2019 Marketing Guide
Event Sponsorships | Exhibits | Advertising
Connections that count.
It’s all about connections.

LCPA is here to help you expand your reach and build your business by connecting you with nearly 7000 CPAs, CFOs, and other accounting-related business professionals from around the state. Our marketing and advertising options are designed to position you as an indispensable partner in building and growing their businesses.

This Marketing Guide includes key information about our member/audience demographics, so you can make better decisions about where and when to focus your marketing efforts. No matter your goal — or your budget — we can help you find cost-effective ways to promote your brand.

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**LCPA by the Numbers**

- **Members**: 6959
- **Candidate Members**: 10%
- **Student Members**: 5%
- **CPA Members**: 85%
- **Gender**: 47% Male, 53% Female
- **Age**:
  - 20-29: 6%
  - 30-39: 15%
  - 40-49: 24%
  - 50-59: 20%
  - 60-69: 29%
  - 70+: 20%
- **CPA Members by Position**:
  - Public – Partner/Shareholder: 15%
  - Public – Manager, Staff: 16%
  - Public – Sole Practitioner: 9%
  - CEO/CFO/Controller/Owner: 23%
  - Industry – Staff: 8%
  - Government: 4%
  - Nonprofit: 2%
  - Education: 2%
  - Other: 21%

*Counts at time of publication.*
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Contact Us

Sponsorships/Events
Misean Reed • 504.904.1133 • mreed@lcpa.org

Advertising
Ann Lupo • 504.904.1125 • alupo@lcpa.org

If you’re looking for these audiences, try these events:

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Exhibiting at LCPA conferences puts us directly in front of the professionals we’ve come to know through our 49 years of Accounting and Finance recruiting. We’ve been exhibiting since 1988 and can’t see that ever ending.

Frank Loria, CPC
President • The Personnel Consulting Group
Business & Industry Conference Gold Sponsor
2019 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.

Mar 22  Controllers Workshop  Baton Rouge
May 17  Women's Conference  Baton Rouge
Jun 17-18  Technology Conference  New Orleans
Jul 1-5  Summer Education Conference  Sandestin, FL
Jul 26  Not-for-Profit Workshop  Kenner
Aug 9  State & Local Tax Workshop  Baton Rouge
Aug 15-16  Business & Industry Conference  New Orleans
Aug 22-23  Accounting & Auditing Conference  New Orleans
Aug 26  Estate & Financial Planning Workshop  Shreveport
Sep 23  Financial Institutions Conference  Baton Rouge
Sep 25  Small Business Workshop  Kenner
Oct 3  Accounting & Auditing Symposium  Alexandria
Oct 18  Medical & Healthcare Services Workshop  Baton Rouge
Oct 24-25  Forensic, Litigation & Valuation Services Conference  Baton Rouge
Nov 7-8  Winter CPE Cluster  Lake Charles
Nov 14-15  Government Accounting & Auditing Conference  Lafayette
Nov 18  Human Resources Workshop  Kenner
Nov 21-22  Oil & Gas Conference  Lafayette
Dec 2  Winter Tech Fest  Kenner
Dec 6  Tax Symposium  Shreveport
Dec 12-13  Louisiana Tax Conference  New Orleans
Louisiana Tax Conference
Dec 12-13 • New Orleans

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. Tax practitioners are often the primary consultant for businesses on all kinds of buying decisions, from what software to use, to what vehicles to purchase, and much more. So, whether you’re looking for new customers or a steady referral source (or both!), this is a must-attend event.

Packages & Pricing
Gold $2,000  Bronze $1,000
Silver $1,500  Exhibitor $600

2018 Attendance 685
Audience by Member Type
Public Accounting 68%
  Partner/Shareholder 30%
  Manager/Staff 21%
  Sole Practitioner 17%
Business & Industry 26%
  Owner 3%
  CFO/CEO/Controller 16%
  Staff 7%
Government/Nonprofit 2%
Other 4%

OUR LARGEST EVENT!
Accounting & Auditing Conference
Aug 22-23 • New Orleans

Our third-largest event, this conference is designed to get CPAs updated on the most recent trends and developments in accounting and auditing, where standards are constantly being issued or revised. If CPAs in public practice or sole practitioners are your target, this is a great event to be in front of firms of all sizes.

Packages & Pricing
- Gold $1,700
- Bronze $900
- Silver $1,300
- Exhibitor $550

Business & Industry Conference
Aug 15-16 • 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. If you're looking for financial decision-makers for Louisiana’s businesses, this is the place to be!

Packages & Pricing
- Gold $1,700
- Bronze $900
- Silver $1,300
- Exhibitor $550
### Controllers Workshop
**Mar 22 • 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.

**Packages & Pricing**
- Gold $1,300
- Silver $1,000
- Bronze $700
- Exhibitor $450

### Government Accounting & Auditing Conference
**Nov 14-15 • 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.

**Packages & Pricing**
- Gold $1,700
- Silver $1,200
- Bronze $900
- Exhibitor $500
Technology Conference
June 17-18 • New Orleans

LCPA partners with K2 Enterprises to bring the latest technology tips, tricks, and techniques to keep business leaders and their IT teams on top of the newest technologies and their implications. This conference attracts CPAs and accountants from a variety of industries with an interest in technological developments in both hardware and software. You don't have to be a tech company to benefit from connecting with this crowd.

Packages & Pricing
Gold $1,700  Bronze $900
Silver $1,300  Exhibitor $550

2018 Attendance 111
Audience by Member Type
Public Accounting 26%
  Partner/Shareholder 12%
  Manager/Staff 5%
  Sole Practitioner 9%
Business & Industry 58%
  Owner 2%
  CFO/CEO/Controller 36%
  Staff 22%
Government/Nonprofit 10%
Other 6%

Not only do we gain new customers and generate qualified leads, but we are able to get facetime with many of our existing customers at one event. Plus, we picked up 3 new clients just from the B&I Conference!

Matthew Diaz
Business Technology Consultant • Restech
Event sponsor since 2014
Destination CPE

These events are set in a resort setting, often with extracurricular activities so you have the opportunity to connect with attendees on a different level than at one of our traditional events. It’s business with a fun twist!

Summer Education Conference
Jul 1-5 • Sandestin Golf & Beach Resort

The Louisiana and Alabama 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.

Packages & Pricing
Gold $2,000
Silver $1,500
Bronze $1,000
Exhibitor $600

Winter CPE Cluster
Nov 7-8 • 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.

Packages & Pricing
Gold $1,300
Silver $1,000
Bronze $700
Exhibitor $450

2018 Attendance 131
Audience by Member Type
Public Accounting 28%
  Partner/Shareholder 21%
  Manager/Staff 3%
  Sole Practitioner 4%
Business & Industry 55%
  Owner 9%
  CFO/CEO/Controller 31%
  Staff 15%
Government/Nonprofit 10%
Other 7%

2018 Attendance 64
Audience by Member Type
Public Accounting 43%
  Partner/Shareholder 17%
  Manager/Staff 12%
  Sole Practitioner 14%
Business & Industry 36%
  Owner 3%
  CFO/CEO/Controller 19%
  Staff 14%
Government/Nonprofit 14%
Other 7%
Specialized Conferences

In addition to traditional accounting functions, our members often find themselves working in specific industries with their own regulatory and market issues to deal with. These programs provide a more focused dive into a variety of topics, providing a perfect place for you to connect with decision makers in your niche target area.

Packages & Pricing

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<td>Exhibitor</td>
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Financial Institutions Conference
Sep 23 • Baton Rouge

2018 Attendance 158

Audience by Member Type

- **Public Accounting**: 36%
  - Partner/Shareholder: 15%
  - Manager/Staff: 20%
  - Sole Practitioner: 1%
- **Business & Industry**: 55%
  - Owner: 2%
  - CFO/CEO/Controller: 23%
  - Staff: 30%
- **Government/Nonprofit**: 4%
- **Other**: 5%

Forensic, Litigation & Valuation Conference
Oct 24-25 • Baton Rouge

2018 Attendance 84

Audience by Member Type

- **Public Accounting**: 80%
  - Partner/Shareholder: 38%
  - Manager/Staff: 33%
  - Sole Practitioner: 9%
- **Business & Industry**: 17%
  - Owner: 2%
  - CFO/CEO/Controller: 6%
  - Staff: 9%
- **Government/Nonprofit**: 0%
- **Other**: 3%

Medical & Healthcare Services Workshop
Oct 18 • Baton Rouge

2018 Attendance 81

Audience by Member Type

- **Public Accounting**: 36%
  - Partner/Shareholder: 7%
  - Manager/Staff: 25%
  - Sole Practitioner: 4%
- **Business & Industry**: 54%
  - Owner: 4%
  - CFO/CEO/Controller: 25%
  - Staff: 25%
- **Government/Nonprofit**: 8%
- **Other**: 2%

Oil & Gas Conference
Nov 21-22 • Lafayette

2018 Attendance 57

Audience by Member Type

- **Public Accounting**: 27%
  - Partner/Shareholder: 10%
  - Manager/Staff: 12%
  - Sole Practitioner: 5%
- **Business & Industry**: 56%
  - Owner: 7%
  - CFO/CEO/Controller: 39%
  - Staff: 20%
- **Government/Nonprofit**: 2%
- **Other**: 5%

State & Local Tax Workshop
Aug 9 • Baton Rouge

2018 Attendance 213

Audience by Member Type

- **Public Accounting**: 61%
  - Partner/Shareholder: 18%
  - Manager/Staff: 34%
  - Sole Practitioner: 9%
- **Business & Industry**: 30%
  - Owner: 3%
  - CFO/CEO/Controller: 11%
  - Staff: 16%
- **Government/Nonprofit**: 5%
- **Other**: 3%

Women’s Conference
May 17 • Baton Rouge

2018 Attendance 88

Audience by Member Type

- **Public Accounting**: 37%
  - Partner/Shareholder: 5%
  - Manager/Staff: 28%
  - Sole Practitioner: 4%
- **Business & Industry**: 44%
  - Owner: 1%
  - CFO/CEO/Controller: 28%
  - Staff: 15%
- **Government/Nonprofit**: 9%
- **Other**: 10%
Specialized Conferences
(Exclusive sponsorships — $1000 per event)

These niche programs are held in LCPA’s training facility and are restricted to one exclusive sponsor per event. You’ll be a part of the classroom experience and have the opportunity to participate in the discussion. And despite the smaller class size, the brochure and promotional emails — as with most of our programs — will be sent to the majority of our members, so your presence will be noticed far beyond the classroom.

Human Resources Workshop
Nov 18 • Kenner

2018 Attendance 42

Audience by Member Type
Public Accounting 7%
  Partner/Shareholder 2%
  Manager/Staff 5%
  Sole Practitioner 0%
Business & Industry 63%
  Owner 0%
  CFO/CEO/Controller 52%
  Staff 11%
Government/Nonprofit 23%
Other 7%

Not-for-Profit Workshop
Jul 26 • Kenner

2018 Attendance 87

Audience by Member Type
Public Accounting 48%
  Partner/Shareholder 14%
  Manager/Staff 25%
  Sole Practitioner 9%
Business & Industry 21%
  Owner 1%
  CFO/CEO/Controller 9%
  Staff 11%
Government/Nonprofit 24%
Other 7%

Small Business Workshop
Sep 25 • Kenner

2018 Attendance 42

Audience by Member Type
Public Accounting 33%
  Partner/Shareholder 5%
  Manager/Staff 16%
  Sole Practitioner 12%
Business & Industry 63%
  Owner 7%
  CFO/CEO/Controller 49%
  Staff 7%
Government/Nonprofit 2%
Other 2%

Winter Tech Fest
Dec 2 • Kenner

2018 Attendance 39

Audience by Member Type
Public Accounting 29%
  Partner/Shareholder 8%
  Manager/Staff 8%
  Sole Practitioner 13%
Business & Industry 54%
  Owner 3%
  CFO/CEO/Controller 33%
  Staff 18%
Government/Nonprofit 15%
Other 2%
North Louisiana Events

Exhibiting at LCPA Conferences gives us an opportunity to visit with many of our existing CPA clients and develop new prospects at the same time. We have supported several of the conferences for many years and feel that the money has been well spent.

Richard Moeller & Wyatt Sanders
Alexander & Sanders Insurance

Packages & Pricing
Gold $1,000  Bronze $600
Silver $800  Exhibitor $400

Accounting & Auditing Symposium
Oct 3 • Alexandria
2018 Attendance 53

Audience by Member Type
Public Accounting 74%
  Partner/Shareholder 38%
  Manager/Staff 29%
  Sole Practitioner 7%
Business & Industry 11%
  Owner 0%
  CFO/CEO/Controller 7%
  Staff 4%
Government/Nonprofit 4%
  Other 11%

Estate & Financial Planning Workshop
Aug 26 • Shreveport

2018 Attendance 61

Audience by Member Type
Public Accounting 71%
  Partner/Shareholder 35%
  Manager/Staff 25%
  Sole Practitioner 11%
Business & Industry 22%
  Owner 6%
  CFO/CEO/Controller 11%
  Staff 5%
Government/Nonprofit 0%
  Other 7%

Tax Symposium
Dec 6 • Shreveport

2018 Attendance 96

Audience by Member Type
Public Accounting 73%
  Partner/Shareholder 37%
  Manager/Staff 20%
  Sole Practitioner 16%
Business & Industry 17%
  Owner 0%
  CFO/CEO/Controller 12%
  Staff 5%
Government/Nonprofit 4%
  Other 6%
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.

Lagniappe Member Magazine

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<td>May/June</td>
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<td>July</td>
<td>Chair’s Issue</td>
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<td>Aug/Sept</td>
<td>Financial Planning</td>
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<td>October</td>
<td>Human Resources</td>
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<td>November</td>
<td>Small Business</td>
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<td>December</td>
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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 every issue 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.*

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Up to 6 issues per year:
- Annual Index/May/June/July
- August/September
- October/November
- December – April
- Webcasts (2 issues)

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.

Bonuses 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.
Digital Ads

Connect with our members virtually! LCPA.org is a primary resource for our members to find out about news, networking events, and CPE, so it's a great place to let them know about your product or service. And our emails can reach up to 7500 people, or we can select a more targeted audience for your message.

Web

LCPA.org

Home page $450/month
Interior pages $250/month

Discounts apply for orders of 3 or more. Max 3 months per company.

Email

<table>
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<tr>
<th>Topic</th>
<th>Audience</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>In the Know/CPE</td>
<td>7500</td>
<td>6/year</td>
<td>$350/issue</td>
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<td>Chapter News &amp; Events</td>
<td>Varies</td>
<td>Up to 2/month</td>
<td>$250/month (or two emails)</td>
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<td>Lagniappe</td>
<td>7500</td>
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<td>Conference/Other CPE</td>
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<td>Varies</td>
<td>$350/each for non-sponsors</td>
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(Not available for all events/emails. See page 5-12 for information on our conferences.)
# Sponsor & Exhibitor Packages

<table>
<thead>
<tr>
<th>Available Packages</th>
<th>Gold/Exclusive</th>
<th>Silver</th>
<th>Bronze</th>
<th>Standard Exhibitor</th>
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</table>

**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
# 2019 Event Sponsor/Exhibitor Contract

Company Name ___________________________ Type of Business ___________________________

Address

City/State/Zip ___________________________

Contact ___________________________ Phone ___________________________ Email ___________________________

Please circle your choice(s):

## Major Conferences

<table>
<thead>
<tr>
<th>Conference</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting &amp; Auditing Conference</td>
<td>RSVD</td>
<td>$1,300</td>
<td>$900</td>
<td>$550</td>
</tr>
<tr>
<td>Business &amp; Industry Conference</td>
<td>RSVD</td>
<td>$1,300</td>
<td>$900</td>
<td>$550</td>
</tr>
<tr>
<td>Controllers Workshop</td>
<td>RSVD</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
</tr>
<tr>
<td>Government Accounting &amp; Auditing Conference</td>
<td>RSVD</td>
<td>$1,200</td>
<td>$900</td>
<td>$500</td>
</tr>
<tr>
<td>Louisiana Tax Conference</td>
<td>RSVD</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$600</td>
</tr>
<tr>
<td>Technology Conference</td>
<td>$1,700</td>
<td>$1,300</td>
<td>$900</td>
<td>$550</td>
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</tbody>
</table>

## Specialized Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting &amp; Auditing Symposium</td>
<td>$1,000</td>
<td>$800</td>
<td>$600</td>
<td>$400</td>
</tr>
<tr>
<td>Estate &amp; Financial Planning Workshop</td>
<td>$1,000</td>
<td>$800</td>
<td>$600</td>
<td>$400</td>
</tr>
<tr>
<td>Financial Institutions Conference</td>
<td>RSVD</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
</tr>
<tr>
<td>Forensic Litigation Valuation Workshop</td>
<td>$1,300</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
</tr>
<tr>
<td>Medical &amp; Healthcare Services Workshop</td>
<td>$1,300</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
</tr>
<tr>
<td>Oil &amp; Gas Conference</td>
<td>$1,300</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
</tr>
<tr>
<td>State &amp; Local Tax Workshop</td>
<td>$1,300</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
</tr>
<tr>
<td>Tax Symposium</td>
<td>$1,000</td>
<td>$800</td>
<td>$600</td>
<td>$400</td>
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<tr>
<td>Women's Conference</td>
<td>$1,300</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
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</tbody>
</table>

## Exclusive Sponsorships

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resources Workshop</td>
<td>$1,000</td>
</tr>
<tr>
<td>Not-for-Profit Workshop</td>
<td>$1,000</td>
</tr>
<tr>
<td>Small Business Workshop</td>
<td>$1,000</td>
</tr>
<tr>
<td>Winter Tech Fest</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

## 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.

## Destination CPE

<table>
<thead>
<tr>
<th>Conference</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Education Conference</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$600</td>
</tr>
<tr>
<td>Winter CPE Cluster</td>
<td>$1,300</td>
<td>$1,000</td>
<td>$700</td>
<td>$450</td>
</tr>
</tbody>
</table>

## 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 Misean 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 19) contained within.
## 2019 Advertising Contract

**Company Name** ____________________________  **Type of Business** ____________________________

**Address** ____________________________________________________________________________

**City/State/Zip** _______________________________________________________________________

**Contact** ____________________________  **Phone** ____________________________  **Email** ____________________________

### Inside Covers

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Issue</th>
<th>Inside Front Cover</th>
<th>Inside Back Cover</th>
<th>Back Cover</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/3 Page Horizontal</th>
<th>1/3 Page Square</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/18/2019</td>
<td>Jan/Feb RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02/15/2019</td>
<td>March RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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<td></td>
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</tr>
<tr>
<td>03/18/2019</td>
<td>April RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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</tr>
<tr>
<td>05/17/2019</td>
<td>May/June RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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<td></td>
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</tr>
<tr>
<td>06/14/2019</td>
<td>July RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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<tr>
<td>08/12/2019</td>
<td>Aug/Sept RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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<td></td>
<td></td>
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<tr>
<td>09/16/2019</td>
<td>Oct RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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<tr>
<td>10/14/2019</td>
<td>November RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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<td></td>
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</tr>
<tr>
<td>11/15/2019</td>
<td>December RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
<td>RSVD</td>
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<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

### In the Know

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Issue</th>
<th>Inside Cover</th>
<th>Back Cover</th>
<th>Full Page</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/01/2019</td>
<td>May/June/July</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05/13/2019</td>
<td>Aug/Sept</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>07/12/2019</td>
<td>Oct/Nov</td>
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<td></td>
<td></td>
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<tr>
<td>08/16/2019</td>
<td>Dec – Apr</td>
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<td>Webcasts</td>
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</table>

### Digital

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Home Page</td>
<td>$450/month</td>
<td></td>
</tr>
<tr>
<td>Web Interior Page</td>
<td>$250/month</td>
<td></td>
</tr>
<tr>
<td>In the Know CPE Email</td>
<td>$350/issue</td>
<td></td>
</tr>
<tr>
<td>Chapter News Email</td>
<td>$250/month</td>
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</tr>
<tr>
<td>Lagniappe Email</td>
<td>$350/issue</td>
<td></td>
</tr>
<tr>
<td>Membership Email</td>
<td>$350 each</td>
<td></td>
</tr>
<tr>
<td>Conference/Other CPE Email</td>
<td>$350 each</td>
<td></td>
</tr>
</tbody>
</table>

**Total:** $________

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**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 page 19) 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.

**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.

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.

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.