

# 2017 Marketing Guide

sponsor | exhibit | advertise

# WHO IS TSCPA?

The Tennessee Society of Certified Public Accountants is the professional association for CPAs in Tennessee. Our members are CPAs working in public accounting, industry, government and education - more than 10,000 in all.

TSCPA is dedicated to enhancing the success of its members through service, support and advocacy.

## TOTAL Members

# 10,000+



**2,200+**

Managers, partner level or higher decision-makers at public accounting firms

**1,700+**

Chief Financial Officers/Controllers

**2,800+**

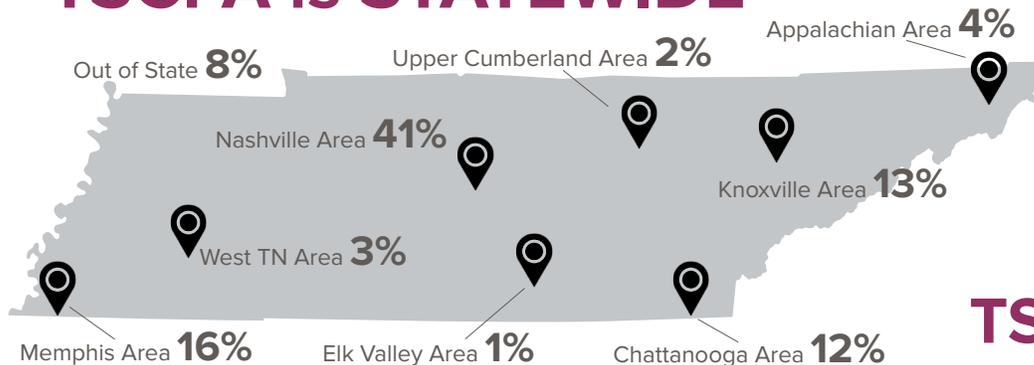
Auditors, CEOs, Consultants, Middle Management and Individual Practitioners

## TSCPA impacts ALL BUSINESSES

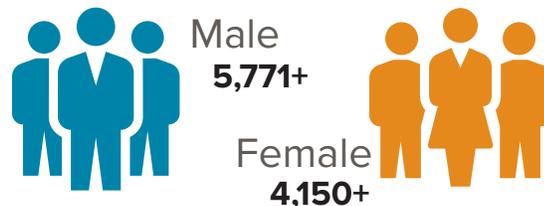


- Public Accounting
- Industry
- Government & Education

## TSCPA is STATEWIDE



## TSCPA Gender Ratio



**5th**

TSCPA is the 5TH LARGEST Statewide Professional/Trade Association in Tennessee

TSCPA is the 15TH LARGEST CPA Society in the Country

**15th**

# Promote YOUR Business and Connect with CPAs and Financial Professionals

TSCPA's business development program is specifically designed to put your business in front of the most influential CPAs and financial professionals. No other platform offers the exposure to, and connectivity with, the leaders and decision-makers in the field. In both building your customer base and raising awareness of your products and services, TSCPA offers the highest possible return on investment.

TSCPA will create a customized package designed to maximize your opportunities and help you realize your goals. Let us show you the benefits of working with the undisputed leader in the field!

Connect with **10,000+ CPAs and financial professionals to showcase your business and services.**



## Sponsor

Make your brand known and show your support for the CPA profession as a sponsor at TSCPA events.



## Exhibit

Network with decision-makers and build relationships at TSCPA events.



## Advertise

Grow your business with TSCPA's many print and digital advertising opportunities.



## AFFINITY PARTNERSHIPS

The Tennessee Society of CPAs is pleased to offer partnership opportunities to businesses that provide discounts and special values to our members. We strive to work with vendors who provide high quality, great value and exceptional service. Does your organization meet the criteria to be considered? Contact us for more information.



## Contact Us

Contact Kate Gurevich, TSCPA's Business Development Manager, to start building a package that will suit your unique needs and exceed your expectations.

 **phone** 615/377-3825

 **email** [kgurevich@tscpa.com](mailto:kgurevich@tscpa.com)

 **web** [www.tscpa.com/advertising](http://www.tscpa.com/advertising)

# 2017 EVENT LISTING

## Employee Benefit Plans Conference

April 24 | TSCPA Meeting Center | Brentwood, Tenn.

Expected Attendance: 90\*

Audience: Auditors and plan administrators

## Controllers Conference

May 15 | TSCPA Meeting Center | Brentwood, Tenn.

Expected Attendance: 90\*

Audience: Controllers, CFOs, CEOs and other CPAs working in business and industry

## Governmental & Not-for-Profit Conference

June 5-6 | Cool Springs Marriott | Franklin, Tenn.

Expected Attendance: 120\*

Audience: CPAs working in government or with not-for-profits

## TSCPA Annual Meeting & Convention

June 25-27 | The Westin | Nashville, Tenn.

Expected Attendance: 150

Audience: TSCPA Council, Board of Directors and CPAs in public accounting and business and industry

## Financial Institutions Conference

Sept. 25 | Tennessee Bankers Association | Nashville, Tenn.

Expected Attendance: 100

Audience: CPAs working at, or with, banks, credit unions and financial institutions

## Women's Career Summit

Sept. 26 | The Factory at Franklin | Franklin, Tenn.

Expected Attendance: 175

Audience: CPAs in public accounting and business and industry

## Cyber Security Conference

Oct. 27 | TSCPA Meeting Center | Brentwood, Tenn.

Expected Attendance: 30\*

Audience: CPAs in public accounting and business and industry

## Tennessee Accounting & Auditing Symposium

Nov. 6-7 | TSCPA Meeting Center | Brentwood, Tenn.

Expected Attendance: 90\*

Audience: Auditors in public accounting and business and industry

## Federal Tax Update with Walter Nunnallee

Nov. 13 | Knoxville Marriott | Knoxville, Tenn.

Expected Attendance: 200

Audience: Tax CPAs and attorneys

## Federal Tax Update with Walter Nunnallee

Nov. 14 | Chattanooga Convention Center | Chattanooga, Tenn.

Expected Attendance: 200

Audience: Tax CPAs and attorneys

## Tennessee Federal Tax Conference

Nov. 15-17 | Cool Springs Marriott | Franklin, Tenn.

Expected Attendance: 200\*

Audience: Tax CPAs and attorneys

## Federal Tax Update with Walter Nunnallee

Nov. 27 | Holiday Inn University of Memphis | Memphis, Tenn.

Expected Attendance: 200

Audience: Tax CPAs and attorneys

## Health Care Conference

Nov. 27-28 | Cool Springs Marriott | Franklin, Tenn.

Expected Attendance: 310\*

Audience: CPAs and financial professionals working in health care

## Technology Conference

Dec. 6-7 | Cool Springs Marriott | Franklin, Tenn.

Expected Attendance: 125\*

Audience: CPAs in public accounting and business and industry

## Federal Tax Update with Walter Nunnallee

Dec. 8 | Cool Springs Marriott | Franklin, Tenn.

Expected Attendance: 350

Audience: Tax CPAs and attorneys

*\*Audience may include participants joining via livestream.*

## Exclusive Sponsorships for Nashville-Area Continuing Education Seminars

This year, TSCPA will hold more than 100 continuing education seminars in the Nashville area. Take advantage of the opportunity to promote your brand to more than 3,000 attendees by becoming TSCPA's exclusive sponsor for pens, highlighters and/or notepads. These promotional items will be used during each event and long after the seminars conclude, providing maximum marketing impact.

**\$5,000 (per sponsorship)**

### Benefits Include:

- Opportunity to provide pens/highlighters/notepads for all Nashville-area continuing education seminars
- Recognition on rotating ad in the TSCPA Meeting Center through December 2017
- Recognition on tabletop sign in registration area

# 2017 EVENT OPTIONS

	Exhibitor Package	Bag	Charging Station	Classroom Table	Highlighter	Lanyard	Literature Distribution	Lunch	Networking Break or Breakfast	Notepad	Pen	Reception	USB Flash Drive
Employee Benefit Plans Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
Controllers Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
Governmental & Not-for-Profit Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Financial Institutions Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
Women's Career Summit	✓	✓	✓	✓	✓	✓	✓	✓	✓	SOLD	✓		✓
Cyber Security Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
Tennessee Accounting & Auditing Symposium	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Federal Tax Update - Knoxville	✓	✓	✓		✓		✓	✓	✓	SOLD	✓		✓
Federal Tax Update - Chattanooga	✓	✓	✓		✓		✓	✓	✓	SOLD	✓		✓
Tennessee Federal Tax Conference	✓	✓	✓	SOLD	✓	✓	✓	✓	✓	SOLD	✓	✓	✓
Federal Tax Update - Memphis	✓	✓	✓		✓		✓	✓	✓	SOLD	✓		✓
Health Care Conference	✓	✓	✓	SOLD	✓	SOLD	✓	✓	✓	✓	✓	✓	✓
Technology Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Federal Tax Update - Nashville	✓	✓	✓	✓	✓		✓	✓	✓	SOLD	✓		✓



## Need More Information?

A complete description and price range for each exhibitor and sponsorship option are listed on the following pages. Contact Kate Gurevich at [kgurevich@tscpa.com](mailto:kgurevich@tscpa.com) or 615/377-3825.

# EXHIBITOR AND SPONSORSHIP

## All Exhibitor Packages and Sponsorships Include:

- Your logo printed in the event brochure and included in promotional emails
- Your company name, logo and link to your website on the event webpage
- Your logo included on signage and on screen during breaks at the event
- One-time mailing list provided in Excel format after the event

## Exhibitor Package

### **\$800 - \$1,000**

- 6' draped table and two chairs
- Breakfast, break food and beverages provided for two company representatives per day
- Lunch with attendees provided for two company representatives per day
- Complimentary Wi-Fi
- Basic electrical connection (when requested in advance)
- Opportunity to offer a drawing/prize for attendees

## Sponsorship Packages

### **Reception Sponsorship | \$4,500 - \$6,000**

- Opportunity for your representatives to network with attendees during the reception
- Opportunity to provide napkins printed with your logo for use at the reception
- Verbal recognition at the reception
- Complimentary Exhibitor Package (see above for details)

### **Classroom Table Sponsorship | \$1,500 - \$3,000**

- Two-sided sign holders will be placed on the classroom tables for duration of the event (sponsor to provide 4x6 inch inserts)
- Highly visible opportunity to provide information about your company, provide incentive to visit your exhibitor booth, promote an optional drawing prize, etc.
- Complimentary Exhibitor Package (see above for details)

### **Lanyard Sponsorship | \$1,000 - \$3,000**

- Your logo printed on the lanyard worn by attendees, speakers, sponsors and exhibitors
- TSCPA will order using logo provided by sponsor

### **Lunch Sponsorship | \$1,500 - \$2,000**

- Opportunity to introduce lunch speaker (if scheduled) and present your corporate message
- Verbal recognition at lunch
- Complimentary Exhibitor Package (see above for details)

### **Bag Sponsorship | \$1,000 - \$2,000**

- Your logo printed on bag given to attendees
- TSCPA will order using logo provided by sponsor
- Opportunity for your company to provide company literature or promotional item to be included in bags

# PACKAGE DESCRIPTIONS

## Continental Breakfast Sponsorship | \$1,000 - \$1,500

- Opportunity for your representatives to network with attendees during the breakfast
- Opportunity for your company to provide napkins printed with your logo for use at breakfast

## Networking Break Sponsorship | \$1,000 - \$1,500

- Opportunity for your representatives to network with attendees during the break
- Opportunity for your company to provide napkins printed with your logo for use at networking break

## Charging Station Sponsorship | \$500 - \$1,000

- TSCPA will provide a freestanding charging station for participants' mobile devices
- Opportunity for your representatives to network with participants at the charging station
- Your logo printed on signage at the charging station

## Highlighter Sponsorship | \$150 - \$300

- Opportunity for your company to provide a highlighter for each attendee
- Highlighter will be given to participants in their registration packets

## Literature Distribution | \$150 - \$300

- Opportunity for your company to provide corporate literature for each attendee
- Literature will be given to participants in their registration packets

## Notepad Sponsorship | \$150 - \$300

- Opportunity for your company to provide a notepad for each attendee
- Notepads will be given to participants in their registration packets or placed in their chairs

## Pen Sponsorship | \$150 - \$300

- Opportunity for your company to provide a pen for each attendee
- Pens will be given to participants in their registration packets

## USB Flash Drive Sponsorship | \$150 - \$300

- Opportunity to provide a USB flash drive for each attendee; may be pre-loaded with your company's information
- USB flash drives will be given to participants in their registration packets



Ready to Build Your Package?

Contact Kate Gurevich at [kgurevich@tscpa.com](mailto:kgurevich@tscpa.com) or 615/377-3825.

## Sponsor Our High School Student Outreach Programs



TSCPA's Discover Accounting Program, a touring, interactive career exploration program, has reached more than 1,000 students across the state since its inception in 2015. These field trips allow students to discover what a career in accounting entails, take a campus tour and learn ways to prepare for college. For more information on how to become a sponsor or get involved with these events, please contact Kate Gurevich at [kgurevich@tscpa.com](mailto:kgurevich@tscpa.com).

# 2017 ANNUAL MEETING & CONVENTION

June 25-27 | The Westin | Nashville, Tenn.

TSCPA's 87th Annual Meeting & Convention is a unique event that combines educational sessions and leadership meetings with member recognition ceremonies, a golf tournament and other social events. Interact with CEOs, CFOs, partners, small business owners and managers who share a commitment to serve and support the accounting profession. Network face-to-face with decision-makers for firms and companies at this fun-filled three-day event.

## All Exhibitor Packages and Sponsorships Include:

- Your logo printed in the Convention brochure and included in promotional emails
- Your company name, logo and link to your website on the event webpage
- Your logo included on signage and on screen during breaks at the Convention
- One-time mailing list provided in Excel format after the Convention

## Exhibitor Package

**\$1,000**

- 6' draped table and two chairs
- Breakfast, break food and beverages provided for two company representatives per day
- Lunch with attendees provided for two company representatives on Monday, June 26
- Complimentary Wi-Fi
- Basic electrical connection (when requested in advance)
- Opportunity to offer a drawing/prize for attendees

## Sponsorship Packages

### Annual Banquet Sponsorship | \$4,000

- Opportunity to welcome attendees and present your corporate message at the banquet
- Opportunity for up to four company representatives to attend the banquet at no charge
- Verbal recognition at the banquet
- Complimentary Exhibitor Package (see above for details)

### Hospitality Suite Sponsorship | \$4,000

- Opportunity to network with attendees in the hospitality suite on Sunday and Monday nights
- Opportunity for your company to provide company literature and/or promotional items in the hospitality suite
- Opportunity to provide cups and napkins printed with your logo for use in the hospitality suite
- Complimentary Exhibitor Package (see above for details)

### Keynote Speaker Sponsorship | \$4,000

- Opportunity to introduce award-winning musician, philanthropist and corporate speaker Mark Schulman, who has played drums for Foreigner, Cher, Pink, Sheryl Crow and many other top artists
- Opportunity to present your corporate message
- Verbal recognition at the keynote session
- Two complimentary tickets to an evening event (Opening Reception, Banquet or Hospitality Suite)
- Complimentary Exhibitor Package (see above for details)

### Classroom Table Sponsorship | \$3,000

- Two-sided sign holders placed on classroom tables for the duration of the event (sponsor to provide 4x6 inch inserts)
- Highly visible opportunity to provide information about your company, provide incentive to visit your exhibitor booth, promote an optional giveaway, etc.
- Complimentary Exhibitor Package (see above for details)

### Opening Reception Sponsorship | \$3,000

- Opportunity for up to four representatives to attend the opening reception at no charge
- Verbal recognition at the reception
- Complimentary Exhibitor Package (see above for details)

### T-Shirt Sponsorship | \$3,000

- Your logo printed on T-shirts given to attendees (TSCPA will order using logo provided by sponsor)

### Lunch Sponsorship | \$2,500

- Opportunity to introduce lunch speaker (if scheduled) and present your corporate message
- Verbal recognition at lunch
- Complimentary Exhibitor Package (see above for details)

### Bag Sponsorship | \$2,000

- Your logo printed on bags given to attendees (TSCPA will order using logo provided by sponsor)
- Opportunity for your company to provide company literature or promotional item to be included in bags

### Lanyard Sponsorship | \$2,000

- Your logo printed on the lanyard worn by attendees, speakers, sponsors and exhibitors (TSCPA will order using logo provided by sponsor)

### Water Bottle Sponsorship | \$2,000

- Your logo printed on water bottle given to attendees (TSCPA will order using logo provided by sponsor)

### Charging Station Sponsorship | \$1,000

- TSCPA will provide a free standing charging station for participants' mobile devices
- Opportunity for your representatives to network with participants at the charging station
- Your logo printed on signage at the charging station

### Continental Breakfast Sponsorship | \$1,000

- Opportunity for your representatives to network with attendees during the breakfast
- Opportunity for your company to provide napkins printed with your logo for use at breakfast

### Networking Break Sponsorship | \$1,000

- Opportunity for your representatives to network with attendees during the break
- Opportunity for your company to provide napkins printed with your logo for use at networking break

### Literature Distribution | \$300

- Opportunity for your company to provide corporate literature for each attendee
- Literature will be given to participants in their registration packets

### Notepad Sponsorship | \$300

- Opportunity for your company to provide a notepad for each attendee
- Notepads will be given to participants in their registration packets

### Pen Sponsorship | \$300

- Opportunity for your company to provide a pen for each attendee
- Pens will be given to participants in their registration packets

### USB Flash Drive Sponsorship | \$300

- Opportunity for your company to provide a USB flash drive for each attendee; may be pre-loaded with your company's information
- USB flash drives will be given to participants in their registration packets

## Golf Tournament Sponsorships - June 25

### Golf Tournament Sponsorship | \$2,000

- Recognition on banner at golf tournament registration area
- Opportunity to greet tournament participants at registration
- Complimentary tournament registration for one company representative
- Complimentary Exhibitor Package (see above for details)

### Golf Ball Sponsorship | \$1,000

- Your company logo printed on golf balls provided to golf tournament participants (TSCPA will order using logo provided by sponsor)

### Hole-in-One Contest Sponsorship | \$750

- Your logo on signage at the hole-in-one contest location

### Beverage Cart Sponsorship | \$700

- Your logo on printed or digital signage on the beverage cart at the golf tournament

### Koozie Sponsorship | \$500

- Your logo printed on koozies provided to golf tournament participants (TSCPA will order using logo provided by sponsor)

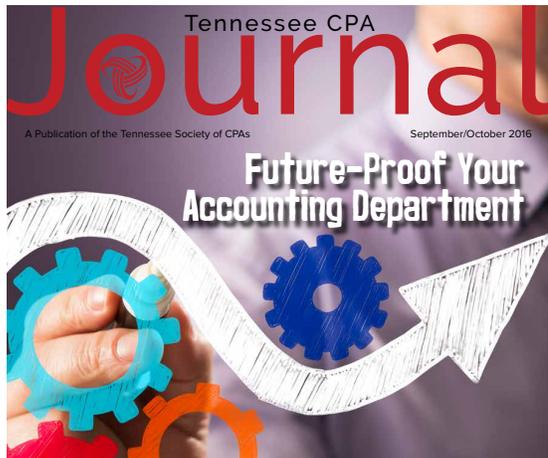
### Hole Sponsorship (per hole) | \$300

- Your logo on signage at a golf hole (one hole per sponsorship)

# ADVERTISING

## TENNESSEE CPA 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 your products and services you provide. The Journal is published as a digital magazine, mobile app and printed version, and your advertisement will be included on all three platforms at one low price.



### JOURNAL PLACEMENT

(Includes digital magazine, mobile app and print version.)

Size	1 issue	3 issues	6 issues
Back Cover	\$2,400 per issue	\$2,000 per issue	\$1,600 per issue
Full Page - Inside Cover	\$2,000 per issue	\$1,800 per issue	\$1,500 per issue
Full Page - Inside	\$1,900 per issue	\$1,600 per issue	\$1,300 per issue
1/2 Page	\$1,000 per issue	\$900 per issue	\$800 per issue
1/3 Page	\$650 per issue	\$600 per issue	\$550 per issue



### AD DIMENSIONS

Full Page (No Bleed) 9" x 10.875"  
 Full Page (Bleed)\* 9.25" x 11.125"  
 One-Half Page (Horizontal) 5.437" x 9"  
 One-Half Page (Vertical) 4.50" x 10.875"  
 One-Third Page (Horizontal) 9" x 3.625"  
 One-Third Page (Vertical) 3" x 10.875"  
 One-Third Page (Box) 4.76" x 4.94"

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

### ADDITIONAL OPTIONS

Size	1 issue
Barn Doors Opening Ad	\$1,500 per issue
Belly Band Ad	\$1,500 per issue
Gatefold Ad	\$1,500 per issue
Business Reply Card	\$1,000 per issue
Audio, Video or Animation Ad	Additional \$100 per issue

### AD SPECIFICATIONS

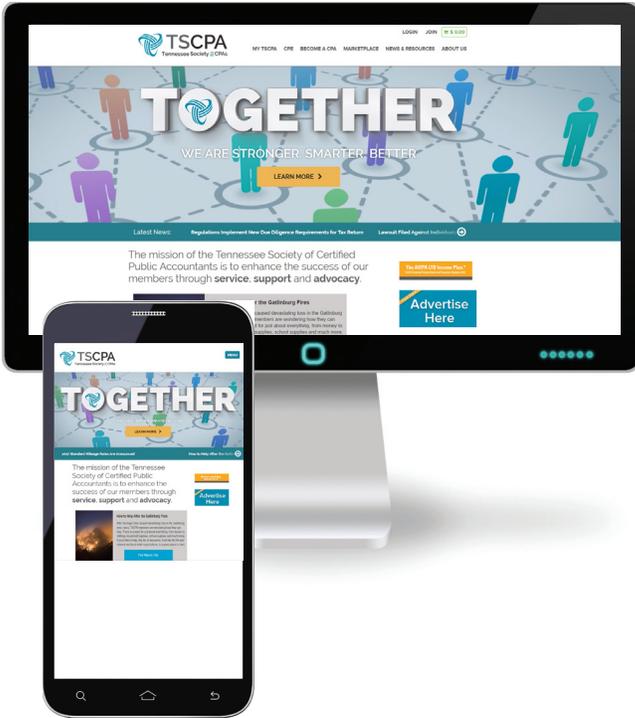
It is the responsibility of the advertiser to send the artwork, in the correct format and specifications, to TSCPA on time. Any advertisers who contract for space and fail to provide art or decide to cancel after the deadline will be billed for 100 percent of the original cost.

**PLEASE SEND ARTWORK IN A HIGH-RESOLUTION .JPEG, .PDF, .AI OR .EPS FILE.**



## Interested in Advertising?

Contact Kate Gurevich at [kgurevich@tscpa.com](mailto:kgurevich@tscpa.com) or 615/377-3825.



## WEBSITE ADVERTISING

- Limited to 3 advertisers at one time and resides on our home page
- Advertisements can be static .jpeg or animated .gif files

90 x 350 pixels

### Button Ad

\$2,500 per quarter  
or  
\$9,000 per year

350 x 350 pixels

### Box Ad

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

## HOMEPAGE ACTIVITY

- More than 1 million views per year
- Nearly 90,000 users
- More than 12,000 average sessions per month

## JOB LISTINGS & CLASSIFIED ADS

### Post a Job

Get the word out about a position at your organization through our digital marketplace or through the classifieds in the *Tennessee CPA Journal*. Pricing begins as low as \$50. For complete details visit [tscpa.com/advertising](http://tscpa.com/advertising).

### Post a Classified

Looking to buy or sell a firm? Want to promote your practice? Advertising in our digital marketplace or in the *Tennessee CPA Journal* is a great place to start. Post your ad at [tscpa.com/marketplace](http://tscpa.com/marketplace) to reach over 10,000 CPAs.

## ADDITIONAL SERVICES

### BUSINESS INTELLIGENCE BRIEF

This daily e-newsletter provides economic news and information in a relevant, quick-read update and analysis format.

#### Advertising

The ad insertion deadline is the 15th of the month prior to publication.

eNews Advertising	1-month	1-year	Average # Sent	Open Rate
Business Intelligence Brief (Daily financial news produced by Armada Corporation)	\$250 per month	\$2,500 per yr.	542 per day	55%



> Discover more at [www.tscpa.com/advertising](http://www.tscpa.com/advertising).

# 2016 EVENT SUPPORTERS

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Accounting Biz Brokers

Accounting Practice Sales

Addison Group

Advanced Business Systems, LLC

Alexander Thompson Arnold PLLC

CAMICO

Canopy

Carr, Riggs & Ingram, LLC

Confirmation.com

Cost Segregation Services, Inc.

CPACharge

Crosslin, PLLC

Cumberland Trust

Drake Software

Elliott Davis Decosimo

ERISA Consultants

ERISA Services, Inc.

Formos Consulting

Frost-Arnett

GilsbarPRO

HawsGoodwin Financial

Horne LLP

Independence Trust Company

J.D. Frost & Company, PLLC

J. Smith Lanier & Co.

KraftCPAs PLLC

Kraft Enterprise Systems, LLC

LBMC

Mauldin & Jenkins, LLC

Midtown Consulting Group

Nashville Computer, Inc.

Office Tools

Parker + Lynch

Paychex

Pugh CPAs

Purifoy Wealth Team of Southwestern

Investment Group

Risk Strategies Company

Robert Half

SunTrust Private Wealth Management

TASC

TMA Association Insurance Agency, Inc.

TSCPA On-Site Training

Vaco

Van Meter Insurance/Houchens Inc.

Waller

Wolters Kluwer

WSW CPAs



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