



# SEMINAR

P R O S P E C T U S



Florida Institute of Certified Public Accountants



# How will you meet your future customers?

Allow us to introduce you to your newest clients! We host over a hundred CPE seminars throughout Florida and represent a growing membership of more than 18,000 CPAs.

With just a small investment you could promote your business to thousands of Florida CPAs by taking advantage of a great new opportunity – sponsor our seminars. Reach valuable potential customers with a tabletop booth or a full color ad. Promote your business by sponsoring breakfast, lunch, snack or beverage breaks. We have sponsorship opportunities that meet the needs of any budget.

Please call Drew Miller at (850) 224-2727, Ext. 270 or LaToya Williams at Ext. 359 for more information about these sponsorship opportunities.



## Sponsorship Opportunities

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### ▶ **Tabletop Benefits**

- Tabletop booth space at the seminar to promote products and services to all seminar attendees.
- Company name/logo and hyperlink on the FICPA seminar website and CPE seminar sponsor page.
- Company name on signage featuring seminar sponsors.
- Company name/logo in electronic seminar materials distributed to all attendees.
- Acknowledgement during opening remarks at seminar.
- Lunch for one company representative each day of seminar (if lunch is provided at seminar).

### ▶ **Breakfast/Lunch/Break/Snack Sponsors**

- Company name/logo listed exclusively on easel or tabletop signs during appropriate function (i.e. breakfast, lunch, etc).
- Company name/logo and hyperlink on the FICPA seminar website and CPE seminar sponsor page.
- Company name on signage featuring seminar sponsors.
- Company name/logo in electronic seminar materials distributed to all attendees.
- Acknowledgement during opening remarks at seminar.

### ▶ **Full Page Color Ad Sponsor Benefits**

- Company name/logo and hyperlink on the FICPA seminar website and CPE seminar sponsor page.
- Company name on signage featuring seminar sponsors.
- Full Page, 4 Color Ad in electronic seminar materials distributed to all attendees.

**Ad Specifications:** Full page, 4 color ads are 8.5” x 11”. Advertisers are required to submit ads by email (admaterials@ficpa.org) in EPS, PDF or TIFF formats. All fonts must be embedded. All ads submitted must be high resolution or 300 dpi. No word documents are accepted.



## ▶ Tabletop Sponsors

Sponsor must obtain electricity, extension cords, phone lines, easels, and other materials and services directly through the seminar facility. This cost is the responsibility of the sponsor. The FICPA will provide sponsor with the appropriate contacts with which to make arrangements.

The FICPA will provide the sponsor with a printed name badge if requested in advance.

It is agreed that the FICPA and the host facilities shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit area.

**Space is assigned by the FICPA according to the date the FICPA receives the contract and payment for the sponsorship. Sponsors will not be permitted to assign, sublet or share with others any part of the space allotted to them.** Initial: \_\_\_\_\_

In accordance with Florida Statutes Section 212.18(3)(b)3, the FICPA authorizes sponsors to make retail sales on tangible personal property or service subject to sales tax. The sponsor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implications arising from activities while a sponsor at the program.

Due to regulations by the music industry regarding music at public meetings, conventions and shows, sponsors may not play music during the program, either live or recorded.

Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.



## Terms and Conditions

Full payment is due with this contract. In the event of cancellation, a 50% non-refundable fee will be held. If within 30 days of the seminar, 100% will be held.

This agreement does not include a list of FICPA members. A mailing list may be purchased through the FICPA by completing a mailing list agreement form.

**Participation in seminar lunch is limited to tabletop or lunch sponsor(s), with a maximum of one representative per company.** Initial: \_\_\_\_\_

Sponsors may attend the seminar sessions only if formally registered as a participant by paying the registration fee in addition to the sponsor fee.

The FICPA management reserves the right to approve the character of any sponsor and the attendant advertising and sales promotions and to prohibit anything which in its judgment because of noise or other objectionable features may detract from the program in general.

The use of promotions, premiums, lotteries or giveaway contests must be approved by the FICPA management. Such approval may be granted or withheld with or without cause at the discretion of the FICPA management. Prize announcements are not made during the seminar. The sponsor should contact the winner individually.

The sponsor agrees to indemnify and hold harmless the FICPA and the host facilities or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts of omissions of sponsors, their employees or their representatives or guests.

The FICPA will not be held responsible or liable for charges or damages for any failure of performance due to Acts of God, labor disputes, shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.

Insurance, if desired by the sponsor, must be obtained at his or her own expense.

**My signature below indicates that I understand and agree to the terms of this application.**

Company Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Return application with payment to:

**Florida Institute of CPAs, Attn.: CPE Seminar Coordinator, Post Office Box 5437, Tallahassee, FL 32314**

FICPA Use Only:

Contract accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

Contract Rec'd: \_\_\_\_\_ Payment Rec'd: \_\_\_\_\_ Name badge Req'd: \_\_\_\_\_ Box lunch Req'd: \_\_\_\_\_



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[www.ficpa.org](http://www.ficpa.org)

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