Amount: \$ \_\_\_\_\_

**PAYMENT**

**Credit card**

- You will be notified when you can pay online at [www.wscpa.org](http://www.wscpa.org). Login and click on MyWSCPA, then view all invoices.
- Call the WSCPA at (425) 644-4800.

**Check**

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

- **SELECT THE CONFERENCE(S) AND COMPLETE CONFERENCE PACKAGE OR SPECIFIC OPTIONS YOU ARE INTERESTED IN AND WOULD LIKE TO SPONSOR.**

PREMIERE CONFERENCES	PRICE	WLS	BBB
Complete Package	\$5,000		
Breakfast Sponsor	\$1,500		
AM Break Sponsor	\$1,000		
PM Break Sponsor	\$1,000		
Lunch Sponsor	\$2,500		
Reception Sponsor	\$2,500		
Wi-Fi Sponsor	\$2,500		
Advertiser	\$900		
<b>Add on to existing sponsorship</b>			
Lunch Attendance	\$200		
Exhibit	\$2,000		
Reception	\$100		

LARGE CONFERENCES	PRICE	NFPC	PTI
Complete Package	\$3,000		
Breakfast Sponsor	\$1,500		
AM Break Sponsor	\$1,000		
PM Break Sponsor	\$700		
Lunch Sponsor	\$2,000		
Reception Sponsor	\$1,850		
Wi-Fi Sponsor	\$2,000		
Advertiser	\$700		
Add on to existing sponsorship			
Lunch Attendance	\$150		
Exhibit	\$1,200		
Reception	\$100		

MEDIUM CONFERENCES	PRICE	CIC	ITC
Complete Package	\$2,000		
Breakfast Sponsor	\$700		
AM Break Sponsor	\$500		
PM Break Sponsor	\$500		
Lunch Sponsor	\$1,500		
Reception Sponsor	\$1,250		
Wi-Fi Sponsor	\$1,000		
Advertiser	\$500		
Add on to existing sponsorship			
Lunch Attendance	\$100		
Exhibit	\$800		
Reception	\$100		

Small Conferences	Price	AAC	FDC	GAAC	INTC	WSTC
Complete Package	\$1,000					
Breakfast Sponsor	\$500					
AM Break Sponsor	\$300					
PM Break Sponsor	\$300					
Lunch Sponsor	\$1,000					
Reception Sponsor	\$650					
Wi-Fi Sponsor	\$500					
Advertiser	\$300					
Add on to existing sponsorship						
Lunch Attendance	\$50					
Exhibit	\$400					
Reception	\$100					