

BEST PRACTICES CONFERENCE 2011

SPONSORSHIP OPPORTUNITY

We invite you and your company to participate as a sponsor at the BestPractices Conference 2011 on October 27-28, 2011 in Chicago, Illinois.

BestPractices Conference 2011 Sponsorship (4 available) - \$3,000

Benefits of Sponsorship

- Complimentary access to conference sessions for up to two representatives (Discussion Forums on first day not included)
- Introduction of representatives by Sam Allred at the beginning of the event
- Announcements throughout the conference acknowledging sponsorship and requesting attendees visit the sponsor's display
- Draped display table with chairs outside of General Session room for marketing materials (no more than two representatives per exhibit)
- List of conference attendees
- Chance to interact with participants during the conference meals, breaks and reception
- Banner and link on Upstream's website in the conference section
- Full page PDF information sheet included on the conference USB drive

Who Will Attend?

BestPractices 2011 will be attended by 90-130 senior partners and partners from top CPA firms around the United States and Canada. The conference will consist of sessions led by nationally recognized speakers and firm leaders.

Why Participate as a Sponsor?

Sponsorship brings your company high-profile recognition and exposure to top decision-makers in CPA firms. Sponsorship is limited to four companies.

Lodging and Logistics

Sponsors are responsible for all travel arrangements and hotel costs. Upstream will provide a draped display table with chairs. Sponsors requiring electricity, Internet access, etc. at their booth are responsible for coordination with the hotel and any additional cost.



P. O. Box 1147
828 Great Northern Blvd.
Helena, MT 59624
406-495-1850 (p)
406-442-1100 (f)

*Guiding accounting firms
to best practices*

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SPONSORSHIP APPLICATION

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Primary Contact _____ E-mail _____

Participant 1 _____ E-mail _____

Participant 2 _____ E-mail _____

BestPractices Conference 2011 Sponsorship - \$3,000

Check enclosed (please make payable to Upstream Academy) Visa MasterCard

Card No. _____ Exp. Date _____

Name of Cardholder _____

Signature _____

Please fax this form to 406-442-1100, email to georgiac@upstreamacademy.com or mail to the address below.

An Upstream representative will contact you to confirm availability on a first come, first serve basis.

- Upstream reserves the right to accept or reject any sponsor application.
- Applications for sponsorship with sponsorship fee must be received by October 15, 2011.
- To be featured on the Upstream Academy website, please send your company logo along with a brief description of your company and/or services (no more than 50 words) to Georgia at georgiac@upstreamacademy.com.

Questions: For questions regarding sponsorship, contact Georgia Cummings at 406-495-1850 or georgiac@upstreamacademy.com.



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