



HAS THE ECONOMY GOT YOU DOWN?

WE CAN HELP YOUR BOTTOM LINE



2010

SPONSORSHIP OPPORTUNITIES
INCPAS CONFERENCES AND EVENTS

Sponsorship Opportunities

We offer social, networking, leadership and educational events. Don't miss this great chance to reach hundreds of CPAs and get your company's name, message or products in front of many of Indiana's objective experts. There is no better way to target an exclusive audience of Indiana CPA Society members.



Meet INCPAS members working in public practice, business and industry, government and education.



Target CPAs who are regarded as premier providers of business consulting and advising services.



Make valuable contacts with management consulting, technology consulting and financial planning professionals.



Promote your company message, products and services in a timely, effective and efficient manner.

What levels of sponsorship does INCPAS offer?

Silver Level Sponsorship

With a Silver Level Sponsorship you will receive:

- » Signage with your business name and black and white logo displayed prominently
- » A list of attendees (name and address)
- » Recognition in promotional brochure or other literature
- » Acknowledgement in event press release
- » Option to place an ad in the INCPAS magazine

Gold Level Sponsorship

A Gold Level Sponsorship offers you all of the benefits associated with a Silver Level sponsorship in addition to:

- » A display table in prominent area (manned or unmanned)
- » A link to your company's site from incpas.org for a period of 30 days
- » One-page flyer or small brochure provided by your company placed at each seat

Platinum Level Sponsorship

Platinum Level Sponsorship offers all of the benefits associated with a Gold Level sponsorship in addition to:

- » Title sponsorship of event
- » A display ad on incpas.org for a period of 30 days
- » One free registration for the event sponsored

Contact: Dave Shatkowski at (317) 726-5022, 1-800-272-2054 or dshatkowski@incpas.org

Sponsors receive a discounted rate for advertising in the INCPAS magazine, *CPA IN Perspective**.

PLATINUM
SPONSORS
SAVE

50%

GOLD
SPONSORS
SAVE

30%

SILVER
SPONSORS
SAVE

20%

*Sponsors must provide their own artwork. One ad per sponsorship.

What **events** can I sponsor? What is the **cost**?

CLASS A EVENT (More than 200 attendees)

Platinum (2 days)	\$3,000
Platinum (1 day)	\$2,250
Gold (2 days)	\$1,250
Gold (1 day)	\$800
Silver (2 days)	\$650
Silver (1 day)	\$425

CLASS B EVENT (75-200 attendees)

Platinum (2 days)	\$2,000
Platinum (1 day)	\$1,250
Gold (2 days)	\$1,000
Gold (1 day)	\$675
Silver (2 days)	\$500
Silver (1 day)	\$335

CLASS C EVENT (Up to 75 attendees)

Platinum	\$750
Gold	\$375
Silver	\$175

Contact Dave Shatkowski for information on special advertising/sponsorship combination packages. dshatkowski@incpas.org. Sponsor multiple events and receive a 15 percent or more discount.

**SPONSOR
MULTIPLE
EVENTS**

**RECEIVE A
15%
DISCOUNT**

Class A Events (More than 200 attendees)

Two-Day Federal Tax Update

Nov. 8-9 • Indianapolis

This two-day update on federal tax regulations and guidelines is one of the Society's most attended educational programs.

CPA Celebration

*Nov. 19 • Indiana Roof Ballroom,
Indianapolis*

This annual evening gala recognizes Society award winners, volunteer service and CPA Exam passers. Banquet includes dinner, dancing and entertainment.

Indiana Tax Institute

*Dec. 2-3 • Indiana Convention Center,
Indianapolis*

This annual two-day conference features tax-related topics for CPAs and tax lawyers including federal and Indiana tax changes and updates for 2009.

Class B Events (75-200 attendees)

Controllers Conference: Trends in Corporate Finance

*March 19 • Renaissance Indianapolis
North Hotel, Carmel*

This sixth annual conference for corporate finance professionals is held in partnership with the Center for Corporate Financial Leadership.

Leadership Cabinet/ Emerging Leaders Alliance

*May 19-20 • Blue Chip Casino,
Michigan City*

*Oct. 29-30 • Marriott East,
Indianapolis*

The 100-member CPA leadership group plus young member group meets twice annually and serves as advisors to the Society Board and staff.

Not-for-Profit Conference

June 10 • Wyndham West, Indianapolis

This annual conference looks at the trends and issues impacting the financial aspects of not-for-profits. CPAs attend with their clients.

Members in Business and Industry Conference

June 23 • Ritz Charles, Carmel

This conference is designed to cover topics for CPAs who work in business and industry.

Fraud Conference

Aug. 26 • Marriott East, Indianapolis

This annual conference will focus on how CPAs can help their clients and employers prevent, detect and deter cases of fraud.

Accounting & Auditing Conference

Sept. 21 • Marriott East, Indianapolis

This annual conference covers accounting and auditing topics and updates for CPAs who specialize in these areas.

Two-Day Federal Tax Updates

Oct. 18-19 • Century Center, South Bend

Oct. 20-21 • Airport Marriott, Evansville

*Nov. 10-11 • Grand Wayne Center,
Fort Wayne*

*Jan. 3-4, 2011 • Renaissance Indianapolis
North, Carmel*

These two-day updates on federal tax regulations and guidelines are among the Society's most attended educational programs.

Small Firm: Big Business

*Oct. 21 • Horizon Convention Center,
Muncie*

This conference explores issues and trends unique to CPA firms with three or less partners or 10 or less total staff.

Construction Conference

Nov. 10 • Ritz Charles, Carmel

Biannual conference co-sponsored by the Construction Financial Management Association for CPAs who work in the construction industry.

Financial Services Conference

Dec. 10 • Marriott East, Indianapolis

This annual conference features financial services topics including personal financial planning, insurance, banking and investments.

Class C Events (Up to 75 attendees)

Legislative Insight and Legislators' Reception

January 2011 • downtown Indianapolis
Annual conference featuring legislative updates and state government information for CPAs.

Educators Conference

May 7 • INCPAS Prof. Dev. & Conf. Cntr., Indianapolis

Accounting educators from Indiana colleges attend this annual update on the CPA profession and accounting education.

CPA/Banker Golf Outing

May TBD • Lafayette

This networking and golfing event is planned for 50 or more local CPAs and other business professionals including bankers.

Other Opportunities

Case Study Competition

Nov. 19 • Hilton Downtown, Indianapolis

Indiana college students prepare written and oral presentations. Sponsorships fund cash prizes. Benefits: Signage at oral presentations; recognition on certificates and press releases. Suggested amounts: \$1,000; \$750; \$500; \$100 or "Other."

Welcome to the Profession Receptions

Various Dates and Locations Statewide

Evening networking opportunities for recent graduates and other newcomers to the CPA profession. Gold - \$1,000; Silver - \$750; Bronze - \$500; Honorable mention - \$200

In-Kind Donations

Donated items such as cash, gift certificates, tickets, pens, T-shirts and more used as door prizes at Society events.

SPONSORSHIP POLICIES

There will only be one Platinum sponsor for each event. Platinum sponsorship is for the full length of each event.

Multiple Silver and Gold Level sponsors will be sought for each event.

Sponsorships can be reserved for either one or two days for two-day events.

To ensure signage preparation and inclusion in event materials, sponsorship reservations should be made at least 45 days before event date.

Sponsorships will be accepted after deadline date, but all benefits cannot be guaranteed.

2010 Professional Issues Updates

August and September

Sixteen half-day programs are held in 12 cities across Indiana to update CPAs on professional issues and trends. Attendance varies from 50 to 250. Sponsorship rates based on number of participants as indicated. Contact INCPAS for specific locations.

A	Plat.	\$1,500
	Gold	\$600
	Silver	\$300

(Over 200 attendees)

Indianapolis	Sept. 3
Indianapolis	Sept. 8
Fort Wayne	Sept. 16

B	Plat.	\$1,000
	Gold	\$500
	Silver	\$250

(Between 75-200 attendees)

Evansville	Aug. 31
Indianapolis	Sept. 14
South Bend	Sept. 20
Merrillville	Sept. 21
Carmel	Sept. 24
Carmel	Sept. 28

C	Plat.	\$550
	Gold	\$250
	Silver	\$125

(Up to 75 attendees)

Batesville	Aug. 20
Jeffersonville	Aug. 24
Lafayette	Aug. 26
Kokomo	Aug. 27
Terre Haute	Sept. 1
Bloomington	Sept. 9
Muncie	Sept. 17

NOW, A WORD FROM A SPONSOR...

“Sponsoring Indiana CPA Society events has been a great experience for Hylant Group. It has enabled us to be associated with several quality programs offered to INCPAS members. In addition it has provided tangible exposure to an influential client base, allowing us to strengthen existing relationships and build new ones.”

Matt Hubbard
Hylant Group

INCPAS **SPONSORSHIP** FORM



Complete the form below to sponsor an event. Or, contact Dave Shatkowski at (317) 726-5022, 1-800-272-2054 or dshatkowski@incpas.org.

Contact Name

Address

City

State

Zip Code

Telephone

Fax

E-mail

Event(s)

Sponsorship Level: Platinum Gold Silver

Payment Method: American Express Discover MasterCard
 Visa Company Check Personal Check

Card No.

Signature

Name on Card

Exp. Date

CVV #

Amount \$

Make checks payable to:

Indiana CPA Society
8250 Woodfield Crossing Blvd., Suite 100
Indianapolis, IN 46240

(last 3 digits on back of card)

Check box if you would like to have an invoice sent: Yes No



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8250 Woodfield Crossing Blvd.
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