

# iscpa

IOWA SOCIETY OF CPAs



# 2022

**Sponsor | Exhibit | Advertise**  
maximize your visibility | build relationships | grow your business



**Mission:**  
**Advancing the professional success  
of our members.**

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**Sponsor/exhibit inquiries:**

**iacpa@iacpa.org**  
**800-659-6375**

**Advertising inquiries:**

**Toni Roof**  
director of IT  
**troof@iacpa.org**  
**515-985-7104**

**Member discount/affinity  
program partnership inquiries:**

**Kim Ripley**  
marketing and  
communications manager  
**kripley@iacpa.org**  
**515-985-7102**

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**For more information, visit  
[www.iacpa.org/advertising](http://www.iacpa.org/advertising)**

## **Connect with ISCPA**

The Iowa Society of CPAs (ISCPA) is your connection to accounting, finance and business professionals, and accounting students across Iowa.

Whether you're looking for face-to-face interaction, virtual connections, advertising or local market reach for your company's products, services and brand, ISCPA can connect you to a variety of opportunities — and the audience that fits your business.

Join forces with ISCPA and make **your connections** count.



# Who we are

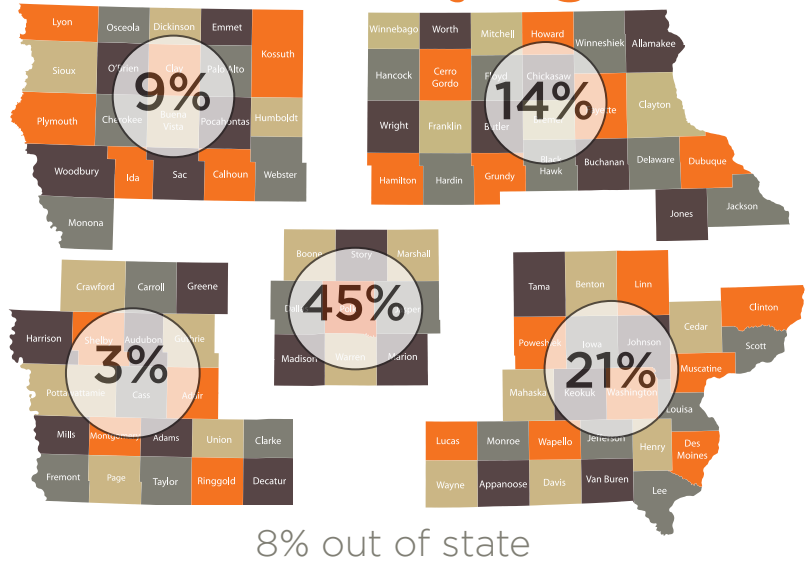
## Reach

Over 4,100 members who work in business and industry, government, education, nonprofit, consulting and accounting firms ranging in size from sole practitioners to large, international organizations.

## Members in Leadership Positions

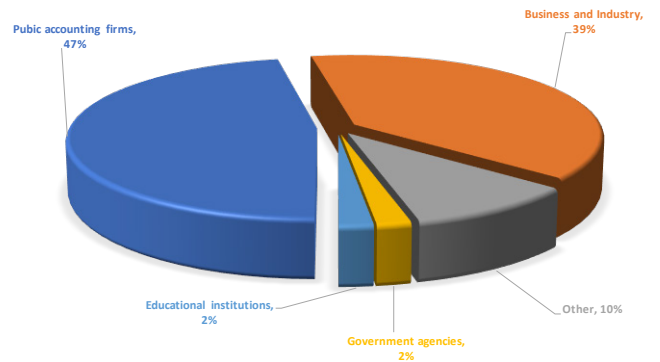
One-third of our members are in influence positions such as CEO, president, CFO and managing partner.

## Members by region



## Members by Segment

<b>Public accounting firms</b>	<b>48%</b>
• Local firm - multiple owners	20%
• National firm	13%
• Local firm - sole proprietors	8%
• Regional firm	7%
<b>Business and industry</b>	<b>37%</b>
<b>Other</b>	<b>11%</b>
Retired, unemployed, no company affiliation	
<b>Educational institutions</b>	<b>2%</b>
<b>Government agencies</b>	<b>2%</b>



# 2022 conferences and tax events

## Business and Industry Conference

March 8 | Virtual

Average attendance 100

## Leadership Conference and Annual Meeting

May 6 | West Des Moines

Average attendance 200

## Iowa Governmental Roundtable

May 17 | West Des Moines

Average attendance 200

## Financial Institutions Conference

May 24 | West Des Moines

Average attendance 80

## Technology Conference

June 6-7 | Virtual

Average attendance 80

## Insurance Industry Conference

June 28 | West Des Moines

Average attendance 200

## Emerging Leaders Conference

July 28 | Des Moines

Max attendance of 100

## Midwest Agricultural Conference

Aug. 23 | Virtual

NEW multi-state event

## Fall CPE Conference

Sept. 22-23 | Cedar Rapids

Average attendance 80

## Women's Leadership Forum

Sept. 30 | West Des Moines

Average attendance 60

## Nonprofit Organizations Conference

Oct. 17 | West Des Moines

Average total attendance 80

## 2-Day Federal Tax Update – Individual and Business

 Nov. 7-8 | West Des Moines  
Average attendance 120

Nov. 28-29 | Cedar Rapids  
Average attendance 90

## Federal Tax Update – Individual and Business

Nov. 10 | Spencer  
Average attendance 50

 Nov. 11 | S. Sioux City  
Average attendance 120

## Iowa Tax Update

Nov. 18 | West Des Moines

Average attendance 175

## Tax Advisors Update

Dec. 5 | West Des Moines

Average attendance 90

 webcast available

# Perks for conference and tax events

## GOLD SPONSOR

- Announcement as event gold sponsor
- Opportunity to address participants of event | *to be determined by sponsor and ISCPA*
- Attendance for up to three representatives
- List of attendees
- Logo display during event
- Logo on event print marketing | *logo must be supplied to ISCPA 9 weeks before event date*
- Logo on ISCPA website event page
- Marketing piece in event eMaterials | *must be supplied to ISCPA 14 days before event*
- Social media recognition
- 1/6-page ad in Iowa CPA publication | *ad supplied and scheduled by sponsor*
- Exhibit package included (in-person only)

**Conference and tax event sponsor and exhibit pricing varies. See registration form on page 10 for details.**

**Special event pricing and perks are listed on pages 6-7.**

## LUNCH SPONSOR

- Announcement as event lunch sponsor and introduction of your company representatives
- Attendance meals and snacks for up to two representatives
- Mailing list of attendees prior to event
- Event signage
- Logo on event print marketing | *logo must be supplied to ISCPA 9 weeks before event date*
- Social media recognition

## EXHIBITOR *(in person events only)*

Exhibit space including skirted six foot table, chairs, electric and wifi (*where accessible at facility*)

- Attendance, meals and snacks for up to two representatives
- Event signage
- Introduction of your company representatives during event

## TABLE SPONSOR

Can't attend in person? We'll take care of it!

- Display table for your marketing materials at event

## PRIZE SPONSOR

- Sponsor prize(s) to be given away during event. Recognition during event as prize(s) sponsor.

## Customize your sponsor package

For more information on sponsor packages or to customize a plan that works for your organization, contact us at [iacpa@iacpa.org](mailto:iacpa@iacpa.org).

\* Please note that changes may be necessary for in-person events due to circumstances surrounding COVID-19.

# Special events - career awareness

If promoting the accounting profession, the value of the CPA credential and careers to students is of interest to you, support ISCPA's career awareness programs. From one-on-one student events and initiatives to virtual conversations about CPA careers and the CPA exam, **ISCPA is working to help the next generation understand the possibilities that can come with getting their CPA — and help them get there.**

## Virtual Career Showcase

A one-day virtual event for student members held every fall.

## College Outreach

Support programs and initiatives that educate college students about accounting, the CPA credential and CPA careers.

## High School Outreach

Support programs and initiatives that educate high school faculty and students about the accounting profession.

**\$4,000 CHAMPION SPONSOR**  
**\$2,000 LEADING SPONSOR**  
**\$1,000 PARTNER SPONSOR**  
**\$500 CONTRIBUTING SPONSOR**  
**\$250 SUPPORTING SPONSOR**

Sponsor levels will be recognized across program materials, websites and at events. Sponsoring company contacts receive information on opportunities for staff (must be an ISCPA member) to participate in college and high school events, where possible.

**Customize your career awareness sponsor package**  
**Contact us at [iacpa@iacpa.org](mailto:iacpa@iacpa.org)**

# Special events - networking

## Lunch with Leaders



These signature 60-minute lunch sessions offer life, community and career advice from some of Iowa's top business leaders.

**Average attendance 20-50**

Sponsor frequency   rate		
1-3	4-5	6+
\$300 each	\$250 each	\$200 each

## Happy Hours and Social Events

**Average attendance 15-40**

**\$250 GOLD SPONSOR**

- Two minute address about your company
- Recognition on event promotions and marketing
- Event signage
- Attendance for up to two company representatives

**\$50 PRIZE SPONSOR**

- Recognition on event promotions and social media
- Event signage or online logo presence
- Attendance for one company representative to draw prize winner

# Special events - community service

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## Iowa CPAs Month of Service - September

Annual statewide community service event for members of the Iowa Society of CPAs and their employers

### \$500 CHAMPION SPONSOR

- Prominent position of single color company logo or individual name on top portion of back of event t-shirts.
- Recognition on ISCPA website, *Iowa CPA* and social media.
- 5 event t-shirts

### \$300 PARTNER SPONSOR

- Single color company logo or individual name on middle portion of back of event t-shirts.
- Recognition on ISCPA website, *Iowa CPA* and social media
- 3 event t-shirts

### \$150 SUPPORTING SPONSOR

- Company or individual name on bottom portion of back of event t-shirts.
- Recognition on ISCPA website, *Iowa CPA* and social media.
- 1 event t-shirt



# Special events - women

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## Women's Leadership Forum - Sept. 30

Topics tailored to women in accounting to help them succeed and take their career to the next level

**Virtual | Anticipated attendance 75**

### \$500 GOLD SPONSOR

- Opportunity to speak at event | *to be determined by sponsor and ISCPA*
- Attendance for up to three representatives
- Mailing list of attendees prior to event
- Event signage
- Logo in Iowa CPA event promotion
- Logo on event materials | *logo must be supplied to ISCPA 14 days before event*
- Logo on ISCPA website event page
- Social media recognition
- 1/6-page ad in Iowa CPA publication | ad supplied and scheduled by sponsor

### \$250 BREAK SPONSOR

- Announcement as event break sponsor with name of your company representative on display

- Attendance for one representative
- List of attendees
- Logo on event print marketing | *logo must be supplied to ISCPA 9 weeks before event date*
- Option to choose music (song bites) played during your sponsored break | *list must be supplied to ISCPA 4 weeks before event date*

### \$50 PRIZE SPONSOR

- Recognition on event promotions and social media
- Event signage
- Attendance for one company representative to draw prize winner

# Advertising

**Iowa CPA** is the official publication of ISCPA, published in print and digital versions 10 times a year and provides information about activities, members, upcoming events, and news and developments in the profession. **Circulation: 4,100**

Ads should be submitted to [iacpa@iacpa.org](mailto:iacpa@iacpa.org) by the 10th of the month or nearest business day prior to month of publication. **To reserve your ad space visit [www.iacpa.org/advertising](http://www.iacpa.org/advertising).**

Iowa CPA Display Ad Rates							
Ad type and size	Frequency/Cost						
	Max. Space	1X	2X	3X	6X	8X	10X
1/2 page horizontal	7-1/2" X 4-1/2"	\$530	\$500	\$480	\$450	\$430	\$400
1/3 page vertical	4-3/4" X 4-3/4"	\$375	\$355	\$335	\$315	\$295	\$275
1/6 page vertical	2-1/2" X 4-3/4"	\$250	\$230	\$210	\$190	\$170	\$150
full page	7-1/2" X 9"	\$800	\$750	\$700	\$650	\$600	\$550

## Classified advertising

Have equipment or a business to sell? Need accounting professionals to volunteer for a board or other cause? Looking for a practice to buy? Advertise what you're looking for with ISCPA.

- Members: \$75 first 50 words  
Additional words \$.75 each
- Nonmembers: \$100 first 50 words  
Additional words \$1 each

Postings active for 30 days on [www.iacpa.org](http://www.iacpa.org). Include your ad in *Iowa CPA* for an additional fee of \$17 members/\$25 nonmembers. **To reserve your ad visit [www.iacpa.org/advertising](http://www.iacpa.org/advertising).**

## Career Center

Whether you're looking for a seasoned CPA or an intern, your ad in ISCPA's Career Center will put you in front of the right people. **Visit [www.iacpa.org/careers](http://www.iacpa.org/careers).**



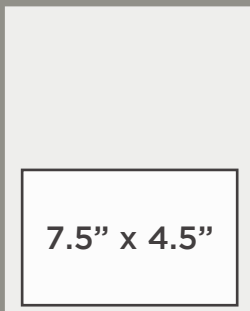
**post jobs | find jobs**  
[www.iacpa.org/careers](http://www.iacpa.org/careers)

## Iowa CPA ad sizes - size requirements (inches)

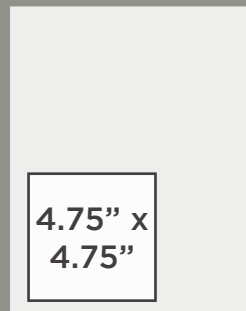
full page and cover ads



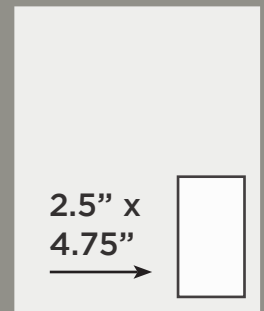
1/2 page horizontal



1/3 page horizontal



1/6 page vertical





# Advertising

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Leverage ISCPA's popular email publications to build critical brand awareness with our members.

- Business & Industry E-ssentials (monthly)
- Public Practice E-news (bi-monthly)
- Off Campus (bi-monthly)

E-newsletter banner ad specifications:

- 600px by 100px
- High resolution (300 dpi or higher)
- Must include company name or logo in the banner
- JPG, GIF or PNG, static images only. Flash cannot be used

Advertising space is limited to two ads per issue.

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## **BUSINESS AND INDUSTRY E-SSENTIALS**

Distributes news and information to ISCPA members working in a variety of corporate industries and financial roles.

Monthly distribution: >1,000

Ad cost: \$350 per issue or \$3,850 for full year

## **PUBLIC PRACTICE E-NEWS**

Distributes news and information to ISCPA members working in public accounting including firm leadership.

Bi-monthly distribution: >1,400

Ad cost: \$400 per issue or \$2,200 for full year

## **OFF CAMPUS**

Distributes news and information to ISCPA student members enrolled in colleges and universities across the state.

Bi-monthly distribution: >800

Ad Cost: \$200 per issue or \$1,000 for full year

## **Other publication advertising**

### **BECOME A CPA IN IOWA**

ISCPA's guide on how to Become a CPA in Iowa is provided to students and pre-professionals across the state who are interested in exploring accounting careers, as well as the CPA designation. The guide features important CPA exam advice, career resources and steps to earning a CPA certificate. The Become a CPA in Iowa

guide is printed and distributed to student members as well as posted online at [www.iscpa.org](http://www.iscpa.org). Space is limited and ads are available on first-come, first-served basis.

Ad options:

Full-page ad: \$500

Inside back cover: \$750

Back cover ad: \$1,000

# Registration form | sponsors and exhibitors

1. Business and Industry Conference  
 Gold \$1,000     Exhibit \$400  
 Lunch \$500

2. Leadership Conference/Annual Mtg  
 Gold \$1,000     Exhibit \$500  
 Lunch \$650     Table \$150

3. Iowa Governmental Roundtable  
 Gold \$1,000     Exhibit \$400  
 Lunch \$650     Table \$150

4. Financial Institutions Conference  
 Gold \$1,000     Exhibit \$400  
 Lunch \$500     Table \$150

5. Technology Conference  
 Gold \$1,000     Prize \$100

6. Insurance Industry Conference  
 Gold \$1,000     Exhibit \$400  
 Lunch \$650     Table \$150

7. Emerging Leaders Conference  
 Gold \$1,000     Exhibit \$400  
 Lunch \$350     Table \$150

8. Midwest Agricultural Conference  
 Contact ISCPA for opportunities

9. Fall CPE Conference  
 Gold \$1,000     Exhibit \$400  
 Lunch \$500     Table \$150

10. Women's Leadership Forum  
 Gold \$500     Prize \$50  
 Exhibit \$150

11. Nonprofit Organizations Conference  
 Gold \$1,000     Exhibit \$400  
 Lunch \$500     Table \$150

12. 2-Day Federal Tax Update  
 Nov. 8-9     Nov. 15-16  
 Gold \$1,000     Exhibit \$400  
 Lunch \$500     Table \$150

13. Federal Tax Update  
 Nov. 10     Nov. 11  
 Gold \$750     Exhibit \$400  
 Lunch \$500     Table \$150

14. Iowa Tax Update  
 Gold \$750     Exhibit \$400  
 Lunch \$500     Table \$150

15. Tax Advisors Update  
 Gold \$750     Exhibit \$400  
 Lunch \$500     Table \$150

16. Career awareness  
 Champion \$4,000     Contributing \$500  
 Leading \$2,000     Supporting \$250  
 Partner \$1,000

Contact name \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Contact person will receive confirmation emails and event details. List additional contact here:

Secondary contact: \_\_\_\_\_

Email \_\_\_\_\_

**Exhibit space includes:** skirted six foot table | two chairs | signage (*in-person events only*) with logo | two name badges

Do you need electricity?  Yes     No

**Badge information:** two included | additional staff \$100 each | gold sponsors get three badges

Name \_\_\_\_\_

Name \_\_\_\_\_

Additional name(s) \_\_\_\_\_

**Logo:** Send to Toni Roof at troof@iacpa.org | jpg or .eps file | minimum resolution of 300 dpi.

**How to submit your registration form options:**

Create PDF of completed form and email to Michelle Thompson at mthompson@iacpa.org

Print and mail completed form to: ISCPA, 1415 28th St, Ste 450, West Des Moines, IA 50266-1419.

**Payment options:**

Mail a check payable to ISCPA with completed registration form.

Contact Michelle Thompson at 800-659-6375 or 515-985-7107 to pay with credit card.

Email invoice to: \_\_\_\_\_

Signature: \_\_\_\_\_

Date \_\_\_\_\_

**Iowa CPAs Month of Service (September)**

Champion Sponsor \$500     Partner Sponsor \$300  
 Supporting Sponsor \$150

**Lunch with Leaders**

1-3 \$300 ea     4-5 \$250 ea  
 6+ \$200 ea

**Networking Event**

Gold Sponsor \$250     Prize Sponsor \$50

**Sponsorship and exhibit space is not confirmed until completed agreement is received. Payment must be received THIRTY DAYS prior to event.**

# Terms and conditions

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**Agreement to conditions** – If applicable, each exhibitor, for him/herself and his/her employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with Iowa Society of CPAs (ISCPA).

**Payment** – Full fee must accompany sponsor or exhibit form, and be received no less than 30 days before event.

**Cancellation** – Should exhibitor be unable to occupy and use the exhibit space contracted for and notifies ISCPA at least two weeks prior to the opening of the event, all sums paid by the exhibitor, less \$200, will be refunded. No refund will be made if notice of cancellation is received less than two weeks prior to event.

**Liability** – ISCPA undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, his/her officials, agents or employees, or the protection of the property of the exhibitor or his/her representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by ISCPA shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor. The exhibitor agrees to indemnify and hold ISCPA harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his/her representatives or from the property of the exhibitor. ISCPA shall not be liable for the fulfillment of this agreement as to delivery of space, if no delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control. ISCPA will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by ISCPA for advertising, administration, etc.

**Sponsorships and donor restricted assets** – Sponsorships or other assets received that have restrictions placed on them where the restriction is met in the same reporting period are reported as unrestricted revenues (support). In the event that sponsorships or other donor restricted assets exceed expense needs, the ISCPA will utilize the excess in any given year or period for other member services.

**Insurance** – In all cases, exhibitors wishing to insure their goods must do so at their own expense.

**Protection of facility** – Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the event exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas.

**Installation and dismantling** – The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular event. All displays must be in place and set up by the time of the official opening of the event. Exhibitors will be expected to be set up and tear down according to ISCPA's schedule of events. ISCPA will not be responsible or liable for any materials or equipment left behind after tear down time.

**Default occupancy** – Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and ISCPA shall have the right to use such space as it sees fit to eliminate unused space in the exhibit hall, provided such booth space is not occupied by the official event opening.

**Use of space** – Exhibits shall be shown only in the official exhibit area as established by ISCPA. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment, or information concerning services, or video of such articles, equipment or services in private suites or rooms during the event. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him/her, nor shall he/she display articles not manufactured or sold normally by him/her.

**Conflicting meetings and social activities** – In the interest of the success of the event, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the event during the official hours of the event.

**Member information** – Mailing lists are for one use only. They may not be duplicated, sold or stored in any fashion. Mailings are to be completed within four weeks after the close of each event, must be approved by an ISCPA director, and may not contain the ISCPA logo.

**Drawings or prize giveaways** – These are encouraged at ISCPA events. Any drawings or giveaways must be completed at the event. Prizes must be presented at that time or mailed directly to the winning participant by the sponsor or exhibitor.

**Promoting CPE** – Promoting any non-ISCPA CPE or an event where non-ISCPA CPE is offered is strictly prohibited.



1415 28th St, Ste 450  
West Des Moines, IA 50266-1419  
515-223-8161 | 800-659-6375  
[www.iacpa.org](http://www.iacpa.org)