

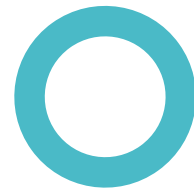


Washington Society of
Certified Public Accountants

MARKETING GUIDE | 2024

WSCPA:

Your Connection to CPAs in Washington



SECTIONS

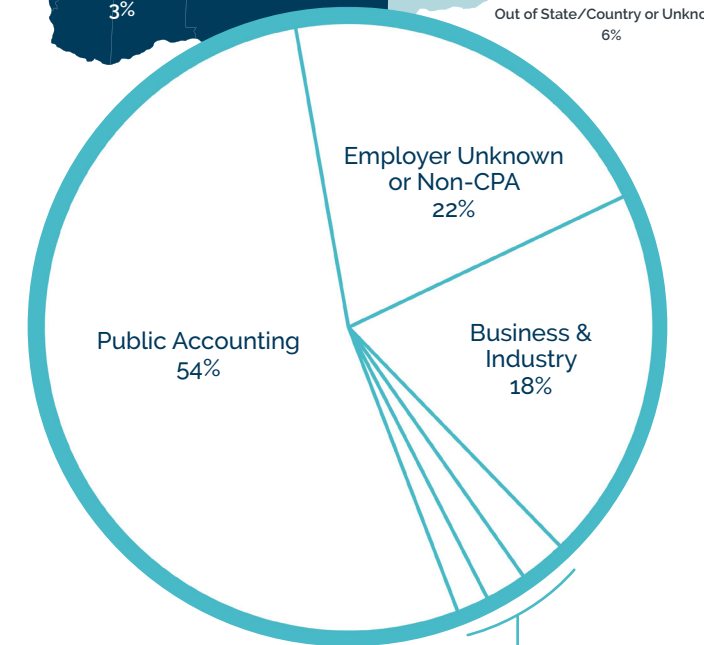
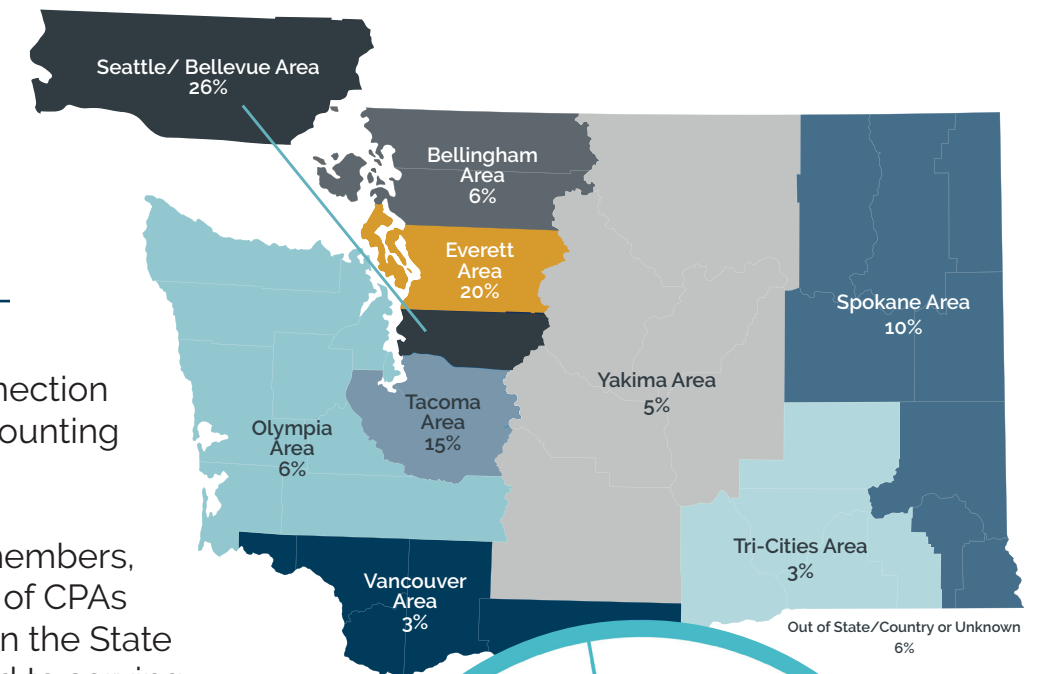
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The WSCPA is your connection to Washington's top accounting and financial leaders.

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.

Education 2%
Government 2%
Other 2%

CONFERENCES



© Shelly Oberman Photography

LIVE & VIRTUAL CONFERENCES

WSCPA 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.

WSCPA conferences are timely and educational updates, with topics and speakers hand-picked by WSCPA members.

CONFERENCE LINE UP

Bottles, Brews & Buds Conference (BBB)

Average Attendance: 70
Typical Timeframe: August, September
Audience: Public and private organizations, public accounting firms including sole practitioners, government agencies

Business & Industry Conference (BIC)

Average Attendance: New and Growing
Typical Timeframe: March, September, October
Audience: Public and private accounting firms, not-for-profit organizations, CFOs & controllers, consultants, financial managers, business owners and regulators

Emerging Leaders Conference (ELC)

Average Attendance: New and Growing
Typical Timeframe: March, November
Audience: Public and private organizations, public accounting firms including sole practitioners, government agencies

Farm Tax Conference (FARM)

Average Attendance: 70
Typical Timeframe: June, August
Audience: Public and private organizations, public accounting firms including sole practitioners

Fraud Conference (FDC)

Average Attendance: 60
Typical Timeframe: October, December
Audience: Public and private organizations, public accounting firms including sole practitioners, government agencies

Governmental Accounting & Auditing Conference (GAAC)

Average Attendance: 100
Typical Timeframe: April
Audience: Washington state, local and federal government agencies, public accounting firms including sole practitioners

International Tax Conference (INTC)

Average Attendance: 70
Typical Timeframe: May
Audience: Public and private organizations, public accounting firms including sole practitioners

Not-For-Profit Conference (NFPC)

Average Attendance: 200
Typical Timeframe: November
Audience: Not-for-profit organizations, government agencies, public accounting firms including sole practitioners

Pacific Tax Institute (PTI)

Average Attendance: 100
Typical Timeframe: October
Audience: Public and private organizations, public accounting firms including sole practitioners

Washington State Tax Conference (WSTC)

Average Attendance: 80
Typical Timeframe: May, June
Audience: Public and private organizations, public accounting firms including sole practitioners

Women's Leadership Summit (WLS)

Average Attendance: 150
Typical Timeframe: May, June
Audience: Public and private organizations, public accounting firms including sole practitioners, government agencies

	NETWORKING IN-PERSON ONLY	BRONZE	SILVER	GOLD
Sponsorship fees range from \$500-\$6,000				
Logo/company name on pre-conference slideshow and verbal acknowledgment during conference	●	●	●	●
IN PERSON Logo on conference sponsor signage	●	●	●	●
Linked logo on conference event page on WSCPA website and logo in conference program ¹		●	●	●
Sponsor mentioned in pre-conference social media post ¹		●	●	●
Receive list of conference attendees (name, business)		●	●	●
IN PERSON/VIRTUAL Interactive activity with prize			●	●
VIRTUAL 60-second commercial during the conference ²			○	●
IN PERSON Booth outside conference room ² (draped table, electricity, Wi-Fi)	●		○	●
5% discount on 10 or more conference registrants from your company	●			●
Two attendees for full-day conference and access to participate in conference group in the WSCPA's private online community platform, Connect ³	●			●
Full-page informational advertisement in the conference program ¹				●
50-min Prix Fixe CPE course scheduled 2-4 weeks prior to conference (optional)				●

Add-in Options available at all levels | *pricing may vary

- 30-Second Video | \$200 (sponsor creates, must be pre-approved)
- Raffle Prize | \$ value of prize (in-person/online)
- VIP Table | \$800* VIP Seating (closest to stage), Firm Signage, Swag

IN PERSON | Includes morning or afternoon snack/coffee breaks, interactive games on breaks or at tables. Lunch or after conference reception assigned by WSCPA staff and approved by the sponsor.

VIRTUAL | These conferences have more breaks between speakers. Activities can include games, polling questions, Q&A breakouts, social walls, guided stretch/yoga breaks, hallway talks and more.

¹ | Sponsors must meet deadlines to be included in all marketing materials, including conference programs and social media posts.

² | Silver level sponsors choose between the virtual commercial or in-person booth.

³ | Registration for two individuals only and cannot be shared.

WSCPA MEMBERSHIP SUMMIT

ANNUAL MEETING

WSCPA Membership Summit occurs annually in June. Expected attendance up to 500 and is held in Seattle/Bellevue.

The WSCPA Member Summit is designed for all members of the society. CPAs, accounting professionals, staff accountants, sole practitioners, educators, students and professionals in training and affiliate WSCPA members.

The WSCPA's purpose of this summit is to foster a premier continuing education experience, hold our annual meeting for incoming board members and provide networking opportunities.



NETWORKING EVENTS

NETWORKING EVENTS

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

PREMIER - \$3,000 for five events

PARTNER - \$800 for one event

- 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



photos: © Jack Wade Visual Collective
and © Shelly Oberman Photography

CPE EVENTS

ONLINE CPE EVENTS

The WSCPA Member Exclusive CPE Series and the Prix Fixe CPE Series are collections of one-hour webinars on a variety of topics that offer members free or very affordable options for taking their required CPE credits.

ADVERTISEMENT

MEMBER EXCLUSIVE CPE WEBINARS
Wednesdays at noon | avg. 445 attendees
\$500 per webinar

PRIX FIXE 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 strictly limited to two minutes, given the strict timing requirements of CPE programs.

BECOME A CPE SPEAKER

MEMBER EXCLUSIVE CPE WEBINARS PRIX FIXE CPE WEBINARS

- 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.

KNOWLEDGE HUB

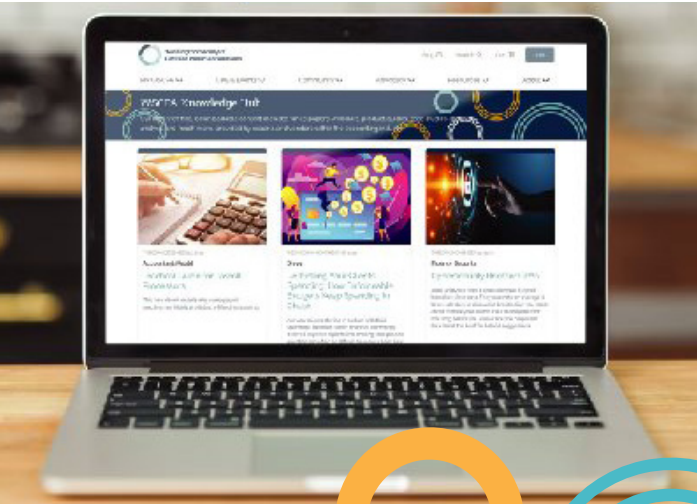
BUSINESS DEVELOPMENT LEADS

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.



4 Simple Steps to Get Started



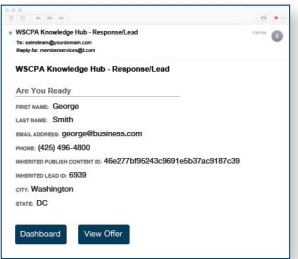
Provide us with thought leadership content, such as a white paper, eBook or an insightful guide.



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

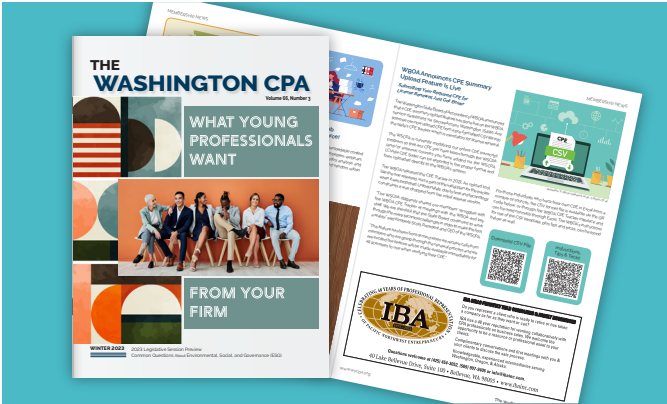


Watch as we drive traffic to your content using online and email marketing.



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

PRINT & DIGITAL ADVERTISING

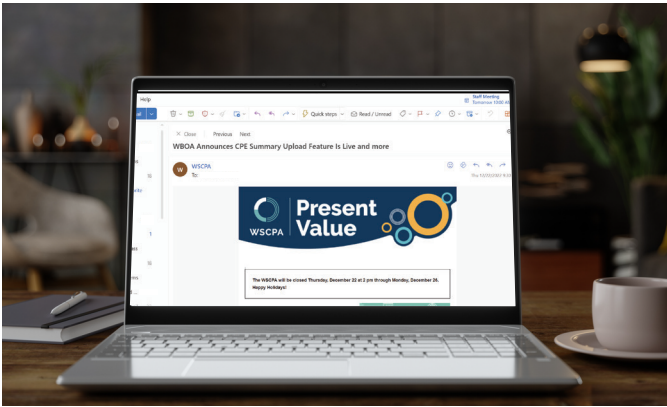


THE WASHINGTON CPA MAGAZINE

Print Display Ads

The WSCPA's magazine is published quarterly 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.



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.



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.

AD SIZE		1-2 x	3-4 x
Full page	7 3/8" x 10"	\$1105	\$935
1/2 page	7 3/8" x 4 7/8"	\$715	\$550
1/3 page	7 3/8" x 3 1/4"	\$390	\$330

AD SUBMISSION DEADLINE

Winter Issue	Spring Issue	Summer Issue	Fall Issue
Dec. 1	Mar. 1	June 1	Sep. 1

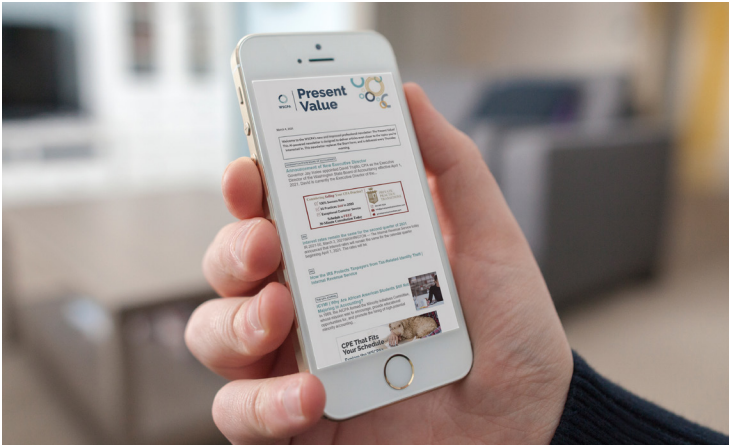
PRINT ADS MUST MEET THE FOLLOWING REQUIREMENTS:

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

DIGITAL BANNER ADS Present Value Email Newsletter

E-mailed to members every Thursday. Digital banner ads are \$220 per issue.

FILE FORMATS	AD SIZE
JPG or PNG	500x150 px



CLASSIFIED ADS

Standard classified ads are \$1 per word with a \$50 minimum and are live for 90 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 quarterly 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.

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" square
Acceptable File Formats	Unacceptable File Formats
AI	Word
EPS	PDF
TIF	GIF
JPG/PNG	BMP

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: December 1 for the Winter issue; March 1 for the Spring issue; June 1 for the Summer 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.



READY TO GET STARTED?

VISIT US AT [WSCPA.ORG/MARKETING](https://www.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 and alternative ways to do so.

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

