PARTNER WITH INCPAS

Sponsorship & Advertising Opportunities
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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 7,500 members throughout the state, which represents 72% of active licensed CPAs in Indiana. Our membership represents the full spectrum of current and future accounting professionals.

Sponsors receive discounted rates for advertising in the INCPAS magazine, CPA IN Perspective†

ON-SITE SPONSORS SAVE 50%

†Sponsors must provide their own artwork. One ad per sponsorship.
NEW! CONVENTION

This new 2-day event is the largest gathering of CPAs and related professionals in Indiana. Each day offers up to 4 tracks covering Accounting & Auditing, Business & Industry, Management & Leadership, and Tax. Do you have a technology product INCPAS members need to know about? Sponsor a Technology Learning Lab session for attendees to practice with your product in real-time.

SPONSOR BENEFITS

VENDOR TABLE SPONSORSHIP | $3,000

- Up to two organization representatives onsite to network with attendees during meals, breaks and cocktail reception
- Table provided to display your organization’s materials (includes electricity)
- Convention attendee list (name and business address)
- Recognition in announcements onsite
- Meals provided for up to two representatives per day
- Recognition in convention electronic and print promotions
- Complimentary company listing on convention website
- Sponsor acknowledgement on convention signage

Add-On Options
These can be added to the Vendor Table sponsorship:

TITLE SPONSOR | $10,000
- Sponsor entire convention

LUNCH SPONSOR: DAY 1 | $5,000
- 5 minutes of speaking time at beginning of lunch

LUNCH SPONSOR: DAY 2 | $5,000
- 5 minutes of speaking time at beginning of lunch

BEVERAGE STATION SPONSOR: DAY 1 | $5,000
- Logo next to beverage station all day

BEVERAGE STATION SPONSOR: DAY 2 | $5,000
- Logo next to beverage station all day

AFTERNOON SNACK BREAK STATION: DAY 1 | $3,000
- Logo next to snack break

AFTERNOON SNACK BREAK STATION: DAY 2 | $3,000
- Logo next to snack break

TECHNOLOGY LEARNING LAB SPONSOR | $2,000
Learning Labs are presented in 60-minute learning segments and are designed to create a casual but interactive environment to showcase your product. Whether it’s hands-on at their computers or a demonstration to showcase the benefits and ease-of-use, members won’t want to miss this opportunity for direct access to tech providers who can help their business!

KEYNOTE SPONSOR | $1,000
- Sponsor the speaker (no speaking time)
CONVENTION (continued)

STANDALONE OPTIONS
You can sponsor one of these without being a Vendor Table (does not include Vendor Table benefits):

**LUCAS OIL EVENING RECEPTION | $10,000**
- Food ($5,000)
- Beverages ($5,000)
- 5 minutes of speaking time at reception
- Logo on TVs in suite

**WIFI SPONSOR | $2,000**
- Provide internet for all attendees at event

**LUCAS OIL TOUR SPONSOR | $2,500**
- Tours for attendees at Lucas Oil

**LANYARD SPONSOR | $1,500 SOLD OUT**
- Provide lanyards for all attendees at event

**TRANSPORTATION SPONSOR | $2,000**
- Logo on bus TVs to/from Lucas Oil reception

**BAG SPONSOR | $1,500 SOLD OUT**
- Provide bag for all attendees to receive at check-in

TO SPONSOR OR EXHIBIT:
Contact INCPAS Conference & Member Event Associate Stacy Thomas, CMP, at stthomas@incpas.org or (317) 726-5009.
CONVENTION SPONSORSHIP FORM

☐ VENDOR TABLE SPONSOR ($3,000)

Benefits
• Up to two organization representatives onsite to network with attendees during meals, breaks and cocktail reception
• Table provided to display your organization’s materials (includes electricity)
• Convention attendee list (name and business address)
• Recognition in announcements onsite
• Meals provided for up to two representatives per day
• Recognition in convention electronic and print promotions
• Complimentary company listing on convention website
• Sponsor acknowledgement on convention signage

Add-On Options (can be added to Vendor Table sponsorship)

☐ Title Sponsor ($10,000)
  • Sponsor entire convention

☐ Lunch Sponsor: Day 1 ($5,000)
  • 5 minutes of speaking time at beginning of lunch

☐ Lunch Sponsor: Day 2 ($5,000)
  • 5 minutes of speaking time at beginning of lunch

☐ Beverage Station Sponsor: Day 1 ($5,000)
  • Logo next to beverage station all day

☐ Beverage Station Sponsor: Day 2 ($5,000)
  • Logo next to beverage station all day

☐ Afternoon Snack Break Station Sponsor: Day 1 ($3,000)
  • Logo next to snack break

☐ Afternoon Snack Break Station Sponsor: Day 2 ($3,000)
  • Logo next to snack break

☐ Vendor Learning Lab (Education) Session Sponsor ($2,000)
  • 60 minutes to explain your product to attendees who sign up for your session

☐ Keynote Sponsor ($1,000)
  • Sponsor the speaker (no speaking time)

STANDALONE OPTIONS

☐ Lucas Oil Evening Reception Sponsor ($10,000)
  • Food ($5,000)
  • Beverages ($5,000)
  • 5 minutes of speaking time at reception
  • Logo on TVs in suite

☐ Lucas Oil Tour Sponsor ($2,500)
  • Tours for attendees at Lucas Oil

☐ Transportation Sponsor ($2,000)
  • Logo on bus TVs to/from Lucas Oil reception

☐ Wifi Sponsor ($2,000)
  • Provide internet for all attendees at event

☐ Lanyard Sponsor ($1,500) SOLD OUT
  • Provide lanyards for all attendees at event

☐ Bag Sponsor ($1,500) SOLD OUT
  • Provide bag for all attendees to receive at check-in

Continued on next page
CONVENTION SPONSORSHIP FORM (continued)

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 sthomas@incpas.org.

Complete insertion order and return to Stacy Thomas, CMP, at sthomas@incpas.org or fax (317) 726-5005.
CONFERENCES & CPE

Our annual or biannual conferences include: Controllers, Construction, Cybersecurity, Educators, Industry Spring Forum, Not-for-Profit, Small Firm Summit and Young Pros Forum. Event attendance ranges from 40 to 300, and all are located in or near Indianapolis.

SPONSOR BENEFITS

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 with Wifi and electricity (upon request)
- 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)

Controllers Conference
*Estimated Attendance: 150*
March 19
Ritz Charles, Carmel

Educators Conference
*Estimated Attendance: 50*
May 1
INCPAS Learning Center, Indianapolis

New Industry Spring Forum
*Estimated Attendance: 100*
May 21
Ritz Charles, Carmel

New Young Pros Forum
*Estimated Attendance: 60*
June 25
INCPAS Learning Center, Indianapolis

Construction Conference
*Estimated Attendance: 75*
November 10
Ritz Charles, Carmel

Cybersecurity Conference
*Estimated Attendance: 125*
October 29
Ritz Charles, Carmel

Spring Fever
*Estimated Attendance: 100 Total*
May 18–21
INCPAS Learning Center, Indianapolis

Construction Conference
*Estimated Attendance: 75*
November 10
Ritz Charles, Carmel

2-Day Federal Tax Updates
*Estimated Attendance: 450 Total*
November 4–5: Indianapolis
November 16–17: Evansville
December 8–9: Fort Wayne
December 9–10: South Bend
January 5–6, 2021: Carmel

Winter Frenzy
*Estimated Attendance: 350 Total*
December 14–17
INCPAS Learning Center, Indianapolis

In the Know Webinar Series
*Estimated Attendance: 3,500 Total (Virtual)*
Multiple Dates
This popular webinar series for members provide timely information on hot topics, emerging trends and issues impacting the CPA profession. A diverse range of expert speakers cover many strategic topics. INCPAS President & CEO Jennifer Briggs, CAE, gives a quarterly INCPAS update on a broader range of Society and profession topics.

TO SPONSOR OR EXHIBIT:

Contact INCPAS Conference & Member Event Associate Stacy Thomas, CMP, at stthomas@incpas.org or (317) 726-5009.
## CONFERENCE & CPE SPONSORSHIP FORM

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

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

**Conferences**
- Controllers Conference | March 19 | Carmel
- Educators Conference | May 1 | Indianapolis
- Industry Spring Forum | May 21 | Carmel
- Young Pros Forum | June 25 | Indianapolis
- Not-for-Profit Conference | July 23 | Noblesville
- Small Firm Summit | August 20 | Carmel
- Cybersecurity Conference | October 29 | Carmel
- Construction Conference | November 10 | Carmel

**Two-Day Federal Tax Update**
- November 4-5 | Indianapolis
- November 16-17 | Evansville
- December 8-9 | Fort Wayne
- December 9-10 | South Bend
- January 5-6, 2021 | Carmel

**Special Seminar Events**
- In the Know Webinar Series | Multiple Dates | Virtual
- Spring Fever | May 18-21 | Indianapolis
- Winter Frenzy | December 14-17 | Carmel

### Company & Contact Information

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Website Link</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Mailing Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
</tr>
</tbody>
</table>

Please provide 2–3 sentences on what services your company offers.

### Primary Contact

<table>
<thead>
<tr>
<th>Primary Contact Name</th>
</tr>
</thead>
</table>

| Primary Contact Email | Primary Contact Phone |

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

<table>
<thead>
<tr>
<th>On-site Contact #1 Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site Contact #1 Email</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site Contact #2 Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site Contact #2 Email</td>
</tr>
</tbody>
</table>

Email a color high-resolution company logo (EPS and JPEG format) to sthomas@incpas.org.

Complete insertion order and return to Stacy Thomas, CMP, at sthomas@incpas.org or fax (317) 726-5005.
NETWORKING EVENTS

One of the most-valued benefits of association membership is networking, so we host events around the state to help our members make meaningful connections. These are currently tailored to young professionals, business and industry, public accounting and advocates. In addition, we host an annual CPA Celebration that brings in a diverse group of 600 attendees.

Young Pros

Our young professionals events are the perfect way to get in front of young members. Becoming one of our most popular event series, we travel the state to fun and exciting places to network.

SPONSOR BENEFITS

BLUE EVENT | $500
- Company logo on all promotional emails, eNews stories, website, social media and any other networking promotional material we use.
- Mention that you sponsored the event in the post-event follow-up email.
- Two tickets to event.
- Opportunity to write blog post (topic TBD by INCPAS/sponsor).
- Receive attendee list prior and post event.
- Company logo will be on signage at the event.
- Opportunity to leave promotional material at registration table during event.
- 5 minutes of speaking time to the group at the event.

RED EVENT | $1,000

INDIANAPOLIS EVENT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of Tax Season Happy Hour at Taxman Brewing CityWay</td>
<td>April 30</td>
<td>Past attendance: 30</td>
</tr>
<tr>
<td>Young Pros Family Day at the Indianapolis Zoo (new event for 2020)</td>
<td>June 13</td>
<td>Expected attendance: 60</td>
</tr>
<tr>
<td>Young Pros Forum at the INCPAS Learning Center (new event for 2020)</td>
<td>June 25</td>
<td>Expected attendance: 60</td>
</tr>
<tr>
<td>Young Pros at the Indians Game</td>
<td>July 16</td>
<td>Past attendance: 40</td>
</tr>
<tr>
<td>Young Pros Trivia Night at Half Liter BBQ</td>
<td>August 27</td>
<td>Past attendance: 75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liquor and Legislation at Tastings</td>
<td>September 24</td>
<td>Past attendance: 25</td>
</tr>
<tr>
<td>Young Pros at Top Golf (new event for 2020)</td>
<td>October 22</td>
<td>Expected attendance: 40</td>
</tr>
<tr>
<td>Young Pros Dodgeball Tournament (new event for 2020)</td>
<td>November 12</td>
<td>Expected attendance: 50</td>
</tr>
<tr>
<td>Young Pros Breakfast Happy Hour</td>
<td>November 18</td>
<td>Past attendance: 24</td>
</tr>
<tr>
<td>Young Pros Holiday Happy Hour</td>
<td>December 10</td>
<td>Past attendance: 30</td>
</tr>
</tbody>
</table>

FORT WAYNE EVENT OPPORTUNITY

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Pros at the Tin Caps</td>
<td>August 12</td>
<td>Past attendance: 12</td>
</tr>
</tbody>
</table>

SOUTH BEND EVENT OPPORTUNITY

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Pro Happy Hour</td>
<td>October 7</td>
<td>Past attendance: 15</td>
</tr>
</tbody>
</table>

OTHER EVENT OPPORTUNITIES

We have other young pros events that can be sponsored including our Lunch and Learn series and our Young Pros Leadership Academy (YPLA) meetings. Please contact us for more information on these.

TO SPONSOR OR EXHIBIT:

Contact INCPAS Volunteer & Member Services Associate Jenna Whalen at jwhalen@incpas.org or (317) 726-5039.
CPA Celebration
May 8, 2020
Indiana Roof Ballroom, Indianapolis

Our highest attended event of the year, with over 450 attendees, CPA Celebration is our members’ night to celebrate as we recognize successful Exam candidates, outgoing leadership and award winners.

- Presenting: $2,000 SOLD OUT
- Dinner: $1,250
- Past President’s Reception: $1,000
- Entertainment: $1,000
- Successful CPA Exam Candidate Gifts: $750
- Hors D’oeuvre: $750
- Door Prize: $500
- Table Decorations: $500

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

Industry Tours
$1,000
Multiple Dates & Locations

These evening events are specifically designed for members in Industry to network with colleagues, learn more about the profession and get a behind the scenes look at exciting locations throughout the state.

TO SPONSOR OR EXHIBIT:
Contact INCPAS Membership & Volunteer Manager Sarah Townsend at stownsend@incpas.org or (317) 726-5011.

Breakfast and Lunch & Learn Series
Multiple Dates & Locations

This popular series includes breakfast or lunch, networking and discussion while learning about a topic that affects our members in every industry—such as communications, people management skills and technology best practices.

TO SPONSOR OR EXHIBIT:
Contact INCPAS Director – Learning & Collaboration Nichole Favors at nfavors@incpas.org or (317) 726-5023.
# CPA IN PERSPECTIVE/RESOURCE ADVERTISING

## REACH NEARLY 7,500 INCPAS MEMBERS

### CPA IN Perspective
Color magazine sent four times a year.

### Resource
Annual CPE course catalog mailed each spring.

### 2020 Advertising Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>$900</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,300</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,900</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,200</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,500</td>
</tr>
<tr>
<td>Classified: 40 word limit Price per word over 40</td>
<td>$125  $1.50</td>
</tr>
</tbody>
</table>

### Discount Opportunity
Four or more display ads in CPA IN Perspective and/or Resource qualifies for a 15 percent discount.

### Publication and Closing Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>INSERTION ORDER</th>
<th>ARTWORK DUE</th>
<th>DATE ON DESK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2020</td>
<td>March 30</td>
<td>April 20</td>
<td>June 1</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>May 25</td>
<td>June 24</td>
<td>Aug. 24</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>Sept. 7</td>
<td>Sept. 30</td>
<td>Nov. 16</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>Nov. 23</td>
<td>Dec. 16</td>
<td>Feb. 4, 2021</td>
</tr>
</tbody>
</table>

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

### Insertion Order

<table>
<thead>
<tr>
<th>Company</th>
<th>Telephone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Signature

Ad Size

Ad Size Issue: Spring Summer Fall Winter Resource

Complete insertion order and return to Stephanie Parton, CAE, at sparton@incpas.org or fax (317) 726-5005.