



MARKETING GUIDE

2022/2023

SPONSOR | EXHIBIT | ADVERTISE

WEST VIRGINIA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

Whitney Cherry, Communications Director | 304.342.5461 | whitney@wvscpa.org | www.wvscpa.org

Sponsor & Exhibitor Opportunities

Committee Day | May 5, 2023 | Charleston Marriott Hotel

Annual Meeting | June 14-17, 2023 | The Greenbrier Resort

Committee Day Only | \$500

- Exhibitor space during Committee Day
- One luncheon registration for Committee Day
- Recognition in Committee Day materials
- Recognition on social media as a Committee Day Sponsor

Bronze Sponsor | \$1,000

- Bronze level recognition in the Annual Meeting program
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- One luncheon registration for Committee Day Recognition in Committee Day materials
- Recognition on social media as a Bronze Sponsor

Silver Sponsor | \$1,500

- Silver level recognition in the Annual Meeting program
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- One luncheon registration for Committee Day
- Recognition in Committee Day materials
- Recognition on social media as a Silver Sponsor

Gold Sponsor | \$2,000

- Gold level recognition in the Annual Meeting program
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- Two luncheon registrations for Committee Day
- Recognition in Committee Day materials
- Recognition on social media as a Gold Sponsor

Continued

Sponsor & Exhibitor Opportunities

Platinum Sponsor | \$2,500

- Platinum level recognition in the Annual Meeting program
- Logo recognition on WVSCPA website with a link to your website for next 12 months
- Sign recognition as a sponsor or co-sponsor of an Annual Meeting event or activity
- One registration for Annual Meeting CPE
- Two registrations for Annual Meeting Welcome Reception, Sponsor Reception and Installation Reception and Dinner
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- Two luncheon registrations for Committee Day
- Recognition in Committee Day materials
- Recognition on social media as a Platinum Sponsor
- Logo on wvscpa.org homepage

Diamond Sponsor | \$3,000

- Diamond level recognition in the Annual Meeting program
- Logo recognition on WVSCPA website with a link to your website for next 12 months
- Sign recognition as the sponsor of an Annual Meeting event or activity
- One registration for Annual Meeting CPE, Welcome Reception, Sponsor Luncheon and Installation Reception and Dinner
- One additional registration for Annual Meeting Welcome Reception, Sponsor Reception and Installation Reception and Dinner
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- Two luncheon registrations for Committee Day
- Recognition in Committee Day materials
- Recognition on social media as a Diamond Sponsor
- Logo on wvscpa.org homepage

Premiere Sponsor | \$3,500

- Premiere level recognition in the Annual Meeting program
- Logo recognition on WVSCPA website with a link to your website for next 12 months
- Sign recognition as a Premiere level sponsor of the Annual Meeting
- Two registrations for Annual Meeting CPE, Welcome Reception, Sponsor Reception and Installation Reception and Dinner
- One additional registration for Annual Meeting Welcome Reception and Sponsor Reception
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- Two luncheon registrations for Committee Day
- Recognition in Committee Day materials
- Recognition on social media as a Premiere Sponsor
- Logo on wvscpa.org homepage

Sponsor & Exhibitor Contract

Please sign, date and return completed contract with full payment to:

West Virginia Society of CPAs
216 Brooks St., Suite 201
Charleston, WV 25301

OR

Whitney Cherry | whitney@wvscpa.org

Company Name

Phone

Email

Amount Due

This contract has been approved by:

Authorized Signature

Printed Name

Date

Contract is not valid without signature. Signing this contract indicates you have read and agree to all terms and conditions contained within.

Sponsorship/Exhibitor Opportunities

Please check your selection:

Committee Day/Annual Meeting

Committee Day Only

Bronze Level

Silver Level

Gold Level

Platinum Level

Diamond Level

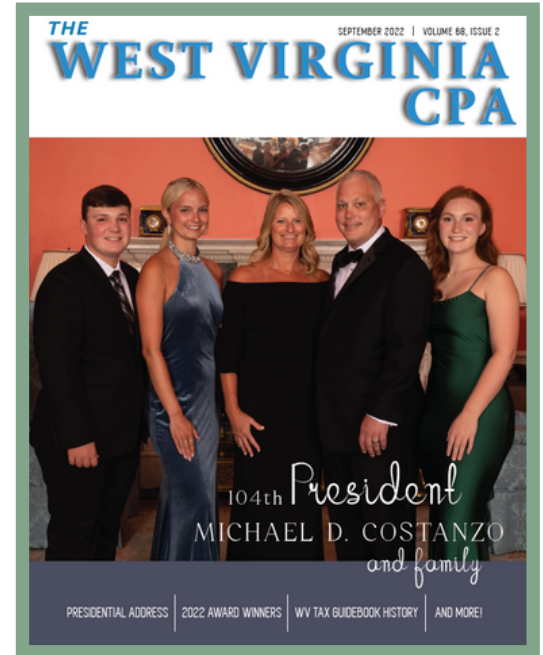
Premiere Level

Need Invoiced

Advertising Specifications

The West Virginia CPA is the official publication of the WVSCPA, published quarterly each year. March, June and December are emailed as a digital publication, while September remains our largest print issue. Each edition proves information about members, upcoming events and news in the profession. **Circulation: 1,600+**

Ads should be submitted to whitney@wvscpa.org by the **15th of the month prior** to month of publication. To reserve your ad space, please complete and return the display advertising contract.



WVSCPA Newsletter Display Ad Rates Full Color

		1X	4X	8X	12X
Full Page	7" x 10"	\$400	\$360	\$340	\$320
1/2 Page	7" x 5"	\$275	\$248	\$234	\$220
1/4 Page	3.5" x 5"	\$125	\$113	\$106	\$100

Classified Advertising

Need to fill a position at your organization? Looking to buy or sell a firm? Want to promote your practice? Get your message out through the Classifieds in *The West Virginia CPA*.

Pricing per issue:

50 Word Minimum - \$65 with .60/per additional word

Deadlines are the 15th of the month prior to the month of publication. You will be invoiced prior to publication. Send your ad copy in a Word document to Whitney Cherry at whitney@wvscpa.org. For classified advertising, please complete the classified advertising contract.

E-blast ADs

We will send an email blast with a full page ad to our membership list containing only your ad! (Limit one per month)

Single E-blast: \$300

Two E-blasts: \$500

Website Logo

We will display your logo on the homepage of our website, with a link to your business/company website.

30 Days: \$150

60 Days: \$200

Display/Classified Advertising Contract

Payment for advertising is due within 30 days of invoice date. Publisher reserves the right to cancel the advertising contract if invoice is not paid within 60 days.

Company Name

Address

City/Zip

Contact

Phone

Email

Please sign, date and return completed contract to Whitney Cherry at whitney@wvscpa.org.

Authorized Signature

Printed Name

Date

Please check the issue(s) for your ad:

Display Advertising

March **Rate** _____

June **Rate** _____

September **Rate** _____

December **Rate** _____

Classified Advertising

March

June

September

December

The West Virginia CPA is published 4 times a year. It is mailed to more than 1,600 members of the WVSCPA in September and digitally sent to the same membership list in March, June and December. All publications are also archived on wvscpa.org.

Advertiser's Responsibility: Advertisers and their agencies assume liability for all content of advertisements posted and assume responsibility for any claims against the publisher. Advertising agencies and advertisers agree that the publisher shall incur no liability by reason of error or omission. The publisher reserves the right to limit the amount of advertising and to reject advertising that exceeds space limitation. The publisher may reject advertising deemed inappropriate for its audience or which may conflict with the mission and goals of the Society. Advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for defamation, libel, violation of right of privacy, plagiarism, and copyright infringement. The publisher reserves the right to include the words "paid advertisement" with any copy resembling editorial matter. The West Virginia Society of CPAs (WVSCPA) will not post any ads that refer to race, gender, religion, ethnicity or nationality.

Billing Information

I understand that all advertising materials must be made available to the WVSCPA on or before the published deadline. I also understand that materials will not be published unless payment has been received prior to the publication date.

Company/Firm: _____

Billing To: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____ **Phone:** _____

Payment Method: Check Enclosed Visa MasterCard Amex

Cardholder's Name: _____

Credit Card Number: _____ **Exp Date:** _____

Card Holder's Signature: _____ **V Code:** _____
3 digit number on back of card

To pay online via credit card, visit www.wvscpa.org/pay. Under the item/event you are paying for, enter "Advertising". Be sure to return this form to match with the payment.