Founded in 1903, the Illinois CPA Society is one of the largest state CPA societies in the nation, with the core mission of “enhancing the value of the CPA profession” through meaningful and convenient education, timely and relevant information, influential advocacy, and countless opportunities to make powerful professional connections.

The Illinois CPA Society serves an extraordinary community of more than 23,200 accounting and finance professionals in a variety of CPA and non-CPA roles positioned throughout the public accounting, corporate finance, not-for-profit, consulting, education, and government sectors.

### 23,200 Members

- **43%** Public Practice
- **18%** Corporate Finance
- **15%** Student
- **10%** Non-CPA Finance and Accounting Professionals
- **9%** Retired
- **5%** Education, Not-for-Profit, Government & Other

1,069 members hold 1,375 volunteer positions with the Illinois CPA Society.

### TOP LOCATIONS

- Chicago
- Deerfield
- Lincolnshire
- Naperville
- Northbrook
- Oak Brook
- Oakbrook Terrace
- Peoria
- Schaumburg
- Springfield

### TOP TITLES

**PUBLIC ACCOUNTING**
- Staff (26%)
- Partner/Member/Shareholder (20%)
- Manager/Supervisor (16%)
- Individual Practitioner (6%)
- Director (4%)

**CORPORATE FINANCE**
- Controller/Treasurer (17%)
- CFO (16%)
- Manager/Supervisor (16%)
- Director (8%)
- Staff (8%)

### TOP INTERESTS

- Tax
- Accounting Standards
- Audit & Attest
- Financial Planning
- Not-for-Profits
- Business Consulting & Valuation
- Corporate Accounting & Governance
- Government
- Supply Chain Management
- Technology
The Illinois CPA Society offers several advertising and sponsorship opportunities designed to help you reach Illinois’ leading accounting and finance professionals and business leaders. Choose one of our packages, or create a custom campaign of your own.

6 Ways to Reach Your Target Audience

1. Gain maximum exposure to ICPAS members by becoming an Elite Sponsor.
2. Exhibit at the Society's annual ICPAS SUMMIT™.
3. Advertise in our award-winning Insight Magazine to reach 23,200+ readers.
4. Select an all-inclusive advertising bundle for quarterly, half-year, or year-long exposure.
5. Share your thought leadership through our lead gen or native advertising programs.
6. Advertise on our website and targeted e-newsletters.

Elite Sponsor Opportunities

Opt for a high-visibility combination of advertising and event sponsorship! Elite Sponsors benefit from various incentives and recognition opportunities, including hyperlinked logos on the ICPAS homepage.

<table>
<thead>
<tr>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000+ Investment</td>
<td>$20,000+ Investment</td>
<td>$15,000+ Investment</td>
<td>$10,000+ Investment</td>
</tr>
<tr>
<td>15% discount on total annual spending</td>
<td>10% discount on total annual spending</td>
<td>5% discount on total annual spending</td>
<td>3% discount on total annual spending</td>
</tr>
</tbody>
</table>

Reach Us Today!

Sponsorships, Advertising and ICPAS SUMMIT Booth Sales
Mike Walker | National Partnerships Manager | mike@rwcompany.com | 925.648.3101

Editorial
Derrick Lilly | lillyd@icpas.org | 312.517.7614
In supporting the Illinois CPA Society’s mission of “enhancing the value of the CPA profession,” and serving as a voice backing the Society’s broader initiatives, Insight Magazine and its family of publications aim to encourage and inspire Illinois’ accounting, business, and finance professionals to create positive change in their professional and personal lives and communities through relevant, meaningful, and insightful thought leadership, news, and information.

We focus on the people behind the numbers, how the numbers impact the people, and how the people impact the profession.

### Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ART DUE</th>
<th>DELIVERY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>March 9</td>
<td>March 16</td>
<td>April 10</td>
</tr>
<tr>
<td>Summer</td>
<td>June 1</td>
<td>June 8</td>
<td>July 3</td>
</tr>
<tr>
<td>Fall</td>
<td>August 24</td>
<td>August 31</td>
<td>September 25</td>
</tr>
<tr>
<td>Winter</td>
<td>November 16</td>
<td>November 23</td>
<td>December 18</td>
</tr>
</tbody>
</table>

*Dates subject to change*

### 22 industry awards for publication excellence.

**BONUS**

Advertise in the summer issue of Insight and enjoy **bonus distribution** at our annual **ICPAS SUMMIT**.

www.icpas.org/summit
### Covers

<table>
<thead>
<tr>
<th>Four Color Covers</th>
<th>Sizes</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front &amp; Back Cover</td>
<td>8.625” x 11.125” (1/8” bleed)</td>
<td>$3,500</td>
<td>$3,150</td>
<td>$2,975</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8.625” x 11.125” (1/8” bleed)</td>
<td>$4,200</td>
<td>$3,780</td>
<td>$3,570</td>
</tr>
</tbody>
</table>

### Inside Pages

<table>
<thead>
<tr>
<th>Four Color Inside Pages</th>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17” x 11.125” (1/8” bleed)</td>
<td>$5,225</td>
<td>$4,700</td>
<td>$4,425</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.625” x 11.125” (1/8” bleed)</td>
<td>$2,750</td>
<td>$2,475</td>
<td>$2,335</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.125” x 4.625</td>
<td>$1,650</td>
<td>$1,485</td>
<td>$1,405</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.4375” x 9.5”</td>
<td>$1,650</td>
<td>$1,485</td>
<td>$1,405</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>7.125” x 2.875”</td>
<td>$1,375</td>
<td>$1,235</td>
<td>$1,170</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25 x 9.5”</td>
<td>$1,375</td>
<td>$1,235</td>
<td>$1,170</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.4375” x 4.625”</td>
<td>$1,250</td>
<td>$1,125</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Classifieds

<table>
<thead>
<tr>
<th>Four Color Classifieds</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>1.5625” x 4.75”</td>
<td>$500 per placement</td>
</tr>
<tr>
<td>Text Only</td>
<td>$100 Minimum</td>
<td>$2 per word</td>
</tr>
</tbody>
</table>

### High Impact Options

Please contact us for custom inserts, wraps, posters, and poly bag rates and specifications.
Your sponsorship helps present Insight Magazine and its family of digital publications to our members online with added monthly digital exclusives, annual Special Features, and more.

Audience

Our digital publications are accessible to all ICPAS members and a wide variety of website visitors seeking our thought leadership.

Monthly Sponsorship

$2,500 per month

Includes:

Premium Publications
Homepage Banner + Button
1 - 728w x 90h pixels
1 - 300w x 250h pixels

Premium Insight Email Banner
Makes you part of the monthly email push to alert readers to new print and digital Insight Magazine content.

• Circulation: All members; 22,000+
• Frequency: Monthly
• Open Rate: 25%
• Specs: 590w x 73h pixels
### Career Insight

**Audience:** All members  
**Circulation:** 20,000+ (push email)  
**Frequency:** Monthly  
**Open Rate:** 21%

<table>
<thead>
<tr>
<th>1st Position Per Issue</th>
<th>2nd Position Per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>590w x 73h pixels</td>
<td>590w x 73h pixels</td>
</tr>
<tr>
<td>$650</td>
<td>$600</td>
</tr>
</tbody>
</table>

### Corporate Finance Insight

**Audience:** Corporate finance professionals, including CFOs, VPs of Finance, Directors of Finance, Controllers, Consultants, and CPAs in corporate finance advisory roles  
**Circulation:** 13,000+ (push email)  
**Frequency:** Twice monthly  
**Open Rate:** 25%

<table>
<thead>
<tr>
<th>1st Position Per Issue</th>
<th>2nd Position Per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>590w x 73h pixels</td>
<td>590w x 73h pixels</td>
</tr>
<tr>
<td>$450</td>
<td>$400</td>
</tr>
</tbody>
</table>

### Capitol Insight

**Audience:** All members  
**Circulation:** 20,000+ (push email)  
**Frequency:** Monthly  
**Open Rate:** 29%

<table>
<thead>
<tr>
<th>1st Position Per Issue</th>
<th>2nd Position Per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>590w x 73h pixels</td>
<td>590w x 73h pixels</td>
</tr>
<tr>
<td>$650</td>
<td>$600</td>
</tr>
</tbody>
</table>

### Public Practice Insight

**Audience:** CPAs and other tax and accounting professionals in public accounting, consulting, advisory, and financial services firms  
**Circulation:** 15,000+ (push email)  
**Frequency:** Twice monthly  
**Open Rate:** 26%

<table>
<thead>
<tr>
<th>1st Position Per Issue</th>
<th>2nd Position Per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>590w x 73h pixels</td>
<td>590w x 73h pixels</td>
</tr>
<tr>
<td>$500</td>
<td>$450</td>
</tr>
</tbody>
</table>
Our Native Advertising Program distributes your thought leadership—articles, white papers, case studies, research, and more—to thousands of Illinois’ leading accounting and finance professionals and decision-makers.

All Native Advertising Placements Include:

- A dedicated “Sponsored Content” slot
- Headline
- Content synopsis (max 60 words)
- Cover image (185w X 240h pixels)
- Link to your content

Tiers

Specialized E-Newsletters | $2,000 per month

Placement in our twice-monthly Corporate Finance Insight or Public Practice Insight e-newsletters.

All-Member E-Newsletters | $1,500 per month

Placement in our monthly all-member Capitol Insight, Career Insight, or Insight Digital Edition e-newsletters.

Policies & Disclaimers

All Native Advertising and Sponsored Content is subject to ICPAS review and approval prior to publication. Participants agree to not release, share or sell ICPAS member information to third parties. ICPAS reserves the right to archive Native Advertising and Sponsored Content online once campaigns are concluded.
Position yourself as a thought leader and gain qualified leads.

Our newest advertising program enables you to syndicate your content alongside ICPAS’ own thought leadership and award-winning publications, while generating high-quality leads for business development.

Take advantage of ICPAS’ KnowledgeHub for distributing your company’s research, whitepapers, case studies, podcasts, e-books, and other intellectual content.

PACKAGES+

<table>
<thead>
<tr>
<th>Commit to more, get more.</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Integrated ‘Storefront’</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active assets during 3-month syndication</td>
<td>1 asset</td>
<td>2 assets</td>
<td>3 assets</td>
</tr>
<tr>
<td>Hosting and maintenance of branded landing page for content</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Online Marketing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KnowledgeHub linked from main ICPAS.org navigation menus</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>KnowledgeHub hero slider on ICPAS.org homepage (Space permitting)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Resources linked within KnowledgeHub listing</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Resources linked in KnowledgeHub Module/Carousel</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>KnowledgeHub banners/buttons on Publications and Insight landing pages</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Email Marketing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KnowledgeHub banners included in all ICPAS e-newsletters</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Resources individually highlighted in appropriate ICPAS e-newsletters during syndication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Tracking and Monitoring</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24/7 access to client dashboard to track lead generation performance</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Leads delivered to specified email recipient(s)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Leads Included</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leads included during syndication period of all assets*</td>
<td>Up to 75*</td>
<td>Up to 150*</td>
<td>Up to 225*</td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>QUARTERLY PACKAGE PRICE</td>
<td>$4,125</td>
<td>$7,500</td>
<td>$10,125</td>
</tr>
<tr>
<td>EACH LEAD BEYOND PROJECTIONS (Optional)**</td>
<td>$50**</td>
<td>$45**</td>
<td>$40**</td>
</tr>
</tbody>
</table>

* ICPAS does not guarantee leads, only syndication time and promotion, as lead generation will vary based on the appeal of the syndicated content to this audience.

** Leads generated above projections are available for purchase at a variable cost based on program level. ICPAS reserves the right to review and approve all content before program launch.
Illinois CPAs and finance professionals in public accounting, consulting, corporate finance, not-for-profit, government, and education, as well as public visitors.

28,000
Average monthly visitors

90,000
Average monthly page views

Premium Banner
728w x 90h pixels
Exclusive Leaderboard: $2,000 per month (space permitting)
Rotating Leaderboard: $1,500 per month
Appears atop all pages

Navigation Pane Banners
180w x 150h pixels
1st Position: $750 per month
2nd Position: $650 per month
Receives approximately 30,000 monthly impressions
Appears throughout the website, with the exception of the Publications and Insight homepages and some other landing pages
Our advertising bundles help you reach our diverse and highly-skilled accounting and finance members at every touchpoint to maximize your exposure and increase your ROI.

## All-Inclusive Packages:

### Year-Long Coverage
- 4 full-page ads in Insight Magazine (published quarterly)
- 12 consecutive monthly digital ads on [www.icpas.org](http://www.icpas.org)
- 12 consecutive monthly digital banners in our targeted e-newsletters (your choice of e-newsletters/months, space permitting)
- 6 native advertising placements (your choice of e-newsletters/months)

**Cost (w/ Native)**
$29,216 (Total value: $36,520)

**Cost (w/o Native)**
$22,010 (Total value: $27,520)

### Half-Year Coverage
- 2 full-page ads in Insight Magazine (published quarterly)
- 6 consecutive monthly digital ads on [www.icpas.org](http://www.icpas.org)
- 6 consecutive monthly digital banners in our targeted e-newsletters (your choice of e-newsletters/months, space permitting)
- 3 native advertising placements (your choice of e-newsletters/months)

**Cost (w/ Native)**
$14,808 (Total value: $18,510)

**Cost (w/o Native)**
$11,210 (Total value: $14,010)

### Quarterly Coverage
- 1 full-page ad in Insight Magazine (published quarterly)
- 3 consecutive monthly digital ads on [www.icpas.org](http://www.icpas.org)
- 3 consecutive monthly digital banners in our targeted e-newsletters (your choice of e-newsletters/months, space permitting)
- 2 native advertising placements (your choice of e-newsletters/months)

**Cost (w/ Native)**
$8,615 (Total value: $10,135)

**Cost (w/o Native)**
$6,422 (Total value: $7,135)

### Thought Leadership Package
- 1 full-page ad in Insight Magazine
- 1 native advertising placement (your choice of e-newsletter/month)
- 1 digital banner in the e-newsletter where your native content appears
- 1 digital banner in our monthly all-member Insight e-newsletter

**Cost (w/ Native)**
$4,850 (Total value: $6,050)

**Cost (w/o Native)**
$3,450 (Total value: $4,050)
ICPAS SUMMIT 20 is one of the largest CPA state society events in the U.S., attracting more than 1,000 CPAs and finance professionals interested in industry trends, innovation, product launches and networking with others within specific industry markets. Our members prefer to view products, services and demos in person, allowing them to make the most knowledgeable business purchases for their companies and employees.

**summit days and times**

Tuesday - Wednesday  
**August 25-26, 2020**  
Donald E. Stephens Convention Center  
5555 N. River Road, Rosemont, IL

**Move-In:** Monday, 8.24.20 | 12:00PM - 4:30PM  
**Event Days:** Tuesday, 8.25.20 | 8:50AM - 4:00PM  
Wednesday, 8.26.20 | 8:50AM - 3:30PM  
**Move-Out:** Wednesday, 8.26.20 | 3:30PM - 6:00PM

**exhibitor benefits**

- **Free HYPERLINK.** In addition to the standard alphabetical listing of all exhibitors and booth numbers, each exhibitor will receive a hyperlink to your company homepage.
- **Unlimited FREE exhibit passes to email to your clients.**
- **Connect to the ICPAS SUMMIT20 website, which displays the most current list of exhibitors and education sessions, as well as registration information.**
- **Direct mail promotions to our members, their staff, clients, other local businesses and association endorsers.**
- **Press releases, press invitations and press contacts.**
- **Promotion at local conferences and special events.**
- **Social media promotions through Twitter, LinkedIn, Facebook and Instagram.**
- **Post event mailing list (addresses only, no email or phone).**

---

**booth experience**

**Regular Placement Booth Options:**

- **1 Booth (10’x10’) - $2,900**  
  or $2,700 Early Bird Rate if secured by January 14, 2020
- **2 Booths (10’x20’) - $5,800**  
  or $5,400 Early Bird Rate if secured by January 14, 2020
- **4 Booths (20’x20’) - $11,600**  
  or $10,800 Early Bird Rate if secured by January 14, 2020

**Premier Placement Booth Options:**

- **1 Booth (10’x10’) - $3,100**  
  or $2,900 Early Bird Rate if secured by January 14, 2020
- **2 Booths (10’x20’) - $6,200**  
  or $5,800 Early Bird Rate if secured by January 14, 2020
- **4 Booths (20’x20’) - $12,400**  
  or $11,600 Early Bird Rate if secured by January 14, 2020

The minimum space per exhibitor is 10’ x 10’. Multiple booths may range from 200 to 400 square feet. Larger spaces are available upon request at a rate of $2,900 per booth.

Exhibit of products may not extend beyond the limits of the exhibitor’s booth, and no part of any exhibit or product may extend into any aisle.

Assignment of booth selection is based on a secured contract priority system. For special booth size options, please ask.

**NOTE:** 50% deposit is due when reserving booth space, with the balance due by June 3, 2020.

**Booth Rate Includes:**

- Booth stand constructed of flameproof, side and backwall drapes supported by aluminum pipe frame
- Plush ballroom carpeting with padding
- 6’ skirted table
- 2 side chairs and 1 wastebasket
- 1 standard electric drop
- A 7” x 44” booth identification sign listing your company’s name and booth number
- 24-hour perimeter security in the conference center from move-in to move-out
- Daily cleaning and maintenance of the aisles and common exhibit hall areas to assure a safe and attractive exposition

Accessories not listed above can be ordered for a nominal fee. Contact Rosemont Exhibition Services at 847.696.2208 for more information.

Catering options are available in the exhibit center.
sponsorship opportunities

Be seen as our partner and an industry thought leader by becoming a sponsor at our largest event.

All SUMMIT Sponsorship Packages Include:

• Your company name and logo in the SUMMIT registration brochure (mailed to all members and inserted into Insight Magazine, with bonus distribution at the event) and multiple SUMMIT emails.

• Your company name/link in the Mobile App, SUMMIT Guide (distributed at the event) and ICPAS website (name with URL).

• On-site signage acknowledging your company as a sponsor.

• Opportunities to distribute your promotional materials on-site.

• Inclusion in related direct marketing materials as appropriate.

• Post-event mailing list of attendees (addresses only, no email or phone).

• Table or pop-up booth outside the sponsored session room or area.

Options:

Let us help you increase the value and reach of your sponsorship by creating a custom package. Custom packages may include, but are not limited to, the options below.

Sponsor Education

• KEYNOTE | Align your brand with an industry thought leader seen by the entire group of registered attendees.

• EDUCATION SESSION W/ SPEAKER | Present a session (contingent upon ICPAS approval) that highlights the technical expertise your company excels in.

• EDUCATION SESSION | Align your brand with one of the many expert-led concurrent sessions delivered at the event.

• FLASH SOLUTION SESSIONS | Deliver or sponsor a high energy, 15-minute micro-learning session on the exhibit floor.

Sponsor Attendee Experiences

• CUSTOM ATTENDEE EXPERIENCE | As ideas starters, some of the experiences we have offered in the past include game lounges, relaxation areas, charging stations, knowledge sharing boards, live bands, and massage stations.

• Other Opportunities for Maximizing Brand Awareness

• DESSERT BREAK | Sponsor an afternoon snack break for the attendees.

• SKYBRIDGE | Welcome the attendees with signage advertising your brand as they enter the convention center.

• DIRECTIONAL FLOOR SIGNAGE

• MOBILE APP

• MORNING COFFEE BREAK

• CONFERENCE CENTER WI-FI

• BRANDED LANYARD

• BRANDED FLASH DRIVE

• BRANDED TOTE BAG OR PADFOLIO

• BRANDED METER BOARD

Contact us to discuss other options!
Each year, the Illinois CPA Society produces a wide variety of special events and resources aimed at targeted audiences that advance specific initiatives within the profession. Becoming a sponsor of these special packages allows you to identify with our causes and provides direct access to specific audiences.

Women

Sponsorship Tiers: Gold $4,000; Silver $3,000; Bronze $2,000

Women’s Leadership Forum | May 8, 2020
Increase your visibility with women in accounting and finance at our signature half-day women’s event that draws 350+ women at all stages in their careers. *(Gold, Silver, and Bronze sponsors.)*

- Logo on all marketing and communications
- Verbal recognition
- Display table at conference
- Complimentary registrations (5 for Gold, 3 for Silver, 2 for Bronze)
- Giveaway opportunities
- Post-event attendee mailing list

Optional add-ons – Available to package sponsors (limit one, based on availability)

- Keynote Sponsor – Introduce the keynote speaker and provide company remarks - $800
- Awards Sponsor – Introduce the Women to Watch Award Recipients - $750
- Breakfast Sponsor – Logo displayed and provide company remarks - $750
- Coffee Break Sponsor – Logo displayed and provide company remarks - $500

Women’s Connection Events
Connect with 100+ female accounting and finance professionals in an upbeat environment at our quarterly networking events. *(Gold and Silver sponsors only.)*

- Logo on all marketing and communications
- Complimentary registrations (2 for Gold, 1 for Silver)
- Verbal recognition

Women’s Mentoring Circle E-Newsletter
Logo included in this quarterly e-newsletter focused on developing leadership skills, networking, and empowerment sent to the 150+ female members who participate in our mentoring circles. *(Gold sponsors only.)*

Women’s Mentoring Circle Online Community
Logo included on online community page accessible by the 150+ women who participate in our mentoring circles and engage in this exclusive online community. *(Gold sponsors only.)*
Students and Future CPAs

All-Inclusive Sponsorship Package: $4,000

Jumpstart to Accounting Program | April 17, 2020
Connect with 150 students from 35 schools who come to this interactive, full-day program to learn about accounting career paths and preparing for the CPA exam.

- Logo on all marketing and communications
- Verbal recognition
- Display table at program
- Complimentary registrations (2)
- Giveaway opportunities
- Post-event attendee mailing list

Optional add-ons – Available to package sponsors (limit one, based on availability)
- Speaker Sponsor – Introduce a speaker and provide company remarks - $750
- Lunch Sponsor – Logo displayed and provide company remarks - $750
- Headshot Station Sponsor – Logo displayed onsite and in photo distribution email - $500

Virtual Internship & Job Fair | September 25, 2020
Discover new leads without leaving your office through this new online chat-based event, plus receive a complete resume database of participating students and recent graduates seeking internships and full-time career opportunities.

- Logo on registration webpages and marketing materials
- Customizable virtual booth where up to four representatives can chat with attendees
- Giveaway opportunities
- Post-event resumes of attendees

Mary T. Washington Wylie Internship Preparation Program | January 6-8, 2020
This award-winning diversity program provides sponsors with exposure to an audience of 25 racial and ethnic minority students preparing to enter the accounting profession.

- Company information included in student packets
- Verbal recognition
- Invitation for up to 2 representatives to attend the Networking Reception
- Giveaway opportunities
- Post-event resumes of attendees

Student Ambassador Program
Achieve high visibility among 20-25 college students who have access to, and the ability to share information and influence, thousands of accounting and finance students.

- Logo on website and marketing materials
- Opportunity to train Student Ambassadors on company products and services

Additional Exposure
Reach our entire student and non-CPA membership.

- Receive the names and emails of student members who select to have their information shared with sponsors
- Logo in student e-newsletter sent 5-7 times a year to 2,500+ students
- Logo in Future CPA emails sent 2-4 times a year to 2,500+ non-CPA professional members
- Logo on our CPA Exam Resources and Educator Resources webpages and CPA Exam FAQ downloadable brochure
Young Professionals
Sponsorship Tiers: Gold $4,000; Silver $3,000; Bronze $2,000

Young Professional Leadership Conference | June 12, 2020
Gain exposure to 250+ young accounting and finance professionals at our premier half-day event for young professionals focusing on leadership and career development. (Gold, Silver, and Bronze sponsors.)

• Logo on all marketing and communications
• Verbal recognition
• Display table at conference
• Complimentary registrations (5 for Gold, 3 for Silver, 2 for Bronze)
• Giveaway opportunities
• Post-event attendee mailing list

Optional add-ons – Available to package sponsors (limit one, based on availability)
• Keynote Sponsor – Introduce the keynote speaker and provide company remarks - $800
• Speaker Sponsor – Introduce a speaker and provide company remarks - $750
• Breakfast Sponsor – Logo displayed and provide company remarks - $750
• Snack Break Sponsor – Logo displayed and provide company remarks - $500

Young Professional Connection Events
Connect with 100+ young professionals at our interactive and relaxed quarterly networking events. (Gold and Silver sponsors only.)

• Logo on all marketing and communications
• Complimentary registrations (2 for Gold, 1 for Silver)
• Verbal recognition

Young Professionals E-Newsletter
Logo included in a monthly e-newsletter sent to 700+ young professional members highlighting upcoming events, leadership and development opportunities, and other items of interest to young professionals. (Gold sponsors only.)
Conferences

$1,200 full-day | $600 half-day

All Conference Sponsorship Packages include:

- Logo on all marketing and communications
- Verbal recognition
- Display table at conference
- Complimentary registrations (2)
- Giveaway opportunities
- Post-event attendee mailing list

Options+

SKYBRIDGE SPONSOR (ROSEMONT CONFERENCES ONLY) | $3,500
DIRECTIONAL FLOOR SIGNAGE SPONSOR | $1,500
CHARGING STATION SPONSOR | $1,000
HYDRATION STATION SPONSOR | $500/150 bottles
PADFOLIO/NOTEPAD SPONSOR | $1,500
REFRESHMENT BREAK SPONSOR | $1,000
CONFERENCE I/O INTERACTIVE TOOL | $1,000

Custom Webinars

$1,500 per webinar

Sponsor a webinar of your choice. Topics are varied and offered throughout the year.

Conference Calendar

January
State & Local Tax

March
Controllers

May
Estate, Gift & Trust
Employee Benefits
Government

June
Not-for-Profit Advanced Accounting & Uniform Guidance
Taxation on Real Estate

September
Financial Reporting Symposium
Technology

October
Construction

November
Cannabis
Family Law
IRS/Tax Practitioners Symposium
Not-for-Profit (Chicago)

December
Accounting & Auditing (Rosemont & Springfield)
Advanced Topics in Flow-Through Taxation
Employee Benefits
Healthcare (Half-Day)
Not-for-Profit (Springfield)

Date Pending
Diversity Forum

Dates and conferences subject to change.