



2019 MEDIA KIT

Sponsorship & Advertising Opportunities





CONTACT US



Sponsorship and Advertising

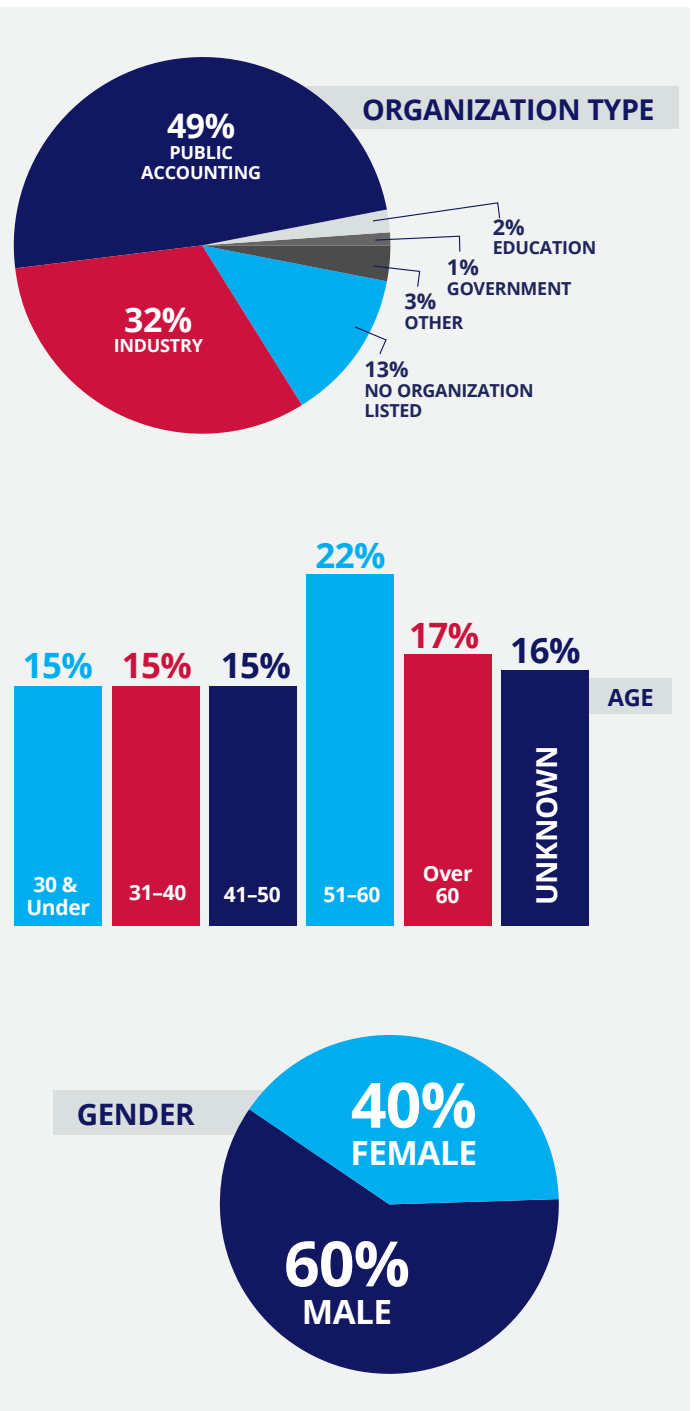
Stephanie Parton, CAE

 (317) 726-5026

 sparton@incpas.org

Meet the key decision makers working in businesses across Indiana.

The Indiana CPA Society has approximately 8,000 members throughout the state, which represents 72 percent of active licensed CPAs in Indiana. Our membership represents the full spectrum of accounting professionals and future accounting professionals. We have members who work for small local CPA firms, mid-size regional CPA firms, large international CPA firms, Fortune 500 companies, small private companies, not for profit organizations, professors at colleges and universities across the state. Additionally, we have members who are college students, CPA candidates and other non-CPAs working in the profession, as well as retired CPAs who are still interested in the profession.



2019 SPONSORSHIP LEVELS AND BENEFITS

ON-SITE SPONSORSHIP | \$1,500

Benefits

- » 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 Wi-Fi and electricity (upon request)
- » Meals provided for up to two representatives per day
- » Recognition in conference electronic and print promotions
- » Recognition of organization's name in announcements at conferences
- » Company logo on sponsorship signage at conference
- » A list of attendees (name and business address)

Optional Conference Add-on

SPEAKING ADD-ON | \$300
(1-2 minutes during announcements)

PRESENTER | \$2,250
(Present a pre-conference 50-minute session)

A La Carte Sponsorships

BRANDED LANYARD* | \$500

WIFI | \$1,000

BRANDED TOTE BAG* | \$500

SNACK BREAK UPGRADE | \$1,500

KEYNOTE SPEAKER SPONSOR | \$1,000

*Sponsor responsible for product cost.



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.

2019 EVENTS LISTING

Conferences

CONTROLLERS CONFERENCE | March 21

Ritz Charles, Carmel
Estimated attendance: 150

EDUCATORS CONFERENCE | May 3

INCPAS Learning Center, Indianapolis
Estimated attendance: 50

CPAS IN BUSINESS & INDUSTRY CONFERENCE | June 19

Ritz Charles, Carmel
Estimated attendance: 150

NOT-FOR-PROFIT CONFERENCE | July 25

Marriott East, Indianapolis
Estimated attendance: 290

CYBERSECURITY CONFERENCE | August 22

Ritz Charles, Carmel
Estimated attendance: 125

ACCOUNTING & AUDITING CONFERENCE | September 24

Ritz Charles, Carmel
Estimated attendance: 150

BUSINESS VALUATION CONFERENCE | October 24

INCPAS Learning Center, Indianapolis
Estimated attendance: 150

SMALL FIRM SUMMIT | November 7

INCPAS Learning Center, Indianapolis
Estimated attendance: 75

INDIANA TAX CONFERENCE | November 20

Ritz Charles, Carmel
Estimated attendance: 120

Special Seminar Events

SPRING FEVER | May 20-23

INCPAS Learning Center, Indianapolis

WINTER FRENZY | December 17-18

Ritz Charles, Carmel

2019 Networking and Live Events

CPA CELEBRATION | May 10

Indiana Roof Ballroom, Indianapolis

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

CFO NFP NETWORKS

Contact INCPAS for schedule

CPA CONVERSATIONS

Contact INCPAS for schedule

DAY OF SERVICE | September 27

DIVERSITY SPONSORSHIPS

Contact INCPAS for details

IN THE KNOW WEBINARS

Contact INCPAS for schedule

YOUNG PROS

Contact INCPAS for schedule

LEADERSHIP COUNCIL

Contact INCPAS for schedule

YOUNG PROS LEADERSHIP ACADEMY

Contact INCPAS for schedule

Two-Day Federal Tax Update

October 31–November 1

Marriott East, Indianapolis

November 7–8

Tropicana, Evansville

TBD

South Bend

December 11–12

Grand Wayne Center, Fort Wayne

January 9–10, 2020

Ritz Charles, Carmel

2019 INCPAS SPONSORSHIP FORM

I would like to be a sponsor at the following event(s):

Conferences

- Controllers Conference | March 21 | Carmel
- Educators Conference | May 3 | Indianapolis
- CPAs in Business and Industry Conference | June 19 | Carmel
- Not-for-Profit Conference | July 25 | Indianapolis
- Cybersecurity Conference | August 22 | Carmel
- Accounting & Auditing Conference | September 24 | Indianapolis
- Business Valuation Conference | October 24 | Indianapolis
- Small Firm Summit | November 7 | Indianapolis
- Indiana Tax Conference | November 20 | Carmel

Special Seminar Events

- Spring Fever | May 20-23 | Indianapolis
- Winter Frenzy | December 17-18 | Carmel

Two-Day Federal Tax Update

- October 31–November 1 | Indianapolis
- November 7–8 | Evansville
- TBD | South Bend
- December 11–12 | Fort Wayne
- January 9–10, 2020 | Carmel

Level of sponsorship for event(s) selected above:

- On-site Sponsorship (\$1,500)

Optional Conference Add-on

- Speaking Add-On (\$300)
- Presenter (\$2,250)

A La Carte Sponsorships

- Branded Lanyard (\$500)
- Branded Totebag (\$500)
- Keynote Speaker Sponsor (\$1,000)
- Wifi (\$1,000)
- Snack Break Upgrade (\$1,500)

CPA Celebration

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



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

Company & Contact Information

Company Name

Web Address

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

CPA IN PERSPECTIVE/RE:SOURCE 2019 ADVERTISING RATES

REACH 8,000 INCPAS MEMBERS

CPA IN Perspective

CPA IN Perspective is a color magazine sent four times a year.

re:Source

re:Source is the annual CPE course catalog mailed each spring.

2019 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

Discount Opportunity

Four or more display ads in CPA IN Perspective and/or re:Source qualifies for a 15 percent discount.

Publication and Closing Dates

ISSUE	INSERTION ORDER	ARTWORK DUE	DATE ON DESK
Spring 19	April 1	April 22	June 7
Summer 19	May 27	June 26	Aug. 16
Fall 19	Sept. 9	Oct. 2	Nov. 18
Winter 20	Nov. 25	Dec. 18	Feb. 6, 2020
re:Source 19-20	Jan. 30	March 4	May 7

Contact Information

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

INSERTION ORDER

Company	Telephone	Fax
Contact Name	Email	
Address		
City	State	Zip Code
Signature	Date	
Ad Size	Issue: <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter <input type="checkbox"/> re:Source	

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

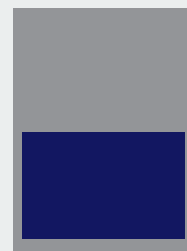


Print Advertising Specifications

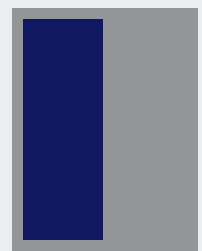
Full, half and quarter page spaces are available in the CPA IN Perspective and re:Source as shown below:



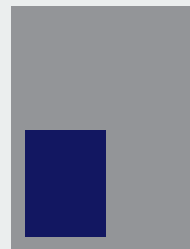
Full Page (full bleed)
9.25" w x 11.0625" h



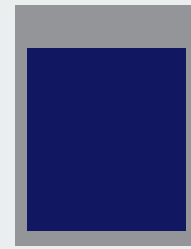
1/2 Page Horizontal
7.75" w x 4.5104" h



1/2 Page Vertical
3.7917" w x 9.1844" 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.