



# MARKETING & MEDIA

## Solutions Toolkit

CONNECT | ENGAGE | REACH | GROW



## A portfolio of solutions to help with

Lead Generation | Brand Awareness | Business Development | Thought Leadership

Expand your reach and build your business by connecting with CPAs, CFOs and other accounting-related business professionals with help from The Ohio Society of CPAs (OSCPA). For more than 100 years, OSCPAs has been a trusted, credible resource for Ohio's accounting, finance and related business professionals. Our array of marketing and media solutions provides you with valuable relationship-building and brand-awareness opportunities that extend beyond our 24,000 members to some of Ohio's most successful companies and firms.

From sponsored content and webinars that showcase you as an industry thought leader, to exhibiting and sponsorship opportunities at our conferences and shows, OSCPAs offers a wide range of venues to help position your message effectively with the audiences you seek to attract. As a result of the trust we've cultivated within the profession, our members look to us to bring them best-in-class products and services to help them advance their career and their business.

Why The Ohio Society of CPAs? In a word, it's our reach. Larger than many national associations, The Ohio Society of CPAs has more than 24,000 members and represents the interests of an additional 60,000 current and future CPAs and related business professionals. OSCPAs is one of the most prestigious professional associations in Ohio. When you partner with us, you align with a well-established and highly-regarded organization and gain access to our diverse group of financial decision makers.

As a partner in your success, OSCPAs works hard to ensure your message reaches the audience that matters most to you. This marketing kit outlines the various opportunities we offer to help you position your services and build brand recognition within the accounting community. We are eager to collaborate with you to create a customized plan that offers the right mix to meet your marketing goals and fit within your budget.

We look forward to helping you advance the state of your business.

Sincerely,

Thera Wright Gialluca



Manager, Strategic Relationships

614.321.2254 | [twright@ohiocpa.com](mailto:twright@ohiocpa.com)

# Connect with Ohio’s decision makers

OSCPA has the audience & reach you need

Cardinal Health | Goodyear | Rea & Associates | PNC

Nationwide | Verizon | Bob Evans | Welltower | NiSource

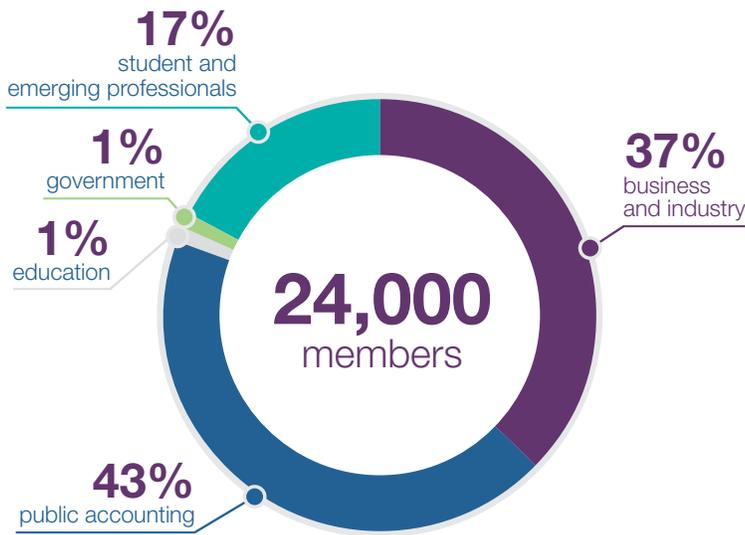
Zaino Hall & Farrin LLC | EY | Meaden & Moore | Wendy’s

Honda | Walthall CPAs | Skoda Minotti

**Mission:** To empower CPAs and related professionals to drive value as trusted business advisors by fostering professional excellence and integrity, building community and advocating for members and those they serve.

**Vision:** The Ohio Society of CPAs is the leading partner and influential voice for a thriving business environment.

## About our members



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## Advertising Opportunities – PRINT

“Many a small thing has been made large by the right kind of advertising” – Mark Twain

### CPA Voice | OSCPAs flagship news publication

- Valuable resource covering the latest news and trends impacting CPAs and Ohio businesses
- 6 bi-monthly issues sent to nearly 21,000 members and affiliates
- Informational sections that align with major areas of focus – tax, accounting and auditing, public practice and business and industry
- Sponsored editorial content opportunities available; space is limited and must be OSCPAs approved

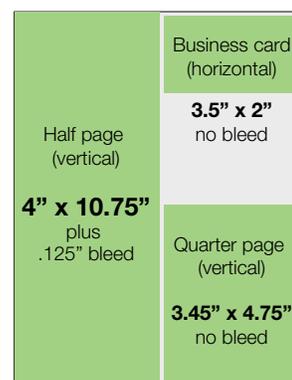
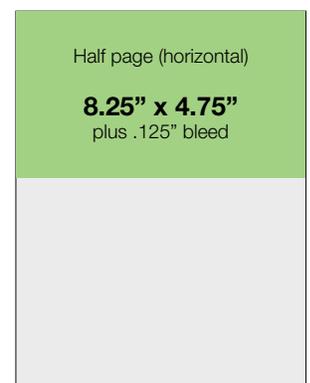


### CPA Voice Ad Specs and Rates

Four-Color Ad Sizes	Investment
Full page (outside back cover)	\$2,750
Full page (inside back cover)	\$2,550
Full page editorial content	\$2,500
Full page	\$2,300
Half page	\$1,450
Quarter size (vertical only)	\$1,050
Business card (horizontal only)	\$300
Classified ad (150 words)	\$175 for OSCPAs members \$250 for non-members

Investment listed is per issue of CPA Voice.

### CPA Voice Ad Sizes and Dimensions



\*Advertising requirements and design specifications stated on Terms & Agreements page in the back of this kit.

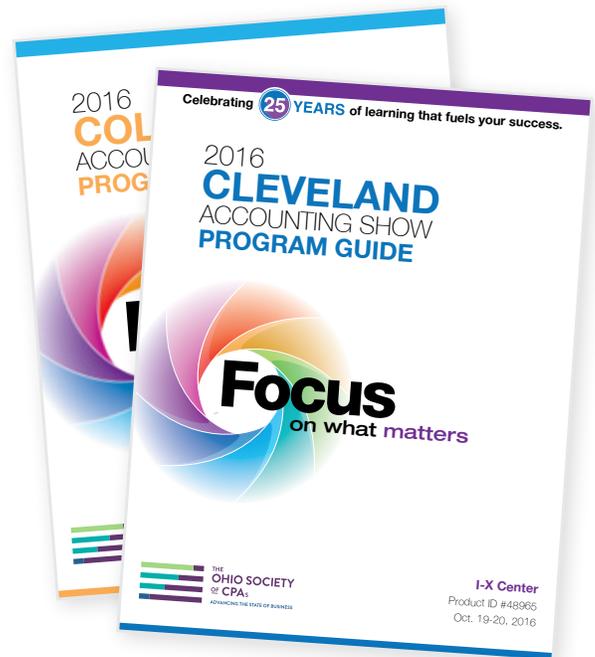
## Accounting Show Program Guides

Given to every attendee at the Accounting Shows in Dayton, Columbus, Cleveland and Cincinnati.

- Serves as attendee's navigational tool and guide for all event-specific details.
- Provides an opportunity for sponsored editorial content (Space is limited, and content must be OSCPAs approved).

### Program Guide Rates

Four-Color Ad Sizes	Investment
Full page (outside back cover)	\$500
Full page (inside back cover)	\$450
Full page editorial content	\$400
Full page	\$350
Half page	\$300
Quarter size (vertical only)	\$250
Business card (horizontal only)	\$150



## Advertising Opportunities – DIGITAL

### Newsletters

- *CPA Takeaways* — Weekly digital newsletter sent out to nearly 21,000 subscribers, highlighting the latest accounting, legislative and business news impacting the industry.
- Sponsored editorial content opportunities available. Limited space; content must be OSCPAs approved.

### OhioCPA.com

OSCPAs official website

- Ad can link to your company's page.
- Opportunity to select section of website.

### Newsletter Rates

Editorial full - prime real estate (third featured story) w/ logo	\$750
Editorial half - next best available location, 250 word limit w/ logo	\$500
Ad (specs vary)	\$250

### Website Ad Rates

Banner ad on OSCPAs home page (above digital fold)	\$750/month
Banner ad on OSCPAs home page (below digital fold)	\$500/month
Ad off OSCPAs home page	\$300/month
Ad on OSCPAs Career Center portal	\$400/month

## Relationship-Building Events | Exhibit Opportunities

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself” – **Peter Drucker**

OSCPA hosts a variety of unique programs and events designed to let members learn and connect with peers and other professionals within the business community. These events offer you the opportunity to build brand awareness and recognition with leaders in Ohio’s accounting and business community.

OSCPA’s live events collectively draw thousands of qualified business prospects, offering opportunities for face-to-face interaction with engaged decision makers.



## Ohio Accounting Shows

OSCPA’s largest, two-day events.

### Dayton

May 17-18  
300 attendees

### Cleveland

Oct. 25-26  
860 attendees

### Cincinnati

Sept. 26-27  
360 attendees

### Columbus

Nov. 9-10  
350 attendees

### Enhanced Exhibitor Package

Dayton, Cincinnati and Columbus: \$1,350 | Cleveland: \$1,500

- Skirted table, two chairs.
- Two booth staff passes per day (includes breakfast, lunch and all snacks).
- Logo on game piece.
- Logo on brochure, if registered at least 15 weeks prior to the show.
- Name with 50-word marketing description in attendee program guide.
- Pre-show registration list (excel format).
- Post-show list of attendees in digital format for one-time, follow-up mailing.
- Company name listed as exhibitor in email that is sent to all attendees prior to the event.
- Company name (with link to website) included on e-blast sent to conference attendees, prior to the event, promoting the exhibit hall

### Basic Exhibitor Package

Dayton, Cincinnati and Columbus: \$1,000 | Cleveland: \$1,250

- Skirted table and two chairs.
- Two booth staff passes per day (includes breakfast, lunch and all snacks).
- Logo on game piece.
- Company name listed on brochure, if registered at least 15 weeks prior to the show.
- Company name listed in attendee program guide.

## Conferences

OSCPA's statewide conferences cover a variety of targeted/niche markets.

### Mega Tax Conference | \$750

Columbus, Ohio | Dec. TBD

- Skirted table, two chairs.
- Company name on all marketing materials (brochure and e-blasts).
- Pre-show registration list (excel format).
- Post-show list of attendees in digital format for one-time, follow-up mailing.

### Other Niche Conferences | \$400

Dates and locations vary

- Skirted table, two chairs.
- Company name on all marketing materials (brochure and e-blasts).
- Pre-show registration list (excel format).
- Post-show list of attendees in digital format for one-time, follow-up mailing.

### 2017 Conferences will include

Strategic Finance and Accounting Summit (Columbus, Toledo, Cleveland, Cincinnati), March

Employee Benefit Plan Audit Conference, April

Spring CPE Days (Cincinnati, Cleveland, Columbus, Akron)

Not-for-profit Conference, June

Financial Institutions Conference, August

Fall CPE Days (Akron, Dayton, Northwest Ohio, Northeast Ohio)

Health Care Conference, October

Ohio State & Local Tax Conference, November

*Check with OSCP A for updated topics and calendar*

## Enhance Credibility & Establish Rapport | Sponsorship Opportunities

“People share, read and generally engage more with any type of content when it’s surfaced through friends & people they know and trust” – **Malorie Lucich**

Develop brand recognition and maximize your exposure by taking advantage of OSCPAs full range of sponsorship opportunities. Position your company as a trusted content source by providing educational webinars or thought-leaders/speakers for one of our many conferences or shows.

### Ohio Accounting Shows

All sponsor levels include benefits of general show sponsor, plus additional listed benefits.

#### General Show Sponsor | \$500

- Sponsor recognition on staff passes
- Two additional booth staff passes
- Logo on brochure as sponsor, if registered at least 15 weeks prior to the show
- Sponsor recognition on all pre-show marketing material: e-blasts, postcards, etc.
- Logo listed on e-blast sent out to all attendees prior to the event, promoting the exhibit hall
- Logo listed on sponsor recognition pieces at the show, including meter boards and table tents
- Business card size ad in attendee program guide
- Logo as sponsor on OSCPAs slideshow, played on screens throughout facility, if applicable
- Company name (with link to website) included on e-blast sent to conference attendees, prior to the event, promoting the exhibit hall

#### Charging Station Sponsor | \$650

- Opportunity to house OSCPAs charging stations at your booth
- Slide within OSCPAs slideshow directing attendees to booth
- Sole company logo visible at charging stations
- Company name/sponsorship mentioned on show promotional material (meter boards, table tents, program guide, brochure, emails)

#### Grand Prize Sponsor | \$750

- Ability to physically present grand prize to the winner
- Slide dedicated to grand prize sponsor on OSCPAs slideshow at registration
- Company name/sponsorship mentioned on show promotional material (meter boards, table tents, program guide, brochure, emails)

#### Lanyard Sponsor | \$700 | **This is sold for the Cincinnati Accounting Show**

- Your logo listed exclusively on attendee lanyard given to every attendee to showcase name badge – OSCPAs orders
- Your company name/sponsorship mentioned on show promotional material (meter boards, table tents, program guide, brochure, emails)
- Your logo/thank you sign listed on lanyard display cases near OSCPAs registration

### **Snack Sponsor \$750 | Lunch Co-Sponsor \$1,250**

- Your company featured as a snack and/or lunch sponsor during OSCPAslideshow (includes your booth number)
- Your logo and thank you sign in visible location on all snack and lunch tables
- Company name/sponsorship mentioned on show promotional material (meter boards, table tents, program guide, brochure, emails)

### **Attendee Bag Sponsor | \$1,000**

- Sole logo on attendee bags, located at OSCPAs registration and available for all attendees
- Company name/sponsorship mentioned on show promotional material (meter boards, table tents, program guide, brochure, emails)

## **Be a Subject Matter Expert**

Enhance Credibility & Establish Rapport Sponsorship Opportunities

OSCPA offers a variety of options for you to enhance your brand through thought leadership. From track and session sponsorships and speaking opportunities to sponsored webinars, you can leverage these opportunities to showcase your content with the right target audience.

## **Track and Session Sponsors**



Position yourself as a thought leader and topic expert by presenting timely and relevant knowledge to attendees at one of our many live learning events. Topics must be educational, qualify for Continuing Professional Education credit and approved by our professional development team. Inquire early as slots fill up quickly.

### **Individual Track Sponsor | \$1,000**

- Ability to provide educational content and speaker for one session of a track
- Logo associated with track on all show promotional material
- Logo on all pre-show marketing material: postcards, brochure, emails
- Logo on daily agenda posted outside of session room
- Promotional slide featuring your company's logo and message at the end of the presentation
- 10% discount on exhibit packages
- List of attendees from session

### Session Sponsor | \$500

- Ability to introduce speaker of the session you sponsor
- Logo associated with track on all show promotional material
- Logo on all pre-show marketing material: postcards, brochure, emails
- Logo on daily agenda posted outside of session room
- Promotional slide can be placed on screen prior to presentation
- 10% discount on exhibit packages
- List of attendees from session

### Webinar Sponsor | \$2,000

Position your company as a subject matter expert by providing a speaker and educational content through a live webinar using *Gotowebinar*. Topics must qualify for Continuing Professional Education and be approved by OSCP.

- OSCP promotes webinar through various channels, including targeted e-blast, upcoming events list and story in our weekly publication
- Logo, company and speaker information listed on all event marketing material
- Members can attend the event at no charge
- Content/date/speaker can be selected by sponsor, with OSCP approval
- No other company will be showcased or mentioned during presentation or on any marketing pieces
- List of registrants prior to the event and list of attendees following the event
- Post eblast sent out to all webinar attendees by OSCP, on behalf of sponsor. Sponsor to provide content.
- OSCP will handle all registrations and administer CPE
- Company must provide 30-day advance notice of desired webinar date (webinars offered on any week day with the exception of major holidays and at the availability of an OSCP moderator)

## Networking and Live Event Sponsorship Opportunities

OSCP hosts various networking events geared toward the entire membership with some events targeted to a specific audience. We allow sponsors to get creative with their participation. Contact [sales@ohiocpa.com](mailto:sales@ohiocpa.com) to learn more about these unique business development opportunities.

### OSCP Connect! & YCPA Connect! Events | \$350

Contact OSCP for schedule

- Logo and company promotion on all event marketing material and on-site at the event
- Two tickets to the event to network with event attendees
- Opportunity to hand out promotional material to attendees (optional)
- Option to speak/present during event (\$500)

### Women's Initiative Events | \$350

Contact OSCP for schedule

- Logo and company promotion on all event marketing material and on-site at the event
- Two tickets to the event to network with event attendees
- Opportunity to hand out promotional material to attendees (optional)
- Speaking/presenting option available (\$500)

## Legislative Leadership in Action Event and Blue Jackets Game Sponsorship

Legislative Leadership in Action is an invite-only advocacy event where Ohio's top, young accounting professionals will spend the day with our government relations team. The agenda consists of a leadership lunch, interactive discussions with Ohio legislators, trip to the Statehouse during the House and Senate sessions, and attendance at legislative Committee hearings.

The Blue Jackets game networking event is your chance to mix and mingle with nearly 200 young professionals representing members of The Ohio Society of CPAs, The Institute of Internal Auditors (IIA) and Columbus Bar Association (CBA).

### Presenting Sponsor | \$750

- All benefits from general sponsor
- Opportunity to present
- Opportunity to send professional to the statehouse day event
- Logo on ad in *CPA Voice*, OSCPAs publication (presenting sponsor only)
- Exposure to other associations outside of OSCPAs

### General Sponsor | \$500

- Logo and company promotion on all event marketing material and on-site at the event
- Mention in *CPA Takeaways* articles both pre and post event
- Pre- and post-event mention in *eVision* quarterly YCPA newsletter
- Two tickets to event for opportunity to network with attendees
- Your logo on "Thank you" sponsor recognition at registration
- Exposure to other associations outside of OSCPAs

## Advance Series Sponsorship

Advance is one of the most popular and beneficial opportunities available to OSCPAs members. The program is a combination of live and on-demand programming, featuring breaking news, emerging trends, workplace issues, talent force development ideas, and much more.

Held in the spring and fall, the live events are offered in several locations throughout the state and hosted by OSCPAs President & CEO Scott Wiley. The complimentary series includes both live and on-demand courses. The series is promoted to our entire membership, giving your company exposure to more than 1,200 accounting professionals.

### General Sponsor | \$2,500

- Opportunity to put promotional material on tables
- List of registered attendees to identify key targets prior to the event and list of attendees with contact information (address only) for one-time follow-up mailing (at company's expense) after the event
- Signage on promotional material, including ads, show landing page, e-blasts, postcards and newsletter articles
- On-site sponsor recognition, including main presentation and signage at registration and snack area
- Post-show promotion in corresponding Advance on-demand videos
- Featured partner in the sponsored content section of *CPA Takeaways* (OSCPAs's weekly e-newsletter)

### Enhanced Sponsor | \$5,000

- Opportunity to put promotional material on tables
- List of registered attendees to identify key targets prior to the event and list of attendees with contact information (address only) for one-time follow-up mailing (at company's expense) after the event
- Signage on promotional material, including ads, show landing page, e-blasts, postcards and newsletter articles
- On-site sponsor recognition, including main presentation and signage at registration and snack area
- Post-show promotion in corresponding Advance on-demand videos
- Featured partner in the sponsored content section on *OSCPA e-newsletter*, *CPA Takeaways*
- 10-second promotional video (provided by company) to be played before program, at lunch and after program ends

### Presenting Sponsor | \$7,500

- Opportunity to put promotional material on tables
- List of registered attendees to identify key targets prior to the event and list of attendees with contact information (address only) for one-time follow-up mailing (at company's expense) after the event
- Signage on promotional material, including ads, show landing page, e-blasts, postcards and newsletter articles
- On-site sponsor recognition, including main presentation and signage at registration and snack area
- Post-show promotion in corresponding Advance on-demand videos
- Featured partner in the sponsored content section of CPA Takeaways (OSCPA's weekly e-newsletter)
- 10-second promotional video (provided by company) to be played before program, at lunch and after program ends
- E-blast to be sent out by OSCPAs on company's behalf to all event attendees
- Opportunity to provide one of the educational on-demand programs in Spring 2017 (Thought leader/speaker, topic and content to be agreed upon by OSCPAs and presenting sponsor)
- Opportunity to introduce OSCPAs President & CEO at event when possible or via video produced by OSCPAs

## Additional Opportunities

### Live Video Webcast Sponsor | \$400

- Features a series of interesting topics relevant to industry professionals
- Offers exposure via webcast during certain live events, conferences and seminars
- Includes your company's 30-second promotion

### On-Demand Learning Sponsor | \$750

- Opportunity to provide high-quality, up-to-date, online education (topic must be approved by OSCPAs)
- Sponsor to provide material and speaker
- Topics can include, but are not limited to: tax, accounting and auditing, technology and professional development
- Available in OSCPAs store for at least six months
- OSCPAs promotes and drives traffic to on-demand education regularly

# EXHIBITING, ADVERTISING & SPONSORING TERMS & AGREEMENT

## 1. General

The following rules and regulations are the terms of agreement (this "Agreement") between the Exhibitor/Advertiser/Sponsor (hereinafter referred to as the "Company" or the "undersigned") on behalf of itself, its employees, and agents, and The Ohio Society of CPAs (OSCPA).

## 2. Placements

Every effort will be made to assign Company to one of its preferred placements; however, OSCPAs reserves the right to make the final placement or change the placement after the acceptance of the reservation application, as determined in OSCPAs sole discretion.

## 3. Payments and Cancellations

Any offered discounts apply only to timely payments.

### Exhibiting

- (A) Payment in full for exhibit space is due within 30 days after the reservation application has been submitted or Company risks forfeiting requested space.
- (B) Should Company cancel its reservation, the following will apply:
  - (1) If Company cancels before 60 days prior to the event date; it will receive a refund less a \$300.00 administration fee, which will be mailed approximately 30 days after the event.
  - (2) No refunds will be issued if Company cancels within 60 days of the event.
- (C) Form of Cancellation; Rights. No cancellation will be acknowledged unless received by OSCPAs in writing. The date when the notice of cancellation is received will be the date of cancellation. Upon notification of cancellation, OSCPAs has the right to resell the space vacated.

### Advertising

- (A) Company agrees to remit payment in full as follows: (a) within 30 days of the mailing date for the publication "CPA Voice"; (b) prior to any electronic advertisements being sent; and (c) prior to any website advertisements being uploaded.
- (B) Notifications in writing of CPA Voice space cancellations must be received by the Space Closing Deadline (defined below) to avoid a cancellation fee. If ad space is cancelled after the Space Closing Deadline, Company will remain responsible for the scheduled advertising charges regardless of whether the ad runs or not. Charges for Cover advertisements for the publication "CPA Voice" are non-refundable even if cancelled, regardless of when cancelled.
- (C) Form of Cancellation; Rights. For electronic and Web advertising, there is no refund after the signed Agreement is received by OSCPAs.

## 4. Submission and Conditions

### Exhibiting

- (A) Exhibiting Standards: OSCPAs has the right to prohibit any exhibit or part of an exhibit, which in its sole discretion is not suitable to, or in keeping with, the character or purpose of the event or which fails to adhere to industry standards. Company agrees to distribute sales and marketing materials only within the area of its' assigned booth space.
- (B) Exhibitor Kit: Approximately 60 days or 30 days prior to the event, OSCPAs will provide paid Exhibitors an Exhibitor Kit containing general and technical information regarding the event, the event facilities, pertinent information, instructions, and rates regarding the services provided by OSCPAs or its independent contractors.
- (C) Shipping/Handling and Receipt of Freight: The drayage company/show decorator appointed by OSCPAs for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Exhibitor Kit and, unless otherwise determined by OSCPAs, will be the only company handling freight.
- (D) Safety
  - (1) Standards.

All display material used for decoration must be flame proof. All electrical equipment, including signs and lights, shall be in good operable condition and be able to pass the inspection of the local fire prevention bureau (or similarly designated section of the local Division of Fire) pursuant to its local fire code. Company agrees to be knowledgeable of, and adhere to ordinances and regulations pertaining to, health, fire prevention, and public safety while participating in the event
  - (2) Exceptions.

The use of flammable materials necessary to the purpose of the exhibit where no other alternative can be used must first be brought to the attention of OSCPAs, in writing, not less than 90 days before the event. OSCPAs may permit or reject the use of such materials in its sole discretion.
- (E) Security/Liability Insurance
  - (1) No OSCPAs Liability.
    - (a) Loss or Damage. Company understands that participation in the event is at the sole risk of Company, and OSCPAs shall in no manner be responsible for loss, damage, theft, or injury that may occur to Company, its property, or its employees, from any cause whatsoever, prior, during, or subsequent to the event, except as may be caused solely and directly by the gross negligence, recklessness, or intentional misconduct of OSCPAs.
    - (b) Rescheduled Event. OSCPAs shall have no liability whatsoever to Company if the event is postponed or otherwise rescheduled; provided, however, if the event is rescheduled to a date Company cannot attend, then the payments received for reserved exhibit space will be returned upon request of Company so long as the

request is made in accordance with Section 3 of this Agreement. In no event will any other expense be reimbursed to Company.

- (2) Company's Liability Insurance. Company agrees to maintain such insurance that will fully protect OSCPAs from any and all claims of any nature whatsoever, including claims under any Workers' Compensation laws, and for personal injury, including death, which may arise in connection with the installation, operation, or dismantling of Company's exhibit display.
- (3) Damage Responsibility; Indemnification. Damage to inadequately packed property is Company's sole responsibility. Damage to the event facilities caused by Company shall be replaced or repaired by Company. Company further agrees to indemnify, save, and hold harmless OSCPAs and the event facilities' owner/operator/manager from any loss, liability, and/or damages, and costs (including reasonable attorneys' fees), whatsoever caused to OSCPAs and/or the event facilities, directly or indirectly, resulting from Company's acts or omissions, use of any of the event facilities, and including without limitation its negligent, reckless, or intentionally wrongful acts, or those of its employees and agents
- (F) Admission  
OSCPAs shall have sole discretion over the admission and/or removal of persons visiting or exhibiting at the event.
- (G) Confidentiality and One Time License Terms for Company  
The third-party information ("Attendee List") that Company may receive following the event is owned by OSCPAs and may not be used by anyone other than OSCPAs without OSCPAs's written permission. Accordingly, OSCPAs is granting Company a LIMITED NON-EXCLUSIVE ONE-TIME LICENSE FOR THE USE OF THE ATTENDEE LIST FOR A SINGLE MAILING. OSCPAs will provide Company with the Attendee List in digital format to facilitate a single mailing. Additional mailings of material, including the same material, require additional requests and approvals, which approval will be made in OSCPAs's sole discretion. The Attendee List must be kept confidential at all times and the information provided is not to be stored, data-based, or copied. Company's acceptance and use of the Attendee List will serve as Company's agreement to use the Attendee list in accordance with these terms. "Seed" names are included in the Attendee List to audit its usage.

### Advertising

Company agrees to forward all materials to OSCPAs in accordance with OSCPAs's current copy policy, deadline schedule, and current rates, as stated in the CPA Voice and Electronic Advertising rate information/OSCPAs Marketing Kit. As used herein, "Space Closing Deadline" means the insertion order deadline and is (a) the 15th day of the month prior to the issue of the publication "CPA Voice" (should the 15th fall on a weekend, due date is the Friday prior to the 15th); (b) two weeks prior to any electronic advertisements being sent; and (c) two weeks prior to any website advertisements being uploaded. Company also agrees to ensure materials supplied meet specifications as outlined in the mechanical specifications; otherwise, production charges will apply. Any changes or revisions to materials are also subject to production charges. Materials received after the Space Closing Deadline will not be included in the publication or electronic venue. All advertisements are subject to OSCPAs's editorial and legal review, and must be consistent with OSCPAs's bylaws, regulations, and policies. OSCPAs reserves the right to reject advertising in its sole discretion and may cancel the advertising insertion without notice. OSCPAs assumes no liability by reason of error or omission. Company assumes all liability for all advertisement content and responsibility for all claims arising against OSCPAs resulting from such advertisements. Company agrees to indemnify, save, and hold harmless OSCPAs from any loss, liability, and/or damages, and costs (including reasonable attorneys' fees), whatsoever caused to OSCPAs, directly or indirectly, resulting from Company's acts or omissions, including without limitation its negligent, reckless, or intentionally wrongful acts, or those of its employees and agents.

## 5. General Governing Provisions.

- (A) Amendments to Rules and Regulations: Any and all matters not specifically covered in these rules and regulations or the Marketing Kit shall be determined in the sole discretion of OSCPAs.
- (B) Collection Costs and Legal Fees: If OSCPAs refers an account to an attorney for collection, or the actions arising under this Agreement result in the necessity for legal counsel involvement or litigation between the parties, Company agrees to pay all reasonable attorneys' fees and other costs of collection to the extent permitted by applicable law.
- (C) Force Majeure: OSCPAs shall have no liability for loss or damage suffered as a result of any delay or failure in performance under this Agreement resulting directly or indirectly from any cause beyond OSCPAs's control, including without limitation, acts of God, fire, accidents, explosions, earthquakes, floods, hurricanes, lightning, or acts of civil or military authority, acts of public enemy, terrorists, war, riots, civil disturbance, epidemic, or any law or regulation, which makes it impossible or impractical for OSCPAs to perform under this Agreement.
- (D) Governing Law; Jurisdiction; and Venue: This Agreement shall be governed by and construed in accordance with the laws of the state of Ohio, excluding its conflict of laws rules. The courts of Franklin County, Ohio shall have exclusive jurisdiction over all matters arising out of or relating in any manner to this Agreement, and any action arising out of or relating in any manner to this Agreement, shall be brought and maintained in those courts.

# 2017 OSCPA Exhibit/Sponsor/Advertise Insertion Order Form

Payment is required within 30 days of reservation.

## Ohio Accounting Shows

**Total Accounting Show Investment: \$** \_\_\_\_\_

**Dayton Accounting Show May 17-18**

Enhanced Exhibitor: \$1,350 /  Basic Exhibitor: \$1,000

**Cincinnati Accounting Show Sept. 26-27**

Enhanced Exhibitor: \$1,350 /  Basic Exhibitor: \$1,000

Refer to pages 6-7 for exhibiting opportunities. Contact strategic relationships for appropriate Ohio Accounting Show floor plans and table/booth information. See pages 8-12 for premiere sponsorship packages, which include exhibiting at these shows!

**Cleveland Accounting Show Oct. 25-26**

Enhanced Exhibitor: \$1,500 /  Basic Exhibitor: \$1,250

**Columbus Accounting Show Nov. 9-10**

Enhanced Exhibitor: \$1,350 /  Basic Exhibitor: \$1,000

## Specialized/Regional Conferences

Contact strategic relationships upon registration for exact conference dates. **Reservation fees are \$400.**

**Total Specialized/Regional Conferences Investment: Qty:** \_\_\_\_\_ **x \$400 = \$** \_\_\_\_\_

### MARCH

Strategic Finance and Accounting Summit  
(Columbus, Cleveland, Cincinnati, Toledo)

### APRIL

Employee Benefit Plan Audit Conference  
 Cincinnati Spring CPE Day

### MAY

Cleveland Spring CPE Conference  
 Columbus Spring CPE Conference  
 Akron Spring CPE Conference

### JUNE

Not-for-Profit Conference  
(Cleveland, Columbus)

### AUGUST

Financial Institutions Conference (Cleveland)

### SEPTEMBER

Akron Fall CPE Day

### OCTOBER

Health Care Conference (Columbus)

### NOVEMBER

Dayton Fall CPE Conference  
 Northeast Ohio State & Local Tax Conference

### DECEMBER

Northwest Ohio CPE Day  
 Northeast Ohio CPE Day  
 Mega Tax Conference (Columbus)

### JANUARY

Southwest Ohio Tax Update

Exhibit at multiple shows and conferences and **SAVE!**

4+ Events: **20% Savings**

3 Events: **15% Savings**

2 Events: **10% Savings**

\*Reservations must be made at the same time to receive all discounts. Only one discount per exhibitor.

## Sponsorship Opportunities

**Total Sponsorship Investment: \$** \_\_\_\_\_

Refer to pages 8-10 for sponsorship opportunities and ideas. Contact Strategic Relationships for more information or to recommend additional options. **Show and Conference sponsorships start at \$500.**

- Accounting Show Sponsorship \_\_\_\_\_
- Track Sponsor \_\_\_\_\_
- Webinar \_\_\_\_\_
- On-Demand \_\_\_\_\_
- Networking \_\_\_\_\_
- Advance \_\_\_\_\_
- Webcast \_\_\_\_\_

### SEND CONTRACT AND PAYMENT TO:

Strategic Relationships, The Ohio Society of CPAs  
4249 Easton Way, Suite 150, Columbus, OH 43219

Toll free: 800.686.2727

sales@ohiocpa.com | www.ohiocpa.com/sales

**Total CPA Voice Ad Investment: \$** \_\_\_\_\_

- ISSUES**
- Mar./Apr.       May/June       July/Aug.  
 Sept./Oct.       Nov./Dec.       Jan./Feb. (2018)

- SIZE**
- Full page Inside Back Cover (IBC)  
 Full page Outside Back Cover (OBC)  
 Sponsored content  
 Full page       1/2 Horizontal       1/2 Vertical  
 1/4 Vertical       Business Card Horizontal  
 Classified Ad\*       Member       Nonmember  
 Inside Front Cover (IFC):  1/2 horizontal       1/4 vertical

\*\*CPA Voice insertion order and artwork are due the 15<sup>th</sup> of the month prior to the issue. Should the 15<sup>th</sup> fall on a weekend, due date is the Friday prior.  
 \*Classified ads are due the 21<sup>st</sup> of the month prior to the issue. Should the 21<sup>st</sup> fall on a weekend, due date is the Friday prior.

## Accounting Show Program Guide

**Total Accounting Show Ad Investment: \$** \_\_\_\_\_

	Full Page	½ Page	¼ Page	Business Card
<b>Dayton</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Cincinnati</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Cleveland</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Columbus</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Product/Service Categories

(Please circle category below)

Acquisition Planning	Career Development	Potpourri
Banking	Cost Segregation Services	Tax & Accounting
Benefit/Financial/ Investment Planning	Document Management	Research/Software
	Insurance	Technology
	Payroll Services/Staffing	
	Other: _____	

## Digital Newsletters

**Total e-News Investment: \$** \_\_\_\_\_

First-come, first-served with limit of one sponsorship per issue. Insertion includes 400-word educational advertorial, logo (min. 300 dpi - .jpg or .gif, RGB) and a link to your website.

- CPA Takeaways**      Week(s)
- Editorial (full): **\$750/each** \_\_\_\_\_  
 Editorial (half): **\$500/each** \_\_\_\_\_  
 Ad: **\$250/each** \_\_\_\_\_

## Billing Instructions

Business name \_\_\_\_\_

Billing address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Website \_\_\_\_\_

Main Contact \_\_\_\_\_

Email \_\_\_\_\_

Secondary Contact \_\_\_\_\_

Email \_\_\_\_\_

Business name to be promoted \_\_\_\_\_

Upon completing this form, please email sales@ohiocpa.com a 55-word marketing description and your business logo.

Accepted formats: .eps/.ai, .tif or high resolution (300 dpi) .jpeg format.

## Payment

- Check (payable to The Ohio Society of CPAs)
- Invoice me
- Type of credit card:
- Personal       Business
- Visa  
 Mastercard  
 Discover  
 AMEX
- Accounting Show Investment \$ \_\_\_\_\_
- Conference Investment \$ \_\_\_\_\_
- Sponsorship Investment Call for details
- CPA Voice Investment \$ \_\_\_\_\_
- Program Guide Investment \$ \_\_\_\_\_
- Web Investment \$ \_\_\_\_\_
- e-News Investment \$ \_\_\_\_\_
- Total Investment: \$** \_\_\_\_\_

Name on card \_\_\_\_\_

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

## Authorized Signature

By signing below, the undersigned acknowledges and agrees to the terms of the Agreement, INCLUDING THE TERMS AND CONDITIONS ON THE REVERSE SIDE, on \_\_\_/\_\_\_/\_\_\_\_.

Company Name \_\_\_\_\_

Signed by \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

“ Organizational Architecture [[www.oahumanresources.com](http://www.oahumanresources.com)], a human resources consulting firm in Cleveland, Ohio, has partnered with The Ohio Society of CPAs [OSCPA] since 2009. Working with OSCPAs has been such a rewarding experience for us. We have been fortunate enough to speak and exhibit at their annual Accounting Shows, regional conferences, and other specialized CPE events. Their staff members really work to support us and develop an ongoing relationship that is mutually beneficial for their partners, exhibitors and sponsors. Their highly engaging events set the stage for excellent business development opportunities for us. From our experiences, we have been able to walk away from almost every OSCPAs event with contacts that have turned into lasting client relationships. ”

**Mark Fiala**  
Organizational Architecture

“ The State of Ohio’s favorable business environment can in part be attributed to the efforts of The Ohio Society of CPAs and its members. The CPA is the most trusted business adviser, and there is tremendous value in membership in The Ohio Society of CPAs for good government advocacy, continuing education, professional resources, and relationship-building that will last for years to come. Since 2002, our firm has been participating in Accounting Shows and continuing education programs as a sponsor, as speakers, and as exhibitors throughout Ohio with great success. Our firm’s growth is largely the result of our direct participation in relationship building with Society members. Members of The Ohio Society of CPAs are an amazing source of knowledge and client leads for our Company’s niche services. ”

**Craig Miller, CPA, CGMA, CGFM, MBA**  
President, Cost Segregation Services, Inc.