

2024 MARKETING GUIDE

www.tscpa.com/marketing

sponsor | exhibit | advertise



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WANT TO CUSTOMIZE YOUR ADVERTISING PACKAGE?

Contact us to start building a package designed to maximize your opportunities and help you realize your goals.



marketing@tscpa.com



615-377-3825



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Exhibitor and Sponsorship Packages

All Event Sponsorship Includes:

Pre-event Benefits:

- acknowledgment with logo and sponsor website link on event website
- recognition in print and digital event promotions
- recognition in social media posts

Event Benefits:

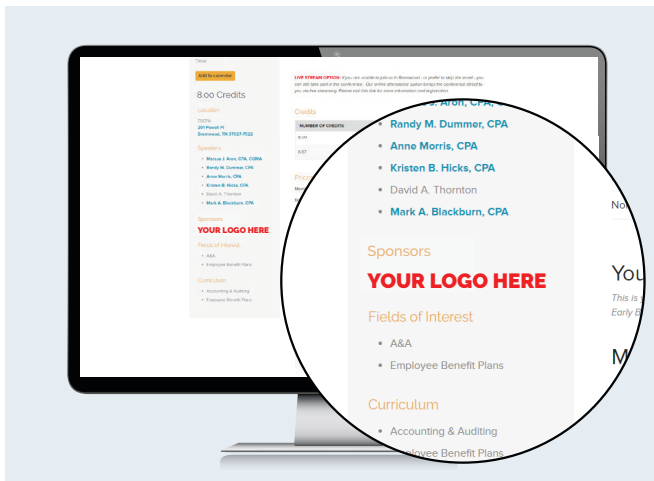
- verbal recognition and printed signage at the event
- networking opportunities with in person participants
- company spotlight with virtual participants
- discount on registration for conference CPE credit

Post-event Benefits:

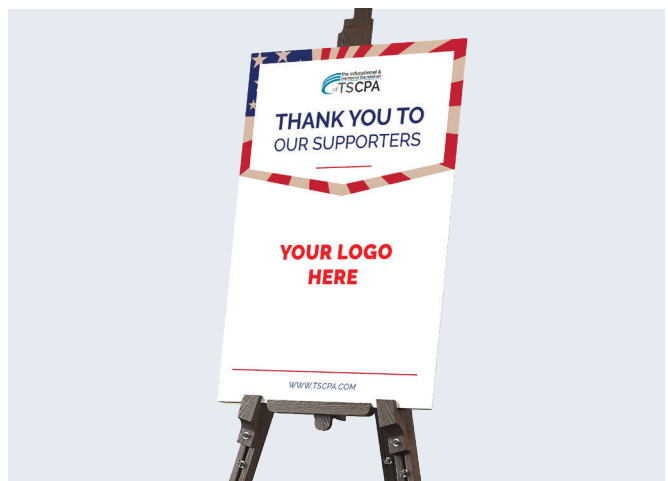
- one-time mailing list provided in Excel after the event*
- recognition in year-end listing in the *Tennessee CPA Journal*
- Exhibitor Mania participant list**

*Participant mailing lists are provided by TSCPA with the condition that it is for a one-time use and cannot be sold or distributed. TSCPA does not authorize contacting participants by any other means without their consent.

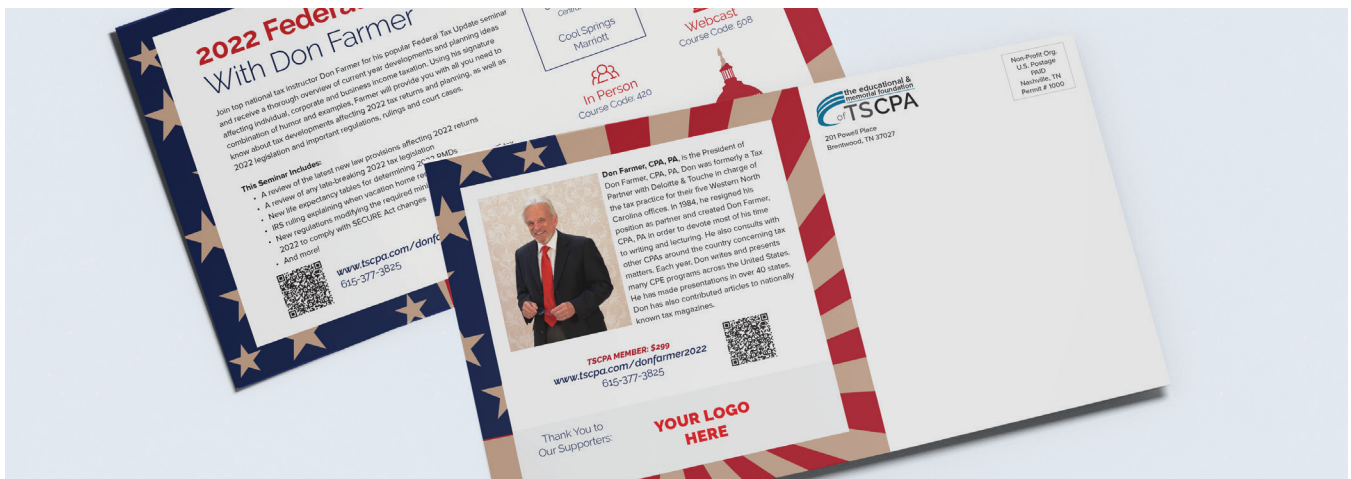
**Email addresses for participating attendees in Exhibitor Mania will be provided to you as an added benefit.



Example of website acknowledgment.



Example of printed event signage.



Example of print event promotions.

Presenting Sponsorship - \$2,500-\$3,500

- Exclusive hospitality sponsor: choose from coffee, breakfast lunch, breaks or reception, if applicable
- Opportunity to present your corporate message in front of in-person and virtual participants
- Verbal recognition and printed signage
- Promotional information to be included in virtual participant eMaterials
- Company logo featured on future on-demand videos from conference
- Up to two free registrations for participants to receive CPE credit
- Complimentary Showcase Sponsorship (see below for details)

Classroom Table Sponsorship - \$2,000

- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Promotional information to be included in virtual participant eMaterials
- Complimentary Showcase Sponsorship (see below for details)

Showcase Sponsorship - \$1,200

Our Showcase Sponsorship allows your company the opportunity to showcase your technologies and services, and connect with conference participants, both in-person and virtually.

When purchasing this package, your company will receive:

- Inclusion in Exhibitor Mania (in person and virtual)
- Opportunity for your company to offer a drawing/prize for participants
- Draped table and two chairs
- Meals provided for up to two company representatives per day
- Complimentary Wi-Fi
- Basic electrical connection (when requested in advance)

GET STARTED

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Additional Opportunities

Additional packages to choose from based on your needs and desired level of engagement:

On-demand Sponsorship - \$750

- Companies who purchase an On-demand Sponsorship will have their logo displayed on the conference's on-demand video (limited number of spots available)



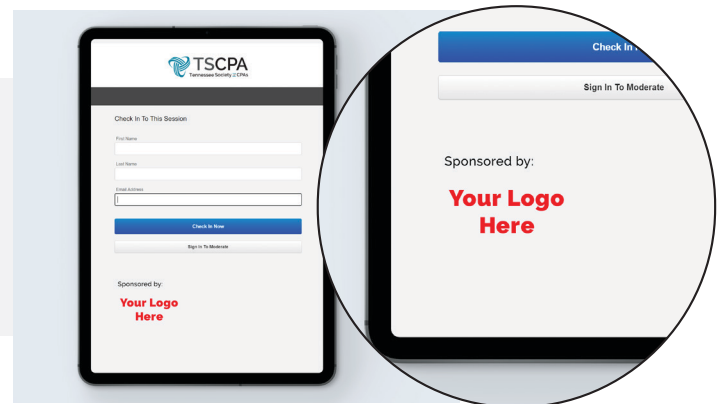
Video Message Sponsorship - \$750

- Opportunity to present your company message to virtual participants during an virtual only premiere event



Event Check-in Sponsorship - \$500

- Company logo to be displayed on check-in platform for in-person participants
- Company logo to be displayed on post-event survey for virtual and in person participants



Literature Distribution Sponsorship - \$500

- Opportunity for your company to provide promotional/informational literature for in-person and virtual participants

Wi-Fi Sponsorship - \$500

- Opportunity for your company to provide a customized Wi-Fi password to be used by in-person participants, speakers and exhibitors
- Customized password will appear on labels prominently displayed on participants' registration packets

Promotional Items

Promotional products can help you maximize your sponsorship through brand awareness.

Conference Welcome Bag Sponsorship - \$1,250

- Your logo printed on bags given to in-person participants
- TSCPA will order using a logo provided by the sponsor
- Opportunity for your company to provide company literature or promotional items to be included in bags



DO YOU HAVE A
MARKETING IDEA OF
YOUR OWN?

We are ready to make your ideas come to life. If you have a creative marketing idea or promotional item in mind, contact us at marketing@tscpa.com.

Lanyard Sponsorship - \$1,000

- Your logo printed on lanyards worn by in-person participants, speakers and exhibitors
- TSCPA will order using a logo provided by the sponsor

Highlighter - \$500

- Opportunity for your company to provide branded highlighters for in-person participants

Pen Sponsorship - \$500

- Opportunity for your company to provide branded pens for in-person participants

Notepad Sponsorship - \$500

- Opportunity for your company to provide branded notepads for in-person participants

USB Flash Drive Sponsorship - \$500

- Opportunity for your company to provide branded USB flash drives for in-person participants; may be pre-loaded with your company's information

Get started

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2024 Premier Event Listing

Employee Benefit Plans Conference

April 22

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 100*

On-demand Participants: 100

Audience: CPAs, auditors and plan administrators

Financial Institutions Conference

Sept. 23

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 70*

On-demand Participants: 100

Audience: CPAs working at or with financial institutions

Governmental Accounting and Auditing Conference

June 3-4

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 100*

On-demand Participants: 100

Audience: CPAs working at or with government entities

Women's Leadership Conference

Sept. 24

Nashville, Tenn.

Estimated Participants: 80*

On-demand Participants: 100

Audience: CPAs working in public and private accounting

Not-for-profit Conference

Aug. 19

Live Stream

Estimated Participants: 50*

On-demand Participants: 100

Audience: CPAs working at or with not-for-profit entities

Forensic and Valuation Services Conference

Oct. 22-24

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 70*

On-demand Participants: 150

Audience: CPAs who perform fraud analysis and valuation services

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Accounting and Auditing Conference

Oct. 28-29

Live Stream

Estimated Participants: 50*

On-demand Participants: 200

Audience: CPAs working in public and private accounting

Additional conferences continued on page 8

2024 Premier Event Listing

Technology Conference

Nov. 4-5

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 70*

On-demand Participants: 100

Audience: CPAs working in public and private accounting

Tennessee Federal Tax Conference

Nov. 20-22

Hilton Cool Springs | Franklin, Tenn.

Estimated Participants: 175*

On-demand Participants: 150

Audience: CPAs and attorneys working in tax

Health Care Conference

Dec. 3-4

Cool Springs Marriott | Franklin, Tenn.

Estimated Participants: 250*

On-demand Participants: 50

Audience: CPAs working in or with health care companies

2024 Federal Tax Updates With Don Farmer

Dec. 6 In Person / Live Stream

Cool Springs Marriott | Franklin, Tenn.

Estimated Participants: 550*

Audience: CPAs working in tax

Dec. 18 Webcast Replay

Virtual Audience

Estimated Participants: 400+

Audience: CPAs working in tax

*Audience includes in-person and live stream virtual participants.



Seminar Sponsorships

2024 CFO Series

In Person and Virtual Participants: average 40 per day

On-demand Participants: average 40

2024 CFO Series Presented In Person and Live Stream

This five-part series of courses provides a comprehensive executive-level training program for both CFOs and aspiring CFOs.

Day 1

Aug. 15

Advanced Profit
Enhancements

Day 2

Sept. 19

Chief Reviewer

Day 3

Oct. 17

Employees
Today and
Tomorrow

Day 4

Nov. 15

The Effective
CFO

Day 5

Dec. 17

Management
Superpowers

Series Presenting Sponsorship (All 5 Days) - \$1,000

- Your company name, logo and link to your website on the event page
- Recognition in print and digital event promotions
- Recognition on printed signage at registration table
- Company logo to be displayed on check-in platform for in-person participants
- Company logo to be displayed on post-event survey for virtual participants
- Literature distribution to in-person and virtual participants
- Opportunity to provide a sponsored item for in-person participants
- Watermark logo featured on on-demand videos
- Mailing list provided in Excel at year-end

Single Day Sponsorship - \$250

- Your company name, logo and link to your website on the event page
- Recognition in print and digital event promotions
- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Literature distribution to in-person and virtual participants
- Mailing list provided in Excel at year-end

Single Day Sponsorship Add-on:

On-demand Sponsorship - \$250

- Logo displayed on the on-demand video screen for entire course
- Literature distribution to virtual participants

**Continue your
reach beyond
the event!**

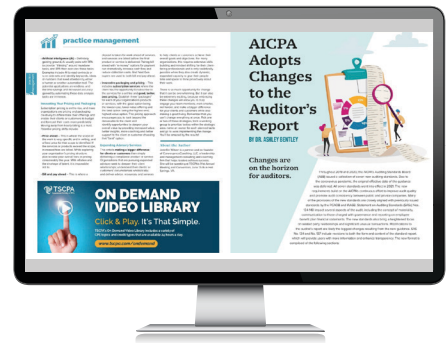
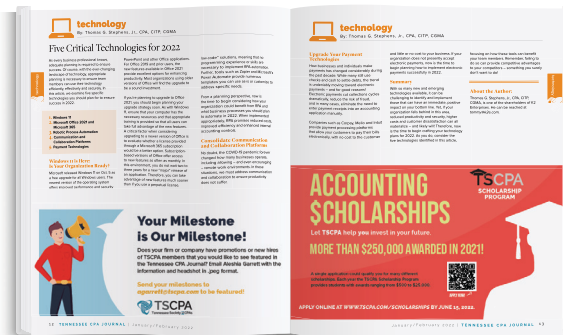
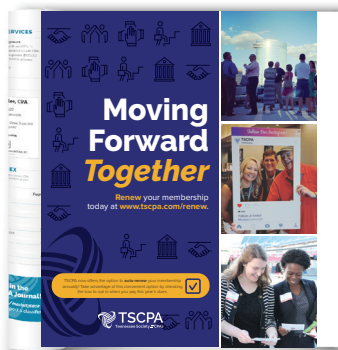
Journal Advertising



Visit the Journal online at tscpa.com/news/journal

Promote your business in the *Tennessee CPA Journal*, TSCPA's flagship publication.

This award-winning bimonthly news magazine delves into the issues and trends facing Tennessee CPAs. TSCPA's 10,000 members receive the journal, which means thousands of CPAs will see your ad and learn about the products and services you provide. The journal is published in print, as a digital magazine and is available in a mobile app. Your advertisement will be included on all three platforms.



Placement

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Back Cover	\$2,640 per issue	\$2,420 per issue	\$2,200 per issue
Full Page-Inside Cover	\$2,420 per issue	\$2,200 per issue	\$1,980 per issue
Full Page-Inside	\$2,200 per issue	\$1,980 per issue	\$1,650 per issue
1/2 Page	\$1,320 per issue	\$1,210 per issue	\$1,045 per issue
1/3 Page	\$880 per issue	\$792 per issue	\$715 per issue

Deadlines

ISSUE	ART DUE
May/June 2024	April 1
July/August 2024	June 3
Sept./Oct. 2024	Aug. 1
Nov./Dec. 2024	Oct. 3
Jan./Feb. 2025 (Digital Only)	Dec. 2
March/April 2025 (Digital Only)	Feb. 1

Ad Dimensions

Full Page..... 8.5" x 11"
 One-half Page (Horizontal)..... 8.5" x 5.5"
 One-half Page (Vertical)..... 4.25" x 11"
 One-third Page (Horizontal)..... 8.5" x 3.625"

*There is no additional charge for color ads or ads with bleed.

**Files must include 0.125" bleed.

HIGH IMPACT FEATURES

Please contact us to explore options for custom ad features.

Online Advertising

TSCPA Website Homepage Ads

Advertisements can be static JPEG or animated GIF files.

Box Ad

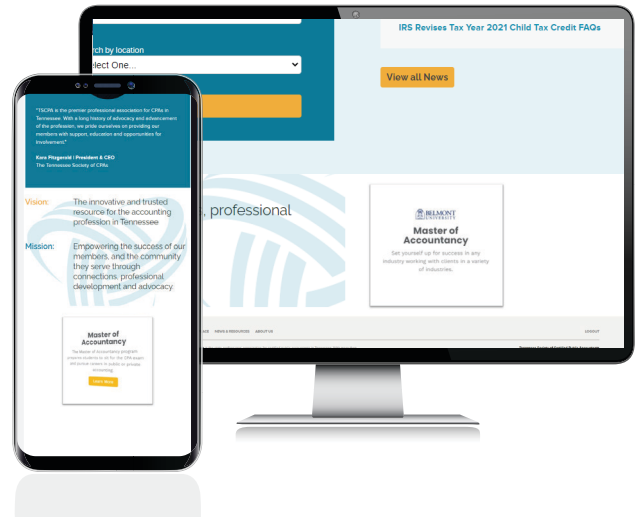
- \$3,250 per quarter or \$12,000 per year

Advertiser's logo will be placed into a flipbox ad on the TSCPA website homepage.

Website Activity

- 1.3 million page views per year
- More than 125,000 users per year

350 X 350 PIXELS



TSCPA Talks

TSCPA Talks is an online community where members share information and network with peers. The community offers a discussion forum, which is an online discussion board and email platform.

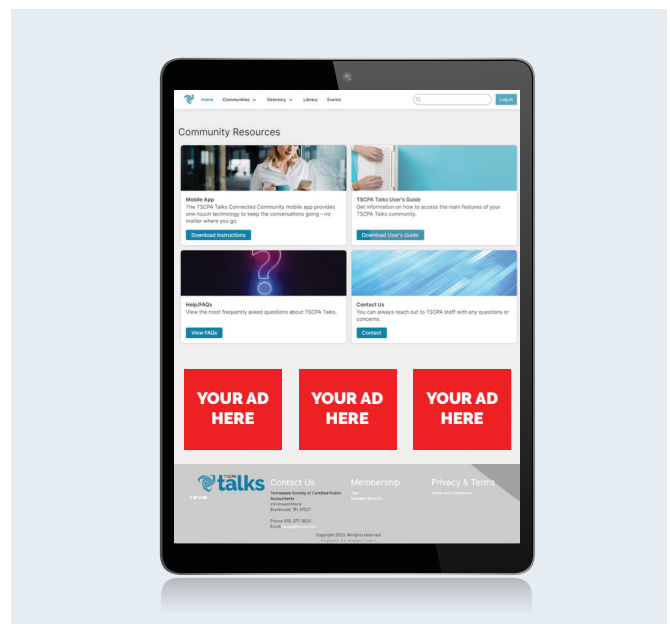


Advertising opportunities include:

- Placement on the TSCPA Talks homepage.
- Placement on the TSCPA Talks Members-only landing page.

Views per month: TSCPA Talks homepage averages 1,500

Views per month: All pages average 6,000



	1 MONTH	1 YEAR	SIZE
TSCPA Talks Homepage Box Ad	\$350	\$2,500	300 x 250 PIXELS



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