



California Society
of Tax Consultants



SPONSORSHIP/EXHIBITOR/ADVERTISEMENT PROSPECTUS

The California Society of Tax Consultants, Inc. (CSTC), a nonprofit organization for the benefit of tax professionals throughout California since 1966, (formerly known as ISTC), delivers quality education and other benefits. CSTC's has a membership of over 750 tax professionals throughout California and surrounding states.

CSTC has a well-deserved reputation for its educational opportunities for tax professionals and offers sponsorship, exhibit and advertising opportunities during educational events as well as year round exposure through the Website, e-newsletter, etc.

CSTC understands valuable marketing dollars need to be maximized and show a return on investment. CSTC has designed this prospectus with vendors and advertisers in mind. We offer several sponsorship opportunities to help your company, firm, or association stand out.

**MEMBERSHIP:
OVER 750**

**SUMMER SYMPOSIUM:
250 ATTENDEES**

**AUTUMN CLASSIC:
50-75**

**FALL TAX BRIDGE
(INCLUDES CSTC'S ANNUAL
BUSINESS MEETING):
50-75**

**SPONSORSHIP
OPPORTUNITIES:**

CSTC offers a unique package for exhibitors and sponsors, giving them the ability to advertise during CSTC's three events for the price of one.

Sponsoring companies will be recognized throughout CSTC's events via signage, promotional/event materials and communications, and on the Website. Other benefits are available depending upon the level of sponsorship.

PLATINUM (1 Available) \$5,000

- Title Sponsorship as Platinum Sponsor (cover sponsor)
- Sponsorship of Welcome Reception at Summer Symposium (with co-sponsor if applicable)
- Exhibit Table at the Summer Symposium in Reno, NV with two registrations
- Platinum Sponsor listing in CSTC's e-newsletter, *The Reporter* (12 months)
- Platinum Sponsor listing on CSTC's homepage with link (12 months)
- Platinum Sponsor listing on Summer Symposium, Autumn Classic, Fall Tax Bridge webpages
- Rotating 12 mos. slider image on homepage noting Platinum Sponsor with company logo
- Signage and recognition at CSTC Summer Symposium, Autumn Classic, Fall Tax Bridge

GOLD (2 Available) \$4,000

- Exhibit Table at the Summer Symposium in Reno, NV with two registrations
- Sponsorship of Continental Breakfast at Summer Symposium
- Gold Sponsor listing in CSTC's e-newsletter, *The Reporter* (12 months)
- Gold Sponsor listing on CSTC's homepage with link (12 months)
- Gold Sponsor listing on Summer Symposium, Autumn Classic, Fall Tax Bridge webpages
- Signage and recognition at CSTC Summer Symposium, Autumn Classic, Fall Tax Bridge

SILVER (3 Available) \$3,000

- Exhibit Table at the Summer Symposium in Reno, NV with two registrations
- Silver Sponsor listing in CSTC's e-newsletter, *The Reporter* (12 months)
- Silver Sponsor listing on CSTC's homepage with link (12 months)
- Silver Sponsor listing on Summer Symposium, Autumn Classic, Fall Tax Bridge webpages
- Signage at CSTC Summer Symposium, Autumn Classic, Fall Tax Bridge

BRONZE (Unlimited) \$1,000

- Exhibit Table at the Summer Symposium in Reno, NV with two registrations
- Bronze Sponsor listing in CSTC's e-newsletter, *The Reporter* (12 months)
- Bronze Sponsor listing on CSTC's homepage with link (12 months)
- Bronze Sponsor listing on Summer Symposium, Autumn Classic, Fall Tax Bridge webpages



**California Society
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65 Enterprise, Aliso Viejo, CA 92656
Telephone 949-715-4192 • Fax 949-715-6931 • Email info@cstcsociety.org

A'LA CARTE OPPORTUNITIES*

Welcome Reception (Summer, Autumn, or Fall)	1 Available	\$3,000
Breakfast (Summer, Autumn, or Fall)	2 Available	\$2,000
Lunch (Summer, Autumn, or Fall)	1 Available	\$3,500
Break (Summer, Autumn, or Fall)	4 Available	\$1,500
Tote Bags with company and CSTC logos (Summer, Autumn, or Fall)	1 Available	\$2,500
Exhibit Table during Summer Symposium: includes one 6 ft table, two chairs, two exhibitor registrations/name badges. Additional exhibitor name badges are \$50 each.	20 Available	\$400

*Based on availability

CSTC Advertising Policy - The Reporter

GENERAL

Advertising in The Reporter shall comply with the criteria specified classified advertising. CSTC is not responsible for any claims made in an advertisement. CSTC's acceptance of advertisements shall in no way imply a direct affiliation between CSTC and its advertisers. The appearance of advertising on any CSTC forum is neither a guarantee nor an endorsement by CSTC of the product, service, or company or the claims made for the product in such advertising. CSTC will sell advertising space to any advertiser when the content of the advertising does not interfere or directly conflict with the mission, policies, statements, objectives or interests of CSTC. CSTC, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

AD SUBMISSION

Display ads should be submitted as a high resolution (300 dpi or higher) TIF or JPG with fonts embedded in the file. Display ads must be exactly measured according to the listed ad sizes. To determine size correctly, measure ad from outside border to outside border. A compressed file can be sent to info@cstcsociety.org. Please call the CSTC office with any questions.

PAYMENT

Payment must accompany ads. Ads submitted without payment will not be printed. CSTC does not bill for advertisements in The Reporter. Advertising rates are subject to change without notice. CSTC advertising is non-commissionable.

E-NEWSLETTER

Logo Ad at Bottom

3" x 2" ad 125x125 pixels

- 12 months \$2,250
- 6 months \$1,350
- 3 months \$810
- 1 month (1 ad) \$350

WEBSITE AND EMAIL ADVERTISING OPPORTUNITIES

Logo Ad at Side

1" x 1" tile ad 125 x 125 pixels

- 12 months \$1,900
- 6 months \$1,140
- 3 months \$685
- 1 month (1 ad) \$275

Email Communications

Company Logo with Active Link on All CSTC Email Communications

- 12 months \$2,950
- 6 months \$1,775
- 3 months \$1,050
- 1 month \$350

WEBSITE CLASSIFIED ADS (MEMBERS' LINKS)

Classified Rates:

Classified advertising is available on the web page. The price is \$25 for five (5) lines with each additional line costing \$5.00 each. Classified ads will appear for three months for this price. CSTC does not bill for classified ads. Classifieds must not exceed 30 characters and/or spaces per line.

Payment:

Payment for web page advertising must be received in full prior to the ad being placed on the site. You may place an ad online or if paying by check, mail to the CSTC office. Classified ads must be typed on an 8½" x 11" page. The name and telephone number of the person placing the ad should also be included on the same sheet of paper as the ad. Make checks payable to CSTC and send to: CSTC, 65 Enterprise, Aliso Viejo, CA 92656

Updates to the web site are made monthly. No prorating of fees will occur. Advertising will be accepted on a first-paid basis. An accounting of total hits to the CSTC web page will be provided to advertisers quarterly upon request.