



# MARKETING GUIDE 2025

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**SPONSOR | EXHIBIT | ADVERTISE**

**WEST VIRGINIA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS**

Megan Kueck, CEO | 304.342.5461 | [megan@wvscpa.org](mailto:megan@wvscpa.org) | [www.wvscpa.org](http://www.wvscpa.org)

Kim Midcap, Director | 304.342.5461 | [kim@wvscpa.org](mailto:kim@wvscpa.org) | [www.wvscpa.org](http://www.wvscpa.org)

# Sponsor & Exhibitor Opportunities

**Committee Day | May 2, 2025 | Charleston Marriott Hotel**

**Annual Meeting | June 18-21, 2025 | 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

## **Gold Sponsor | \$1,500**

- Gold 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 Gold Sponsor

## **Platinum Sponsor | \$2,750**

- Platinum 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 (50% off additional registrations)
- Recognition in Committee Day materials
- Recognition on social media as a Platinum Sponsor
- One registration for Annual Meeting CPE plus 50% off second registration
- Two registrations for Annual Meeting Welcome Reception, Sponsor Reception and Installation Dinner (50% off all other registrations)
- Recognition on social media as a Platinum Sponsor
- Logo on WVSCPA homepage

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# Sponsor & Exhibitor Opportunities

## Diamond Sponsor | \$3,250

- 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
- Two registration for Annual Meeting CPE, Welcome Reception, Sponsor Luncheon and Installation Reception and Dinner (50% off additional registrations)
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- Three luncheon registrations for Committee Day (50% off all other registrations)
- Recognition in Committee Day materials
- Recognition on social media as a Diamond Sponsor
- Priority sponsorship for Annual Meeting events
- Logo on WVSCPA homepage

## Legacy Partners | \$4,000

- Three-year commitment to Legacy Partners sponsorship
- Legacy Partner recognition in the Annual Meeting program (full page)
- 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 (75% off additional registrations)
- Exhibitor space for all 4 days of the Annual Meeting
- Exhibitor space during Committee Day
- Three luncheon registrations for Committee Day (75% off all other registrations)
- Recognition in Committee Day materials
- Recognition on social media as Legacy Partner
- Priority sponsorship for Annual Meeting events
- Additional interface opportunities with WVSCPA members
- Logo on WVSCPA homepage



# Annual Meeting Special Events

## **Breakfast sponsorship | \$3,000**

- Host breakfast on Thursday or Friday morning
- Breakfast sponsorship includes: pastries, fresh fruit, cold and hot beverages
- Includes special signage at the event

## **Friday Omelet Bar | \$4,000**

- Host the specialty made-to-order omelet station on Saturday morning before special guest speaker from AICPA
- Introduce Saturday's speakers -- including speaker from AICPA
- Includes special signage and thank-you for sponsorship

## **Special Recreational Activity | \$3,500**

- Host a specialty recreation activity for WVSCPA members, guests, and speakers
- Includes special signage and thank-you for sponsorship
- Treat members and guests to beverages at the event (included in sponsorship)
- Other sponsorship opportunities included (example: swag for attendees)

## **Pre-Installment Dinner Reception | \$6,500**

- Host the most well-attended reception at the Annual Meeting
- Network specifically with WVSCPA members, guests, and speakers
- Treat members and guests to beverages and hors d'oeuvres at the event (included in sponsorship)
- Special signage at the event and personal recognition at event by WVSCPA incoming-President
- Includes special photographs by Greenbrier photographers of individuals, couples, and team members attending the reception with prints provided by WVSCPA

# 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

Email to: [wvscpa@wvscpa.org](mailto:wvscpa@wvscpa.org)

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**Company Name**

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**Phone**

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**Email**

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**Amount Due**

**This contract has been approved by:**

---

**Authorized Signature**

---

**Printed Name**

---

**Date**

## Sponsorship/Exhibitor Opportunities

Please check your selection:

### Committee Day/Annual Meeting

**Committee Day Only**

**Gold Level**

**Platinum Level**

**Diamond Level**

**Legacy Partners**

**Need Invoiced**

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

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# 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 provides information about members, upcoming events and news in the profession.

**Circulation: 1,600+**

Ads should be submitted to [kim@wvscpa.org](mailto:kim@wvscpa.org) by these deadlines:

- March Newsletter - Deadline - February 15th
- June Newsletter - Deadline - May 15th
- September Newsletter - Deadline - August 15th
- December Newsletter - Deadline - November 15th

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

Classified Advertising has the same deadlines as listed above (15th of the month prior to the month of publication). For classified advertising, please complete the classified advertising contract and then you will be invoiced prior to publication.

Send your ad copy in a Word document to [wvscpa@wvscpa.org](mailto:wvscpa@wvscpa.org).

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# Digital Advertising

## 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.

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**Company Name**

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**Address**

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**City/Zip**

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**Contact**

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**Phone**

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**Email**

Please sign, date and return completed contract to WVSCPA at [wvscpa@wvscpa.org](mailto:wvscpa@wvscpa.org).

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**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](http://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.

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# Billing Information

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

Contact Name: \_\_\_\_\_

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

## Disclaimer:

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. Guide updated 1/13/2025

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