

INDIANA'S TRUSTED BUSINESS ADVISORS ARE CPAs

CPAs PROVIDE MUCH MORE THAN JUST FINANCIAL ADVICE TO INDIANA BUSINESSES



2017 SPONSORSHIP OPPORTUNITIES

INCPAS Conferences and Events

SPONSORSHIP OPPORTUNITIES

INCPAS offers options for sponsoring educational, social, networking and leadership events. Don't miss this great chance to reach hundreds of CPAs and get your company's name, message or products in front of this targeted and exclusive audience. There is no better way to reach Indiana CPA Society members.

- » Meet INCPAS members working in public practice, business and industry, government, not-for-profit and education.
- » Target CPAs who are regarded as premier providers of business consulting and advising services.
- » Make valuable contacts with tax practitioners, management consultants, technology consultants and financial planning professionals.
- » Promote your company message, products and services in a timely, effective and efficient manner.

SPONSORSHIP LEVELS AND BENEFITS

PLATINUM SPONSORSHIP

A Platinum Sponsorship offers all the benefits of a Gold Sponsorship plus:

- » Title sponsorship of sponsored event
- » Display ad on INCPAS website for 30 days
- » One free registration to attend the event sponsored as a participant

GOLD SPONSORSHIP

A Gold Sponsorship offers all the benefits of a Silver Sponsorship plus:

- » Display table in prominent area (manned or unmanned)
- » One-page flyer or small brochure provided by your company distributed to attendees at registration

SILVER SPONSORSHIP

With a Silver Sponsorship you will receive:

- » Signage with your business name and black and white logo displayed prominently
- » A list of attendees (name, address)
- » Recognition in promotional brochure or other literature
- » Link from INCPAS website to your company's site

SPONSORSHIP PRICING

CLASS A EVENT

(more than 200 CPAs)

Platinum (2 days)	\$3,300
Platinum (1 day)	\$2,475

Gold (2 days)	\$1,375
Gold (1 day)	\$860

Silver (2 days)	\$715
Silver (1 day)	\$465

CLASS B EVENT

(75- 200 CPAs)

Platinum (2 days)	\$2,200
Platinum (1 day)	\$1,375

Gold (2 days)	\$1,100
Gold (1 day)	\$715

Silver (2 days)	\$550
Silver (1 day)	\$365

CLASS C EVENT

(Up to 75 CPAs)

Platinum	\$825
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Gold	\$410
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Silver	\$190
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SPONSOR
MULTIPLE
EVENTS



RECEIVE A
15%
DISCOUNT



CONTACT Stephanie Parton, CAE at (317) 726-5026, 1-800-272-2054 or sparton@incpas.org for information or about special advertising/sponsorship combination packages.



Sponsors receive discounted rates 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.

NEW SPONSORSHIP OPTIONS FOR 2017

DIAMOND SPONSORSHIP

This is an “annual sponsorship” of all INCPAS educational events or certain categories of events.

- » Sponsor all INCPAS conferences, professional issues updates and federal tax updates – \$12,500
- » Sponsor all nine INCPAS conferences – \$6,000
- » Sponsor all 15 Professional Issues Updates – \$4,000
- » Sponsor all five federal tax updates – \$3,000

(includes all benefits of Gold and Silver sponsorships plus recognition in INCPAS magazine as Diamond Sponsor for the year)

BONUS

For any Diamond sponsorship, you can also choose to attend either the spring or fall INCPAS Leadership Cabinet/Emerging Leaders Alliance meeting as a sponsor.

PRESENTER SPONSORSHIP

Present a special pre-conference 50-minute session at any INCPAS conference (except Educators Conference). Must be educational and not a marketing pitch.

- » \$1,000 for special session only
- » \$2,000 if combined with a Gold sponsorship at Not-for-Profit Conference or \$1,500 if combined with a Gold sponsorship at any of the other seven conferences.

EXHIBITOR SPONSORSHIP

This sponsorship would include a manned table only at the event, but none of the additional benefits listed for Diamond, Platinum, Gold or Silver sponsors.

- » \$900 for Indianapolis Federal Tax Update (both days)
- » \$750 each for other four federal tax updates (both days)
- » \$600 for Indianapolis Federal Tax Update and Not-for-Profit Conference (one day)
- » \$450 each for other four federal tax updates and Class B conferences (one day)
- » \$275 for Educators Conference

WI-FI SPONSORSHIP

Sponsor the wi-fi at INCPAS conferences or in the INCPAS classrooms for a week. There will be special signage and recognition to promote wi-fi sponsorships.

- » \$1,000 for Not-for-Profit Conference
- » \$750 for Class B conferences
- » \$500 for month sponsorship in INCPAS classrooms
- » \$350 for Educators Conference

SPEAKING ADD-ON

Diamond, Platinum and Gold sponsors have the opportunity to speak for one to two minutes during the morning introductions at each conference.

- » \$150 in addition to sponsorship
- » Three speakers maximum per conference – first come, first serve

2017 EVENT SCHEDULE

CLASS A EVENTS

More than 200 CPAs

CPA Celebration

May 12 • Indiana Roof Ballroom, Indianapolis

Gala that recognizes Society award winners, volunteers and CPA Exam passers.

* Presenting: \$2,000; Dinner: \$1,250; Past President's Reception: \$1,000; Entertainment: \$1,000; Successful CPA Exam Candidate Gifts: \$750; Hors D'oeuvre: \$750; Dessert: \$750; Door Prize: \$500; Table Decorations: \$500

Not-for-Profit Conference

July 20 • Marriott East, Indianapolis

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

Two-Day Federal Tax Update

November 6-7 • Marriott East, Indianapolis

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

CLASS B EVENTS

From 75 to 200 CPAs

Controllers Conference

March 23 • Ritz Charles, Carmel

Annual conference for CPAs who work in a controller role or in other corporate finance positions.

Leadership Cabinet/Emerging Leaders Alliance

May 18-19 • French Lick Springs Hotel, French Lick

October 26-27 • Horizon Convention Center, Muncie

The 90-member CPA leadership group plus 40-member young professionals group meets twice annually and serve as advisors to the Society Board and staff.

CPAs in Business and Industry Conference

June 21 • Ritz Charles, Carmel

This conference is designed to cover topics of importance for CPAs who work in the business and industry side of the profession.

Small Firm: Big Business Conference

August 17 • Marriott East, Indianapolis

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

Accounting and Auditing Conference

August 24 • Ritz Charles, Carmel

This annual conference covers accounting and auditing topics and updates for CPAs who specialize in the A&A function.

Business Valuation Conference

October 25 • Marriott East, Indianapolis

This conference, in its third year, will cover topics related to the important and emerging service area of business valuation for CPAs.

2017 EVENT SCHEDULE (Continued)

Two-Day Federal Tax Updates

October 17-18 • *Holiday Inn Airport, Evansville*

October 23-24 • *Century Center, South Bend*

November 13-14 • *Grand Wayne Center, Fort Wayne*

January 9-10, 2018 • *Ritz Charles, Carmel*

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

Trends Conference: Technology

November 16-17 • *Marriott East, Indianapolis*

Third annual conference exploring this year exploring the impact of new technology on the CPA profession.

Indiana Tax Conference

November 30 • *Ritz Charles, Carmel*

This conference, in its second year, will cover state and federal taxation topics and updates to help CPAs prepare for the upcoming 2018 tax season.

Winter Frenzy

December 18-20 • *Ritz Charles, Carmel*

Three-day event featuring a series of 4-hour morning and afternoon seminars covering multiple topics.

CLASS C EVENTS

Up to 75 CPAs

Educators Conference

May 5 • *INCPAS Prof. Dev. & Conf. Cntr., Indianapolis*

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

Spring Fever

May 22-24 • *INCPAS Prof. Dev. & Conf. Cntr., Indianapolis*

Three-day event featuring a series of 4-hour morning and afternoon seminars covering multiple topics.

Legislators Breakfast

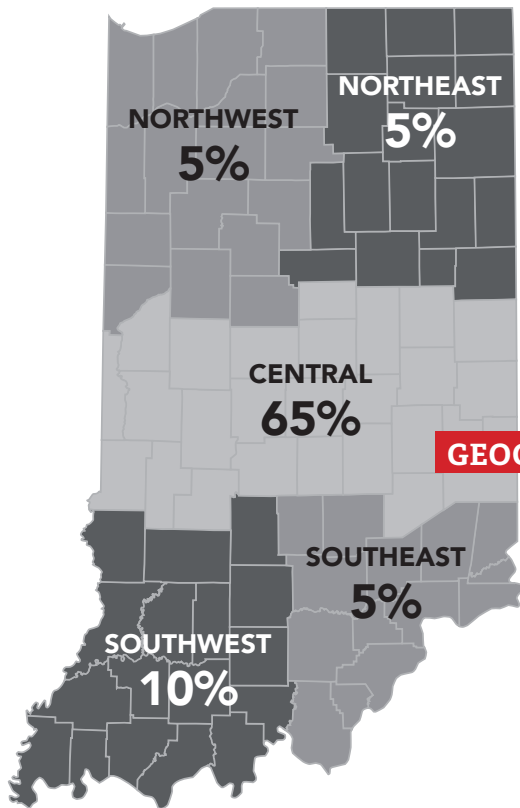
January 2018 • *Downtown Indianapolis*

Annual event that brings together INCPAS leadership, INCPAS members and state legislators.

CONTROLLERS CONFERENCE

ROLE	
Analyst	2%
Attorney at Law	1%
Chief Financial Officer	7%
Controller/Treasurer	28%
Employee of	7%
Internal Auditor	1%
Manager	5%
Manager/Supervisor	3%
Other Executive	9%
Partner	1%
President/Chair/CEO	3%
Sole Practitioner	2%
Staff	27%
State	1%

TYPE OF BUSINESS	
Banking/Securities	3%
Communications	2%
Construction	3%
Consulting	3%
Educational	2%
Government	1%
Insurance	2%
Legal Services	1%
Manufacturing	28%
Medical/Health Care	3%
Natural Resources	1%
Nonprofit Organization	12%
Other	2%
Other Services	8%
Personal Financial Services	4%
Public Accounting 1-3 Partners	1%
Public Accounting Sole Practitioner	2%
Real Estate	2%
Retail Trade	5%
Transportation	3%
Unknown	1%
Utilities	3%
Wholesale Trade	3%



GEOGRAPHIC DEMOGRAPHICS

EDUCATORS CONFERENCE

COLLEGES REPRESENTED

Anderson University

Ball State University

Butler University

Hensley Accounting LLP

Indiana Professional Licensing Agency

Indiana University-Purdue University

Indiana Wesleyan University

International Business College

Manchester University

Marian University

Purdue University

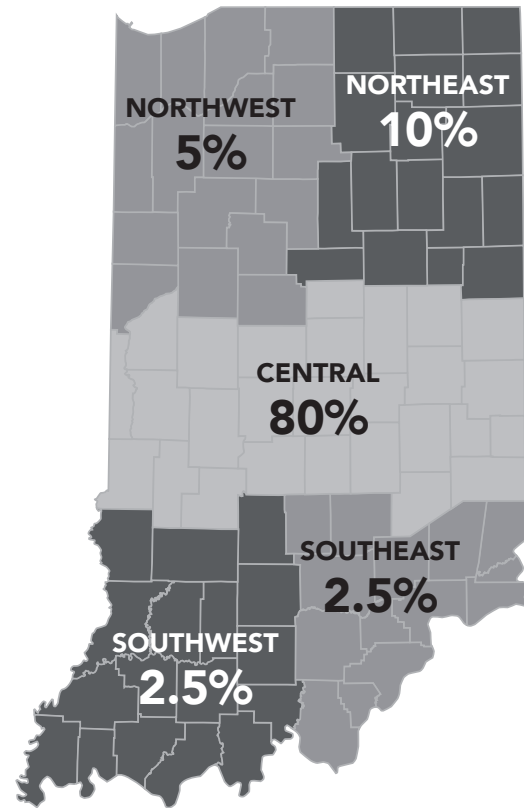
Taylor University

Trine University

University of Evansville

Vincennes University

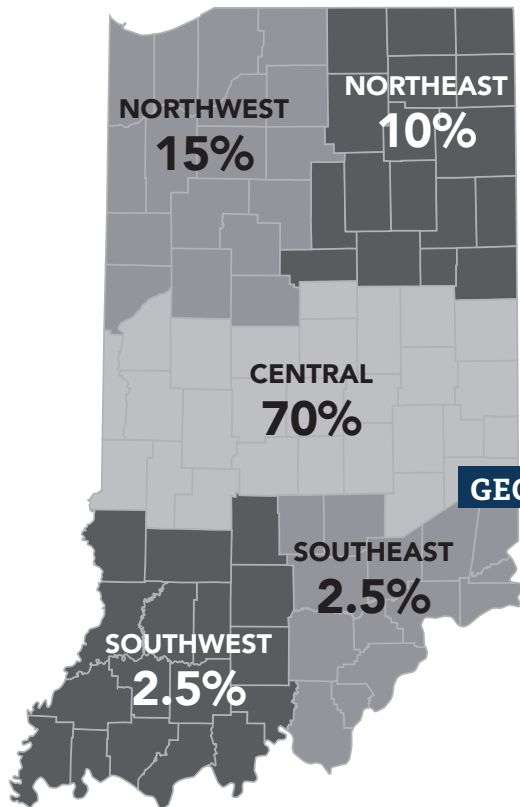
GEOGRAPHIC DEMOGRAPHICS



CPAS IN BUSINESS AND INDUSTRY CONFERENCE

ROLE	
Administration	1
Analyst	3
Chief Financial Officer	14
Controller/Treasurer	32
Employee of	18
Internal Auditor	1
Manager	14
Manager/Supervisor	17
Other Executive	13
Partner	2
President/Chair/CEO	9
Sole Practitioner	2
Staff	40
Taxation	3
Teacher/Professor	1

TYPE OF BUSINESS	
Banking/Securities	3%
Communications	2%
Construction	4%
Consulting	6%
Educational	3%
Government	1%
Insurance	18%
Legal Services	1%
Manufacturing	16%
Medical/Health Care	4%
Natural Resources	1%
Nonprofit Organization	2%
Other	5%
Other Services	7%
Personal Financial Services	3%
Public Accounting 13 or more Partners	1%
Public Accounting 1-3 Partners	1%
Public Accounting Sole Practitioner	1%
Real Estate	6%
Retail Trade	6%
Transportation	1%
Utilities	2%
Wholesale Trade	4%

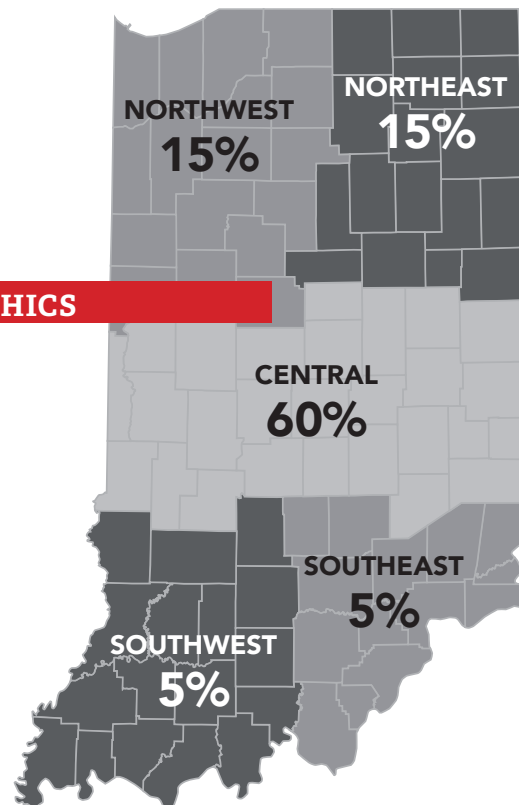


GEOGRAPHIC DEMOGRAPHICS

NOT-FOR-PROFIT CONFERENCE

ROLE	TYPE OF BUSINESS
Administration 1	Banking/Securities..... 1%
Analyst 4	Consulting 1%
Chief Financial Officer 23	Educational 8%
Controller/Treasurer 32	Government 2%
Employee of 21	Insurance 2%
Manager 18	Legal Services 1%
Manager/Supervisor 11	Manufacturing 1%
Managing Partner 3	Medical/Health Care 4%
Other Executive 30	Nonprofit Organization 37%
Partner 4	Other 2%
Partner/Member/Shareholder 6	Other Services..... 7%
President/Chair/CEO 7	Public Accounting 13 or more Partners 9%
Primary Contact 1	Public Accounting 1-3 Partners 8%
Sole Practitioner 4	Public Accounting 4-12 Partners 5%
Staff 105	Public Accounting Sole Practitioner 4%
State 1	Unknown..... 1%
Teacher/Professor 3	

GEOGRAPHIC DEMOGRAPHICS

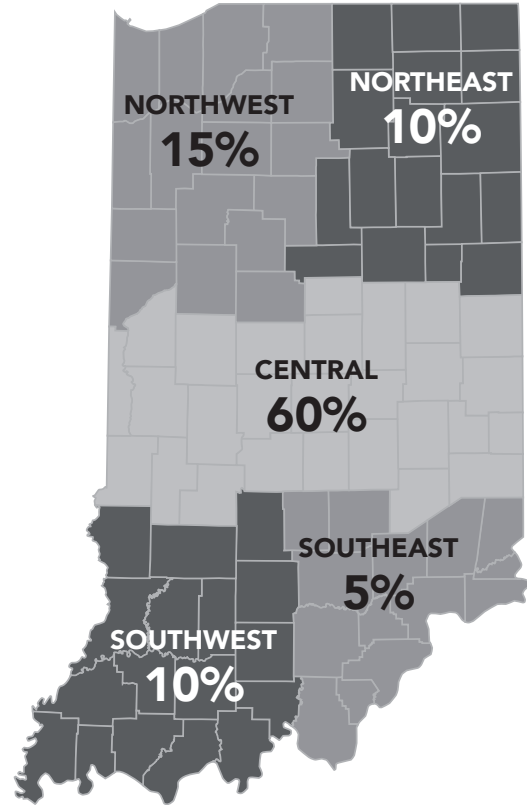


SMALL FIRM: BIG BUSINESS CONFERENCE

ROLE	
Chief Financial Officer	2%
Employee of	3%
Manager	2%
Manager/Supervisor	2%
Managing Partner	6%
Other Executive	2%
Partner	5%
Partner/Member/Shareholder	16%
President/Chair/CEO	10%
Primary Contact	2%
Sole Practitioner	20%
Staff	25%
Taxation	1%

TYPE OF BUSINESS	
Banking/Securities	1%
Consulting	7%
Manufacturing	2%
Nonprofit Organization	1%
Other Services	1%
Public Accounting 1-3 Partners	40%
Public Accounting 4-12 Partners	8%
Public Accounting Sole Practitioner	38%

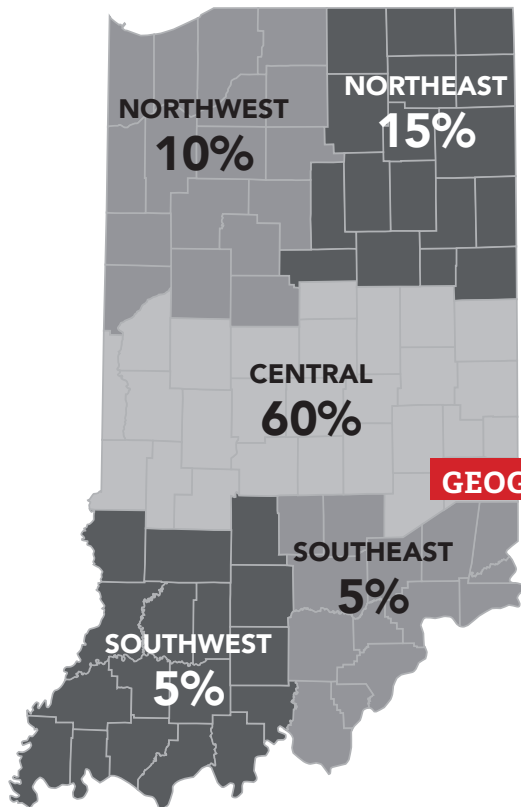
GEOGRAPHIC DEMOGRAPHICS



ACCOUNTING AND AUDITING CONFERENCE

ROLE	
Analyst	1%
Chief Financial Officer	6%
Controller/Treasurer	11%
Employee of	6%
Manager	4%
Manager/Supervisor	5%
Managing Partner	5%
Other Executive	9%
Partner	2%
Partner/Member/Shareholder	9%
President/Chair/CEO	2%
Primary Contact	1%
Sole Practitioner	3%
Staff	26%
Taxation	1%
Teacher/Professor	2%

TYPE OF BUSINESS	
Banking/Securities	4%
Communications	1%
Construction	1%
Consulting	1%
Educational	4%
Government	1%
Insurance	4%
Legal Services	1%
Manufacturing	8%
Medical/Health Care	4%
Nonprofit Organization	3%
Other	6%
Other Services	4%
Personal Financial Services	4%
Public Accounting 13 or more Partners	2%
Public Accounting 1-3 Partners	19%
Public Accounting 4-12 Partners	13%
Public Accounting Sole Practitioner	5%
Real Estate	1%
Retail Trade	1%
Transportation	1%
Utilities	1%



GEOGRAPHIC DEMOGRAPHICS

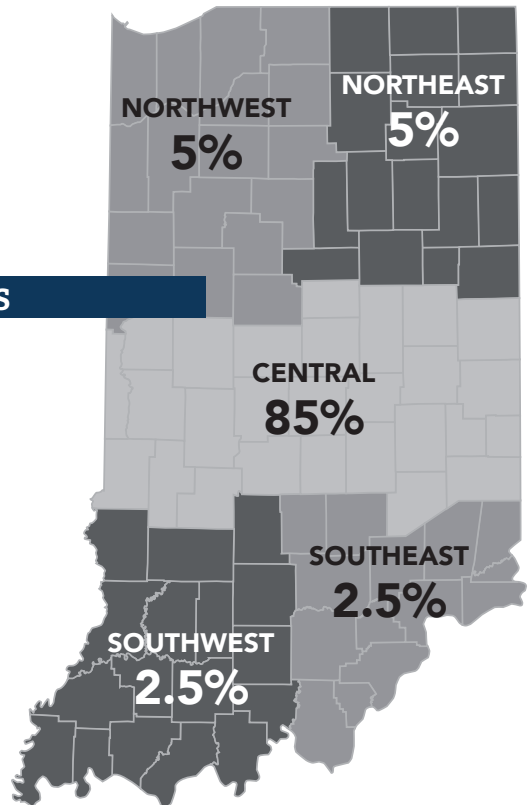
AUGUST 24 | FIVE-YEAR AVERAGE ATTENDANCE: 181

BUSINESS VALUATION CONFERENCE

ROLE	
Analyst	2%
Chief Financial Officer	2%
Controller/Treasurer	2%
Discussion Leader	3%
Employee of	5%
Manager	11%
Manager/Supervisor	5%
Managing Partner	7%
Other Executive	10%
Partner	7%
Partner/Member/Shareholder	5%
President/Chair/CEO	13%
Primary Contact	2%
Sole Practitioner	7%
Staff	21%

TYPE OF BUSINESS	
Banking/Securities	2%
Consulting	11%
Manufacturing	5%
Medical/Health Care	2%
Nonprofit Organization	2%
Other Services	3%
Personal Financial Services	3%
Public Accounting 13 or more Partners	16%
Public Accounting 1-3 Partners	25%
Public Accounting 4-12 Partners	18%
Public Accounting Sole Practitioner	11%

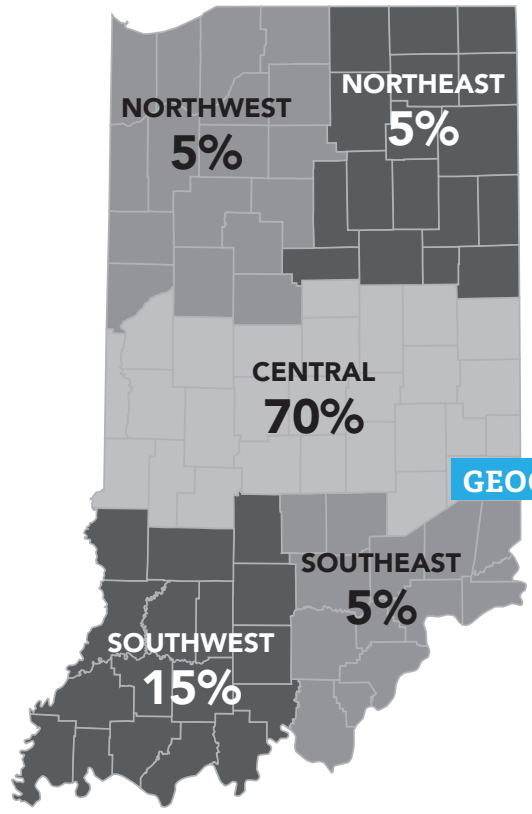
GEOGRAPHIC DEMOGRAPHICS



TRENDS CONFERENCE: TECHNOLOGY

ROLE	
Administration	1%
Analyst	1%
Chief Financial Officer	5%
Controller/Treasurer	12%
Discussion Leader	1%
Employee of	7%
Manager	4%
Manager/Supervisor	4%
Managing Partner	1%
Other Executive	13%
Partner	1%
President/Chair/CEO	3%
Primary Contact	1%
Sole Practitioner	2%
Staff	39%

TYPE OF BUSINESS	
Banking/Securities	3%
Communications	1%
Construction	2%
Consulting	7%
Educational	2%
Government	26%
Insurance	7%
Manufacturing	8%
Medical/Health Care	2%
Nonprofit Organization	8%
Other	2%
Other Services	5%
Personal Financial Services	2%
Public Accounting 1-3 Partners	2%
Public Accounting 4-12 Partners	6%
Public Accounting Sole Practitioner	4%
Real Estate	1%
Retail Trade	2%
Unknown	1%
Utilities	2%
Wholesale Trade	2%



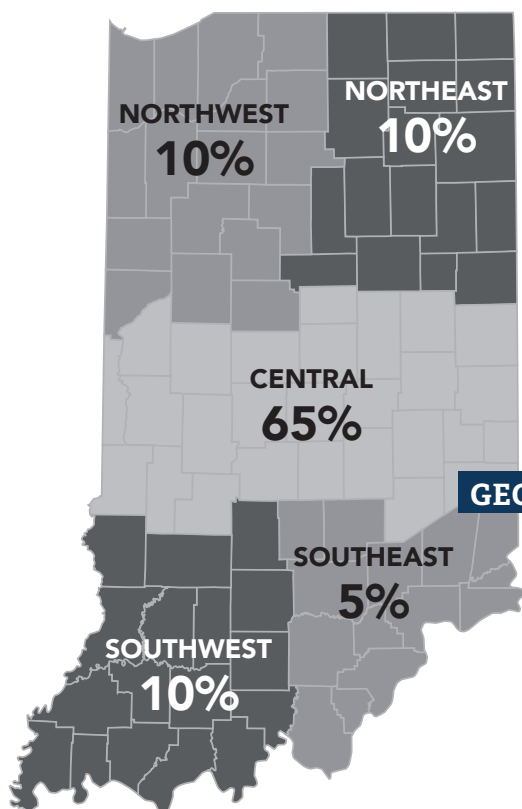
GEOGRAPHIC DEMOGRAPHICS

NOVEMBER 16-17 | TWO-YEAR AVERAGE ATTENDANCE: 123

INDIANA TAX CONFERENCE

ROLE	
Analyst	1
Attorney at Law	2
Chief Financial Officer	5
Controller/Treasurer	8
Employee of	12
Manager	4
Manager/Supervisor	3
Managing Partner	3
Other Executive	7
Partner	3
Partner/Member/Shareholder	15
President/Chair/CEO	7
Sole Practitioner	7
Staff	25
Taxation	3
Teacher/Professor	2

TYPE OF BUSINESS	
Banking/Securities	5
Communications	1
Construction	1
Consulting	6
Educational	3
Government	1
Legal Services	3
Manufacturing	7
Medical/Health Care	1
Nonprofit Organization	1
Other	5
Other Services	9
Personal Financial Services	3
Public Accounting 13 or more Partners	5
Public Accounting 1-3 Partners	19
Public Accounting 4-12 Partners	13
Public Accounting Sole Practitioner	14
Real Estate	3
Retail Trade	2
Transportation	2
Unknown	2
Utilities	1



GEOGRAPHIC DEMOGRAPHICS

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.
- » Gold and Silver Sponsorships can be reserved for either one or two days.
- » 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.

NOW, A WORD FROM A SPONSOR...



Having sponsored eight conferences in the past two years, we've seen about 800 CPA professionals face-to-face. Beyond just the cold connection of digital marketing, being a sponsor of INCPAS conferences has allowed our brand to be connected with the people of our company. Only face-to-face marketing will allow us to do that, and INCPAS conferences offers us a great opportunity to do this.

*Rick Rusch, CPA
Secure ERP, Inc.*





2017 PROFESSIONAL ISSUES UPDATE

August-October

Fifteen half-day programs are held in different cities across Indiana to update CPAs on professional issues and trends. Attendance varies from 50 to 300. Sponsorship rates based on number of participants as indicated.

	A	B	C
Platinum	\$1,500	\$1,000	\$550
Gold	\$600	\$500	\$250
Silver	\$300	\$250	\$125

A Platinum \$1,500 Gold \$1,000 Silver \$550 (Over 200 attendees)

Grand Wayne Center, Fort Wayne	September 21
Hyatt Regency, Indianapolis	September 27

B Platinum \$600 Gold \$500 Silver \$250 (Between 75-200 attendees)

Double Tree, Evansville	September 7
Renaissance North, Carmel	September 8
Avalon Manor, Merrillville	September 19
Century Center, South Bend	September 22
Ritz Charles, Carmel	September 26
Marriott East, Indianapolis	October 4

C Platinum \$300 Gold \$250 Silver \$125 (Up to 75 attendees)

Hillcrest Country Club, Batesville	August 24
Sheraton Louisville, Jeffersonville	August 25
Kokomo Country Club, Kokomo	August 29
Holiday Inn City Centre, Lafayette	August 31
Hilton Garden Inn, Bloomington	September 1
Scotts College of Business, Terre Haute	September 6
Horizon Convention Center, Muncie	September 13

INCPAS SPONSORSHIP FORM



Complete the form below to sponsor an event. Or, contact Stephanie Parton, CAE at (317) 726-5026, 1-800-272-2054 or sparton@incpas.org.

Company

Contact Name

Company

Address

City

State

Zip Code

Telephone

Fax

Email

Event(s) Sponsored

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 \$

(last 3 digits on back of card)

Make checks payable to:

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

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