

2018 MARKETING GUIDE sponsor l exhibit l 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's marketing program is specifically designed to put your business in front of the most influential CPAs and financial professionals in Tennessee.

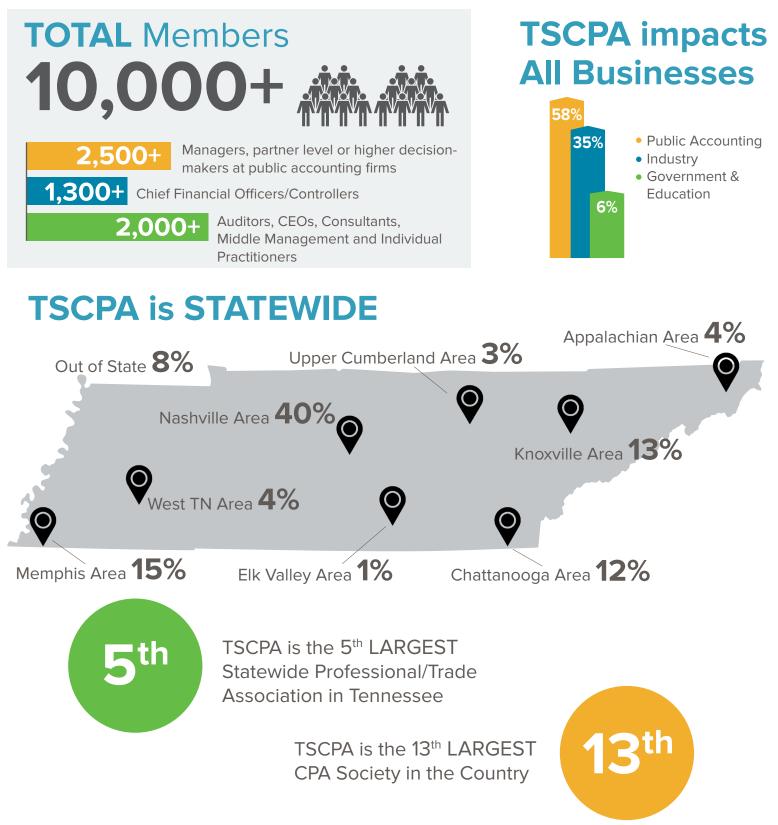


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Contact Us

Contact Kate Gurevich or Kelly Smith to start building a package designed to maximize your opportunities and help you realize your goals.

15-377-3825

🖂 marketing@tscpa.com

tscpa.com/marketing

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 at all Nashvillearea seminars.

\$5,000 (per sponsorship)

Benefits Include:

- Opportunity to provide pens, highlighters and/or notepads for all Nashville-area continuing education seminars
- Recognition on screen in TSCPA Meeting Center through December 2018
- Your logo printed on recognition signage at registration tables

NEWADVERTISING OPPORTUNITES FOR 2018 »LIVE STREAM »ON DEMAND »WEBCAST

For more information, contact Kate Gurevich or Kelly Smith at 615-377-3825 or marketing@tscpa.com.

2018 EVENT LISTING

Employee Benefit Plans Conference

April 23 TSCPA Meeting Center | Brentwood, Tenn. Estimated Attendance: 100* Audience: Auditors and plan administrators

Business & Industry Fest

May 18 TSCPA Meeting Center | Brentwood, Tenn. Estimated Attendance: 90* Audience: Controllers, CFOs, CEOs and other CPAs working in corporate finance

Governmental & Not-for-Profit Conference

June 4-5 Cool Springs Marriott | Franklin, Tenn. Estimated Attendance: 150* Audience: CPAs working in government or with not-for-profits

88th Annual Meeting & Convention

June 19-22 Wild Dunes Resort | Isle of Palms, S.C. Estimated Attendance: 100 Audience: TSCPA Council, Board of Directors and CPAs in public accounting and corporate finance

Women's Career Summit

Sept. 25 The Factory at Franklin | Franklin, Tenn. Estimated Attendance: 150 Audience: Female CPAs in public accounting and corporate finance

Financial Institutions Conference

Sept. 28 Tennessee Bankers Association | Nashville, Tenn. Estimated Attendance: 100* Audience: CPAs working at, or with, banks, credit unions and financial institutions

Accounting & Auditing Symposium

Nov. 8-9 TSCPA Meeting Center | Brentwood, Tenn. Estimated Attendance: 90* Audience: CPAs in public accounting and corporate finance

Tennessee Federal Tax Conference

Nov. 14-16 Cool Springs Marriott | Franklin, Tenn. Estimated Attendance: 175* Audience: Tax CPAs and attorneys

Health Care Conference

Nov. 26-27 Cool Springs Marriott | Franklin, Tenn. Estimated Attendance: 300* Audience: CPAs working in health care

Technology Conference

Dec. 6-7 Cool Springs Marriott | Franklin, Tenn. Estimated Attendance: 120 Audience: CPAs in public accounting and corporate finance

2018 Federal Tax Update with Don Farmer & Walter Nunnallee

Nov. 27 Knoxville Marriott | Knoxville, Tenn. Estimated Attendance: 175

Nov. 28 Chattanooga Convention Center | Chattanooga, Tenn. Estimated Attendance: 175

Dec. 7 Holiday Inn University of Memphis | Memphis, Tenn. Estimated Attendance: 175

Dec. 10 Cool Springs Marriott | Franklin, Tenn. Estimated Attendance: 350

Audience: Tax CPAs and attorneys

*Audience may include participants joining via Live Stream.

EXHIBITOR AND SPONSORSHIP PACKAGE DESCRIPTIONS

All Exhibitor Packages and Sponsorships Include:

- Your company name, logo and link to your website on event webpage
- Your logo included in event brochure and promotional emails
- Your logo included on printed recognition signage and on screen during breaks at event
- One-time mailing list provided in Excel after event
- Recognition in year-end listing in the Tennessee CPA Journal (circulation 10,000+)

Exhibitor Package

\$800 - \$1,000

- Inclusion in Exhibitor Mania
- 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)

Event Sponsorships

Networking Reception Sponsorship + \$4,500 - \$6,000

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

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

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

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

- Your logo printed on recognition signage at breakfast
- Opportunity for your company representatives to network with participants during breakfast
- Opportunity for your company to provide napkins printed with your logo for use at breakfast

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

- Your logo printed on recognition signage at break
- Opportunity for your company representatives to network with participants during break
- Opportunity for your company to provide napkins printed with your logo for use at networking break

Classroom Sponsorships

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

- Opportunity for your company to provide informational inserts to be placed in sign holders on classroom tables
- Complimentary Exhibitor Package (see page 6 for details)

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

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

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

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

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

- TSCPA will provide a free-standing charging station for participants' mobile devices
- Your logo printed on recognition signage at charging station

Highlighter Sponsorship 1 \$150 - \$300

- Opportunity for your company to provide highlighters for participants
- Highlighters will be given to participants in their registration packets

Literature Distribution | \$150 - \$300

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

Notepad Sponsorship | \$150 - \$300

- Opportunity for your company to provide notepads for participants
- Notepads will be given to participants in their registration packets

Pen Sponsorship | \$150 - \$300

- Opportunity for your company to provide pens for participants
- Pens will be given to participants in their registration packets

USB Flash Drive Sponsorship 1 \$150 - \$300

- Opportunity for your company to provide USB flash drives for participants; 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 or Kelly Smith at 615-377-3825 or marketing@tscpa.com

88TH ANNUAL MEETING & CONVENTION

June 19-22 | Wild Dunes Resort | Isle of Palms, S.C.

TSCPA's 88th Annual Meeting & Convention is a unique event that combines continuing professional education, leadership meetings and social events. Highlight your company to TSCPA members and get the opportunity to network with CPA decision makers at this destination conference.

All Exhibitor Packages and Sponsorships Include:

- Your company name, logo and link to your website on Convention webpage
- Your logo included in promotional emails
- Your logo included on printed recognition signage and on screen during breaks at Convention
- One-time mailing list provided in Excel after Convention
- Recognition in year-end listing in the Tennessee CPA Journal (circulation 10,000+)

Exhibitor Package

\$1,000

- Inclusion in Exhibitor Mania
- Opportunity to offer a drawing/prize for participants
- Draped table and two chairs

- Breakfast, break food and beverages provided for two company representatives per day
- Complimentary Wi-Fi
- Basic electrical connection (when requested in advance)

Event Sponsorships

Annual Banquet Sponsorship - \$4,000

- Opportunity to welcome participants and present your corporate message at banquet
- Opportunity for up to two company representatives to attend banquet
- Verbal recognition and printed signage at banquet
- Complimentary Exhibitor Package (see above for details)

Opening Reception Sponsorship - \$3,000

- Opportunity for up to two company representatives to attend the opening reception
- Verbal recognition and printed signage at reception
- Opportunity for your company to provide napkins printed with your logo for use at reception
- Complimentary Exhibitor Package (see above for details)

Hospitality Suite Sponsorship - \$2,500

- Opportunity to network with participants in hospitality suite on Tuesday, Wednesday and Thursday nights
- Opportunity for your company to provide company literature and/or promotional items in hospitality suite
- Opportunity for your company to provide cups and napkins printed with your logo for use in hospitality suite
- Your logo printed on recognition signage in hospitality suite
- Complimentary Exhibitor Package (see above for details)

Middleton Place Excursion Sponsorship - \$1,500

- Your logo printed on recognition signage
- Your logo printed on event materials
- Your logo printed on bottled water for participants (TSCPA will order using logo provided by sponsor)

Breakfast Sponsorship - \$1,000

- Your logo printed on recognition signage at breakfast
- Opportunity for your company representatives to network with participants during breakfast
- Opportunity for your company to provide napkins printed with your logo for use at breakfast

Networking Break Sponsorship - \$1,000

- Your logo printed on recognition signage at break
- Opportunity for your company representatives to network with participants during break
- Opportunity for your company to provide napkins printed with your logo for use at networking break

Promotional Item Sponsorships

Beach Towel Sponsorship - \$3,500

- Your logo printed on beach towels for participants
- TSCPA will order using logo provided by sponsor

Beach Bag Sponsorship - \$2,000

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

Water Bottle Sponsorship - \$2,000

- Your logo printed on water bottles for participants
- TSCPA will order using logo provided by sponsor

T-Shirt Sponsorship - \$1,500

- Your logo printed on T-shirts for participants
- TSCPA will order using logo provided by sponsor

Visor Sponsorship - \$1,500

- Your logo printed on visors for participants
- TSCPA will order using logo provided by sponsor

Koozie Sponsorship - \$500

- Your logo printed on koozies for participants
- TSCPA will order using logo provided by sponsor

Classroom Sponsorships

Classroom Table Sponsorship - \$2,000

- Opportunity for your company to provide informational inserts to be placed in sign holders on classroom tables
- Complimentary Exhibitor Package (see page 8 for details)

Lanyard Sponsorship - \$1,000

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

Charging Station Sponsorship - \$500

- TSCPA will provide a free-standing charging station for participants' mobile devices
- Your logo printed on recognition signage at charging station

Highlighter Sponsorship - \$300

- Opportunity for your company to provide highlighters for participants
- Highlighter will be given to participants in their registration packets

Literature Sponsorship - \$300

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

Notepad Sponsorship - \$300

- Opportunity for your company to provide notepads for participants
- Notepads will be given to participants in their registration packets

Pen Sponsorship - \$300

- Opportunity for your company to provide pens for participants
- Pens will be given to participants in their registration packets

USB Flash Drive Sponsorship - \$300

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

Golf Sponsorships - Wednesday, June 20

Golf Tournament Sponsorship - \$2,000

- Your logo printed on recognition signage at golf tournament registration area
- Your logo printed on recognition signage at hole-in-one contest location
- Complimentary tournament registration for two company representatives
- Complimentary Exhibitor Package (see page 8 for details)

Beverage Cart Sponsorship - \$400

- Your logo printed on recognition signage on beverage cart

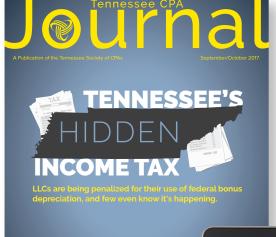
Golf Hole Sponsorship - \$300 (per hole)

- Your logo printed on recognition signage at golf hole

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 the 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"

*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



Contact Kate Gurevich or Kelly Smith at 615-377-3825 or marketing@tscpa.com

ADVERTISING



TSCPA WEBSITE HOMEPAGE ADVERTISING

Advertisements can be static .jpeg or animated .gif files.

In Conceptor Syntak Letter Behaviore A service and a ser	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 - 140,000 sessions per year - More than 60,000 users per year - 5:20 average session duration			

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 at \$50. For complete details *visit 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 to reach more than 10,000 CPAs.

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.	7,300 per day	32%



THANK YOU TO OUR 2017 EVENT SUPPORTERS

Accounting Biz Brokers Accounting Practice Sales Addison Group Alexander Thompson Arnold PLLC **BenefitMall** CAMICO Canopy Carr, Riggs & Ingram, LLC Confirmation.com CPACharge Crosslin Cumberland Trust Company Dynamic Edge, Inc. Elliott Davis **Entigrity Solutions LLC FRISA** Consultants ERISA Services, Inc. Formos Consulting Frost-Arnett Gilshar HawsGoodwin Financial HealthTrust Workforce Solutions Helena Chemical Company

Horne LLP Independence Trust Company Inova Payroll, Inc. Kraft Enterprise Systems KraftCPAs PLLC I BMC Lease A CPA Lyons HR Mauldin & Jenkins Nashville Computer, Inc. Net Works Paychex Pugh CPAs Risk Strategies Company Robert Half SunTrust Private Wealth Management TASC Vaco Van Meter Insurance Waller Wolters Kluwer WSW CPAs



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