

**2023**

# PARTNER WITH INCPAS

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Sponsorship & Advertising Opportunities

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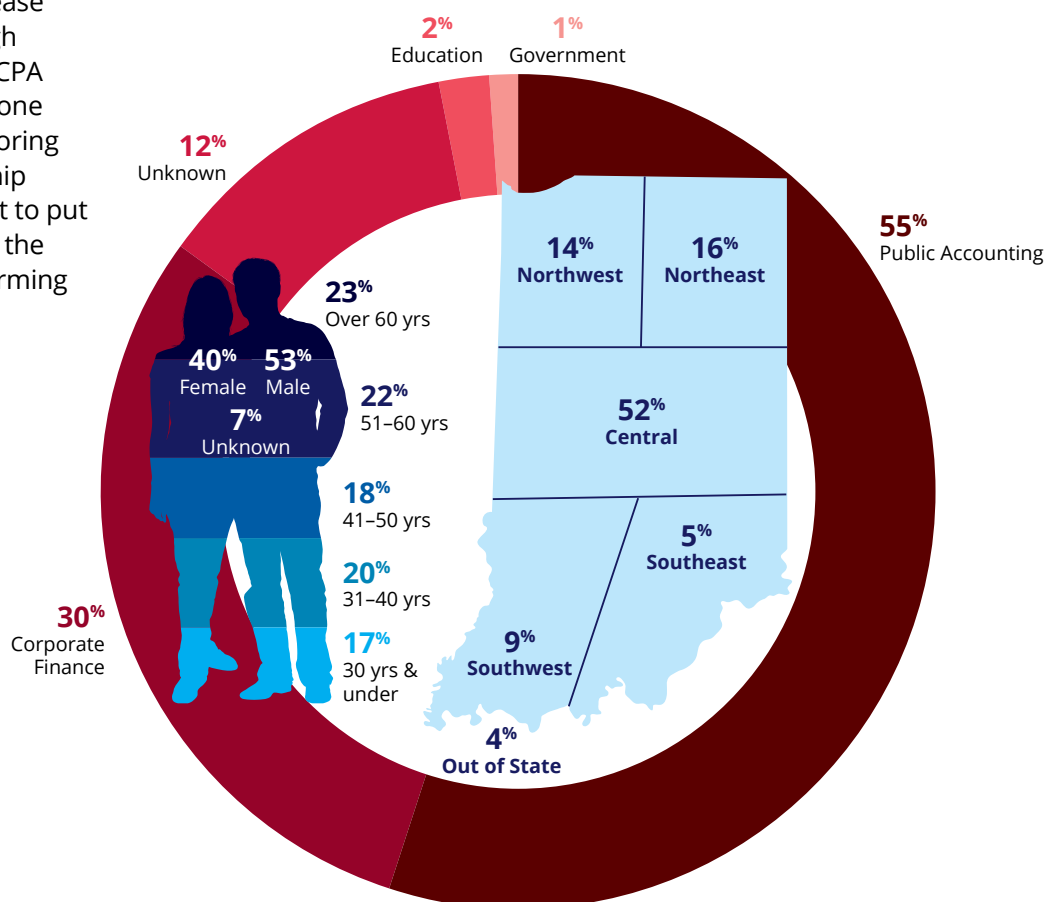
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# PARTNER WITH INCPAS

Build relationships and increase your brand exposure through partnering with the Indiana CPA Society. From advertising in one of our publications to sponsoring an event, there's a partnership opportunity for every budget to put your organization in front of the key decision makers transforming businesses in Indiana.

INCPAS has nearly 7,000 members throughout the state, which represents 65% of active licensed CPAs in Indiana. Our membership represents the full spectrum of current and future accounting professionals.



INCPAS recently developed a new corporate sponsorship program to drive more value for our corporate partners and our membership. Year-round benefits include speaking opportunities, brand awareness, thought leadership and promotional rights, among others.

INCPAS can customize a partnership that best meets your needs. If you are interested in exploring how our new program could meaningfully assist your future objectives, please contact Stephanie Parton at [sparton@incpas.org](mailto:sparton@incpas.org) or (317) 726-5026.

# CONFERENCES & CPE

## SPONSOR BENEFITS

### INCPAS LEARNING CENTER ON-SITE SPONSORSHIP | \$1,000

- Up to two representatives onsite to network with conference attendees during meals and breaks
- Table provided for display of your organization’s materials at the conference
- Meals provided for up to two representatives per day
- Recognition in conference electronic and print promotions
- Recognition in announcements onsite
- Company logo on sponsorship signage at conference
- List of attendees (name and business address)

<b>Educators Conference</b> May 5 INCPAS Learning Center, Indianapolis	<b>Corporate Finance Forum</b> June 20 INCPAS Learning Center, Indianapolis	<b>Business Valuation Conference</b> October 25 INCPAS Learning Center, Indianapolis
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### ON-SITE SPONSORSHIP | \$1,500

- Up to two representatives onsite to network with conference attendees during meals and breaks
- Table provided for display of your organization’s materials at the conference
- Meals provided for up to two representatives per day
- Recognition in conference electronic and print promotions
- Recognition in announcements onsite
- Company logo on sponsorship signage at conference
- List of attendees (name and business address)

<b>Controllers Conference</b> March 22 Ritz Charles, Carmel	<b>Women’s Leadership Forum</b> September 28 Ritz Charles, Carmel	<b>2-Day Federal Tax Updates</b> October 30–31 Evansville
<b>Not-for-Profit Conference</b> July 27 502 East Event Centre, Carmel	<b>INCPAS Convention</b> Date TBD Location TBD	December 4–5 Fort Wayne
<b>Young Pros Forum</b> August 23 Location TBD		January 4–5, 2024 Indianapolis



**TO SPONSOR OR EXHIBIT:**  
Contact INCPAS VP - Communications  
Stephanie Parton, CAE at (317) 726-5026 or  
sparton@incpas.org.

# CONFERENCE & CPE SPONSORSHIP FORM

## INCPAS LEARNING CENTER ON-SITE SPONSORSHIP | \$1,000

I would like to be an INCPAS Learning Center on-site sponsor at the following event(s):

**Conferences**

Educators Conference | May 5 | Indianapolis

Business Valuation Conference | October 25 | Indianapolis

Corporate Finance Forum | June 20 | Indianapolis

## ON-SITE SPONSORSHIP | \$1,500

I would like to be an on-site sponsor at the following event(s):

**Conferences**

Controllers Conference | March 22 | Carmel

Not-for-Profit Conference | July 27 | Carmel

Young Pros Forum | August 23 | Location TBD

Women's Leadership Forum | September 28 | Carmel

INCPAS Convention | Date TBD | Location TBD

**Two-Day Federal Tax Update**

October 30-31 | Evansville

December 4-5 | Fort Wayne

January 4-5, 2024 | Indianapolis

### Company & Contact Information

Company Name		Website Link
Mailing Address		
City	State	Zip Code
Please provide 2-3 sentences on what services your company offers.		

**Primary Contact**

Primary Contact Name	
Primary Contact Email	Primary Contact Phone

**Contact(s) (if known) of who will be on site at the event**

On-site Contact #1 Name	
On-site Contact #1 Email	On-site Contact #1 Phone
On-site Contact #2 Name	
On-site Contact #2 Email	On-site Contact #2 Phone



Email a color high-resolution company logo  
(EPS and JPEG format) to [sparton@incpas.org](mailto:sparton@incpas.org).

Complete insertion order and return to Stephanie Parton, CAE at [sparton@incpas.org](mailto:sparton@incpas.org) or (317) 726-5026.


## 3@3 EMAIL ADVERTISING

We have an average open rate of 43% and an average clickthrough rate of 6.3%. The email is sent to an average of 5,425 members.

3@3 advertising includes a 1301×184 banner ad you would provide to us.

### 2023–24 Advertising Rates

AD FREQUENCY	PRICE
Daily	\$400
Weekly	\$1,200




## News to Know


### TOP 3 @ 3

- [1. NASBA makes move to address pipeline concerns; offers expansion of 18-month Exam window](#)
- [2. 7 tax changes businesses need to pay attention to, including states' treatment of "marketplace"](#)  
*Free login to Accounting Today.*
- [3. 5 ways to disagree at work without being a naysayer](#)  
*Limited number of free articles per month.*

Looking for info on Indiana Senate Bill 2: Taxation of Pass-Through Entities? Visit the [INCPAS SB2 Resource Hub](#) or check [Real-Time Status Updates](#) as the bill moves through the Statehouse.



**Show yourself a little love before tax season!**  
Pair your practice with CPACharge by Feb. 28 and pay **no monthly fee** for 6 months!



### Banner Ad Specifications

1301×184 px

### Contact Information

For more information on advertising, contact Vice President–Communications Stephanie Parton, CAE, at: (317) 726-5026 or [sparton@incpas.org](mailto:sparton@incpas.org).

## INSERTION ORDER

Company	Telephone	Fax	
Contact Name	Email		
Address			
City	State	Zip Code	
Signature	Date		
Ad Frequency	Daily	Weekly	Preferred Day/Week

Complete insertion order and return to Stephanie Parton, INCPAS VP – Communications, at [sparton@incpas.org](mailto:sparton@incpas.org) or (317) 726-5026.

# CONNECT ADVERTISING INSERTION ORDER

REACH 7,000 INCPAS MEMBERS

## Connect

Color magazine sent three times a year.

## 2023 Advertising Rates

AD SIZE	PRICE
1/4 Page	\$900
1/2 Page	\$1,300
Full Page	\$1,900
Inside Front Cover	\$2,200
Inside Back Cover	\$2,200
Back Cover	\$2,500
Classified: 40 word limit	\$125
Price per word over 40	\$1.50

## Publication and Closing Dates

ISSUE	INSERTION ORDER	ARTWORK DUE	DATE ON DESK
Spring 2023	Feb. 24	Mar. 24	May 17
Summer 2023	June 1	June 15	Aug. 18
Fall 2023	Aug. 25	Sept. 22	Nov. 17



## Print Advertising Specifications

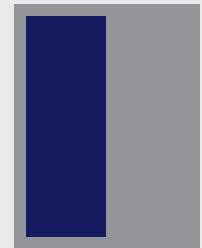
Full, half and quarter page spaces are available in Connect as shown below:



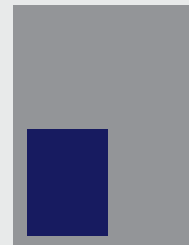
**Full Page** (full bleed)  
9.125" w x 11.0625" h



**1/2 Page Horizontal**  
7.75" w x 4.5104" h



**1/2 Page Vertical**  
3.7917" w x 9.3156" h



**1/4 Page**  
3.7917" w x 4.5104" h



**Outside Back Cover**  
7.6317" w x 8.4363" h

## Please provide artwork as a high-resolution (300 dpi) PDF.

Contact the Society if artwork cannot be provided as stated. Copy and artwork are subject to approval. The Society accepts or declines advertising based on content appropriateness and space availability.

## Contact Information

For more information on advertising, contact Vice President-Communications Stephanie Parton, CAE, at: (317) 726-5026 or [sparton@incpas.org](mailto:sparton@incpas.org).

## INSERTION ORDER

Company	Telephone	Fax
Contact Name	Email	
Address		
City	State	Zip Code
Signature	Date	
Ad Size	Issue:	Spring Summer Fall

Complete insertion order and return to Stephanie Parton, INCPAS VP – Communications, at [sparton@incpas.org](mailto:sparton@incpas.org) or (317) 726-5026.