



**THE ECONOMY IS IMPROVING**  
Why not improve your business at the same time?







2011

**SPONSORSHIP OPPORTUNITIES**  
INCPAS CONFERENCES AND EVENTS

# Sponsorship Opportunities

We offer options for sponsoring social, networking, leadership and educational events. Don't miss this great chance to reach hundreds of CPAs and get your company's name, message or products in front of this targeted and exclusive audience. There is no better way to reach Indiana CPA Society members.

-  **Meet INCPAS members working in public practice, business and industry, government and education.**
-  **Target CPAs who are regarded as premier providers of business consulting and advising services.**
-  **Make valuable contacts with tax practitioners, management consultants, technology consultants and financial planning professionals.**
-  **Promote your company message, products and services in a timely, effective and efficient manner.**

## Sponsorship Levels and Benefits

### Silver Sponsorship

With a Silver Sponsorship you will receive:

- » Signage with your business name and black and white logo displayed prominently
- » A list of attendees (name, address)
- » Recognition in promotional brochure or other literature
- » Link from INCPAS web site to your company's site

### Gold Sponsorship

A Gold Sponsorship offers all of the benefits associated with a Silver Sponsorship in addition to:

- » Display table in prominent area (manned or unmanned)
- » One-page flyer or small brochure provided by your company distributed to attendees

### Platinum Sponsorship

A Platinum Sponsorship offers all of the benefits associated with a Gold Sponsorship in addition to:

- » Title sponsorship of sponsored event
- » Display ad on INCPAS web site for 30 days
- » One free registration for the event sponsored



Contact: Dave Shatkowski at (317) 726-5022, 1-800-272-2054 or [dshatkowski@incpas.org](mailto:dshatkowski@incpas.org)



Sponsors receive discounted rates for advertising in the INCPAS magazine, *CPA IN Perspective*\*.

PLATINUM  
SPONSORS  
SAVE

**50%**

GOLD  
SPONSORS  
SAVE

**30%**

SILVER  
SPONSORS  
SAVE

**20%**

\*Sponsors must provide their own artwork. One ad per sponsorship.

# What **events** can I sponsor? What is the **cost**?

## CLASS A EVENT

(More than 200 CPAs)

Platinum (2 days) .....	\$3,000
Platinum (1 day) .....	\$2,250
Gold (2 days) .....	\$1,250
Gold (1 day) .....	\$800
Silver (2 days) .....	\$650
Silver (1 day) .....	\$425

## CLASS B EVENT

(75-200 CPAs)

Platinum (2 days) .....	\$2,000
Platinum (1 day) .....	\$1,250
Gold (2 days) .....	\$1,000
Gold (1 day) .....	\$675
Silver (2 days) .....	\$500
Silver (1 day) .....	\$335

## CLASS C EVENT

(Up to 75 CPAs)

Platinum .....	\$750
Gold .....	\$375
Silver .....	\$175

*\* Some events have special pricing as noted.*

SPONSOR  
MULTIPLE  
EVENTS



RECEIVE A  
**15%**  
DISCOUNT

## CONTACT

Contact Dave Shatkowski at [dshatkowski@incpas.org](mailto:dshatkowski@incpas.org) for information on special advertising/sponsorship combination packages. Sponsor multiple events and receive a 15 percent or more discount.

## Class A Events (More than 200 CPAs)

### Not-for-Profit Conference

*June 16 • Marriott East, Indianapolis*

This annual conference looks at the trends and issues impacting the financial aspects of not-for-profits. CPAs attend with their clients.

*D'oeuvre: \$500; Dessert: \$500; Door Prize: \$250; Table Decorations: \$250*

### Two-Day Federal Tax Update

*Nov. 9-10 • Marriott East, Indianapolis*

This two-day update on federal tax regulations and guidelines is one of the Society's most attended educational programs.

### CPA Celebration

*Nov. 18 • Indiana Roof Ballroom, Indianapolis*

This annual evening gala recognizes Society award winners, volunteers and CPA Exam passers. Banquet includes dinner, entertainment and awards presentation.

*\* Presenting: \$1,500; Dinner: \$1,000; Past President's Reception: \$750; Entertainment: \$750; Successful CPA Exam Candidate Gifts: \$500; Hors*

### Indiana Tax Institute

*Dec. 8-9 • Westin, Indianapolis*

This annual conference features tax-related topics for CPAs and tax lawyers including federal and Indiana tax changes and updates for 2011.

# Class B Events (75-200 CPAs)

## Controllers Conference

*March 25 • Renaissance Indianapolis  
North, Carmel*

Annual conference for CPAs who serve as controllers or in other corporate finance positions.

## Leadership Cabinet/ Emerging Leaders Alliance

*May 19-20 • Belterra Casino, Florence  
Oct. 27-28 • Marriott East, Indianapolis*

The 100-member CPA leadership group plus young member group meets twice annually and serves as advisors to the Society Board and staff.

## CPAs in Business and Industry Conference

*June 22 • Ritz Charles, Carmel*

This conference is designed to cover topics for CPAs who work in business and industry.

## Diversity Summit

*Aug. 5 • University Place, Indianapolis*

Second annual summit for CPAs, educators, students and community leaders to discuss the issues and solutions regarding diversity in the CPA profession. Scholarships are presented to students.

*\* Title: \$5,000; Pacesetter: \$2,500; Partners: \$1,000;  
Scholarship: \$500 or \$1,000*

## Fraud Conference

*Aug. 23 • Marriott East, Indianapolis*

This annual conference will focus on how CPAs can help their clients and employers prevent, detect and deter cases of fraud.

## Accounting and Auditing Conference

*Sept. 21 • Marriott East, Indianapolis*

This annual conference covers accounting and auditing topics and updates for CPAs who specialize in these areas.

## Two-Day Federal Tax Updates

*Oct. 17-18 • Century Center, South Bend  
Oct. 19-20 • Holiday Inn Airport, Evansville  
Nov. 7-8 • Grand Wayne Center, Fort Wayne  
Jan. 9-10, 2012 • Renaissance Indianapolis  
North, Carmel*

These two-day updates on federal tax regulations and guidelines are among the Society's most attended educational programs.

## Small Firm: Big Business

*Oct. 21 • Horizon Convention Center, Muncie*

This conference explores issues and trends unique to CPA firms with three or less partners or 10 or less total staff.

## Financial Services Conference

*Dec. 15 • Marriott East, Indianapolis*

This annual conference features financial services topics including personal financial planning, insurance, banking and investments.



# Class C Events (Up to 75 CPAs)

## Educators Conference

*May 6 • INCPAS Prof. Dev. & Conf. Cntr., Indianapolis*

Accounting educators from Indiana colleges attend this annual update on the CPA profession and accounting education.

## Legislators Breakfast

*Jan. 26, 2012 • Embassy Suites Indianapolis – Downtown*

Annual event that brings together INCPAS leadership, INCPAS members and state legislators.

# Other Opportunities

## Case Study Competition

*Nov. 18 • Hyatt Regency, Indianapolis*

Indiana college students prepare written and oral presentations. Sponsorships fund cash prizes. Benefits: Signage at oral presentations; recognition on certificates and press releases.

*\*Gold: \$1,000; Silver: \$750; Bronze: \$500; Honorable Mention: \$100*

## In-Kind Donations

Donated items such as cash, gift certificates, tickets, pens, T-shirts and more used as door prizes at Society events.

# Sponsorship Policies

- There will only be one Platinum sponsor for each event. Platinum sponsorship is for the full length of each event.
- Multiple Silver and Gold sponsors will be sought for each event.
- Gold and Silver Sponsorships can be reserved for either one or two days.
- To ensure signage preparation and inclusion in event communications, sponsorship reservations should be made at least 60 days before event date.
- Sponsorships will be accepted after deadline date, but all benefits cannot be guaranteed.

# 2011 Professional Issues Updates

## August and September

Sixteen half-day programs are held in 13 cities across Indiana to update CPAs on professional issues and trends. Attendance varies from 50 to 250. Sponsorship rates based on number of participants as indicated.

<b>A</b>	Plat.	\$1,500
	Gold	\$600
	Silver	\$300

(Over 200 attendees)

Indianapolis	Sept. 2
Indianapolis	Sept. 7
Fort Wayne	Sept. 21

<b>B</b>	Plat.	\$1,000
	Gold	\$500
	Silver	\$250

(Between 75-200 attendees)

Evansville	Aug. 30
Merrillville	Sept. 13
Indianapolis	Sept. 16
Carmel	Sept. 19
South Bend	Sept. 22
Carmel	Sept. 26

<b>C</b>	Plat.	\$550
	Gold	\$250
	Silver	\$125

(Up to 75 attendees)

Batesville	Aug. 19
Jeffersonville	Aug. 23
Lafayette	Aug. 25
Kokomo	Aug. 26
Terre Haute	Aug. 31
Bloomington	Sept. 8
Muncie	Sept. 15

## NOW, A WORD FROM A SPONSOR...

“Tilson is proud to be a sponsor of the Indiana CPA Society. The client demographics of INCPAS members are the very same demographics as Tilson, making the relationship beneficial for everyone. But just as important is the professionalism and commitment of the Society staff. This is a first-class organization engaged in many ‘best practice’ endeavors that provide sustained returns to all those they are associated with.”

Anita Raiford  
Tilson

# INCPAS **SPONSORSHIP** FORM



Complete the form below to sponsor an event. Or, contact Dave Shatkowski at (317) 726-5022, 1-800-272-2054 or [dshatkowski@incpas.org](mailto:dshatkowski@incpas.org).

Contact Name

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Company

---

Address

---

City

---

State

Zip Code

---

Telephone

Fax

---

E-mail

---

Event(s)

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Sponsorship Level:  Platinum  Gold  Silver

Payment Method:  American Express  Discover  MasterCard

Visa  Company Check  Personal Check

Card No.

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Signature

Name on Card

---

Exp. Date

CVV #

Amount \$

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(last 3 digits on back of card)

*Make checks payable to:*

Indiana CPA Society  
8250 Woodfield Crossing Blvd., Suite 100  
Indianapolis, IN 46240

Check box if you would like to have an invoice sent:  Yes  No

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