



Washington Society of
Certified Public Accountants

MARKETING GUIDE | 2026

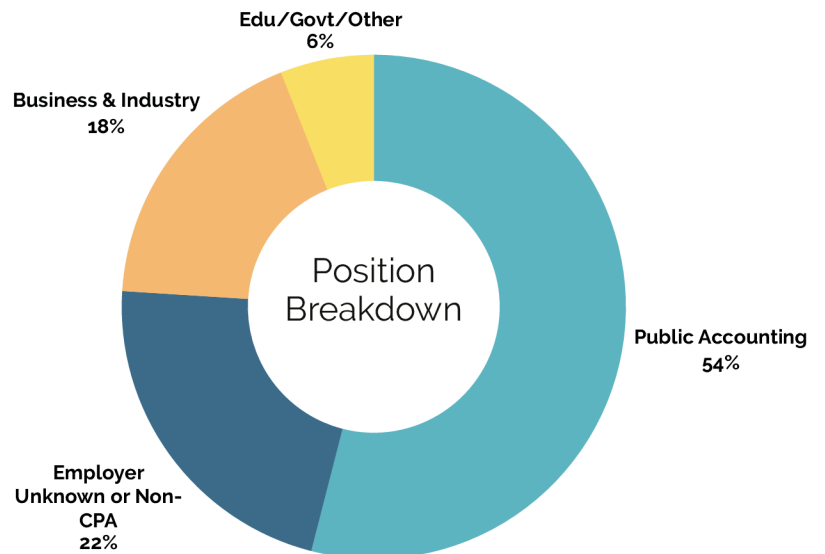
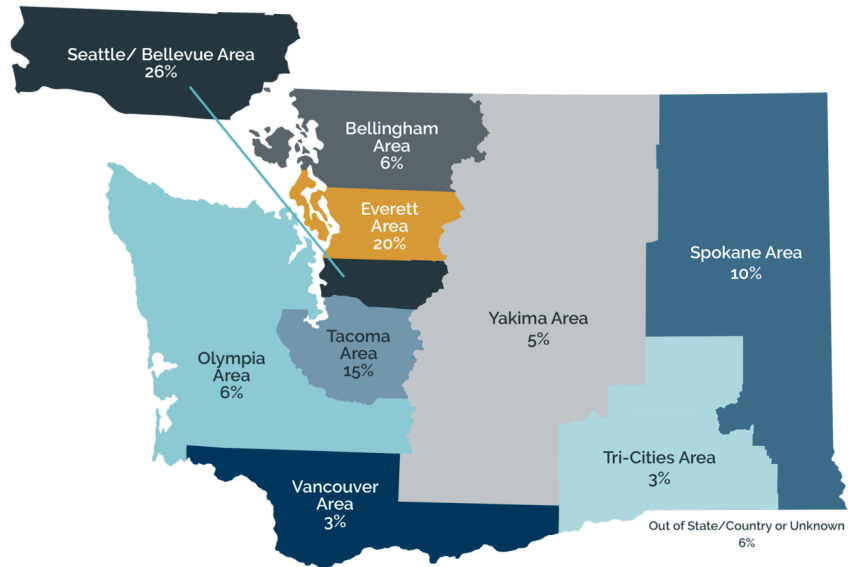
WSCPA: Your Connection to CPAs in Washington

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

With more than 6,500 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 WSCPA 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 guide and contact us to create a marketing package that fits you and your company's needs.



Students & Future CPAs make up 10% of our membership base with over 50% of them in public accounting.



Conference Marketing Opportunities



WSCPA CONFERENCES OVERVIEW

**Built for Connection.
Designed for Impact.**

WSCPA conferences are intentionally designed to foster meaningful interaction among accounting and finance professionals. Sponsors receive more than just logo placement. You'll be visible, engaged with attendees, and able to share your thought leadership.

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.

Fall Conferences

CLIENT ADVISORY SERVICES SYMPOSIUM

Average Attendance: New and Growing

Audience: Public and private accounting firms, not-for-profit organizations, CFOs & controllers, consultants, financial managers, business owners and regulators

LEADERSHIP DEVELOPMENT WORKSHOP

Average Attendance: New and Growing

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

RISK (FRAUD) CONFERENCE

Average Attendance: 60

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

NOT-FOR-PROFIT CONFERENCE

Average Attendance: 200

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

PACIFIC TAX INSTITUTE

Average Attendance: 100

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

Spring Conferences

GOVERNMENTAL ACCOUNTING & AUDITING CONFERENCE

Average Attendance: 100

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

INTERNATIONAL TAX CONFERENCE

Average Attendance: 70

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

WASHINGTON STATE TAX CONFERENCE

Average Attendance: 80

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

WOMEN'S LEADERSHIP SUMMIT

Average Attendance: 150

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

Summer Conferences

PACIFIC NORTHWEST WINE SYMPOSIUM

Average Attendance: New and Growing

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

FARM TAX CONFERENCE

Average Attendance: 70

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



SPONSORSHIP OVERVIEW



Sponsor-Led Engagement (included with all sponsorships)

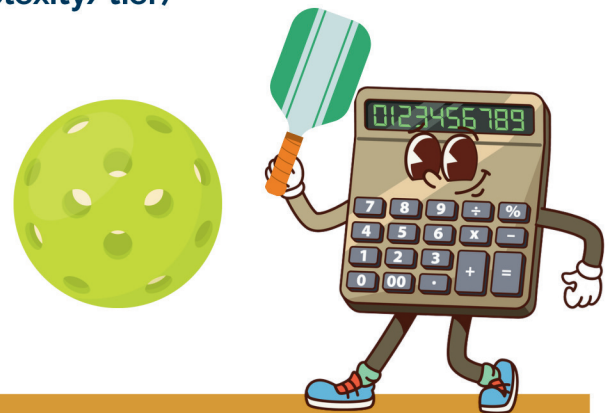
All sponsors are encouraged to host one interactive activation at their booth or designated space to drive engagement and conversation.

Sponsors Provide:

- Materials and staffing
- Branded items or signage
- Raffle prize or giveaway (encouraged)

WSCPAs Provides:

- Recognition in the event app and/or timeline
- Event branding integration
- On-site coordination support (based on complexity/tier)



Included in All Sponsor Tiers

- Logo displayed on conference webpage, printed program, and on-site event slides
- Recognition in pre- and post-event marketing
- Access to WSCPAs event app + lead retrieval
- Opportunity to host one sponsor-led interactive activity

SPONSORSHIP TIERS

SIGNATURE - Thought Leadership & Impact Package

Strategic brand integration and educational positioning designed to establish authority and extend influence beyond the conference experience.

Everything in Premier, plus:

- Sponsored 1-credit CPE webinar within 2 months of the conference
- Featured sponsor spotlight email or LinkedIn promotion
- Option to introduce keynote speaker (when appropriate)
- Reserved seating + premium branding placement
- Engagement Activity Package Choices: Tier 1, 2 or 3

PREMIER - Amplified Influence Package

Enhanced visibility, stage recognition, and premium placement designed to maximize brand impact and audience reach.

Everything in Partner, plus:

- Vendor table with electricity & Wi-Fi (includes 2 complimentary registrations)
- 60-second commercial (onsite and/or webcast audience)
- Full-page informational program advertisement
- Priority exhibit placement
- On-stage recognition
- Engagement Activity Package Choices: Tier 1 or 2

PARTNER- Connection & Engagement Package

Expanded access and interactive presence designed to foster meaningful attendee engagement and lead generation.

Everything in Supporter, plus:

- Attendee list (name and company)
- Vendor table with electricity & Wi-Fi (includes 1 complimentary registration)
- Engagement Activity Package Choice: Tier 1

SUPPORTER - Brand Visibility Package

Digital and onsite recognition designed to elevate brand awareness among attendees.

ENGAGEMENT ACTIVITY PACKAGES

Tier 1

Partner Level

Interactive booth-based activations designed to drive traffic and participation.

Examples:

- Guess-the-Number / Prize Jar
- Raffle Drawing
- Whitepaper QR Spotlight
- Mini Challenge or Trivia Game

Tier 2

Premier Level

Enhanced experiential activations designed to increase visibility and attendee interaction.

Examples:

- Sponsored Photo Booth with Custom Branded Frame
- Game Show-Style Activity or Audience Competition
- Networking Break Activity

Tier 3

Signature Level

Premium, high-visibility experiences that create memorable brand moments.

Examples:

- Mini Putt-Putt Course
- Sponsored Networking Lounge
- Sponsored Break Enhancement
- Headshot Photographer
- Caricature Artist
- Lunchtime Audience Game Show

Our Engagement Activity Packages are structured to align sponsor investment with increased visibility, attendee interaction, and experiential impact. As sponsorship levels increase, so does the opportunity for brand integration, premium placement, and structured audience engagement.

Each tier is intentionally designed to:

- Encourage meaningful sponsor-attendee interaction
- Drive measurable booth traffic and participation
- Create memorable brand moments within the conference experience
- Integrate sponsors naturally into the networking flow
- Balance creativity with professionalism for our CPA audience

From interactive booth-based activities to high-visibility experiential installations, these activation packages allow sponsors to move beyond passive visibility and into active engagement.



Silent Disco

SPONSORSHIP INVESTMENT

CONFERENCE	SIGNATURE	PREMIER	PARTNER	SUPPORTER
CLIENT ADVISORY SERVICES	\$7,000	\$5,000	\$3,000	\$2,000
LEADERSHIP DEVELOPMENT WORKSHOP	\$5,000	\$3,000	\$2,000	\$1,000
FARM TAX	\$5,000	\$3,000	\$2,000	\$1,000
GOVERNMENTAL ACCOUNTING & AUDITING	\$5,000	\$3,000	\$2,000	\$1,000
INTERNATIONAL TAX	\$7,000	\$5,000	\$3,000	\$2,000
MEMBERSHIP SUMMIT	\$10,000	\$8,000	\$6,000	\$4,000
NOT-FOR-PROFIT	\$7,000	\$5,000	\$3,000	\$2,000
PNW WINE SYMPOSIUM	\$7,000	\$5,000	\$3,000	\$2,000
PACIFIC TAX INSTITUTE	\$7,000	\$5,000	\$3,000	\$2,000
RISK (FRAUD)	\$5,000	\$3,000	\$2,000	\$1,000
WASHINGTON STATE TAX	\$7,000	\$5,000	\$3,000	\$2,000
WOMEN'S LEADERSHIP SUMMIT	\$7,000	\$5,000	\$3,000	\$2,000

WSCPA conference sponsorship levels are structured to provide your organization with targeted brand visibility, direct engagement with accounting and finance professionals, and opportunities to grow your thought leadership. Each tier builds progressively, giving your organization the flexibility to choose the level of exposure, interaction, and integration that best aligns with your marketing goals.

Pricing reflects the scope and audience reach of each conference, with flagship events offering expanded visibility and premium brand integration opportunities. Whether your goal is brand awareness, lead generation, or strategic positioning within the profession, this tiered structure gives your organization clear pathways to maximize impact.

WSCP Community & CPE Events



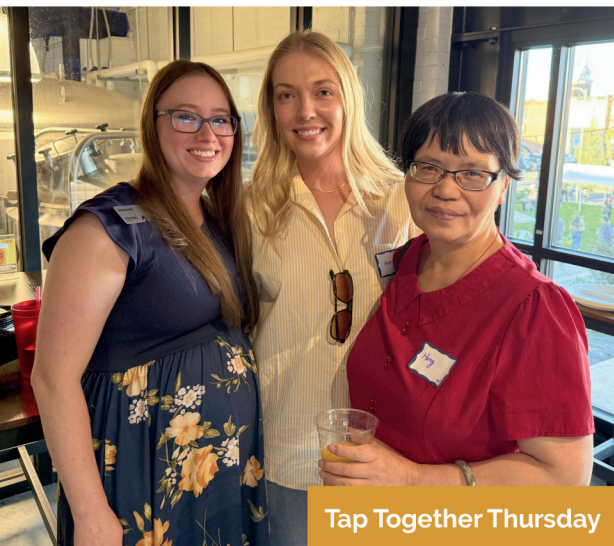
WSCPA COMMUNITY EVENTS



Murder Mystery Masquerade



Tacoma Glassblowing



Tap Together Thursday

Community Events

The WSCPA holds community events throughout the state. Depending upon the area and venue capacity, events draw from 20 to 100 attendees. Popular areas include cities such as Bellingham, Everett, Olympia, Seattle/Bellevue, Spokane, Tacoma, Tri-Cities, Vancouver, Washington, and Yakima.

Past Events Include

Glassblowing, Sounders Games, Aquasox Games, Tap Together Happy Hours, Trivia Nights, Game Nights, Painting Parties, Murder Mystery Masquerade, Honey Extraction Earth Day Event

SPONSORSHIP LEVELS	INVESTMENT
PREMIER	\$3,000 (5 events)
PARTNER	\$800 (1 event)

Sponsorship Levels Include

- Two complimentary event passes
- Logo on the event webpage
- Verbal thank you at the event
- Sponsor sign at the event(s)
- May collect business cards
- May donate raffle prize for added recognition
- Representatives may award your prize and present a 30-second commercial

CPE EVENTS



Become a CPE Speaker

- Showcase your expertise to our members by providing valuable educational content
- Develop and present 50 minutes of CPE content* and engage in live Q&A, with expert facilitation by our AV team
- Includes one slide graphic of your design to display before and after the program and a two-minute promotion

**Content must be approved by WSCPA staff. Sponsor must meet deadlines for programming.*



Online CPE Events

Built for today's busy professionals, CORE: Curated Online Relevant Education, is an affordable, year-long series of one-hour webinars covering a variety of technical accounting topics.

CORE CPE Webinars

Fridays at noon | avg. 75 attendees
\$250 per webinar

Sponsorships include:

- One slide graphic of your design to display before and after the program
- Two-minute promotion

NOTE: Promotions are limited to two minutes, given the strict timing requirements of CPE programs.



Print & Digital Marketing Opportunities



KNOWLEDGE HUB

Business Development Leads

The Washington Society of CPAs Knowledge Hub syndicates content to a highly-engaged audience of more than 6,500 accounting professionals, who become the source of high-quality, intent-based, 100% exclusive leads to fuel your business. Explore the Knowledge Hub at hub.wscpa.org.

Why WSCPA Knowledge Hub

- Engage with more than 6,500 accounting professionals in Washington state.
- Utilize turnkey, world-class platform to generate leads and expand your company reach.
- 100% LEAD EXCLUSIVITY – Leads are 100% exclusive and will never be shared or resold.
- NO RISK – Available for purchase on a cost-per-lead model; you only pay for the leads you receive.*

**In addition to receiving contact information, you can receive information about the company, job title, and more. And, our turnkey platform is available on a cost-per-lead basis.*

Provide us with thought leadership content, such as a white paper, eBook or an insightful guide.



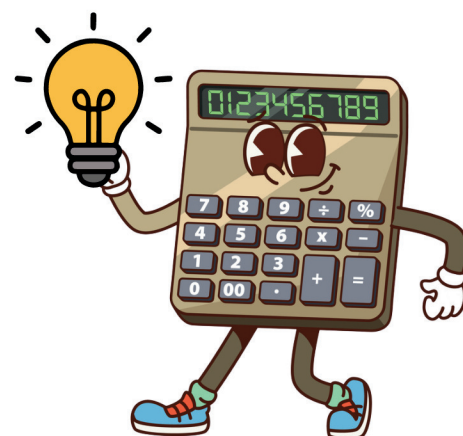
We'll publish and index your "gated" content in the Knowledge Hub.



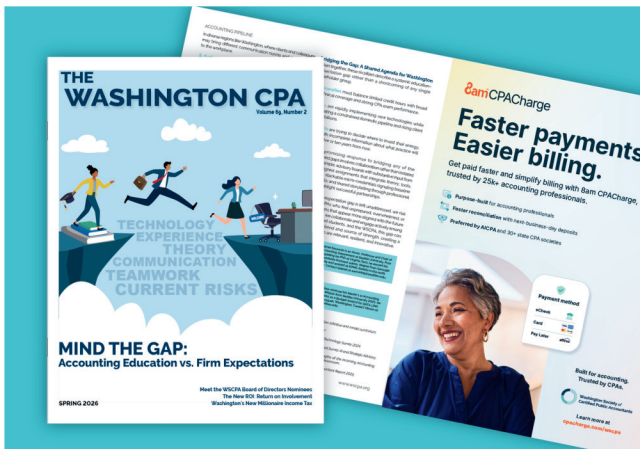
Watch as we drive traffic to your content using online and email marketing.



Receive real-time lead notifications of everyone who downloads your content.



PRINT & DIGITAL ADVERTISING



The Washington CPA Magazine

Print Display Ads

The WSCPA's magazine is published twice annually and distributed to more than 6,500 members. The publication is also available online at wscpa.org/magazine.

Each issue features articles on a range of professional topics of interest to Washington CPAs as well as updates and CPE opportunities from the WSCPA.

AD SIZE	DIMENSIONS	PRICE
Full Page	7 3/8" x 10"	\$1,105
One-Half Page	7 3/8" x 4 7/8"	\$715
One-Third Page	7 3/8" x 3 1/4"	\$390

Note: Print Ads Must Meet the Following Requirements

RESOLUTION	ACCEPTABLE FILE FORMATS	COLOR FORMATS
300 dpi Minimum	EPS or PDF	CMYK Black & White

Ad Submission Deadlines:
Spring Issue = March 1 Fall Issue = September 1



Classified Ads

Digital & Print Ads

Classifieds for a variety of services and purposes are offered on our website and in *The Washington CPA* magazine. Submit your listing for one of the following categories: office space, opportunities available, practice for sale/purchase/merger, situations wanted, or miscellaneous at wscpa.org/classifieds.

Standard classified ads are \$1 per word with a \$50 minimum and are live for 180 days once approved by staff. It typically takes staff up to two business days to review and approve new classified ads.

An ad still active when our magazine, *The Washington CPA*, goes to print will be automatically included in the magazine at no extra charge.

Place classified ads at wscpa.org/classifieds.

PRINT & DIGITAL ADVERTISING *(continued)*

Digital Banner Ads

Digital banner ads can be placed in the Present Value or Student News email newsletters.

Submit artwork to Sharon Marander.

FILE FORMATS

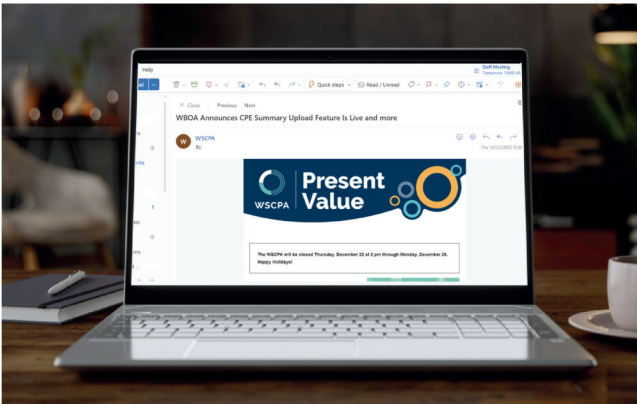
JPG or PNG

AD SIZE

500x150 px

PRICE

\$230/issue



Present Value Email Newsletter

Digital Banner Ads

The Present Value digital newsletter is published every Thursday and emailed to members. This round-up of headlines related to the CPA profession is personalized and also includes news and resources from the WSCPA.

Present Value Ad Deadline: Friday prior to the Thursday publication date.



Student News Email Newsletter

Digital Banner Ads

The Student News digital newsletter is published quarterly and emailed to student members. One ad is accepted per issue. It includes news and resources from the WSCPA.

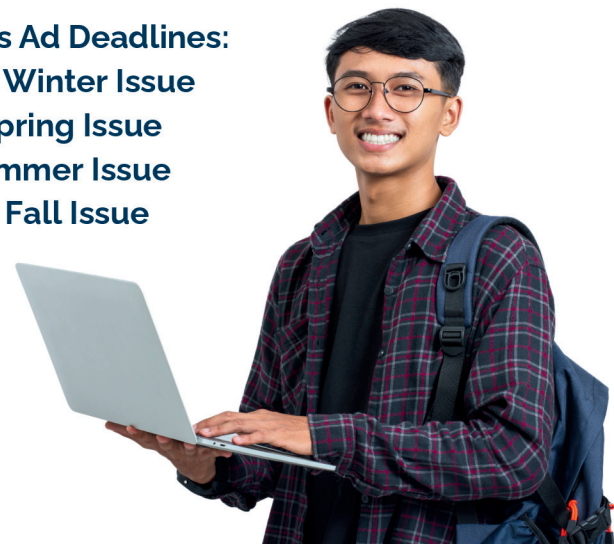
Student News Ad Deadlines:

January 2 for Winter Issue

March 1 for Spring Issue

June 1 for Summer Issue

October 1 for Fall Issue



PRINT & DIGITAL ADVERTISING TERMS & CONDITIONS

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

Ads not submitted to WSCPA specifications are subject to service charges.

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 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.

WSCPA assumes no responsibility for any error not caused by WSCPA. The 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.

FOR THE WASHINGTON CPA MAGAZINE

Advertising deadlines for print display ads are: March 1 for the Spring issue and September 1 for the Fall issue. An order request, ad artwork, and payment in full must be received by this deadline.

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

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

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 THE PRESENT VALUE EMAIL NEWSLETTER

The advertising deadline for each Present Value is end of day on the Friday preceding the Present Value in which the ad is to run.

FOR THE STUDENT NEWS EMAIL NEWSLETTER

Advertising deadlines are: January 2 for the Winter issue, March 1 for the Spring issue, June 1 for the Summer issue, and October 1 for the Fall issue.

EVENT SPONSORSHIP TERMS & CONDITIONS

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

Eligibility - WSCPA reserves the right to determine the eligibility of any company or product for sponsorship inclusion in an event.

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

Assignment of Exhibit Space - Physical exhibition space available on a first-come, first-served basis. The WSCPA reserves the right to relocate any sponsor for the betterment of the event. 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 event. Sponsors are not permitted to assign, sublet or share with others any part of the space allocated to them.

Care of Facilities - Sponsors and their representatives must not injure or deface the walls, floors, or any property of the event 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 event. 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 materials.

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, its 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 representative(s) should be at the sponsor table during the specified event breaks. Sponsors must provide WSCPA with the name(s) of the representative who will attend the event. The WSCPA will not provide staffing for sponsors.

Badges - During live events, sponsor representative(s) must wear badges provided by the WSCPA at all times. The badges will be available at the event 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 event day. The WSCPA is not responsible for the security of sponsor property.

Shipping - Sponsors are responsible for shipping materials to and from the event venue. 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 - 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.

Anti-Harassment Policy - The WSCPA respects and is inclusive of all and does not discriminate on the basis of race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, service in the military, or on any other basis protected by federal, state, or local law. Sponsors are required to uphold the WSCPA anti-harassment policy. View the policy at wscpa.org/anti-harassment.

Logos submitted for marketing purposes must meet the following requirements:

RESOLUTION	SIZE
Minimum 300 dpi	5" wide

ACCEPTABLE FILE FORMATS	UNACCEPTABLE FILE FORMATS
ai	Word
eps	pdf
tif	gif
jpg/png	bmp



READY TO GET STARTED?

Visit us at wscpa.org/marketing

Fill out our quick intake form and a member of the WSCPA staff will reach out to answer any questions and set up next steps.*

Need alternative sponsorship & advertising ideas?

We can help you determine the best routes to connect with your target audience.

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



Connect with Us



Monette Anderson, CAE
VP of Membership & Education



Nigel Lindsey
Manager of Strategic Relations



Daniel Nguyen-Fleming
Director of Membership