

# The Kansas Society of CPAs 2012 Marketing Opportunities For Members & Vendors



**KANSAS**  
SOCIETY OF CPAs  
& Educational Foundation



The KSCPA is a professional organization founded 80 years ago, on October 17, 1932, during the midst of the Great Depression in Topeka. Nearly eighty years later, the KSCPA continues to work under the same mission – *the KSCPA is dedicated to implementing strategies that enhance the well being of our members, the accounting professional and the general public* – and to thrive with a current membership of more than 2,800 CPAs and their affiliates.

The landscape of the profession continues to evolve; the services provided by CPAs continue to expand from the core services of audit and taxation. Additionally, what was once a predominantly male profession is now becoming a predominantly female profession. No matter the sector, the opportunities for CPAs are endless.

The KSCPA welcomes and accommodates the changes of the profession. It continuously adapts to provide value to its membership, including:

- Government affairs representation at the Kansas State House and on the Council of the American Institute of CPAs;
- Relationships with advocates at the IRS and Kansas Department of Revenue;
- Unique conferences to appeal to a wide range of audiences;
- Continuing education programs lead by top-notch, nationally-recognized speakers;
- An elite leadership program for young professionals;
- Administration of the peer review programs for the Kansas Board of Accountancy and the American Institute of CPAs;
- Networking events;
- Affinity programs.

Generally, once an individual receives a CPA Certificate, s/he becomes a member of a state society, and this membership is maintained throughout his or her career, regardless of whether a permit to practice is maintained or the employment of the individual. The majority of the KSCPA membership consists of CPAs who possess a certificate from the state of Kansas or another jurisdiction. Membership in the KSCPA is also available to students and to those working in CPA firms and under the supervision of CPAs in business, industry, government and education.



The Kansas Society of CPAs (KSCPA) is your connection to over 2,800 members and another 2,500 financial professionals and other professionals, including attorneys, financial planners and others who work for CPAs, throughout Kansas and the surrounding states who purchase educational products from the KSCPA. Whether you place an ad in **Skyscapes** or on our website, or make face-to-face contact by sponsoring or exhibiting at one of our events, you are guaranteed an audience of specialized professionals.

The KSCPA has a long-standing relationship with Kansas's top CFOs, financial managers, controllers and primary purchasers of financial services. CPAs from the state's best firms look to the KSCPA for advice and guidance.

When companies want to do business with Kansas CPAs, they do it with the Kansas Society of CPAs. Join forces with the KSCPA and together we can grow your business.

*Prices listed are valid January 1 - December 31, 2012*

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## Contact

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Exhibitor and sponsorship opportunities at KSCPA conferences provide a unique and exciting opportunity to expand your business. Network with your target audience, display your products, and explain your services in a one-on-one atmosphere. Exhibitors and sponsors may attend any session at no charge when not at booth.

### **Exhibitor Package**

- One carpeted space (size depends on facility), including one table and two chairs
- Two lunch passes
- List of attendees

Exhibitors are responsible for Shipping/Freight and any additional signage, materials, etc.

### **Conference Sponsor**

- Entire exhibitor package
- Company logo on front cover of conference booklet as “Sponsored By...” \*
- One page, full-color company literature in printed conference materials\*
- Company logo and link to website in electronic marketing materials\*
- Company logo and link to website on KSCPA website on the “Our Sponsors” portion of the KSCPA website for 60 days
- Company logo on print marketing materials as “Sponsored By...” \*
- Speaker slot

### **Reception Sponsor**

- Entire exhibitor package
- Company listing in electronic marketing materials as reception sponsor\*
- Company listing on print marketing materials as “Reception Sponsored By...” \*
- Company representatives can attend reception

*\*When payment is received prior to publication deadline*

### **Other Sponsorships**

We provide the space, you provide and arrange everything else. Costs for these sponsorships depend on facility and number of attendees. For more information regarding these sponsorship opportunities, contact Danielle at [danielle@kscca.org](mailto:danielle@kscca.org) or 785.272.4366.

Other sponsorship opportunities include:

- Caffeinated Conversations- Lunch for participants
- Networking Receptions
- Key Note Speakers
- Awards Luncheons
- Table Sponsor at Special Events

Cosponsorships of well-known speakers are welcome!

We can handle registration, CPE credits, location- Just provide the speaker.

## Cancellation Policy

Cancellations are fully refundable if submitted in writing 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 days prior to the conference will receive a 50 percent refund. **No refunds will be given to cancellations received 30 days or less prior to the conference.**

## Sponsor/Exhibitor Application

The conference sponsor/exhibitor application and payment form is on pages 10-12 of this Marketing Opportunities catalog. Please indicate which conferences you wish to be a sponsor or exhibitor and send completed form and payment to Danielle at the KSCPA offices.

## Items to Note

Items shipped to conference facilities generally incur a fee. Directions, parking, accommodations, set-up, tear-down, exhibit hours and additional information will be provided after your completed application and payment have been received. Every effort has been made to ensure that all information is accurate. Please note that dates, times and locations are subject to change.



## **Wealth Management Conference**

**Course Code: WMGMT**

**May 7, 2012 • Overland Park**

**Attendance: 50-100**

**Conference Specifics:** A one-day, in-depth conference specializing in wealth management and personal financial planning for individual clients. The conference covers current trends and opportunities and is designed for CPE, CLE and insurance credits.

**Conference Sponsorship: \$1,000**

**Exhibitor Package: \$200**

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## **Risk Management Conference**

**Course Code: RMSP**

**May 7, 2012 • Overland Park**

**Average Attendance: 50**

**Conference Specifics:** A 3/4-day, in-depth conference for c-suite, CPAs and attorneys, on topics in the area of governance and risk management.

**Conference Sponsorship: \$1,000**

**Exhibitor Package: \$200**

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## **NEW! Oil & Gas Workshop with John Tripp**

**Course Code: OGTX**

**May 8-9, 2012 • Manhattan**

**Estimated Attendance: 100**

**Conference Specifics:** A one-day workshop on Oil and Gas taxation fundamentals and one day on advanced Oil and Gas taxation. CPE and CLE credits are available.

**Workshop Sponsorship: \$1,000 (no speaker opportunity)**

**Exhibitor Package: \$350**

**Reception Sponsorship: \$1,000 (May 8)**

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## **NEW! Agriculture Tax Workshop with Roger McEowen**

**Course Code: AGTX**

**May 10, 2012 • Manhattan**

**Estimated Attendance: 100+**

**Conference Specifics:** A one-day, in-depth workshop on agricultural taxation strategies. Roger has extensive knowledge and can speak on a variety of topics. CPE and CLE credits available.

**Workshop Sponsorship: \$1,000 (no speaker opportunity)**

**Exhibitor Package: \$200**

## Young Professionals Conference with Ernie Almonte

Course Code: YPC

May 22, 2012 • Lawrence

Average Attendance: 50

Conference Specifics: A conference that gives young professionals the opportunity to develop leadership, communication and management skills.

Conference Sponsorship: \$500 (no speaker opportunity)

Reception Sponsorship: \$500

## Governmental Non-Profit Accounting and Auditing Conference

Course Code: GNFPAC

June 5-6, 2012 • Wichita

Average Attendance: 200+

Conference Specifics: A two-day, in-depth conference on a current topics specific to the governmental/non-profit arena.

Conference Sponsorship: \$3,000

Reception Sponsorship: \$1,500

Exhibitor Package: \$350

## Business & Industry Conference

Course Code: EXPO

June 20, 2012 • Wichita

Attendance: 100

Conference Specifics: A one-day, in-depth expo on topics related to members in Business, Industry, Government & Education. Public practitioners bring their CFO, controller and accounting manager clients.

Conference Sponsorship: \$2,500

Reception Sponsorship: \$1,000

Exhibitor Package: \$250

Organization & CPA Firm "Table" Sponsorships:

6 Registrations for you & your clients: \$1,000

6 Registrations for your organization: \$1,000

*(Savings of \$290)*

## Conference on Kansas Taxes

Course Code: COKT

June 25, 2012 • Mayetta

Average Attendance: 100+

Conference Specifics: A one-day, in-depth conference on topics specific to Kansas taxes. Several state officials speak.

Conference Sponsorship: \$1,250

Lunch Sponsorship: \$1,000 (speaker opportunity)

Exhibitor Package: \$250

## **Women's Leadership Conference with Jennifer Wilson**

**Course Code: W2WCF**

**September 21, 2012 • Overland Park**

**Average Attendance: 50-100**

**Conference Specifics: A half-day conference designed specifically to help women CPAs and other professionals enhance professionalism, leadership and marketing skills.**

**Conference Sponsorship: \$1,000**

**Exhibitor Package: \$200**

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## **AICPA/KSCPA Women to Watch Awards Luncheon**

**Course Code: W2WL**

**September 21, 2012 • Overland Park**

**Average Attendance: 100**

**Conference Specifics: A two-hour luncheon that honors women in the accounting profession with awards presented to four individuals in two categories- experienced leaders and emerging leaders. AICPA representative presents awards and speaks to participants.**

**Luncheon Sponsorship: \$3,500**

**Table Sponsorships: Preferred seating & organization name: \$350**

*(includes 8 tickets for luncheon)*

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## **Business Valuation Conference**

**Course Code: BVC**

**October 19, 2012 • Overland Park**

**Average Attendance: 50-75**

**Conference Specifics: A one-day, in-depth conference to update knowledge of current issues in the area of business valuation that provides the legal, valuation, and taxation perspectives. CPE and CLE credits available.**

**Conference Sponsorship: \$1,500**

**Exhibitor Package: \$250**



## 80th Anniversary Gala

Course Code: GALA

November 14, 2012 • Wichita

Average Attendance: 250

Gala Specifics: A celebration of the society's 80th year anniversary. Gala follows leadership activities, annual meeting and professional issues update with AICPA chair.

Reception Sponsorship: \$3,000

Or 3, \$1,000 sponsorships

Table Sponsorships: Preferred seating & organization name: \$500

*(includes 8 tickets for dinner)*

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## 62nd Annual Kansas Tax Conference

Course Code: KTC

November 15-16, 2012 • Wichita

Average Attendance: 250

Conference Specifics: A two-day, in-depth conference on issues and updates most important to tax practitioners as they prepare for busy season.

Conference Sponsorship: \$3,000

Reception Sponsorship: \$1,500

Exhibitor Package: \$350

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## Heartland Technology Conference

Course Code: KCCT

December 6-7, 2012 • Overland Park

Average Attendance: 100-150

Conference Specifics: A two-day, in-depth conference on topics including the latest trends in technology, financial reporting tools and Excel tips.

Conference Sponsorship: \$2,500

Reception Sponsorship: \$1,500

Exhibitor Package: \$350

**Don't be left out. Your competition will be there! The KSCPA wants you to reach your selling potential. Register today!**

## Contact and Company Information

**Marketing Contact Name\*** \_\_\_\_\_

Title \_\_\_\_\_

Firm/Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**On-site Contact Name\*\*** \_\_\_\_\_

Title \_\_\_\_\_

Firm/Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Company Information\*\*\***

Website Address \_\_\_\_\_

Product/Service \_\_\_\_\_

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*\*Marketing contact is the person who the KSCPA will work with to obtain the exhibitor/sponsor application, payment, booth selection, signed contract, company description and logo.*

*\*\*On-site contact is the person who will be attending the event and who the KSCPA staff will work with on the day-of details, such as set-up/tear down details, travel arrangements and additional services needed during the show.*

*\*\*\*Your company's 50-word description is required to accompany this application before it can be processed. The KSCPA reserves the right to edit your company's description.*

## 2012 Conference Types

Conference      Reception      Luncheon      Exhibitor- E      Table- T  
 Sponsorship- C      Sponsorship- R      Sponsorship- L

Conferences	Type	Amount
Wealth Management Conference - <b>WMGMT- May 7 - Overland Park</b>		
Risk Management Conference - <b>RMSP- May 7 - Overland Park</b>		
Oil & Gas Taxation Workshop with John Tripp - <b>OCTX- May 8-9 - Manhattan</b>		
Agriculture Tax Workshop with Roger McEowen - <b>AGRI- May 10 - Manhattan</b>		
Young Professionals Conference with Ernie Almonte- <b>YPC- May 22 - Lawrence</b>		
Governmental Non-Profit Accounting and Auditing Conference - <b>GNFPC- June 5-6 - Wichita</b>		
Business & Industry Conference - <b>EXPO- June 20 - Wichita</b>		
Conference on Kansas Taxes - <b>COKT- June 25 - Mayetta</b>		
Women's Leadership Conference with Jennifer Wilson - <b>W2WCF- September 21 - Overland Park</b>		
Women to Watch Awards Luncheon - <b>W2WL- September 21- Overland Park</b>		
Business Valuation Conference - <b>BVC- October 19 - Overland Park</b>		
80th Anniversary Gala - <b>GALA- November 14 - Wichita</b>		
62nd Annual Kansas Tax Conference - <b>KTC- November 15-16 - Wichita</b>		
Heartland Technology Conference - <b>KCCT- December 6-7- Overland Park</b>		

**TOTAL**

\$

Enter Payment Information  
on Page 12

**Payment Information**

*Payment must be received prior to publication deadline  
to receive full benefits of each sponsorship.*

Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Check enclosed payable to Kansas Society of CPAs

Visa     MasterCard     AmEx     Discover

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

Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Cardholder Name (as it appears on card) \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_

**TOTAL**

\$

*Please remit payment and this registration form to*

*The KSCPA • 100 SE 9th St, Ste 502 • Topeka, KS 66612*

*Questions? Contact Danielle (785)272-4366, [danielle@kscpa.org](mailto:danielle@kscpa.org)*

# Thank you to our 2011 Sponsors and Exhibitors

## Sponsors



Young Professionals Conference Reception



Business & Industry Expo



Risk Management Conference



Business & Industry Expo Reception



61st Annual Kansas Tax Conference



Women to Watch Awards Luncheon

## Exhibitors



# BUSINESS & INDUSTRY EXPO

Sponsored by:  
**ERNST & YOUNG**  
Quality In Everything We Do

Co-sponsored by:  
Wichita Chapter, IMA



Networking Reception sponsored by:



Sponsored by:

**ERNST & YOUNG**  
Quality In Everything We Do

BUSINESS & INDUSTRY EXPO

Sponsored by:  
**ERNST & YOUNG**  
Quality In Everything We Do

Conference Chair: Teema Roberts, CPA

HILTON WICHITA AIRPORT

AUGUST 10, 2011

Sponsored by: **PAYCHEX**



61<sup>st</sup> ANNUAL KANSAS TAX CONFERENCE  
"TAKING TAXATION INTO THE FUTURE"  
Sponsored by: **PAYCHEX**

Sheraton Overland Park  
November 17 - 18, 2011



61<sup>st</sup> ANNUAL KANSAS TAX CONFERENCE  
"TAKING TAXATION INTO THE FUTURE"

Sponsored by: **PAYCHEX**

Sheraton Overland Park  
November 17 - 18, 2011





## THANKS TO OUR SPONSORS!



James V. Myers, Chartered

Certified Public Accountants



# Mark Your Calendar!



## Events

**New CPA Recognition Dinners**  
Jan. 10th - Overland Park / Jan. 12th - Topeka  
Jan. 24th - Wichita

**4th Annual Legislative Reception**  
January 19, 2012 - KSCPA Office

**1st 2012 "20 up to 40" Program**  
January 19-20, 2012 - Topeka

**2nd 2012 "20 up to 40" Program**  
May 22-23, 2012 - Lawrence

**Issues Update & Leadership Summit  
with Ernie Almonte**  
May 23, 2012 - Lawrence

**3rd 2012 "20 up to 40" Leadership Training**  
July 26-27, 2012 - Salina

**Women to Watch Awards Luncheon**  
September 21, 2012 - Overland Park

**KSCPA Strategic Planning Retreat**  
September 27-28, 2012 - Overland Park

**4th 2012 "20 up to 40" Team Building**  
September 27-28, 2012 - Kansas City

**Issues Update/Annual Meeting/  
Leadership Summit**  
November 14, 2012 - Hyatt Wichita

**KSCPA 80th Anniversary Gala  
Starring Lonnie McFadden**  
November 14, 2012 - Hyatt Wichita

## Conferences

**Wealth/Risk Management Conferences**  
May 7, 2012 - Overland Park

**Oil & Gas Workshop  
with John Tripp**  
May 8-9, 2012 - Manhattan

**Agricultural Workshop  
with Roger McEowen**  
May 10, 2012 - Manhattan

**Young Professionals Conference  
with Ernie Almonte**  
May 22, 2012 - Lawrence

**Governmental & Non Profit  
Accounting & Auditing Conference**  
June 5-6, 2012 - Hyatt Wichita

**Business & Industry EXPO**  
June 20, 2012 - Wichita

**Conference on Kansas Taxes**  
June 25, 2012 - Prairie Band Resort & Conf. Cnt

**Women's Leadership Conference**  
September 21, 2012 - Overland Park

**Business Valuation Conference**  
October 19, 2012 - Overland Park

**62nd Annual Kansas Tax Conference**  
November 15-16, 2012 - Hyatt Wichita

**K2 Heartland Technology Conference**  
December 6-7, 2012 - Overland Park

Designed for the profession, by the profession.