

ARKANSAS SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS

2012 marketing opportunities

*Imagine your sales
potential...*

*If you market your business services or products
to trusted accounting professionals, imagine
how you could increase your sales by partnering
with Arkansas' premier organization for CPAs.*

exhibit • sponsor • advertise



exhibitor opportunities

2012 Meetings and Conferences

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>	<u>ESTIMATED ATTENDANCE</u>	<u>EXHIBITOR FEE</u>
May 30-31	Thirty-Second Annual Accounting & Auditing Conference (2 days)	Big Cedar Lodge Branson, MO	125	\$250
June 15	ASCPA Annual Convention (1/2 day)	Embassy Suites Hotel Little Rock, AR	125	\$250
Oct 18-19	Thirty-Second Annual Industry, Commerce & Banking Conference (2 days)	ASCPA Conference Center Little Rock, AR	100	\$200
Nov 1-2	Vern Hoven Federal Income Tax Update (2 days)	Little Rock Hilton Metro Center Little Rock	150	\$250
Nov 8-9	Sixteenth Annual Technology Conference (2 days)	ASCPA Conference Center Little Rock, AR	75	\$200
Dec 6-7	Fifty-First Annual Arkansas Federal Tax Institute (2 days)	Embassy Suites Hotel Little Rock, AR	175	\$250

You are invited to participate in the meetings of your choice. As limited space is available, and is reserved on a first come first served basis, we encourage you to send your applications as soon as possible.

The exhibiting fee covers the cost of all meals and functions for one representative from your organization. Should you have any additional representatives who wish to attend, tickets may be purchased at the site.

Each exhibitor will be furnished with one draped 6' or 8' table, two chairs and a small space beside that table for a machine, if necessary. Also, each Exhibitor will be furnished one or two electrical outlets, if necessary. We ask you to please not bring large space-consuming exhibits, as there may not be space to set these up.

Hotel rooms have been blocked at each of the meeting facilities. If you desire overnight accommodations, you should call the facility direct, indicating you are with the Arkansas Society of CPAs group. A brochure containing the times, schedule, etc. will be sent to you around six weeks prior to each meeting.

Please mail the enclosed Exhibitor Application and proper payment to the ASCPA office.

Arkansas Society of Certified Public Accountants
11300 Executive Center Drive
Little Rock, AR 72211-4352
800-482-8739 in Arkansas
Phone: 501-664-8739 Fax: 501-664-8320
E-mail: ascpa@arcpa.org

EXHIBITOR / SPONSORSHIP APPLICATION

NAME OF REPRESENTATIVE(S) EXHIBITING _____

COMPANY NAME _____

ADDRESS _____

CITY & STATE _____ ZIP _____

PHONE _____ EMAIL _____

BRIEF DESCRIPTION OF YOUR PRODUCT: _____

NUMBER OF ELECTRICAL OUTLETS REQUIRED _____

CHECK APPROPRIATE BOXES FOR EXHIBITING:

- | | | | |
|--|-------|---|-------|
| <input type="checkbox"/> A&A CONFERENCE | \$250 | <input type="checkbox"/> VERN HOVEN INCOME TAX UPDATE | \$250 |
| <input type="checkbox"/> ANNUAL CONVENTION | \$250 | <input type="checkbox"/> TECHNOLOGY CONFERENCE | \$200 |
| <input type="checkbox"/> INDUSTRY CONFERENCE | \$200 | <input type="checkbox"/> TAX INSTITUTE | \$250 |

CHECK APPROPRIATE BOXES FOR EVENT SPONSORSHIP:

- | | | | |
|--|---------|--|---------|
| <input type="checkbox"/> A&A CONFERENCE RECEPTION | \$1,500 | <input type="checkbox"/> VERN HOVEN INCOME TAX LUNCH | \$1,000 |
| <input type="checkbox"/> A&A CONFERENCE LUNCH | \$1,000 | <input type="checkbox"/> VERN HOVEN INCOME TAX BREAKS(2) | \$600 |
| <input type="checkbox"/> A&A CONFERENCE BREAKS (2) | \$600 | <input type="checkbox"/> TECHNOLOGY CONFERENCE LUNCH | \$1,000 |
| <input type="checkbox"/> ANNUAL CONVENTION RECEPTION | \$1,000 | <input type="checkbox"/> TAX INSTITUTE LUNCH | \$1,500 |
| <input type="checkbox"/> INDUSTRY CONFERENCE LUNCH | \$1,000 | <input type="checkbox"/> TAX INSTITUTE BREAKS (2) | \$600 |

PAYMENT METHOD: () BUSINESS CHECK () PERSONAL CHECK
 () AMEX () MASTERCARD () VISA

CREDIT CARD # _____ EXPIRATION DATE _____

TOTAL AMOUNT ENCLOSED \$ _____

Please Complete and Return this Form with Payment to:

**Arkansas Society of CPAs
11300 Executive Center Drive
Little Rock, AR 72211-4352
1-800-482-8739 (in Arkansas)
(501) 664-8739
Fax (501) 664-8320**

advertising opportunities

ASCPA Newsletter

Display Advertising Rates:

(All rates are per insertion)

<u>Space</u>	<u>1 Time</u>	<u>4-11 Times</u>	<u>12 Times</u>
Full Page	\$500.00	\$450.00	\$400.00
Half Page	\$400.00	\$350.00	\$300.00
Quarter Page	\$300.00	\$275.00	\$250.00
Eighth Page	\$250.00	\$225.00	\$200.00

Editor: Barbara Angel

Color – None\Bleed – None

Inserts:

8 ½" x 11" inserts accepted at the same rate as that for a full-page advertisement. Inserts are mailed in the same envelope as the Newsletter.

Special Positions:

Request granted if possible, but not guaranteed.

Classifieds:

\$.75 per word, minimum of \$15.00. Upon request may be keyed to file number and replies forwarded unopened to advertiser.

Issuance and Closing Dates:

Published monthly, mailed around the 20th of each month. Cancellations must be received 20 days before issuance date. Copy must be received in Society office before the 1st of the month. Payment must be received with copy.

Circulation Information:

The Arkansas Society of Certified Public Accountants Newsletter is sent to all members of the ASCPA (approximately 3,000) and to a non-member list of approximately 400. Limited circulation outside of state.

Miscellaneous:

Advertising is primarily in the fields of insurance, banking, publications, office products and equipment used by CPAs. The Editor reserves the right to reject matter not considered suitable for publication. Continuing Professional Education advertisements will not be accepted.

Mechanical Requirements:

Width of Column – 2 ¼ inches\Depth of Column – 9 ⅝ inches\Three Columns to a Page

Full Page Advertisement – 7 ¼ inches x 9 ⅝ inches

Half Page Advertisement:

3 ½ inches x 9 ⅝ inches (vertical)

7 ¼ inches x 4 ¾ inches (horizontal)

Quarter Page Advertisement – 3 ½ inches x 4 ¾ inches

Eighth Page Advertisement – 3 ½ inches x 2 ¼ inches

Cuts, Repro Proofs and Art Work will be made to order when required and will be charged to account

advertising opportunities

Online Classifieds

Rates:

\$30 for up to 60 words
\$1 for each additional word

Additional Options:

\$5 to "link" to your e-mail and/or web site address
\$5 to include an animated "New" with your ad
\$5 to include a "blind box" number with your ad

Terms:

- Classified ads may be sent to ASCPA, Attn: Pradeep Sapkota, fax (501) 664-8320 or e-mail: pradeep@arcpa.org
- The Society does not provide for animated GIF images or JAVA script in ads.
- All ads are posted within two business days following the date of receiving the ad.
- All ads run 30 days from the posting date.

Other Conditions:

Advertisements for continuing professional education programs will not be accepted.

Advertiser assumes liability for the content of its ads.

Webmaster reserves the right to refuse any advertising deemed unsuitable for the ASCPA web site.

ASCPA Yearbook

Deadline for Advertising: February 10, 2012

Rates:

Inside Front Cover: \$500.00
Inside Back Cover: \$400.00
All Inside Pages: \$200.00

Length:

Approximately 40 printed pages (8 1/2" x 11" pages)

Format:

Mailed to ASCPA Leaders (approximately 300)
Placed as PDF on the ASCPA Website (www.arcpa.org).

Terms:

Artwork may be sent as JPEG or PDF to ASCPA, Attn: Robin Harris or Barbara Angel by email: rharris@arcpa.org, or bangel@arcpa.org

event sponsorship opportunities

2012 Meetings and Conferences

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>	<u>SPONSORSHIP FEE</u>	
May 30-31	Thirty-Second Annual Accounting & Auditing Conference (2 days)	Big Cedar Lodge Branson, MO	Reception Lunch Breaks (2)	\$1,500 \$1,000 \$ 600
June 15	ASCPA Annual Convention (1/2 day)	Embassy Suites Hotel Little Rock, AR	Reception	\$1,000
Oct 18-19	Thirty-Second Annual Industry, Commerce & Banking Conference (2 days)	ASCPA Conference Center Little Rock, AR	Lunch	\$1,000
Nov 1-2	Vern Hoven Federal Income Tax Update (2 days)	Little Rock Hilton Metro Center Little Rock	Lunch Breaks (2)	\$1,500 \$ 600
Nov 8-9	Sixteenth Annual Technology Conference (2 days)	ASCPA Conference Center Little Rock, AR	Lunch	\$1,000
Dec 6-7	Fifty-First Annual Arkansas Federal Tax Institute (2 days)	Embassy Suites Hotel Little Rock, AR	Lunch Breaks (2)	\$1,500 \$ 600

Accounting & Auditing Conference: The A&A Conference allows CPAs and other financial officers to further their development and recognition of generally accepted accounting principles, auditing standards and auditing procedures.

Annual Convention: Usually held in a resort area, the participants at this event will engage in technical sessions and social activities with other members of the profession and their families.

Industry, Commerce & Banking Conference: This conference is designed to meet the fast-paced needs of CPAs in industry, banking and private practice.

Vern Hoven Federal Income Tax Update: An annual income tax update for individuals, businesses and corporations.

Technology Conference: This conference is designed for CPAs and other business professionals to provide tools and skills needed to keep up with the ever-increasing pace of changes in computer technology.

Tax Institute: Topics will cover state and local tax issues affecting individuals and corporations. Traditionally, this is the largest ASCPA conference, with both attorneys and CPAs in attendance.

As a sponsor, your name and/or company name will be displayed at the event you sponsor, and it will also appear in the printed event program. In addition, you will receive a thank you in the ASCPA monthly Newsletter. Should you wish to sponsor an event, we ask that you notify the ASCPA at least ten days prior to the specified event.

Please mail the enclosed Sponsorship Application and proper payment to the ASCPA office.