



2017 Marketing Guide

Event Sponsorships | Exhibits | Advertising

Connections that count.



Society of Louisiana
Certified Public Accountants



It's all about connections.

LCPA is here to help you make those meaningful connections with our members, an influential group of decision-makers. From exhibiting at LCPA's conferences, to print advertising in our magazine and CPE catalogs, we have what you need to get noticed.

This Marketing Guide includes key information about our member/audience demographics to make smart decisions. No matter your goal — or your budget — we can help you find cost-effective ways to promote your brand. Let us be an integral part of your customer relationship strategy.

Table of Contents

- Conferences & Workshops
 - Major Events 4
 - Specialized Events – Multiple Sponsorships . . . 6
 - Specialized Events – Exclusive Sponsorships . . 9
- Advertising 10
- Sponsor & Exhibitor Packages 12
- Contracts 13
- Terms and Conditions 15

Contact Us

Sponsorships/Events

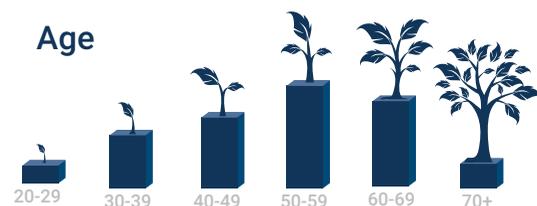
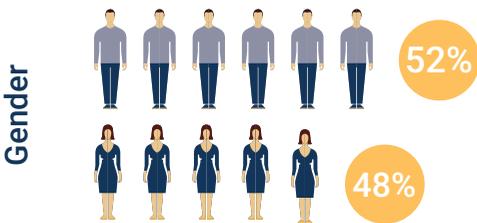
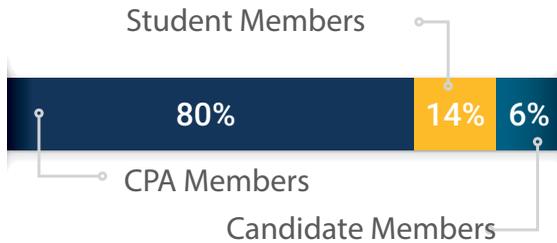
Misean Reed • 504.904.1133 • mreed@lcpa.org

Display/Classified Advertising

Ann Lupo • 504.904.1125 • alupo@lcpa.org

LCPA by the Numbers

7602
Members



Position



Conferences & Workshops

2017 Conference & Workshop Calendar

Conferences, workshops, and special events provide a unique and exciting opportunity to network with your target market, promote your name and interests, and explain your products and services face to face.

Sponsoring and exhibiting is a great way to connect with CPAs and explain how you can make their life easier and the thousands of businesses they influence more profitable.

March

Mar 17 **Controllers Workshop**
L'Auberge, Baton Rouge

May

May 19 **Women's Conference**
Renaissance Baton Rouge

June

June 15-16 **Technology Conference**
Hilton New Orleans Riverside

July

Jul 17-21 **Summer Education Conference**
Hilton Sandestin, FL

Jul 28 **Not-for-Profit Workshop**
LCPA Kenner Training Center

August

Aug 4 **State & Local Tax Workshop**
Crowne Plaza, Baton Rouge

Aug 10-11 **Business & Industry Conference**
Ritz-Carlton New Orleans

Aug 17-18 **Accounting & Auditing Conference**
Ritz-Carlton New Orleans

Aug 25 **Estate & Financial Planning Workshop**
Hilton Garden Inn, Bossier City

September

Sep 18 **Accounting & Auditing Symposium**
Holiday Inn Downtown, Alexandria

Sep 20 **Small Business Workshop**
LCPA Kenner Training Center

Sep 22 **Financial Institutions Conference**
Renaissance Baton Rouge

October

Oct 20 **Medical & Healthcare Services Workshop**
Renaissance Baton Rouge

Oct 26 **Business Valuation Workshop**
Renaissance Baton Rouge

Oct 27 **Forensic & Litigation Services Workshop**
Renaissance Baton Rouge

November

Nov 2-3 **Government Accounting & Auditing Conference**
Doubletree by Hilton, Lafayette

Nov 10 **Human Resources Workshop**
LCPA Kenner Training Center

Nov 16-17 **Winter Cluster**
The Golden Nugget, Lake Charles

December

Dec 1 **Tax Symposium**
Hilton Garden Inn, Bossier City

Dec 1 **Winter Tech Fest**
LCPA Kenner Training Center

Dec 7-8 **Louisiana Tax Conference**
Hilton New Orleans Riverside

Dec 14-15 **Oil & Gas Conference**
Doubletree by Hilton, Lafayette

Major Conferences

Accounting & Auditing Conference

Aug 17-18 • Ritz-Carlton New Orleans

Our third-largest event, this conference attracts CPAs in public practice, industry and government to learn about the most recent trends and developments in accounting and auditing, where standards are constantly being issued or revised.

Average Attendance: 320

Primary Member Types

43%	Public – Partner/Shareholder
21%	CEO/CFO/Controller/Owner
13%	Public – Manager/Staff

Business & Industry Conference

Aug 10-11 • Ritz-Carlton New Orleans

Our second-largest event — and **the largest annual gathering of CFOs and controllers in the state** — this conference addresses management, strategic planning, and other key trends and regulatory issues impacting Louisiana businesses and their finance teams.

Average Attendance: 432

Primary Member Types

63%	CEO/CFO/Controller/Owner
12%	Industry – Staff
11%	Public Accounting

Government Accounting & Auditing Conference

Nov 2-3 • Doubletree by Hilton, Lafayette

Governmental accounting and auditing is a specialized area with its own rules and requirements, making it imperative for anyone working with governmental entities to keep up with the constant tweaking of those rules. This conference often includes the foremost authorities on these issues, making it a must for CPAs and staff who perform finance functions for governmental entities or perform government audits.

Average Attendance: 280

Primary Member Types

39%	Public – Partner/Shareholder/ Sole Practitioner
21%	Public – Manager/Staff
15%	Government

Major Conferences

Average Attendance: 678

Primary Member Types

48%	Public – Partner/Shareholder/ Sole Practitioner
19%	CEO/CFO/Controller/Owner
15%	Public – Manager/Staff

Louisiana Tax Conference

Dec 7-8 • Hilton New Orleans Riverside

By far, LCPA's biggest CPE event of the year — **and the largest annual gathering of CPAs in the state** — this conference updates Louisiana tax practitioners and attorneys on federal and state tax law changes. Because it's our premier event, we pull out all the stops for sessions and speakers, getting the best presenters on hot topics, as well as perennial favorites.

Average Attendance: 180

Primary Member Types

33%	CEO/CFO/Controller/Owner
25%	Public – Partner/Shareholder
7%	Public – Manager/Staff

Summer Education Conference

Jul 17-21 • Hilton Sandestin, FL

The Louisiana, Alabama, and Florida CPA societies join forces for this event where sponsors get to mingle with a diverse audience of decision-makers from public accounting and industry, in both a formal educational setting AND during social activities. It's a unique opportunity to forge lasting business relationships AND potentially lifelong friendships.

Average Attendance: 199

Primary Member Types

41%	CEO/CFO/Controller/Owner
11%	Public – Partner/Shareholder
11%	Industry – Staff

Technology Conference

June 15-16 • Hilton New Orleans Riverside

LCPA partners with K2 Enterprises to bring the latest technology tips, tricks and techniques for accounting professionals and information that business leaders need to stay abreast of the newest technologies and their implications for business. This conference attracts CPAs and accountants from a variety of industries with an interest in technological developments in both hardware and software.

Specialized Programs

Multiple Sponsorship Packages Available

Accounting & Auditing Symposium

Sep 18 • Holiday Inn Downtown, Alexandria

Taught by A&A dynamic duo Kurt and Anne Oestriecher, this event attracts CPAs in public practice, industry, and government from mostly central and north Louisiana who want to get up to date on the most recent developments in accounting and auditing.

Average Attendance: 59

Primary Member Types

48%	Public – Partner/Shareholder/ Sole Practitioner
20%	Public – Manager/Staff
8%	Industry

Business Valuation Workshop

Oct 26 • Renaissance Baton Rouge

Valuations are a growing niche with CPAs and firms alike — and with the mergers & acquisitions market as busy as it is, the need for qualified valuation practitioners is likely to continue to grow. But the skills needed and regulations that govern the calculations are highly technical and often difficult to master. This event focuses mostly on the advanced needs of experienced valuers, but recently added a track for less experienced practitioners to get more information in this field.

Average Attendance: 78

Primary Member Types

42%	Public – Partner/Shareholder/ Sole Practitioner
21%	CEO/CFO/Controller/Owner
13%	Public – Manager/Staff

Controllers Workshop

Mar 17 • L'Auberge, Baton Rouge

A smaller, one-day version of our Business & Industry Conference, this event is all business! The lineup includes strategic and management topics, plus technology and regulatory updates to keep organizations moving forward. It's a highly concentrated audience of CEOs, CFOs, and controllers from businesses of all sizes from around the state.

Average Attendance: 142

Primary Member Types

63%	CEO/CFO/Controller/Owner
15%	Government/Nonprofit
7%	Industry – Staff

Estate & Financial Planning Workshop

Aug 25 • Hilton Garden Inn, Bossier City

This workshop attracts CPAs in public practice involved in estate and financial planning for their clients or CPAs in industry who may be involved in managing investments or forecasting for their organization. Topics center around tax, the economy, and recent legislation.

Average Attendance: 68

Primary Member Types

50%	Public – Partner/Shareholder/ Sole Practitioner
23%	CEO/CFO/Controller/Owner
14%	Public – Manager/Staff

Specialized Programs

Multiple Sponsorship Packages Available

Average Attendance: 166

Primary Member Types

- 54% Industry
- 16% Public – Manager/Staff
- 15% Public – Partner/Shareholder/
Sole Practitioner

Average Attendance: 56

Primary Member Types

- 48% Public – Partner/Shareholder/
Sole Practitioner
- 16% Public – Manager/Staff
- 10% CEO/CFO/Controller/Owner

Average Attendance: 86

Primary Member Types

- 39% CEO/CFO/Controller/Owner
- 23% Industry – Staff
- 22% Public Accounting

Average Attendance: 55

Primary Member Types

- 35% CEO/CFO/Controller/Owner
- 25% Public – Partner/Shareholder/
Sole Practitioner
- 13% Public – Manager/Staff

Financial Institutions Conference

Sep 22 • Renaissance Baton Rouge

This event attracts CPAs in mid- to upper-level management in the banking industry, as well as CFOs and CEOs of non-public companies, and public firms who have financial institution clients.

Forensic & Litigation Services Workshop

Oct 27 • Renaissance Baton Rouge

CPAs are often called on to serve as expert witnesses in legal cases where significant assets are involved. Many of these suits involve valuation so we pair this workshop with the Business Valuation Workshop to accommodate some overlap in audience. The audience is primarily CPAs in public practice who either already provide litigation support for clients or who are interested in adding it to the services they offer.

Medical & Healthcare Services Workshop

Oct 20 • Renaissance Baton Rouge

One of our fastest-growing niche workshops, this event attracts CPAs who work in healthcare or advise healthcare clients. The agenda regularly includes the state's leading authorities in the healthcare field and covers trends in policy, insurance, technology, compliance, and delivery of care.

Oil & Gas Conference

Dec 14-15 • Doubletree by Hilton, Lafayette

For better or for worse, Louisiana's economy is somewhat tied to the oil and gas industry. Our goal with this conference is to give the CPAs working in and for the industry all the information they need to keep their business engines rolling. The agenda addresses industry-specific needs and challenges to help CPAs help their oil and gas companies and clients stay competitive and compliant.

Specialized Programs

Multiple Sponsorship Packages Available

State & Local Tax Workshop

Aug 4 • Crowne Plaza, Baton Rouge

CPAs in all areas of the profession, local taxing authorities, and tax attorneys attend this event, which is normally scheduled shortly after the close of the legislative session, so it covers any relevant changes and developments in state and local income tax, tax litigation, and the Louisiana legislature.

Average Attendance: 182

Primary Member Types

28%	Public – Partner/Shareholder
20%	CEO/CFO/Controller/Owner
16%	Public – Manager/Staff

Tax Symposium

Dec 1 • Hilton Garden Inn, Bossier City

We pick and choose the best topics and speakers from the Tax Conference and send them to Shreveport for our tax practitioners in the northern half of the state. This event is relatively new, but quickly establishing a loyal and growing audience of tax practitioners from north Louisiana.

Average Attendance: 82

Primary Member Types

51%	Public – Partner/Shareholder/ Sole Practitioner
16%	CEO/CFO/Controller/Owner
12%	Public – Manager/Staff

Winter CPE Cluster

Nov 16-17 • The Golden Nugget, Lake Charles

The Cluster is a general mish-mash of hot topics delivered by our cream-of-the-crop speakers. The attendees — mostly CEOs, CFOs, and CPA firm partners — come as much for the location as they do the sessions. It's a unique opportunity to network with decision makers in a slightly more casual setting.

Average Attendance: 68

Primary Member Types

36%	CEO/CFO/Controller/Owner
23%	Sole Practitioner
18%	Public – Partner/Shareholder

Women's Conference

May 19 • Renaissance Baton Rouge

This special event addresses issues unique to women in the CPA profession, offers best practices for career advancement and retention, and highlights accomplished female leaders through the Women to Watch Award presentation at the luncheon. Compared to other conferences, this event is much more conversational in nature, and many of the attendees say it's their favorite CPE event of the year.

Average Attendance: 65

Primary Member Types

39%	Public – Manager/Staff
26%	CEO/CFO/Controller/Owner
9%	Nonprofit

Specialized Programs

Exclusive Sponsorship Packages

Average Attendance: 56

Primary Member Types

62%	CEO/CFO/Controller/Owner Industry – Staff
18%	Public Accounting
11%	Nonprofit

Average Attendance: 90

Primary Member Types

35%	Public Accounting
30%	Nonprofit
16%	CEO/CFO/Controller/Owner

Average Attendance: 57

Primary Member Types

70%	CEO/CFO/Controller/Owner
15%	Government/Nonprofit
5%	Public Accounting

Average Attendance: 43

Primary Member Types

43%	CEO/CFO/Controller/Owner
21%	Public Accounting
13%	Government/Nonprofit

Human Resources Workshop

Nov 10 • LCPA Kenner Training Center

Many CPAs in industry find themselves wearing many hats — often including HR duties. This event covers hot topics and important updates on legal and compliance issues. The audience is mostly CFOs and controllers from small to medium-sized businesses around the state — organizations that are likely too small for large, well-defined HR departments.

Not-for-Profit Workshop

Jul 28 • LCPA Kenner Training Center

One of our largest niche events, this workshop focuses on trends and issues impacting the financial management of not-for-profits. It's ideal for CFOs of nonprofits as well as CPAs in public practice who have not-for-profit clients, so if you support, consult, or in any way do business with nonprofits, this is a great spot to connect with key influencers.

Small Business Workshop

Sep 20 • LCPA Kenner Training Center

This event tackles the top tax, finance, management, and technology issues faced by small businesses. The audience is primarily CPAs who serve as CEO, CFO, or controller for a small business or businesses, but also a handful of CPAs in public, government and not-for-profit entities.

Winter Tech Fest

Dec 1 • LCPA Kenner Training Center

This one-day program is where CPAs come for the hottest and most important tech-related topics impacting business and accounting professionals. A nice complement to our Technology Conference, it provides the practical direction needed to leverage new and emerging technology trends and tools.

In the Know

CPE Catalog

Our Continuing Professional Education (CPE) Index and catalogs are popular resources and contain information on our 400+ courses. Members look for these handy publications to make final decisions about their CPE selections for the year. Advertise in all six issues and get your name noticed — and take advantage of frequency discounts.

Due to postal regulations for CPE catalogs, we cannot accept advertising for insurance, travel, or credit card services.



7" x 8.5"; full color format.

Up to 6 issues per year:

Annual Index/May/June/July
 August/September
 October/November
 December – April
 Webcasts (2 issues)

	Size	1x Rate	3-6x Rate
Inside Covers	6.5" x 8"	\$495	\$435/each
Back Cover	6.5" x 3.75"	\$450	\$395/each
Full Page	6.5" x 8"	\$395	\$345/each
1/2 Page (horizontal)	6.5" x 4"	\$195	\$165/each
1/3 Page (horizontal)	6.5" x 3.5"	\$145	\$125/each
1/3 Page (horizontal)	6.5" x 3.5"	\$145	\$125/each



Bonus Exposure for Print Advertisers!

Lagniappe and *In the Know* print advertisers enjoy double the exposure when published online. Each issue is archived on our website — giving you an unlimited number of views and a lasting reach.

Classified Ads

Up to 25 words \$24.95 per month/issue
 Up to 50 words \$47.95 per month/issue
 Up to 75 words \$60.95 per month/issue
 Up to 100 words \$75.95 per month/issue
 100+ words contact us for a quote

Prices include publishing in *Lagniappe* and online.
 To place a classified ad, visit lcpa.org/Classifieds.

Mailing List Rental for Direct Mail

Reach LCPA members directly when you purchase mailing lists customized for your needs.

Target CPAs in certain areas of the profession or within specific geographic areas. All lists are for one-time use only, and materials must be approved prior to mailing.

For mail list rental pricing and complete terms and conditions, visit lcpa.org/listrental.

Lagniappe

Member Magazine

Lagniappe (lan'-yapp), our full-color member magazine, is distributed to more than 7000 CPAs and future CPAs 9 times a year. As the primary source of information for LCPA members, *Lagniappe* (which means "something extra") features the latest news in the CPA profession at the local, state, and national levels.

Issue	Topic
Jan/Feb	Tax
March	Legislation
April	Technology
May/June	Members
July	Chair's Issue
Aug/Sept	Financial Planning
October	Human Resources
November	Small Business
December	Industry



8.5" x 11"; full color format.

	Size	1x Rate	5x Rate	9x Rate
Inside Covers	8.875" x 11.25" with bleed	\$625	\$560	\$525
	7.5" x 10" without bleed			
Back Cover	8.875" x 6" with bleed	\$520	\$465	\$435
	7.5" x 5" without bleed			
Full Page	8.875" x 11.25" with bleed	\$520	\$465	\$435
	7.5" x 10" without bleed			
1/2 Page (horizontal)	7.5" x 4.75"	\$310	\$275	\$260
1/3 Page (square)	4.75" x 4.75"	\$205	\$185	\$170
1/3 Page (horizontal)	7.5" x 3"	\$205	\$185	\$170
1/4 Page (vertical)	3.75" x 4.75"	\$160	\$145	\$130

Sponsor & Exhibitor Packages

	Gold/Exclusive	Silver	Bronze	Standard Exhibitor
Available Packages	1	1/industry	unlimited	unlimited
Wi-Fi On-Site	FREE	FREE	FREE	FREE
Booth Electricity	FREE	FREE	FREE	\$50
Exhibitor Guide Listing (when available)	Logo + 750 char	Logo + 500 char	Logo + 250 char	Contact info only
Event Website Listing	Logo	Logo	Logo	Text
Signage at Event	Logo	Logo	Logo	
Promotional Emails (with link)	Logo	Logo	Logo	
Event Brochure	Logo	Logo	Logo	
Event Manual Ad	Full page	1/2 page		
Banner Ad on Event Webpage	Static	Rotating		
PowerPoint Ad (during event breaks)	•	•		
Banner Ad in Email (with link)	•			
Acknowledgement in announcements	•			
Event Listing in CPE Catalog/Lagniappe Magazine	Logo			
Provide Lanyards (optional)	•			
Provide Bags (optional)	•			
List of Attendees (name, org, city)	•	•	•	•
Upgraded Booth Placement	Best	Premium	Upgraded	

Standard Exhibitor Package:

All sponsors and exhibitors receive a standard exhibitor page which includes a skirted 6-foot table, 2 chairs, a wastebasket, 2 lunches per day, and wi-fi. Additional lunches may be purchased; lunch prices vary by location. A basic electrical connection is an additional \$50 and must be requested in advance.

Logo/Digital & Print Ad Requirements:

Logos: EPS preferred; high resolution PNG also acceptable (minimum 1000px x 1000px)

Digital Ads: JPG, PNG or GIF

Print Ads: EPS or PDF

Gold Sponsor: digital – 250px x 250px; print – 7.5in x 10.25in

Silver Sponsors: digital – 250px x 150px; print – 7.5in x 5in



2017 Event Sponsor/Exhibitor Contract

Company Name _____ Type of Business _____
 Address _____
 City/State/Zip _____
 Contact _____ Phone _____ Email _____

Please circle your choice(s):

Major Conferences	Gold	Silver	Bronze	Exhibitor
Accounting & Auditing Conference	RSVD	\$1,300	\$900	\$550
Business & Industry Conference	RSVD	\$1,300	\$900	\$550
Government Accounting & Auditing Conference	RSVD	\$1,300	\$900	\$550
Louisiana Tax Conference	RSVD	\$1,500	\$1,000	\$600
Summer Education Conference	RSVD	\$1,500	\$1,000	\$600
Technology Conference	\$1,700	\$1,300	\$900	\$550

Specialized Programs	Gold	Silver	Bronze	Exhibitor
Accounting & Auditing Symposium	\$1,300	\$1,000	\$700	\$450
Business Valuation Workshop	\$1,300	\$1,000	\$700	\$450
Controllers Workshop	RSVD	\$1,000	\$700	\$450
Estate & Financial Planning Workshop	\$1,300	\$1,000	\$700	\$450
Financial Institutions Conference	RSVD	\$1,000	\$700	\$450
Forensic & Litigation Services Workshop	\$1,300	\$1,000	\$700	\$450
Medical & Healthcare Services Workshop	\$1,300	\$1,000	\$700	\$450
Oil & Gas Conference	\$1,300	\$1,000	\$700	\$450
State & Local Tax Workshop	\$1,300	\$1,000	\$700	\$450
Tax Symposium	RSVD	\$1,000	\$700	\$450
Winter CPE Cluster	\$1,300	\$1,000	\$700	\$450
Women's Conference	\$1,300	\$1,000	\$700	\$450

Exclusive Sponsorships

Human Resources Workshop	\$1,000
Not-for-Profit Workshop	\$1,000
Small Business Workshop	\$1,000
Winter Tech Fest	RSVD

Will you need electricity for your booth?

(Add \$50 to each STANDARD EXHIBITOR package.)

Yes No

Sponsorships are secured on a first-come basis.
 Full payment must be received prior to the event date or access to the event may be denied.

THIS CONTRACT HAS BEEN APPROVED BY

X _____
 Signature of Exhibitor or Authorized Agent

Print Name: _____

Date: _____

Total: \$ _____

Please sign and date this contract and submit to Misan Reed (email: mreed@lcpa.org or fax: 504.469.7930). Contract is not valid without signature. Signing this contract indicates you have read and agree to all terms and conditions (see page 2) contained within.



2017 Display Advertising Contract

Company Name _____ Type of Business _____
 Address _____
 City/State/Zip _____
 Contact _____ Phone _____ Email _____

Lagniappe

Deadline	Issue	<i>Inside Front Cover</i> <i>Inside Back Cover</i> <i>Back Cover</i> <i>Full Page</i> <i>1/2 Page</i> <i>1/3 Page Horizontal</i> <i>1/3 Page Square</i> <i>1/4 Page</i>						
		RSVD		RSVD				
01/27/2017	Jan/Feb	RSVD		RSVD				
02/17/2017	March	RSVD		RSVD				
03/17/2017	April	RSVD		RSVD				
05/19/2017	May/June	RSVD		RSVD				
06/26/2017	July	RSVD		RSVD				
08/18/2017	Aug/Sept	RSVD		RSVD				
9/18/2017	Oct	RSVD		RSVD				
10/20/2017	November	RSVD		RSVD				
11/17/2017	December	RSVD		RSVD				

In The Know

Deadline	Issue	<i>Inside Cover</i> <i>Back Cover</i> <i>Full Page</i> <i>1/3 Page</i>			
02/01/2017	May/June/ July				
05/16/2017	Aug/Sept				
07/14/2017	Oct/Nov				
9/15/2017	Dec - Apr				
	Webcasts				

	1x Rate	3-6x Rate
Inside Covers	\$495	\$435/each
Back Cover	\$450	\$395/each
Full Page	\$395	\$345/each
1/2 Page (horizontal)	\$195	\$165/each
1/3 Page (horizontal)	\$145	\$125/each

	1x Rate	5x Rate	9x Rate
Inside Covers	\$625	\$560	\$525
Back Cover	\$520	\$465	\$435
Full Page	\$520	\$465	\$435
1/2 Page (horizontal)	\$310	\$275	\$260
1/3 Page (square)	\$205	\$185	\$170
1/3 Page (horizontal)	\$205	\$185	\$170
1/4 Page (vertical)	\$160	\$145	\$130

For bleeds: allow 1/8" on all sides for bleed; keep live matter at least 1/4" from trim size of 8.5x11".

Total: \$ _____

THIS CONTRACT HAS BEEN APPROVED BY

X _____ Print Name: _____ Date: _____
 Signature of Exhibitor or Authorized Agent

Please sign and date this contract and submit to Ann Lupo (email: alupo@lcpa.org or fax: 504.469.7930). Contract is not valid without signature. Signing this contract indicates you have read and agree to all terms and conditions (see pg 15) contained within.

Terms and Conditions

Exhibitor Terms & Conditions

Purpose of the Exhibition: The exhibition is for the purpose of education and to provide a service to LCPA event attendees.

Standard Exhibit Package: The exhibit package includes a skirted 6-foot table, 2 chairs, a wastebasket, 2 lunches per day, and wi-fi. Additional lunches may be purchased; lunch prices vary by location. Exhibitors will be sent instructions on shipping procedures, set up, and tear down. A basic electrical connection is an additional \$50 and must be requested in advance.

Exhibitor Hours: Exhibit hours are established by LCPA. Generally, exhibits will be open during continental breakfast, morning and afternoon breaks and lunch. To maintain the educational integrity of the program, exhibitors are asked to adhere to the exhibit hours indicated. Once event sessions begin, discussions with participants should be finished and participants should be encouraged to return to the sessions. This will enable participants to receive maximum benefit from both the educational program and the exhibits.

Exhibit Set-Up and Tear Down: Exhibitors are responsible for setting up and tearing down their exhibits. No assistance will be provided by LCPA. Exhibitors are expected to set up and tear down their exhibits during the established time periods.

Assignment of Exhibit Space: In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. LCPA reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, company or individual without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibition hall. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them.

Display Advertising

Digital files (High Resolution PDF, JPEG, TIFF or EPS format) sent via email are preferred. Exact sized ads required; see specifications. A signed contract and insertion order is required. Ad space cancellations must be made at least three weeks prior to the publication date to avoid a cancellation fee. Invoices are mailed upon publication with full payment due within 30 days. Advertising agencies and/or authorized agents placing ads for a client/third party assume all responsibility for prompt payment.

Eligible Exhibits: LCPA reserves the right to determine the eligibility of any company or product for inclusion in the exhibition based on the information provided by the exhibitor. LCPA does not promote companies whose programs, services, products, etc., complete with those offered by LCPA to its members.

Care of Facilities: Exhibitors or their representatives must not injure or deface the walls or floors of the meeting site. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

Cancellation of Sponsorship/Exhibit Space: Sponsorships are secured on a first-come basis. Full payment must accompany exhibit contract. Cancellations of exhibit space are fully refundable if submitted in writing at least 90 calendar days prior to the conference. Cancellations submitted in writing less than 30 days will receive a 50 percent refund. No refunds are given to cancellations less than 30 days prior to the event.

Staffing & Badges: Exhibitors must provide LCPA with the name(s) of the representative(s) who will attend the exhibition. Exhibit representatives must wear appropriate LCPA badges at all times. The badges will be included in your exhibitor packet distributed at the event.

Cancellation of Events: LCPA reserves the right to cancel or reschedule an event at any time. Should this occur, LCPA will not be held responsible for any expenses incurred by the exhibitor.

Security: The exhibit area will not be locked when not in use. Exhibitors should consider removing from the meeting site or otherwise securing all equipment, supplies and other information at the close of each event day.

Shipping: Exhibitors are responsible for shipping materials to and from the event. All costs associated with the shipping and storage of exhibit material are the responsibility of the exhibitor.

The LCPA reserves the right to refuse any advertising. All ads are subject to review. Advertisements for any non-LCPA sponsored professional education program will not be accepted. The LCPA does not guarantee publication delivery dates. Although a production schedule exists, the actual delivery dates are contingent on factors that are outside the Society's control. The LCPA cannot guarantee special placement of advertisements.



Society of Louisiana
Certified Public Accountants
lcpa.org