



EXHIBITOR SPONSOR ADVERTISER

2024 |

MAXIMIZE YOUR VISIBILITY
BUILD RELATIONSHIPS
GROW YOUR BUSINESS

iscpa

IOWA SOCIETY OF CPAs

ABOUT THE IOWA SOCIETY OF CPAS

The Iowa Society of CPAs (ISCPA) is the largest professional organization dedicated to CPAs, accounting professionals and accounting students in Iowa. We protect, enhance, guide, and promote the accounting profession on behalf of our members.

The ISCPA strives to promote lifelong learning, advocate and protect the profession's interests with government, regulatory bodies, and other organizations, and create opportunities for CPAs and business professionals to connect with leading companies like yours.

Get in front of our diverse membership of more than 4,000 CPAs, accounting professionals and accounting students in Iowa who represent public accounting, business, industry, government, nonprofit and education. Maximize your brand visibility, build relationships, and grow your business through sponsor, exhibitor and advertising opportunities with ISCPA.

We appreciate your consideration of these opportunities and are happy to discuss your needs and entertain other suggestions.

Thank you for choosing ISCPA as a valued partner in your business.

Sponsor/exhibitor inquiries:

Lindsey Haley

Director of Membership &
Business Development

lhaley@iacpa.org

515-985-7125

Advertising inquiries:

Kim Ripley

Director of
Communications

kripley@iacpa.org

515-985-7104

Member discount/affinity program partnership inquiries:

Lindsey Haley

Director of Membership &
Business Development

lhaley@iacpa.org

515-985-7125

For more information, visit
www.iacpa.org/advertising

ISCPA

IOWA SOCIETY OF CPAs



*Dawn P. Latham, IOM, CAE
CEO Iowa Society of CPAs*

WHO WE ARE

REACH

Over 4,000 members who work in business and industry, government, education, nonprofit, consulting and accounting firms ranging in size from sole practitioners to large, international organizations.

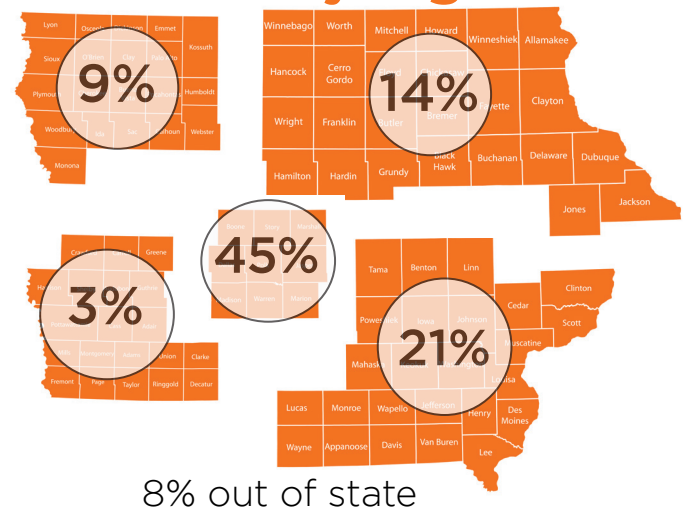
MEMBERS IN LEADERSHIP POSITIONS

One-third of our members are in positions of influence.

MEMBERS BY SEGMENT

Public accounting firms	48%
Local firm - multiple owners	20%
National firm	13%
Local firm - sole proprietors	8%
Regional firm	7%
Business and industry	34%
Other	15%
Retired, unemployed, no company affiliation	
Educational institutions	2%
Government agencies	1%

Members by region



Mission:

To be Iowa's premier organization for the accounting profession by harnessing the collective power of our members to promote, protect, grow, and enhance the industry through advocacy and service.

2024 UPCOMING CONFERENCES AND TAX EVENTS

BUSINESS AND INDUSTRY CONFERENCE

March 26 | Ankeny

Average attendance 70

LEADERSHIP CONFERENCE AND ANNUAL MEETING

May 2 | Altoona

Average attendance 125

IOWA GOVERNMENTAL ROUNDTABLE

May 14 | Live virtual conference

Average attendance 200

FINANCIAL INSTITUTIONS CONFERENCE

May 21 | West Des Moines and live webcast

Average attendance 80

TECHNOLOGY CONFERENCE

June 10-11 | Live virtual conference

Average attendance 80

INSURANCE INDUSTRY CONFERENCE

June 20 | Altoona and live webcast

Average attendance 200

EMERGING LEADERS CONFERENCE

August 7 | West Des Moines

Average attendance 50

FALL CPE CONFERENCE

September 19-20 | Cedar Rapids

Average attendance 80

ACCOUNTING & AUDITING UPDATE FOR THE REAL WORLD

OCTOBER 28 | West Des Moines and live webcast

Average attendance 60

2024 PREPARATION, COMPILATION AND REVIEW UPDATE FOR THE LOCAL FIRM

October 29 | West Des Moines and live webcast

Average attendance 85

2024 REAL WORLD TAX UPDATE FOR INDIVIDUALS AND ENTITIES

November 1 | S. Sioux City, Neb. and live webcast

Average attendance 100

FEDERAL TAX UPDATE: INDIVIDUAL AND BUSINESS

November 7 | West Des Moines and live webcast

Average attendance 100

FALL FEDERAL TAX SUMMIT WITH RON ROBERSON

November 11-12 | Cedar Rapids

Average attendance 60

IOWA TAX UPDATE

November 25 | West Des Moines and live webcast

Average attendance 250

WINTER TAX SUMMIT WITH RON ROBERSON

December 9-10 | Live virtual seminar

Average attendance 100

Customize your sponsor package

For more information on sponsor packages or to customize a plan that works for your organization, contact Lindsey Haley at lhaley@iacpa.org

PERKS FOR CONFERENCES AND TAX EVENTS

GOLD SPONSOR

- Announcement as event gold sponsor
- Opportunity to address participants for in-person event *(to be determined by sponsor and ISCPA)*
- Attendance for up to three representatives
- Receive electronic list of attendees (name, firm/company name if applicable, city and state). *ISCPA privacy policy prohibits sharing emails or phone numbers.*
- Logo displayed on event signage
- Logo on event print marketing *(logo must be supplied to ISCPA 10 weeks before event date)*
- Logo on ISCPA website event page
- Marketing piece in event eMaterials *(must be supplied to ISCPA 14 days before event)*
- 1/6-page ad in Iowa CPA publication *(ad supplied and scheduled by sponsor)*
- Exhibit package included (in-person only)

LUNCH SPONSOR *(in-person events only)*

- Announcement as event lunch sponsor and introduction of your company representatives
- Registration, meals and snacks for up to two representatives
- Receive electronic list of

attendees (names, firm/company name if applicable, city and state.)

- Event signage
- *Logo on ISCPA website event page as lunch sponsor*

EXHIBITOR *(in-person events only)*

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

- Attendance, meals and snacks for up to two representatives
- 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.

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

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

Please note that event changes may be necessary due to registrations, weather, or other health and safety considerations.

SPECIAL EVENTS - COMMUNITY SERVICE

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 and *Iowa CPA*.
- 1 event t-shirt



SPECIAL EVENTS - PIPELINE INITIATIVES

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.**

Middle & High School Outreach

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

College Outreach

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

\$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.

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: 4,000**

Ads should be submitted to 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.**

<i>Iowa CPA</i> 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"	\$583	\$550	\$528	\$495	\$473	\$440
1/3 page vertical	4-3/4" X 4-3/4"	\$413	\$391	\$369	\$347	\$325	\$303
1/6 page vertical	2-1/2" X 4-3/4"	\$275	\$253	\$231	\$209	\$187	\$165
full page	7-1/2" X 9"	\$880	\$825	\$770	\$715	\$660	\$605

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. Include your ad in *Iowa CPA* for an additional fee of \$17 members/\$25 nonmembers. **To reserve your ad visit 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/job-postings**



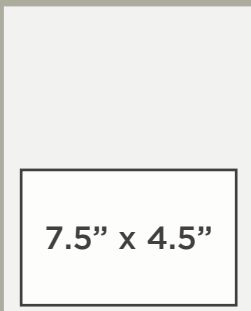
post jobs | find jobs
www.iacpa.org/job-postings

Iowa CPA ad sizes - size requirements (inches)

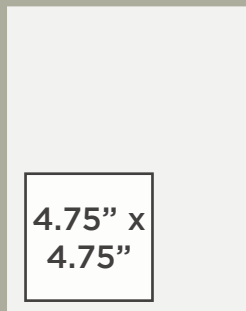
full page and
cover ads



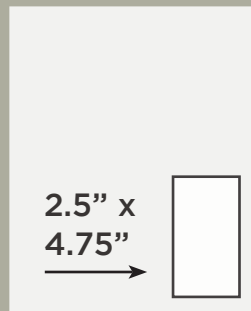
1/2 page
horizontal



1/3 page
horizontal



1/6 page
vertical



ADVERTISING

E-mail publications

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

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

E-newsletter banner ad specifications:

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

Advertising space is limited to two ads per issue.

BUSINESS AND INDUSTRY E-SSENTIALS

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

Bi-monthly distribution (6 times per year):
> 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 (6 times per year):
>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

SPONSOR & EXHIBITOR FORM

Contact name _____

Email _____

Company _____

Address _____

Phone _____

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

Secondary contact name and email _____

Exhibit space includes: skirted six foot table | two chairs | signage with logo | two name badges
Do you need electricity? ☐ Yes ☐ No

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

Logo: Send to Hannah Henderson at hhenderson@iacpa.org |
JPEG or EPS file | minimum resolution of 300 ppi.

How to submit your registration form options:

- ☐ Create PDF of completed form and email to Lindsey Haley at lhaley@iacpa.org
- ☐ Print and mail completed form to: ISCPA, 1415 28th St, Ste 450, West Des Moines, IA 50266

Payment options:

- ☐ Mail a check payable to ISCPA with completed registration form.
- ☐ Contact Lindsey Haley at 800-659-6375 or 515-985-7125 to pay with credit card.
- ☐ Email invoice to: _____

Signature: _____ Date _____

1. Business and Industry Conference

- ☐ Gold \$1,000 ☐ Lunch \$500
- ☐ Exhibitor \$350 ☐ Table \$150
- ☐ Prize \$100

8. Fall CPE Conference

- ☐ Gold \$1,000 ☐ Lunch \$500
- ☐ Exhibitor \$350 ☐ Table \$150
- ☐ Prize \$100

15. Winter Tax Summit with Ron Roberson

- ☐ Gold \$750 ☐ Prize \$100

2. Leadership Conference/Annual Mtg

- ☐ Gold \$1,000 ☐ Lunch \$500
- ☐ Exhibitor \$350 ☐ Table \$150
- ☐ Prize \$100

9. Accounting & Auditing Update for the Real World

- ☐ Gold \$750 ☐ Prize \$100

16. Pipeline Initiatives Sponsorship

- ☐ Champion \$4,000
- ☐ Contributing \$500
- ☐ Leading \$2,000 ☐ Supporting \$250
- ☐ Partner \$1,000

3. Iowa Governmental Roundtable

- ☐ Gold \$1,000 ☐ Prize \$100

10. 2024 Preparation, Compilation, and Review Update for the Local Firm

- ☐ Gold \$750 ☐ Prize \$100

17. Iowa CPAs Month of Service (September)

- ☐ Champion \$500
- ☐ Partner \$300
- ☐ Supporting \$150

4. Financial Institutions Conference

- ☐ Gold \$1,000 ☐ Lunch \$500
- ☐ Exhibitor \$350 ☐ Table \$150
- ☐ Prize \$100

11. 2024 Real World Tax Update for Individuals and Entities

- ☐ Gold \$750 ☐ Prize \$100

18. Networking Events

- ☐ Gold \$750 ☐ Prize \$100

5. Technology Conference

- ☐ Gold \$1,000 ☐ Prize \$100

12. Federal Tax Update: Individual and Business

- ☐ Gold \$750 ☐ Prize \$100

19. LEAP Happy Hour

- ☐ Gold \$750 ☐ Prize \$100

6. Insurance Industry Conference

- ☐ Gold \$1,000 ☐ Lunch \$500
- ☐ Exhibitor \$350 ☐ Table \$150
- ☐ Prize \$100

13. Fall Federal Tax Summit with Ron Roberson

- ☐ Gold \$750 ☐ Exhibitor \$350
- ☐ Prize \$100

7. Emerging Leaders Conference

- ☐ Gold \$1,000 ☐ Lunch \$500
- ☐ Exhibitor \$350 ☐ Table \$150
- ☐ Prize \$100

14. Iowa Tax Update

- ☐ Gold \$750 ☐ Prize \$100

TERMS AND CONDITIONS

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.



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West Des Moines, IA 50266-1419
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www.iacpa.org