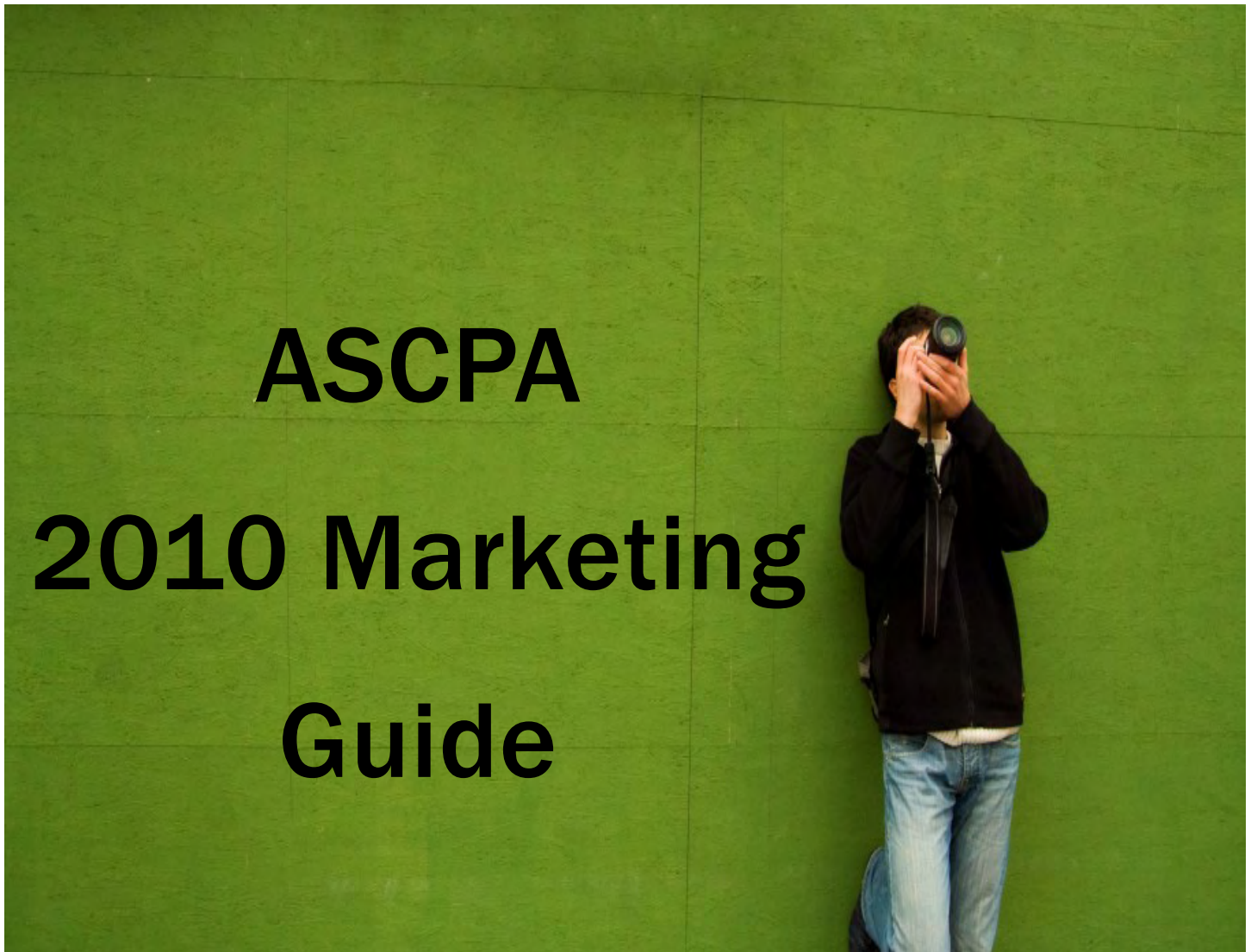


PICTURE THIS!

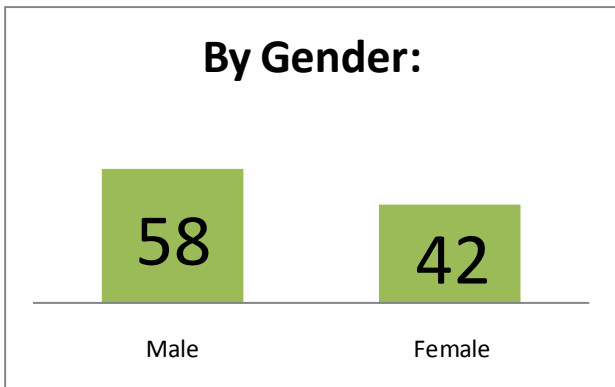




Picture our members

The Alabama Society of Certified Public Accountants (ASCPA) is the statewide, professional membership organization representing over 6600 Alabama CPAs in public practice, industry, government and education. Eleven chapters and committees made up of CPA volunteers develop programs and address issues to help all members be successful professionals. The ASCPA is governed by a Board of Directors, managed by a full-time staff, guided by a strategic plan and is constantly striving to serve the needs of Alabama CPAs.

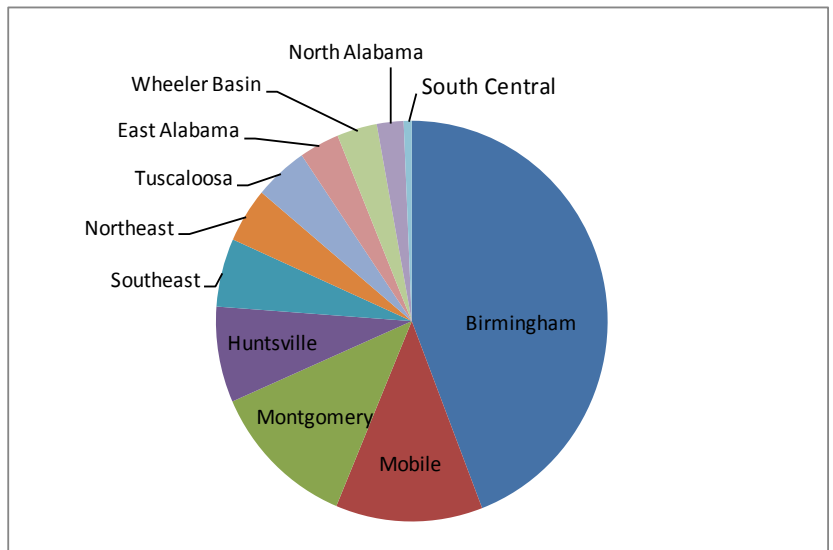
Society members by gender, position and chapter affiliation:



Accounting Staff	30%	2045
Partners/Shareholder	18%	1185
Other	17%	1158
Manager/Administrator	9%	605
CEO/CFO	8%	556
Controller	7%	476
Sole Practitioner	4%	281
Government	3%	169
Student	2%	113
Professor/Faculty	1%	62
Lawyer/Attorney	1%	25

Birmingham	40%
Mobile	11%
Montgomery	11%
Huntsville	7%
Southeast Alabama	5%
Northeast Alabama	4%
Tuscaloosa	4%
East Alabama	3%
Wheeler Basin	3%
North Alabama	2%
South Central	0.6%

Total 6675



Conference Sponsorship Packages

Conferences provide a unique and exciting opportunity to network with your target market, promote your name and interests, and explain your products and services in a one-on-one atmosphere. Gold sponsorship at conferences denotes the highest recognition and prestige. Focus on your specific marketing needs with one of these targeted

Gold

(Limited to one company)
 Recognized as the presenting sponsor at event on all print materials, in the ASCPA magazine, and on ASCPA Website.

Includes entire exhibitor package

Signage at event

Announcement of support at event

Company logo on cover of conference print materials (when payment is received prior to publication deadline)

Company logo on conference web page with link to company website

List of attendees and email addresses after the event

Option to attend conference at half the price of member registration (Available to employees of firm. Limit two)



Silver

Includes entire exhibitor package

Signage at event

Announcement of support at event

Company listing in conference print materials/handouts (when payment is received prior to publication deadline)

Company logo on conference web page with link to company website

List of attendees and email addresses after the event

Bronze

Includes entire exhibitor package

Signage at event

Announcement of support at event

Company listing in conference print materials/handouts (when payment is received prior to publication deadline)

Company logo on conference web page



FIND THE RIGHT EXPOSURE

Exhibitor Package

Meet potential clients face-to-face when you exhibit at the ASCPA's CPE conferences and special events. Personally interact with hundreds of CPAs (morning registration, breakfast, lunches, and refreshment breaks) and personally show them how your products and services improve productivity and boost profits.

Your Exhibitor Package includes the following:

- ◆ One skirted 6ft table with chairs and wastebasket
- ◆ Basic electrical connection (when requested in advance)
- ◆ Two lunches with attendees per day (a \$30-45 value)
- ◆ Company listing in conference print materials
- ◆ Company listing on conference web page

Your Exhibitor Package does not include:

- ◆ Internet connection*
- ◆ Additional tables*
- ◆ Additional lunches*
- ◆ Shipping/freight
- ◆ Exhibit set-up

**Items available for an additional fee. Prices quoted upon request.*

Booth Assignments

Booth locations are selected on a first-come basis prior to the conference. Gold Sponsors receive first preference. All other confirmed conference exhibitors will have the opportunity to select booth space in the order in which their contract was received. Return your contract early to get the best pick.

Concierge Option

When you choose the Concierge exhibit option, we will make your materials available to conference attendees. Simply ship us the materials you would like displayed, and we will place them on a table with your company's name. This is a perfect alternative for those who cannot attend, but want to have a presence at the event.

Multiple Events

Receive \$75 off Exhibitor fees when you sign up to exhibit at multiple ASCPA conferences



Business & Industry Conference

May 13-14, 2010

**Hyundai Motor Manufacturing,
Montgomery**

Average Attendance: 100

Eight hours of continuing professional education for members in corporate environments.

Gold Sponsorship  \$1000

Silver Sponsorship \$800

Bronze \$500

Luncheon Sponsorship \$400

Exhibitor Fee \$350

Concierge (See page 5) \$200

Brochure publication deadline: TBD

Women's Summit

May 20, 2010

Wynfrey Hotel, Birmingham

Average Attendance: 110

Sessions on issues affecting women in the work place, themed luncheon and door prizes.

Gold Sponsorship \$1000

Silver Sponsorship \$800

Bronze \$650

Luncheon Sponsorship \$500

Luncheon Centerpiece Sponsorship \$100

Exhibit Fee \$350

Concierge Option \$200

Brochure publication deadline:

Annual Meeting

June 10, 2010

Cahaba Grand Conference Center, Birmingham

Average Attendance: 600

The marketing opportunity of the ASCPA year. National speakers for this event and eight hours of CPE.

Gold Sponsorship  \$1500

Silver Sponsorship \$1200

Exhibit Fee \$350

Concierge Option \$250

Additional Table \$50

Luncheon Sponsorship with Seating for ten \$1200

Brochure publication deadline: March 5, 2010

Annual Sandestin CPE Conference

July 25 - 29, 2010

Hilton Sandestin, Destin, Florida

Average Attendance: 150

Four-day conference with family events including cookout, golf tournament, and sand castle contest.

Gold Sponsorship \$1200

Silver Sponsorship \$1000

Bronze Sponsorship \$850

Reception Sponsorship \$1000

Cookout Sponsorship \$1000

Exhibit Fee \$500

Concierge Option \$350

Sandcastle Contest Sponsor \$100

Brochure publication deadline: April 9, 2010

Technology Conference for Accountants**August 26 – 27, 2010****Birmingham Marriott, Birmingham****Average Attendance: 80***Two-day conference highlighting applications of technology for CPAs and their organizations.*

Gold Sponsorship	\$1200
Silver Sponsorship	\$1000
Breakfast Sponsorship	\$500
Luncheon Sponsorship	\$800
Exhibit Fee	\$500
Concierge Option	\$350

Brochure publication deadline: April 23, 2010**Governmental Accounting and Auditing Forum****December 1 – 2, 2010****Birmingham Marriott, Birmingham****Average Attendance: 215***Two-day conference for CPAs in government or with governmental clients.*

Gold Sponsorship	\$1200
Silver Sponsorship	\$1000
Breakfast Sponsorship	\$500
Luncheon Sponsorship	\$800
Exhibit Fee	\$500
Concierge Option	\$350

**Brochure publication deadline:
September 3, 2010**

New for 2010– Exclusive Opportunities

Get maximum exposure with an exclusive sponsorship of these CPE events where the spotlight shines only on you! Sponsorships must be secured at least 6 weeks prior to the event.

Educator Conference

Spring 2010

Montgomery

Average Attendance: 40

College and university accounting instructors from Alabama's two and four year schools come together for networking and the latest updates on current issues. Outstanding presenters come in for this one-day program.



Beach Cluster

June 21 – 24

The Beach Club, Gulf Shores

Average Attendance: 125

This popular annual event mixes CPE and recreation spread over four days. A diversified group of industry and public practice CPAs come for a mix of technology, A&A and tax topics.

Birmingham Cluster

August 17 - 19

Pelham Civic Complex

Average Attendance: 150

This event can't be missed! The most well-attended CPE Cluster in the mix allows you to interact with a range of potential customers. Everyone is here: CFOs, partners, decision makers and end-users. This diversified group attends for the tops topics in management, technology, A&A and tax topics.

Mobile Cluster

August 3 - 4

Mobile, Alabama

Average Attendance: 100

This new cluster of CPE classes is growing so rapidly, we are adding a third day! This diversified group attends for the tops topics in management, technology, fraud, A&A and tax topics.

Exclusive Event Package

- Premium company listing with logo on cover of event marketing brochure (when payment is received prior to publication deadline)
- Company logo with link to company website on event marketing web page
- Advertisement in e-promotions and event reminders
- One-page of company literature of your choice distributed to participants at event
- Display table
- Acknowledgement in event opening remarks

EXHIBITOR TERMS AND CONDITIONS

Purpose of the Exhibition: The exhibition is for the purpose of education and to provide a service to ASCPA event attendees.

Standard Exhibit Space: The exhibit space include a 6 ft skirted table, chairs, a wastebasket, and a basic electrical connection (when requested in advance). Exhibitors will be sent instructions on shipping procedures, set up and tear down, as well as information on securing internet from the hotel if needed.

Exhibitor Hours: Exhibit hours are established by ASCPA . Generally, exhibits will be open during registration and breakfast, morning and afternoon breaks and lunch. To maintain the educational integrity of the program, exhibitors are asked to adhere to the exhibit hours indicated. Once event sessions begin, discussions with participants should be finished and participants should be encouraged to return to the sessions. This will enable participants to receive maximum benefit from both the educational program and the exhibits.

Exhibit Set-Up and Tear Down: Exhibitors are responsible for setting up and tearing down their exhibits. No assistance will be provided by ASCPA. Exhibitors are expected to set up and tear down their exhibits during the established time periods.

Eligible Exhibits: ASCPA reserves the right to determine the eligibility of any company or product for inclusion in the exhibition based on the information provided by the exhibitor. ASCPA does not promote companies whose programs, services, products, etc., compete with those offered by ASCPA to its members.

Assignment of Exhibit Space: In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. ASCPA reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, company or individual without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibition hall. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them.

Care of Facilities: Exhibitors of their representatives must not injure or deface the walls or floors of the meeting site. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

Cancellation of Sponsorship/Exhibit Space: Sponsorships are secured on a first-come basis. Full payment must accompany exhibit contract. Cancellations of exhibit space are fully refundable if submitted in writing at least 30 calendar days prior to the conference. Cancellations submitted in writing less than 30 days will receive a 50 percent refund. No refunds are given to cancellations less than 10 days prior to the event.



EXHIBITOR/SPONSOR REGISTRATION FORM

Alabama Society of CPAs



Company Name: _____ Type of Business _____
 Address: _____ City/State/Zip: _____
 Telephone: _____ Fax: _____
 Contact: _____ Title: _____
 Email: _____

**Business & Industry Conference
 May 13-14, 2010**

Hyundai Motor Manufacturing, Montgomery

- ~~Gold Sponsorship~~ \$1000
- Silver Sponsorship \$800
- Bronze Sponsorship \$500
- Luncheon Sponsorship \$400
- Exhibit Fee \$350
- Concierge Option \$200

**Women's Summit
 May 20, 2010**

Wynfrey Hotel, Birmingham

- Gold Sponsorship \$1000
- Silver Sponsorship \$800
- Bronze Sponsorship \$650
- Luncheon Sponsorship \$500
- Luncheon Centerpiece Sponsorship \$100
- Exhibit Fee \$350
- Concierge Option \$200

**Annual Meeting
 June 10, 2010**

Cahaba Grand Conference Center, Birmingham

- ~~Gold Sponsorship~~ \$1500
- Silver Sponsorship \$1200
- Exhibit Fee \$350
- Concierge Option \$250
- Additional Table \$50
- Luncheon Sponsorship with seating for eight \$1200

**Annual Sandestin CPE Conference
 July 25 - 29, 2010**

Hilton Sandestin, Destin, Florida

- Gold Sponsorship \$1200
- Silver Sponsorship \$1000
- Bronze Sponsorship \$850
- Breakfast Sponsorship \$500
- Reception Sponsorship \$1000
- Cookout Sponsorship \$1000
- Exhibit Fee \$500
- Concierge Option \$350
- Sandcastle Contest Sponsor \$100
- Golf Sponsor

**Technology & Productivity Conference for
 Accountants Conference for Accountants
 August 26 - 27, 2010**

Birmingham Marriott, Birmingham

- Gold Sponsorship \$1200
- Silver Sponsorship \$1000
- Breakfast Sponsorship \$500
- Luncheon Sponsorship \$800
- Exhibit Fee \$500

**Governmental Accounting and Auditing Forum
 December 1 - 2, 2010**

Birmingham Marriott, Birmingham

- Gold Sponsorship \$1200
- Silver Sponsorship \$1000
- Breakfast Sponsorship \$500
- Luncheon Sponsorship \$800
- Exhibit Fee \$500
- Concierge Option \$350

**Exclusive Sponsorship Events:
 Limit of one sponsor per event.
 Sponsorships must be secured at least 6 weeks
 prior to event.**

**Educator Conference
 Spring 2010**

ASCPA Office

- Exclusive Sponsorship \$650

**Beach Cluster
 June 21 - 24**

The Beach Club, Gulf Shores

- Exclusive Sponsorship \$850

**Birmingham Cluster
 August 17 - 19**

Pelham Civic Complex

- Exclusive Sponsorship \$1000

**Mobile Cluster
 August 3 - 4**

Mobile, Alabama

- Exclusive Sponsorship \$850

*Availability is based on a first come basis.

*Registration is considered complete when payment is made.



Young CPA Charity Golf Tournament

Sponsored by Savela Solutions

Proceeds to benefit:

The ASCPA Educational Foundation

<http://www.ascpa.org/Content/AboutUs/EducationalFoundation.aspx>

Exceptional Foundation

<http://www.exceptionalfoundation.org/>

Sponsors will receive name on appropriate signage, recognition during tournament awards, announcement of support at the ASCPA Annual Meeting the following day, recognition in the ASCPA magazine and on the ASCPA website (See page 9).



Sandestin

Sponsors will receive name on appropriate signage, recognition during tournament awards, announcement of support during the Sandestin CPE Conference, recognition in the ASCPA magazine and on the ASCPA website.

Presenting Sponsor

Lunch Sponsor

Hole-in-One Sponsor

Longest Drive Contest Sponsor

Closest to Pin Sponsor



Robert Trent Jones Golf Trail – Oxmoor Valley June 9, 2010

Sponsor Registration

Company Name: _____

Person(s) Attending: _____

Address: _____

City: _____ State: _____

Zip: _____ Contact person: _____

Phone: _____ Fax: _____

E-mail _____



Title Sponsor \$7,000

Includes mention of sponsorship in all media, table at registration on day of tournament, signage, promotional tent on both golf courses, 2 four-person teams (1 each golf course), article highlighting sponsorship in the February/March issue of newsletter. Email Save the Date to 6400 ASCPA members with commitment.

Course Sponsor \$4,000

Includes four person team, signage, promotional tent on golf course, Registration table for named golf course.

Gold Sponsor \$2,500

Includes signage, promotional tent on golf course, four-person golf team.

Hole Sponsor \$ 500

Closest to pin \$ 500

Longest drive \$ 500

(Signage on the golf course for these levels)

We will donate a prize for the awards ceremony

By special arrangement, you may register as an exhibitor for the 91st ASCPA Annual Meeting AND as a sponsor for the Young CPA Charity Golf Tournament and receive a \$50 discount on Annual Meeting exhibitor fees. Mail check and registration no later than May 21 to:

Alabama Society of CPAs • P.O. Box 242987 • Montgomery, AL 36124

Affinity Partnerships

We invite you to become an affinity partner with the ASCPA. Affinity programs provide our members with products or services at discounted rates. Current partners include insurance companies (liability, disability), professional publications, retailers, credit card companies, CPA exam study materials, and so forth. Affinity partners are listed on the ASCPA website with a link back to your site or designated ASCPA website. Take advantage of being present on our website 24/7 so that members can find you or find you again.

AFFINITY PARTNER INFORMATION

Company Name _____

Address _____ Phone _____

Contact at your organization _____

Contact's email _____

Phone _____

Your products or services _____

Discount (or other benefit) for ASCPA members _____



Company name _____ Contact person _____

Address _____ Phone number _____

City _____ State _____ Zip code _____

Fax _____ Email _____

Size of Ad:

- Full page (7.25 x 9.25) Half page (7.25 x 4.75) One-third page (4.75 x 4.75)

Beginning with _____ issue @ \$ _____ per insertion

(we do not pay agency commissions).

Please check the production spec page for rates.

Circle issue(s) desired: Dec/Jan Feb/March April May June July August Sept Oct Nov

Advertising rates are based on artwork that meets our size and mechanical specifications. Ads that do not fit specifications will not be accepted. When no new copy is provided, the copy last run will be repeated. Publisher assumes no liability for errors in new copy or copy changes submitted after deadline date.

The publisher reserves the right to reject any advertisement, photograph or illustration that is not in keeping with the standards of our publication.

Written notice of cancellation must be received by the 10th of the month preceding the month the advertisement is to run.

Payment for advertising is due within 30 days of invoice date. Publisher reserves the right to cancel the advertising contract if invoice is not paid within 60 days.

Advertiser will bear full responsibility for withholding advertising materials that may violate any law, regulations or ruling of the Federal Trade Commission or infringe any copyright, trademark or patent, and shall defend, indemnify and hold harmless the publisher from all third party claims on account thereof.

I acknowledge by signing this contract that I have carefully read and accepted its terms and conditions. Any verbal agreements affecting this contract are not binding unless reduced to writing and signed by both parties hereto.

Authorized signature _____ Date _____

Please print your name _____

Publisher's signature _____ Date _____



Advertising Rates: **Color** cost is first number, **B/W** is second

Frequency:	1-2	3-6	7-10	Sizes:
Full page:	\$760/660	\$680/590	\$630/550	7.25" x 9.25"
Half page:	\$480/420	\$430/380	\$410/360	7.25" x 4.75"
1/3 page:	\$260/230	\$240/210	\$230/200	(horizontal only)

PRODUCTION SPECIFICATIONS:

Ready-to-print ads as paged electronic files preferred.

DEADLINES:

Copy and artwork are due the first week of the month preceding month of issue.

The Alabama CPA Magazine is published 10 times per year, mailed by the 30th of each month. December/January and February/March are combined issues.

Circulation: 6600

Advertising space is limited to 20% of each issue. The publisher reserves the right to reject material not considered suitable.

Classified advertising is a member benefit available to Alabama Society members only. \$35 minimum, .70 per word. Payment in advance, direct all queries to the Communications Director, Diane Christy, dchristy@ascpa.org, 800-227-1711.



**1041 Longfield Court
Montgomery, AL 36117**

**800.227.1711 toll-free
334.834.7650**

For more information please contact the following:

Diane Christy
dchristy@ascpa.org
334-834-7650
**(For Magazine Advertising
And Annual Meeting)**

Jennifer Oleksa
joleksa@ascpa.org
334-386-5763
(For Conferences)