



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

Marketing Guide

CONFERENCE SPONSORSHIPS

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"> • Two minutes to address audience prior to opening session at 8 am • Logo included on WSCPA sponsor signage, manual and slides • Signage at breakfast • Two meal passes to attend sponsored meal • Add your marketing materials to a joint a la carte informational/collateral/handout table 	Small - \$500 Medium - \$700 Large - \$1,000 Premiere - \$1,500
AM Break Sponsor	<ul style="list-style-type: none"> • Add your marketing materials to a joint a la carte informational/collateral/handout table • Logo included on WSCPA sponsor signage, manual and slides • Signage at morning break • Two meal passes to attend sponsored meal 	Small - \$300 Medium - \$500 Large - \$700 Premiere - \$1,000
PM Break Sponsor	<ul style="list-style-type: none"> • Add your marketing materials to a joint a la carte informational/collateral/handout table • Logo included on WSCPA sponsor signage, manual and slides • Signage at morning break • Two meal passes to attend sponsored meal 	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 Donna Vance, dvance@wscpa.org or 425.586.1114.

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

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