

2021 Marketing Guide

Event Sponsorship ♦ Exhibit ♦ Advertising
Making Connections That Count



Imagine Your Sales Potential...

If you market your business services or products to trusted accounting professionals, imagine how you could increase your sales by partnering with Arkansas' premier organization for CPAs. ARCPA can help you make meaningful connections – from exhibiting at our conferences, to advertising in our publications, to sponsoring events, your advertising with ARCPA will get you noticed.

The Arkansas Society of CPAs plans a number of annual events for our members, non-member CPAs, other industry professionals and guests. Most of our events are opportunities for CPAs to earn required CPE credit. Others are designed for local professionals, business owners and executives to socialize, network, and connect with others in an "out of the office" setting. When you are planning your marketing strategy for the year, explore the options in this brochure and contact us to create a package to suit your needs.



Connect with Arkansas CPAs and accounting professionals to showcase your business and services.

Sponsor

Make your brand known and show support for the CPA profession as a sponsor at ARCPA events.

Exhibit

Network with decision-makers and build relationships at ARCPA events.

Advertise

Grow your business with ARCPA advertising opportunities.

Affinity Partnerships

The Arkansas Society of CPAs is pleased to offer partnership opportunities to businesses that provide discounts and special values to our members. We seek partnerships which can provide high quality, great value and exceptional service to our members. To learn more, or for consideration, please contact us.

Contact Us

Call us

(800)482-8739 (in Arkansas)
(501)664-8739

Fax us

(501)664-8320

Email

Robin Harris rharris@arcpa.org

Golf Sponsorship **Mac & Barbara Angel Memorial Golf Tournament**

Monday, May 24, 2021
Maumelle Country Club in Maumelle, AR

Presenting Sponsor \$5,000

- ◆ Two 4-person teams
- ◆ Tee Box Sign
- ◆ Full Page ad in ARCPA newsletter
- ◆ Newsletter Recognition before and after tournament

Golf Carts Sponsor \$2,500

- ◆ 4-person Team
- ◆ Tee Box Sign
- ◆ 1/4 Page ad in ARCPA newsletter
- ◆ Company name & logo on all players carts

Platinum Sponsor \$1,500

- ◆ 4-person Team
- ◆ Tee Box Sign
- ◆ 1/2 Page ad in ARCPA newsletter

Gold Sponsor \$1,250

- ◆ 4-person Team
- ◆ Tee Box Sign
- ◆ 1/4 Page ad in ARCPA newsletter

Silver Sponsor \$1,000

- ◆ 4-person Team
- ◆ Tee Box Sign

Team Sponsor \$800

- ◆ 4-person Team
- ◆ \$100 discount applies if more than one Team entry

Tee Box Sponsor \$500

- ◆ Tournament signage

Longest Drive Sponsor \$500

- ◆ Tournament signage

Closest to Pin Sponsor \$500

- ◆ Tournament signage

Hole in One Sponsor \$500

- ◆ Tournament signage

Putt for Dough Sponsor \$500

- ◆ Tournament signage

In Kind Donations

Lunch (Box or Buffet Style)

Beer

Soft Drinks/Water

Golf Balls

Signage

Friend of Tournament

We appreciate any form of support for this event. All in kind donors will receive recognition on signage at the event and in the ARCPA newsletter. To make an in kind donation, please contact Robin Harris, rharris@arcpa.org.

Important Information

- ◆ Net tournament proceeds benefit ARCPA Student Education Fund Scholarships.
- ◆ ARCPA Student Education Fund is a 501(c)3 which awards scholarships annually to undergraduate and graduate accounting students in Arkansas.
- ◆ Sponsors will receive name on appropriate signage, recognition during tournament awards, and recognition in the ARCPA Newsletter. Additional promotional benefits may be customized for Presenting and Platinum Sponsor Levels.
- ◆ Deadline to be included on signage is May 10, 2021.

Advertise

ARCPA Newsletter

The Natural State of Accounting, our full-color online newsletter is dispatched monthly via email to all members of the ARCPA (approximately 3,500) and to a non-member list of approximately 200, including limited circulation outside of the state. As the primary source of information for our members, this newsletter features pertinent information for the CPA profession at the local, state and national levels. Advertising in this publication provides you with an easy opportunity to make connections with the CPAs in this market area.

Display Advertising Rates

(All rates are per insertion)

Space	Size	1 Time	4-11 Times	12 Times
Full Page	8.5 x 11 in.	\$500	\$450	\$400
Half Page	4.14 x 10.28 in. <i>(vertical)</i>	\$400	\$350	\$300
	8.5 x 5.1 in. <i>(horizontal)</i>	\$400	\$350	\$300
Quarter Page	4.14 x 5.2167 in.	\$300	\$275	\$250
Eighth Page	3.25 x 2.25 in.	\$250	\$225	\$20



Other Info . . .

Ad File Type:

JPEG or PDF preferred

Special Positions:

Request granted if possible, but not guaranteed.

Issuance and Closing Dates

Copy must be received by ARCPA by the 20th of the month.

Payment must be received with copy.

Newsletter is published 12 times annually, e-mailed on or about the 25th of each month.

Miscellaneous

- ◆ Advertising is primarily in the fields of insurance, banking, publications, office products and equipment used by CPAs.

- ◆ The Editor reserves the right to reject matter not considered suitable for publication.

- ◆ Continuing Professional Education advertisements will not be accepted.

- ◆ Send Display and Newsletter ads to Robin Harris by email: rharris@arcpa.org.

Ad Dimensions and Specifications

Full Page Advertisement

- ◆ 8.5 x 11 inches
- ◆ 612 x 792 pixels

Half Page Advertisement

- ◆ 4.14 x 10.28 inches (vertical)
- ◆ 298.08 x 740.16 pixels (vertical)
- ◆ 8.5 x 5.1 inches (horizontal)
- ◆ 612 x 767 pixels (horizontal)

Quarter Page Advertisement

- ◆ 4.14 x 5.2167 inches
- ◆ 298.08 x 375.6 pixels

Eighth Page Advertisement

- ◆ 3.25 x 2.25 inches
- ◆ 234 x 162 pixels

Online Classifieds & Online Job Opening Ads



Rates

- ◆ \$30 for ARCPA members
- ◆ \$50 for Non Members
- ◆ Rates are based on 30 days

Terms

- ◆ Classified ads or Job Opening ads may be posted directly to www.arcpa.org under Marketplace
- ◆ Ads are text only; no logos accepted.
- ◆ Ads are usually posted within two business days following date of receipt.
- ◆ Ads may be listed for 30, 60, or 90 days.

Conditions

- ◆ Advertisements for continuing professional education programs will not be accepted.
- ◆ Advertiser assumes liability for the content of its ads.
- ◆ ARCPA reserves the right to refuse any advertising deemed unsuitable.

Leadership Guide Yearbook

Deadline for Ad Copy

- ◆ February 1
- ◆ JPEG or PDF preferred.
- ◆ Artwork may be emailed to Attn: Robin Harris, rharris@arcpa.org

Rates

- ◆ Inside Front Cover \$500
- ◆ Inside Back Cover \$400
- ◆ All Inside Pages \$200

Format

- ◆ Approximately 40 printed pages 8 1/2" x 11"
- ◆ Distributed to ARCPA Leaders (approximately 300)
- ◆ Published as PDF on www.arcpa.org.

Guide to Public Accounting Firms

Deadline for Ad Copy

- ◆ August 14
- ◆ JPEG or PDF preferred.
- ◆ Artwork may be emailed to rharris@arcpa.org

Rates

- ◆ Inside Front or Back Cover \$400
- ◆ Facing Table of Contents \$400
- ◆ Preceding or Facing Firm Page \$400
- ◆ Facing or Following Area Listing \$300
- ◆ Facing Inside Back Cover \$300

Format

- ◆ Approximately 40 printed pages 4 1/2" x 7" 1/2
- ◆ Distributed to AR colleges and universities
- ◆ Published as PDF on Student page www.arcpa.org.

Sponsor

Date	Event	Location	Sponsorship	Fee
April 29	Employee Benefit Plan Conference	Virtual Only Zoom	Lunch Break (am or pm)	\$1000 \$600
June 24-25	Technology Conference	Virtual Only Zoom	Lunch (per day) Break (am or pm)	\$1000 \$600
Aug 12-13	Accounting and Auditing Conference	Virtual Only Zoom	Lunch (per day) Break (am or pm)	\$1500 \$600
Aug 31	Governmental Accounting Conference	Virtual Only Zoom	Lunch (per day) Break (am or pm)	\$1000 \$600
Sept 23-24	Industry, Commerce & Banking Conference	Hybrid Event ARCPA Little Rock, AR	Lunch (per day) Break (am or pm)	\$1500 \$600
Oct 28-29	Two Day Federal Tax Update	Hybrid Event ARCPA Little Rock, AR	Lunch Break (am or pm)	\$1000 \$600
Nov 04-05	Arkansas Federal Tax Institute	Hybrid Event ARCPA Little Rock, AR	Lunch Break (am or pm)	\$1000 \$600
Nov 10	EQUIP Conference	Hybrid Event ARCPA Little Rock, AR	Lunch Break (am or pm)	\$1000 \$600
Nov 11	Fraud Conference	Hybrid Event ARCPA Little Rock, AR	Lunch Break (am or pm)	\$1000 \$600
Nov 17	Agriculture Conference	Hybrid Event ARCPA Little Rock, AR	Lunch (per day) Break (am or pm)	\$1500 \$600

Reception or Lunch Sponsor Benefits

- ◆ Acknowledgment during event opening remarks
- ◆ 5 minute maximum address about company
- ◆ Logo on event promos
- ◆ Logo on welcome screen displayed at the beginning of the event & during lunch
- ◆ Participant list provided after the event

Break Sponsor Benefits

- ◆ Attendance for one company representative
- ◆ Logo on event promos
- ◆ Logo on welcome screen displayed at the beginning of the event & during lunch
- ◆ Participant list provided after the event

Exhibit

Employee Benefit Plan Conference

April 29 ■ Virtual Only, Zoom

Estimated attendance: 50 Exhibitor fee: \$300

Technology Conference

June 24-25 ■ Virtual Only, Zoom

Estimated attendance: 50 Exhibitor fee: \$300

For CPAs and professionals to keep up with changes in technology.

Accounting and Auditing Conference

Aug 12-13 ■ Virtual Only, Zoom

Estimated attendance: 100 Exhibitor fee: \$350

For CPAs and financial officers for their development and recognition of accounting principles, auditing standards and auditing procedures.

Governmental and Accounting Conference

Aug 31 ■ Virtual Only, Zoom

Estimated attendance: 75 Exhibitor fee: \$300

For CPAs who audit governmental entities or work for government.

Industry, Commerce & Banking Conference

Sept 23-24 ■ Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 150 Exhibitor fee: \$350

For CPAs in industry, banking, and private practice.

Two Day Federal Tax Update

Oct 28-29 ■ Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 100 Exhibitor fee: \$300

For individuals, businesses, and corporations.

Arkansas Federal Tax Institute

Nov 04-05 ■ Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 50 Exhibitor fee: \$300

Tax issues affecting individuals and corporations, for CPAs and attorneys.

EQUIP Conference

Nov 10 ■ Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 50 Exhibitor fee: \$350

For CPAs of all ages to offer development and leadership skills

Fraud Conference

Nov 11 ■ Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 50 Exhibitor fee: \$300

For CPAs and professionals for fraud prevention and detection techniques.

Agriculture Conference

Nov 17 ■ Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 150 Exhibitor fee: \$350

For CPAs with clients in agriculture and agricultural related business.

Hotel rooms have been blocked where possible at the meeting facilities. For overnight accommodations, please call the facility direct, indicating you are with the Arkansas Society of CPAs group. For the meeting brochure containing the exact schedule, contact the ARCPA.

Exhibitor Benefits

- ◆ Logo on welcome screen displayed at the beginning of the event & during lunch
- ◆ Attendance for one company representative
- ◆ Cost per each additional company representative is \$50 for two day events; \$25 for one day events
- ◆ Opportunity to offer door prize for attendees
- ◆ Participant list provided after the event.

ARCPA Exhibitor/Sponsor Application

Company Name _____ Special Needs _____
 Address _____
 City _____ State _____ Zip _____
 Contact _____ Phone _____ Email _____
 Name of Representative(s) Exhibiting _____
 Description of Product Exhibiting _____
 Number of Electrical Outlets Required _____

Please circle your choice(s) of exhibiting or sponsoring:

	Exhibit	Sponsor	Lunch		AM Break	PM Break
Employee Benefit Plan Conference	\$300		\$1000		\$600	\$600
Accounting & Auditing Conference	\$350		\$1500 \$1500	Day 1 Day 2	\$600 \$600	\$600 \$600
Technology Conference	\$300		\$1000 \$1000	Day 1 Day 2	\$600 \$600	\$600 \$600
Governmental Accounting Conference	\$300		\$1000		\$600	\$600
Industry, Commerce & Banking Conference	\$300		\$1000 \$1000	Day 1 Day 2	\$600 \$600	\$600 \$600
Two Day Federal Tax Update	\$350		\$1500 \$1500	Day 1 Day 2	\$600 \$600	\$600 \$600
Arkansas Federal Tax Institute	\$350		\$1500	Day 1 Day 2	\$600 \$600	\$600 \$600
EQUIP Conference	\$300		\$1000		\$600	\$600
Fraud Conference	\$300		\$1000		\$600	\$600
Agriculture Conference	\$350		\$1000		\$600	\$600

Golf Sponsorship	Fees
Presenting	\$5000
Platinum Sponsor	\$1500
Golf Carts Sponsor	\$2500
Gold Sponsor	\$1250
Silver Sponsor	\$1000
Team Sponsor	\$800
Tee Box	\$500
Hole in One	\$500
Long Drive	\$500
Putt for Dough	\$500
Closest to Pin	\$500
Beverage Cart	\$500

Fees are subject to change. Please call to arrange for donations of in kind items or other amounts.

Return Completed Form with Payment to:

Arkansas Society of CPAs
 11300 Executive Center Drive
 Little Rock, AR 72211-4351

Phone (800)482-8739 (in Arkansas)
 (501)664-8739
Fax (501)664-8320
Email rharris@arcpa.org

Total Amount Enclosed: \$ _____
 Payment method:
 Check: Business Personal
 Credit Card: AMEX MasterCard
 Visa

Card # _____
 Expiration Date _____

Signature _____

Cancellation Policy: Should exhibitor notify ARCPA of cancellation at least 2 weeks prior to event, sums already paid will be refunded. No refund for cancellation within 2 weeks of event.



Arkansas Society of CPAs
11300 Executive Center Drive
Little Rock, AR 72211