Annual Society Sponsorship

For more information, contact Gwynne Lethcoe – 208.344.6261 or glethcoe@idcpa.org

Every day, businesses like yours ask the same question, “How do I get in front of my potential customers?” Being in front of many people is great, but being in front of the right people will get you the exposure you are looking for.

The Idaho Society of CPAs (ISCPA) is the professional association for accounting professionals in Idaho and we have outstanding opportunities to help you get in front of YOUR target audience.

Why Reach CPAs?

When your brand and message connect with CPAs, you are developing relationships with trusted business advisors in all sectors of our economy: Fortune 500 businesses, small and mid-size businesses, healthcare organizations, education institutions, government offices, and not-for-profit organizations.

How Can ISCPA Help?

ISCPA offers a direct connection with these professionals. As the state's premier provider of CPE, industry news, and professional advocacy, ISCPA is a trusted voice for CPAs in Idaho. We can help you positively connect with CPAs throughout Idaho.

All About Us

The Idaho Society of CPAs is a professional membership association with more than 1,500 members throughout the United States.

The demographics of the accounting profession are changing. Here’s the breakdown of our membership—your target audience:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>64%</td>
</tr>
<tr>
<td>Women</td>
<td>36%</td>
</tr>
<tr>
<td>CPAs in Public Practice</td>
<td>60%</td>
</tr>
<tr>
<td>CPAs in Industry</td>
<td>26%</td>
</tr>
<tr>
<td>Accounting Professionals</td>
<td>5%</td>
</tr>
<tr>
<td>CPAs Retired</td>
<td>8%</td>
</tr>
<tr>
<td>Students</td>
<td>1%</td>
</tr>
</tbody>
</table>

(include government, legal & not-for-profit)
(non CPAs)
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Annual Society Wide Sponsorship
$5,000

- **Annual Meeting**
- **2-Day Federal Tax Conference**
- **Monthly Ad Box in Adjusting Entry**
- **Logo displayed on our website (includes hyperlink)**
- **Logo displayed in each printed and electronic manual ISCPA produces**
- **Logo displayed at all live seminars ISCPA produces in the Treasure Valley**

- 6 ft. table
- Chair
- Electrical outlet
- Commercial
  - You are welcome to address the group for 3 - 5 minutes at the beginning of the Annual Meeting
- ISCPA staffer will place a single page flyer on each attendee seat
  - Vendor must provide the copies of the flyer
- Signage at breakfast buffet table
- Up to 2 attendees for the annual meeting (no CPE available)

Annual Meeting

**Approximately 125 attendees**

**Usually held the first or second Friday in June**

2-Day Federal Tax Conference

**Approximately 200 CPAs in attendance**

**Held the Thursday and Friday before Thanksgiving**

- 6 ft. table
- Chair
- Electrical outlet
- Commercial
  - ISCPA will read a brief commercial at the beginning of day 1 of the conference
    - May be no more than 7 sentences in length
    - Must be emailed to Gwynne a minimum of 10 days before the event
- ISCPA staffer will place a single page flyer on each attendee seat on day 1 of the conference
  - Vendor must provide the copies of the flyer
- Signage at either morning or afternoon break tables both days
Annual Society Sponsorship

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These ads, which will appear on a minimum of one of the editorial pages, as well as on our Classified Ads page, will link to your website. If you would like to create your own ad box, the dimensions are approximately 3x4.

2017 Ad Box Rates

$85 per issue
$1020 for twelve consecutive issues

- Sponsor is responsible for providing a high-quality color logo (tiff or jpeg) and hyperlink details via email.
- Colored logos will be displayed (and hyperlinked) on our website under sponsors area.
- A black and white version of the logo will also be included on the back of front page of each manual.

Website & Manuals

Visibility is unlimited