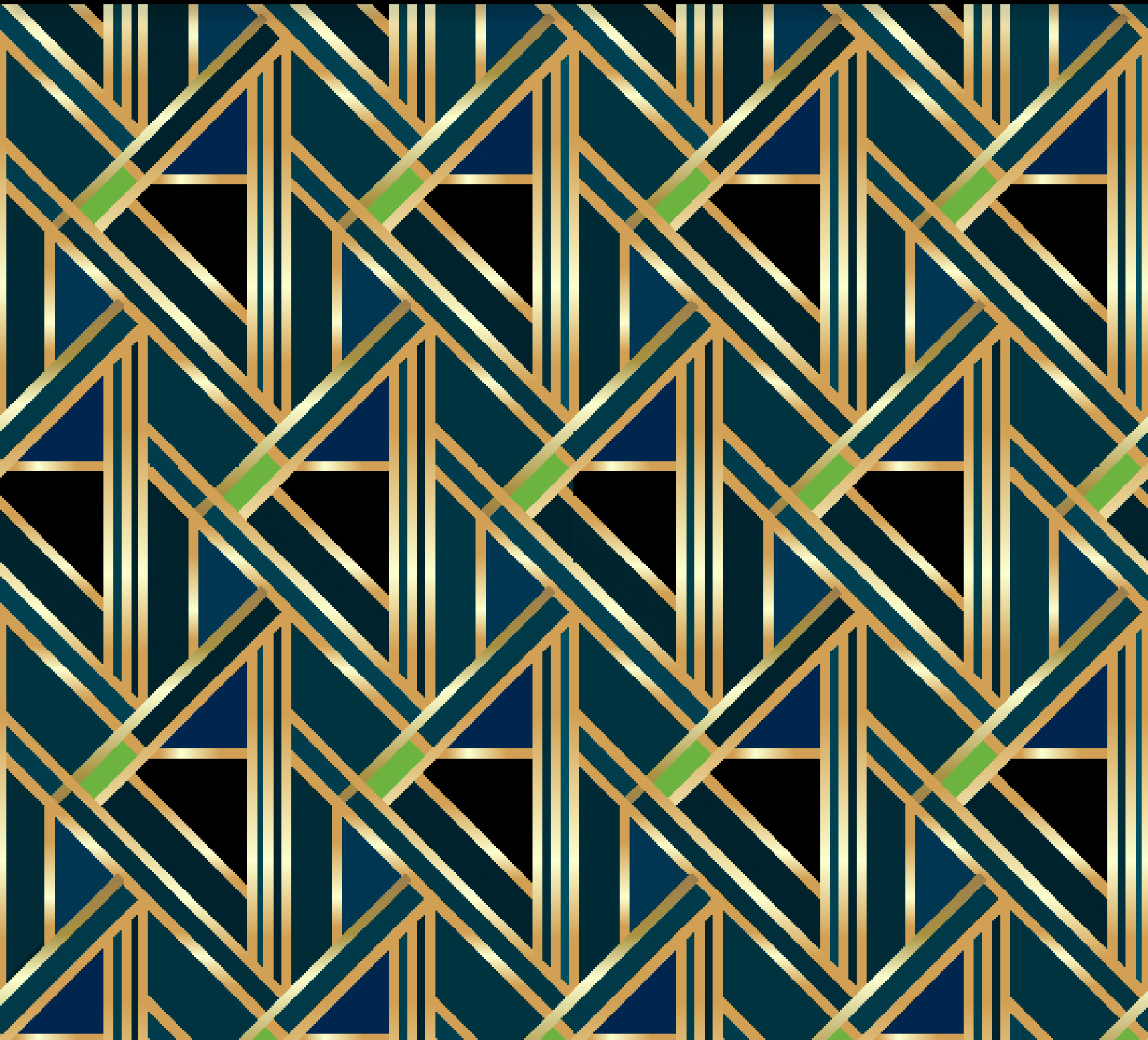




ALABAMA SOCIETY OF CPAS 2019 MEDIA KIT

THE PARTY OF THE CENTURY IS JUST GETTING STARTED.
JOIN OUR CENTENNIAL CELEBRATIONS ALL YEAR LONG.





Thank you for taking the time to learn more about the Alabama Society of Certified Public Accountants (ASCPA) and our members.

Choosing where to invest your marketing dollars is a big decision. You want opportunities targeted to your specific audience and customized to fit your goals. We understand this challenge, which is why we make your business our business.

For 100 years, the ASCPA has been honored to represent Alabama's Certified Public Accountants who work with to meet and exceed personal, business, and state-wide goals. In turn, our team wants to work with you to design strategic plans that will showcase your business services to those same members. Whether it's a printed advertisement or an event sponsorship, our goal is for you to view us as a part of your own marketing team.

We look forward to working with you and learning how we can help you connect with CPAs and financial professionals.

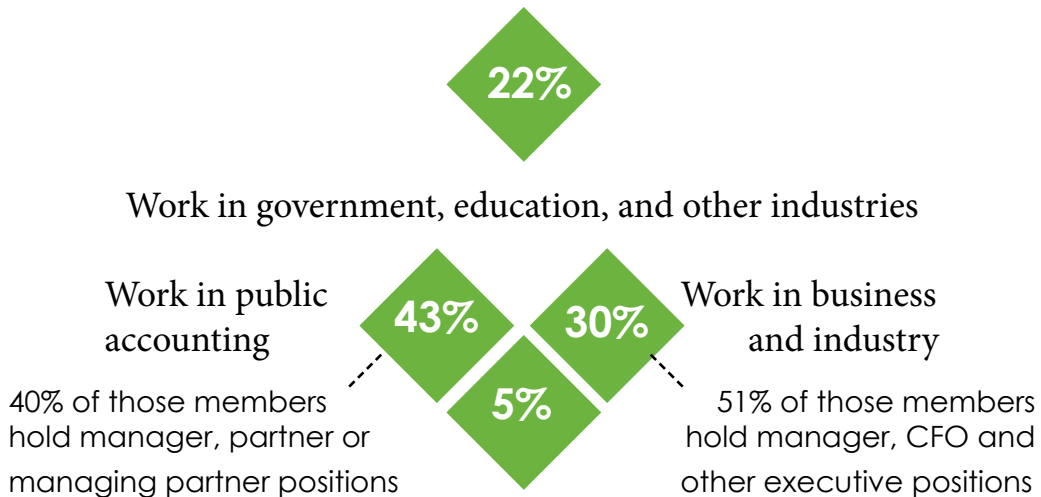
Protect. Educate. Connect. Those words represent the pillars of our organization's mission of *enhancing Alabama's accounting profession through advocacy, education, and member engagement.*

The ASCPA also believes that the products and services you provide can help make our members' professional lives easier and more efficient. We learn about your mission and goals, and work with you to create customized marketing packages that will showcase your product to a targeted audience.

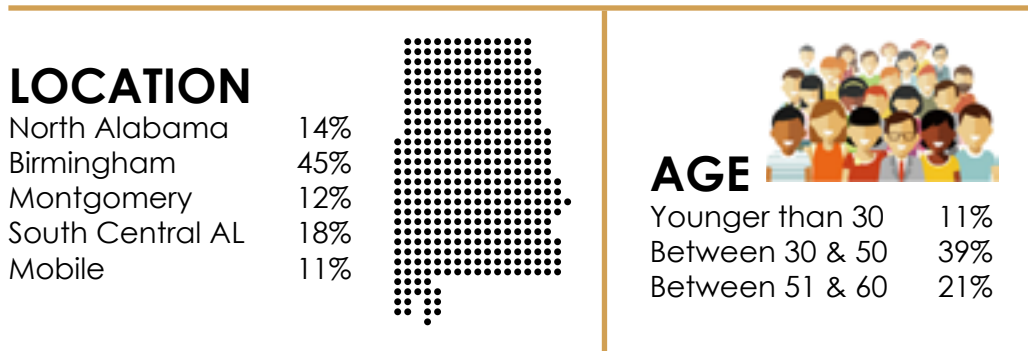
Together, we are the essential elements to elevating the CPA profession.

ABOUT US

our 6,000 members at a glance



Are Masters of Accountancy & Graduate Students



TOP INTEREST AREAS



2019 ASCPA EVENTS

Business & Industry Appreciation Conference

MARCH 14, 2019 | BIRMINGHAM, AL

We're bringing back the Business and Industry Conference in a new way and new location! Join us at the Vulcan with over 100 of our members in business and industry: controllers/CFOs/etc.

5th Annual Employee Benefits Workshop

MAY 23, 2019 | MONTGOMERY, AL

Auditors of Employee Benefit Plans and accountants in Business and Industry who are responsible for company benefits attend this event in-person and via live-stream. In 2018, we had, 24 in-person attendees and 15 live stream attendees in 2018. Held at the ASCPA office.

100th Annual Meeting

JUNE 13, 2019 | MONTGOMERY, AL

Members and our most requested speakers from every major accounting sector will join us to celebrate our centennial year in style. Mike Lutzenkirchen from Lutzie 43 is the keynote speaker for this once in a lifetime conference. In 2018, we had 132 in-person attendees and 29 live-stream attendees. Held at the Wynlakes Country Club. Don't forget to join us for the Gala at the Alabama Department of Archives and History for cocktails and awards afterwards.

Gulf Shores

JUNE 18-21, 2019 | GULF SHORES, AL

Mid-level to partner level attendees as well as business and industry CPAs at all levels gather at The Beach Club in Gulf Shores for a week of CPE. In 2018, we had 75 CPAs in attendance.

Summer Education Conference

JULY 1-5, 2019 | SANDESTIN, FL

Managers and partners in both public accounting and industry from the ASCPA, Society of Louisiana CPAs,

and Florida Institute of CPAs join us for a patriotic week of celebration and CPE at the Sandestin Golf and Beach Resort. Golf Tournament sponsorships are available. In 2018, we hosted 67 Alabama CPAs and 61 Louisiana CPAs.

Emerging Leaders Summit

JULY 25, 2019 | BIRMINGHAM, AL

Join our Young CPAs and members taking steps in their career for our first Ted-talk style leadership submit. We expect at least 50 attendees for this inaugural event hosted at the Avondale Brewing Company in Birmingham.

Technology Conference

AUGUST 15-16, 2019 | BIRMINGHAM, AL

Mid-to-partner level CPAs in both public accounting and industry join us with K2 Enterprises for two-days of the latest technology updates at the Embassy Suites in Hoover. In 2018, we hosted 72 CPAs at this annual event.

Financial Accounting & Auditing Conference

SEPTEMBER 27, 2019 | MONTGOMERY, AL

This annual event is the most diverse conference we run with attendees from across the board at all levels of their career. We host this event at Auburn University at Montgomery every year. In 2018, we had 92 attendees and plan to live-stream this event in 2019.

Governmental Accounting & Auditing Forum

DECEMBER 2019 | BIRMINGHAM, AL

CPAs who audit and accountants work for governmental entities join us for this annual event. We host it in partnership with the Governmental Finance Officers Association of Alabama and Association of Government Accountants. In 2018, we had 145 attendees.

SPONSORSHIP LEVELS

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.

Focus on your specific marketing needs with one of these targeted packages.

Gold

Limited to one company per event

- Recognized as the presenting sponsor at event
- Recognized on all print materials for the conference and in the ASCPA member magazine
- Recognized on the ASCPA conference web page with company logo and link to company website
- Includes entire exhibitor package
- Premier signage at event
- List of attendees and email addresses after the event
- Option to attend conference at half the price of member registration. Available to two employees of firm. Must register employees separately with the ASCPA Education Department at 334-834-7650.

Silver

Limited to one type of business per event (*i.e. one CPA firm, one placement firm, one payroll company, etc.*)

- Recognized as a sponsor at event
- Includes entire exhibitor package
- 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 one employee of firm. Must pre-register employee separately with the ASCPA Education Department at 334-834-7650.

Bronze

- Recognized as a sponsor at event
- Includes entire exhibitor package
- Company listed as exhibitor on conference web page

Technology

- Charging station and WiFi password selection
- Signage to recognize sponsorship
- Announcement of support at event
- Company listing on conference web page

Luncheon and Reception

- Signage to recognize sponsorship
- Announcement of support at event
- Company listing on conference web page

For more information on 2019 ASCPA Conferences, or to register your company, please contact Jessica Roberts at 334-386-5766.

EXHIBITOR TERMS & 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 includes a 6' skirted table, 2 chairs, 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 site, if needed. Includes two lunches with attendees per day. Services do NOT include: wired internet connection, identifying signage, additional tables/chairs, additional lunches, shipping/freight, and exhibit set-up.

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. Booth locations are selected in the order of registration, with the exception of gold and silver sponsors.

CARE OF FACILITIES: Exhibitors or 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% refund. NO refunds are given to cancellations less than 10 days prior to the event.

STAFFING & BADGES: Exhibitors must provide ASCPA with the name(s) of the representative(s) who will attend the exhibition. Badges: Exhibit representatives must wear appropriate ASCPA badges at all times. Badges will be distributed at the event.

CANCELLATION OF EVENTS: ASCPA reserves the right to cancel or reschedule an event. Should this occur, ASCPA will not be held responsible for any expenses incurred by the exhibitor.

SECURITY: The exhibit area will not be locked when not in use. Exhibitors should consider removing from the meeting site or otherwise securing all equipment, supplies and other information at the close of each event day.

SHIPPING: Exhibitors are responsible for shipping materials to and from the event. Costs associated with shipping and storage of exhibit material are the responsibility of exhibitor.

SPONSOR EXHIBIT CONTRACT

Sponsoring and exhibiting at one of our events is a great way to get significant facetime with our members. Let the ASCPA help to focus your specific marketing needs when you sponsor or exhibit at one of our annual events. To sponsor or exhibit one of the events lettered in black on the opposite page, contact Jessica Roberts, at jroberts@ascpa.org.

Company Name

Company Representatives Attending

Type of Business

Address

City/Zip

Contact

Phone

Email

Please sign, date and return completed contract with full payment to:
Alabama Society of CPAs
1041 Longfield Court, P.O. Box 242987
Montgomery, Alabama, 36124-2987
Phone 334.834.7650 • Fax 334.834.7603
jroberts@ascpa.org

Contract is not valid without signature. Signing this contract indicates you have read and agree to all terms and conditions (see next page) contained within.

Business Appreciation Conference
March 14, 2019 · Birmingham, AL

Gold Sponsors: \$1500

Silver Sponsor: \$1200

Bronze Sponsor: \$800

Exhibit fee before February 1: \$400 | After February 1: \$450

100th Annual Meeting

June 14 · Montgomery, AL

Gold Sponsors: \$1500

Silver Sponsor: \$1200

Event Technology Sponsor: \$1000

Bronze Sponsor: \$800

Exhibit fee before May 20: \$500 | After May 20: \$550

Celebration of Success Firm Sponsorship: \$1000

Summer Education Conference

July 1 - 5 · Sandestin, FL

Gold Sponsors: \$2000

Silver Sponsor: \$1500

Event Technology OR Reception Sponsor: \$1200

Bronze OR Beach Party Sponsor: \$1000

Exhibit fee before June 3: \$600 | After June 3: \$650

Golf Sponsor – Hole Sponsor: \$200

Technology Conference

August 15 -16 · Birmingham, AL

Gold Sponsors: \$1500

Silver Sponsor: \$1200

Event Technology Sponsor: \$1000

Bronze Sponsor: \$800

Luncheon Sponsor – Day 1 OR Day 2: \$700

Exhibit fee before July 15: \$600 | After July 15: \$650

Financial Accounting & Auditing Conference
September 27 · Montgomery, AL

Gold Sponsors: \$1500

Silver Sponsor: \$1200

Bronze Sponsor: \$800

Exhibit fee before September 2: \$400 | After September 2: \$450

Governmental Accounting & Auditing Forum
December 2019 · Birmingham, AL

Gold Sponsors: \$1500

Silver Sponsor: \$1200

Event Technology Sponsor: \$1000

Bronze Sponsor: \$800

Exhibit fee before November 4: \$450 | After November 4: \$500

ADVERTISING

Connections advertising

Connections is the ASCPA's flagship printed publication covering accounting news, technology trends, personal development tips and ASCPA offerings. Advertising in Connections is an effective way to reach an engaged audience and grow brand awareness.

Five reasons to consider a print advertising campaign:

1. **It's tangible.** More than half members keep their copy of Connections and reference it later.
2. **It strengthens your brand.** You control the images, text, colors and fonts, solidifying your brand identity.
3. **It reaches a targeted audience.** Connections is written specifically for and by CPAs and financial professionals. Your message will reach the right hands.
4. **It engages with members.** Unlike websites, which get skimmed by readers, Connections contains relevant articles enticing members to thoroughly read the entire publication.
5. **It shows credibility.** Driving members to your website or business through print assures them that you are a legitimate business ready to help them solve a business need.

Page	Size	1x	3 or more
Back Cover	9" x 8.25" with 1/8 bleed	\$1,100	\$1000
Inside Front Cover	9" x 11" with 1/8 bleed	\$1,550	\$1395
Inside Back Cover	9" x 11" with 1/8 bleed	\$1,350	\$1215
Full Page	9" x 11" with 1/8 bleed	\$1,210	\$1089
Half Page	9" x 5.5 "	\$770	\$693
Third Page	5.75" x 5.75"	\$440	\$396
Classified	50 words & full color logo	\$50 + \$1.25 per word after	

Connections is a full-color publication. No advertising agency discounts.

ADVERTISING CONTRACT

PLEASE CHECK THE BOX NEXT TO THE ISSUES FOR YOUR AD:

✓	ISSUE	EDITORIAL THEME	DEADLINE
	January/February	Centennial Issue	11.16.2018
	March/April	Business & Industry	02.08.2019
	May/June	Membership	04.05.2019
	July/August	Professional Education	06.03.2019
	September/October	Accounting Pipeline	08.09.2019
	November/December	Practice Management	10.11.19

The ASCPA Connections magazine is published bi-monthly and mailing to more than 6,000 Alabama CPAs.

Digital versions are also sent to all members and remain archived on the ASCPA website for two years.

For more information and to reserve your ad space, please contact Corena Cottles, Communications Director at 334.386.5752 or ccottles@ascpa.org

Company Name

Contact Name/Email

Address

City/Zip

Phone

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

Page Reservation	Number of Inserts
Back Cover	
Inside Front Cover	
Inside Back Cover	
Full Page	
Half Page	
Third Page	
Classified	

Advertising rates are based on artwork that is print-ready and meets our size and mechanical specifications. When no new ad copy is provided the last ad run will be repeated. Publisher assumes no liability for errors in new copy or copy changes submitted after the 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.

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 of infringe any copyright, trademark or patent and shall defend, indemnify and hold harmless the publisher from all third party claims on account thereof.

ALABAMA SOCIETY OF CPAS 2019 MEDIA KIT

PUBLISHED BY THE ALABAMA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

