

# ADVERTISING AND SPONSORSHIP OPPORTUNITIES



International Accounts Professionals  
The Trusted Source for **Everything AP**



International Accounts Receivable Professionals  
The Trusted Source for **Everything AR**

International Accounts Payable Professionals comprises more than 5,000 members in 70-plus local chapters in the United States and Canada. The nonprofit (501c6) corporation based in Orlando, Fla., is governed by a nine-member board of directors and a professional staff. Support and guidance are provided by several specific councils and committees.

We are pleased to announce the official launch of International Accounts Receivable Professionals (IARP) — the new sister association to International Accounts Payable Professionals (IAPP)! In recent surveys, IAPP members have asked us to expand our offerings to include accounts receivable. The good news is: We have heard YOU! With the development of the NEW IARP, we are now dedicated to providing support and resources to the accounts receivable profession.

## Print



**AP Matters Magazine** – Reach Who Really Matters! This is the official bi-monthly publication that goes out to the entire membership base and expands for special issues. Accounts Payable and other financial professionals consistently rank AP Matters as a valuable, informative, and interesting resource. The magazine been selected by the Florida Magazine Association, the largest statewide magazine association in the nation, to receive three Charlie Awards in cover design, feature writing, and in-depth reporting.

*Exclusive Positions : Belly Band \$3000 \* Gatefolds ( Cover and Center ) \* Dye Cut \* Outserts \*Reprints  
\* Tip Ons \*Product Samples \* Tabbed Inserts \* Option pricing upon request.*

Size (8 ¾ x 10 ⅝)	1x rate	3x rate	6x rate
Full page	\$2,000	\$1,800	\$1,600
2/3	\$1,500	\$1,350	\$1,200
1/2	\$1,125	\$1,000	\$900
1/3	\$975	\$865	\$775

<b>IBC</b>	\$2,250 SOLD OUT	\$2,000 SOLD OUT	\$1,800 SOLD OUT
<b>IFC</b>	\$2,750 SOLD OUT	\$2,500 SOLD OUT	\$2,225 SOLD OUT
<b>BC</b>	\$3,250 SOLD OUT	\$2,900 SOLD OUT	\$2,600

### **Tentative Editorial Calendar – Subject to Change**

March – April: Government – Audit Recovery – *Ad deadline January 1<sup>st</sup>, 2010!*

May – June: Foot Soldiers in Finance

July – August: P Cards

September – October: CFO's

November – December: Year End – Tax and Regulatory

### **Service Providers - Who Should Advertise?**

Document Management – Imaging and Workflow  
 Software – tax and auditing - VAT Recovery  
 Invoice and Payment Solutions  
 Auditing solutions and software  
 Finance and accounting Staffing/ Recruitment  
 Document automation  
 Post Payment Audit and recovery Services  
 Duplicate Payment Software  
 Unclaimed Property and Recovery  
 Electronic Invoicing  
 Procurement cards  
 Corporate Payment Solutions  
 Technology Consultants and Solutions  
 Travel and Entertainment Software/Consultants

Payment Card Processing  
 Laser Check Printing  
 Imaging  
 Regulatory Compliance Consultants  
 Risk Assessment  
 AP/AR Automation  
 Medical Payments/EOB Processing  
 Mortgage Document Processing  
 Healthcare Payments Automation  
 Financial Institutions  
 Business Process Management  
 Telecom Expense Management  
 Accounting Software  
 Currency Exchange

### **Other Print Products**

**2010 Annual Conference Brochure Ad** – Invite to attend conference is mailed to 75,000+ members and prospects in January. *Space deadline by November 27, 2009.* Please request specifications.

Full Page - \$15,000

½ Page - \$8,500

⅓Page - \$5,000

## Online

Gain company presence in the AP and AR community, the industry's most trusted online resource for payables information. Web site advertising opportunities include (based on space availability):

- Banner ads
- Rotating tile ads
- Linked logos
- Service provider listing \$2500/yr

**Membership Matters Newsletter – AP and AR** Electronic, bi-monthly running opposite months of *AP Matters*. Focus on association content. Distributed to IAPP membership and hosted on IAPP's website. Tile Ad (3 available) – \$1,000/per newsletter

### **IAPP Websites:**

**The IAPP.org** - IAPP's website has the highest Google placement for anyone in the AP space and well over 18,000 unique visitors to our site each month at [www.TheIAPP.org](http://www.TheIAPP.org). Opportunities include banner and tile ads. Conference page ads available.

Banner Ad - \$12,000/Per Year or \$1,200/Per Month

Tile Ad - \$6,000/Per Year or \$700/Per Month

IAPP Quick Poll Sponsor – Company linked logo for three weeks - \$500

**APMatters.org** – Members can view AP Matters on-line. Nonmembers can view the home page only.

Banner Ad - \$12,000/ Per Year or \$1,200/Per Month

Tile Ad - \$6,000/Per Year or \$700/Per Month

**TheIARP.org** – International Accounts Receivable Professionals (IARP) – New! On-line now!

Banner Ad - \$6,000/Per Year or \$700/Per Month

Tile Ad - \$3,000/Per Year or \$500/Per Month

**ARMatters.org** – Members can view AR Matters on-line. Nonmembers can view the home page only. NEW! Online Oct 1<sup>st</sup>! Available NOW!

Banner Ad - \$6,000/Per Year or \$700/Per Month

Tile Ad - \$3,000/Per Year or \$500/Per Month

**Theiapp.co.uk** – This site includes the latest industry news specific to the United Kingdom.

Banner Ad - \$6,000/Per Year or \$700/Per Month Tile Ad - \$3,000 or \$500/Per Month

## Education



**Webinars** – Educate IAPP members through webcasts and audio conferences. IAPP will announce your webcast via e-mail up to two weeks prior to the event. All webcast and audio conference material will be considered for CAPP/CAPA credits. Average attendance ranges from 70 for vendor webinars and 115 for IAPP co-produced webinars. Content must be received at least three weeks prior to event. Creative design available @ \$75/hr.

Vendor Webinar – for product or service demonstration. IAPP will send out email blast to our database (membership and prospect lists base of over 15,000). Client manages and executes their own webinar and entire process. Based on space availability.

IAPP Co-Produced Webinars – content purely educational. IAPP will send email blast to our database, (membership and prospect lists base of over 15,000) endorse and manage the entire process on our platform. Education team will review content and webinar may qualify for NASBA CEU credits. 1 credit for every 50 minutes. Sponsor receives, company logos on all materials, company slide at the end of deck, 3 minute brief description up front and can introduce the speaker, logos on marketing materials, copy of webinar and recorded version, attendance email list. Client responsible for topics and speakers. We can assist if needed. Based on space availability.

### **Sponsorship of E Seminars and Pay Webinar Series : 3 to 12 parts**

Our e-Seminars and webinar series provide quick professional development without the travel costs. Our seminars are designed for professionals who are motivated to implement proven solutions to dramatically improve business practices. For more information see AP Training on IAPP.org. We market to members and non members and have different fee schedule.

E Seminars: Must sponsor entire series

Member – 3 part \$3,500 / 4 part \$4,000 / 5 part \$4,500 / 6 part \$5,000 / 7 part \$6,000 / 12 part \$8500

Webinar Series: Can sponsor entire series or individual parts

Member - 3 part \$3,500 / 4 part \$4,000 / 5 part \$4,500 / 6 part \$5000 / 7 part \$6,000 / 12 part \$8500

Individual Webinars Only: \$1450 ea.

Each part is 1.5 hours long

Please request class schedule. More classes may be available.

E Seminars:

AP Best Practices – 5 part – deadline Jan 2009 / Dates 3/9/2010 to 4/20/2010

Procure to Pay – 5 part – deadline Dec 2009 / Dates 2/10/2010 to 3/24/2010

AP Leadership Skills – 6 part – deadline Dec 2009 / Dates 2/10/2010 to 3/31/2010

Controls – 6 part – deadline Jan 2009 / Dates 11/10/2009 to 12/15/2010  
or 3/9/2010 to 4/20/2010

Compliance and Tax Training – 5 part – deadline Oct 23 / Dates 11/9/2009 to  
12/14/2009

AP Technology – 6 part – Deadline Nov 2009 / Dates 1/12/2010 to 2/23/2010

AP Technology Automation – 6 part – Deadline Jan 2010 / Dates 3/8/2010 to 4/19/2010

Webinars:

AP Fraud Series - 5 part – 2/8/2010 – 10/11/2010

AR Fraud – 3 part – 3/22/2010 – 7/26/2010

AP Cost Recovery – 12 part – 1/18/2010 – 12/20/2010

Working Capital – 6 part – 2/4/2010 – 3/11/2010

What do sponsors receive?

10 minute max time to talk about company/products/educational topics each part

Logo on all advertising from IAPP = sponsorship recognition

Logos on slides throughout presentations

Logo and website link on our website training page

Use of attendee list for e blast after sessions are completed (use as a thank you)

Sponsor can introduce the speaker

## **Direct Marketing Solutions**

**E-mail Blast –**

Email your approved message to our email list; choose from members, past customers and or our entire prospect database. Client must provide copy and logos. Based on date availability:

Members and current and past customers – 15,000 records = \$3500

Members, current and past customers and prospect lists of AP Managers to CEO's – 60,000 records = \$5000

### **Direct Mail –**

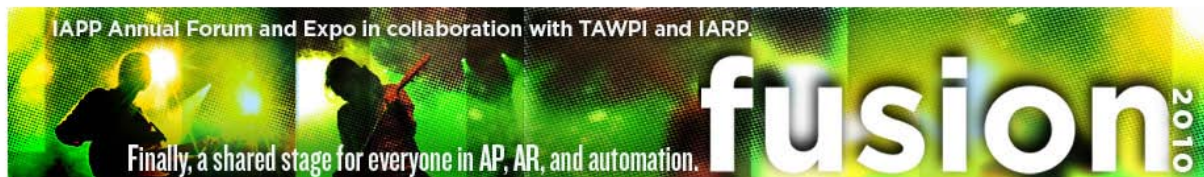
Mail to IAPP membership list via IAPP preferred mailing vendor. Send printed, mail ready material to IAPP. Costs are based on letter sized postcard rates and do not include postage. Custom quotes available for different mail pieces. Print quotes also available. Client must provide creative.

Members only – 5000 records = \$1350

Members and current and past customers – 7,500 records = \$1750

Members, current and past customers and prospect lists of AP Managers to CEO's – 60,000 records = Please request quote.

## **Exhibiting**



**EXHIBIT** – The IAPP/IARP is the only non-profit organization whose mission is to offer education and information on leading-edge technology to the Accounts Payable and Accounts Receivable Professions. IAPP conference attendees need to be well educated to ensure that when it comes to the products and services your company has to offer they are equipped to make the decision for their AP/AR departments. Your organization can provide that information and gain additional influence through exhibiting at IAPP's Annual Conference. Take advantage of this opportunity to demonstrate your newest products to your target audience.

**Annual Forum** - Beginning with IAPP's 2010 conference, IAPP will be co-locating our annual conference with The Association for Work Process Improvement (TAWPI). We also will have an expanded Accounts Receivable track. This combined event that will be held May 9-13 at the Gaylord Texan in Dallas will deliver an increased number of educational sessions, networking opportunities, and an expanded exhibit hall for professionals interested in accounts payable, accounts receivable, payments automation, and invoice and document processing. Combining these two conferences will bring the overall attendance to more than 2,000 and exhibit hall to over 150!

Companies that exhibit at IAPP's Annual Conference provide post audit and recovery services, document imaging and workflow solutions, e-payables, procurement cards, 1099 services, tax software, laser check printing, payables software, T&E software, accounts receivable, and so much more.

Booth costs are:

- 10' x 10' - \$5,000 (includes one exhibitor pass and one full conference pass)
- 10' x 20' - \$8,500 (includes two exhibitor passes and one full conference pass)
- 20' x 20' - \$14,500 (includes five exhibitor passes and one full conference pass)
- Over 20 x 20 - \$3200 per 1000 sq ft.

- **Full Conference Passes** have access to:

- keynote speakers
- thought leader sessions
- **breakout sessions**
- exhibit hall
- Sunday night reception
- Wednesday night event
- all breakfast/lunch/coffee breaks
- exhibit hall receptions

- **Exhibitor Passes** have access to:

- keynote speakers
- thought leader sessions
- exhibit hall
- Sunday night reception
- Wednesday night event
- all breakfast/lunch/coffee breaks
- exhibit hall receptions

\* **The only thing that they do not have access to is the breakout sessions**

Demo and vendor workshops - \$1,000

Track Sponsorships - \$5,500

Sponsorship to receive extensive signage in the hallways, sessions room, doors, and slides and recognition in Conference Guide

- |  |   |
|--|---|
| <input type="checkbox"/> Accounts Payable Automation             | <input type="checkbox"/> Payroll  |
| <input type="checkbox"/> Accounts Payable Operations             | <input type="checkbox"/> P-Cards - <b>SOLD!</b>                           |
| <input type="checkbox"/> Accounts Receivable Automation          | <input type="checkbox"/> Procure-to-Pay – <b>SOLD!</b>                    |
| <input type="checkbox"/> Accounts Receivable Operations          | <input type="checkbox"/> Risk, Control, Compliance                        |
| <input type="checkbox"/> Detecting and Preventing Fraud          | <input type="checkbox"/> Shared Services Management for Senior Leadership |
| <input type="checkbox"/> Enterprise Document Management          | <input type="checkbox"/> Tax and Regulatory                               |
| <input type="checkbox"/> Leadership and Professional Development | <input type="checkbox"/> Travel and Entertainment                         |
| <input type="checkbox"/> Outsourcing Strategies                  |   |
| <input type="checkbox"/> Payment Strategies                      |   |

## Premium Packages

**Sponsorship Opportunities** – Sponsoring events at IAPP’s Annual Conference helps your company stand apart from other exhibitors. Opportunities range from exhibit traffic builders to receptions and everything in between. Contact exhibitor services for more information or to customize a package specifically for you. Prices vary.

Examples:

- Evening party
- Special reception
- Cocktail reception
- Special industry workshop
- Lunch
- Breakfast
- Event/program designed specifically for your company
- Break/dessert
- Guest speaker
- Badge holders/lanyards
- Tote bags
- Exhibitor handbooks
- Exhibitor/attendee lounge

*Please request additional detailed information on forum and sponsorship opportunities. Available Now!*

**Benchmarking Survey’s** - Sponsor an upcoming survey – results published in AP Matters. Based on availability. Prices vary. We can assist with your survey writing, implementation and interpretation depending upon turnaround times. Please inquire for more details.

**Customized Partner Opportunities** – Partnerships are a great opportunity to communicate your company name, products and services to the IAPP Members year round. Each partnership opportunity and package is specifically designed to benefit all parties involved and help our partners forge new business relationships with our Members, associates and exhibitors. Let us put together a customized program of all advertising and sponsorship opportunities specific to your companies need. Diamond, Gold and Silver levels available.

**To advertise and for more information  
on IAPP AND IARP benefits please call:**

Tonya Gregoire - Sr. Manager, Sales  
407-367-2834

[Tonya@theiapp.org](mailto:Tonya@theiapp.org)

