

# MARKETING GUIDE 2022

---

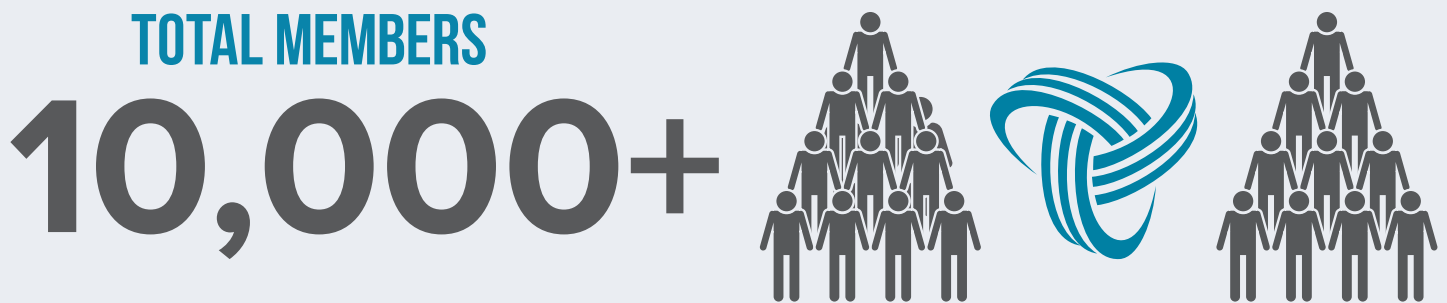


sponsor | exhibit | advertise

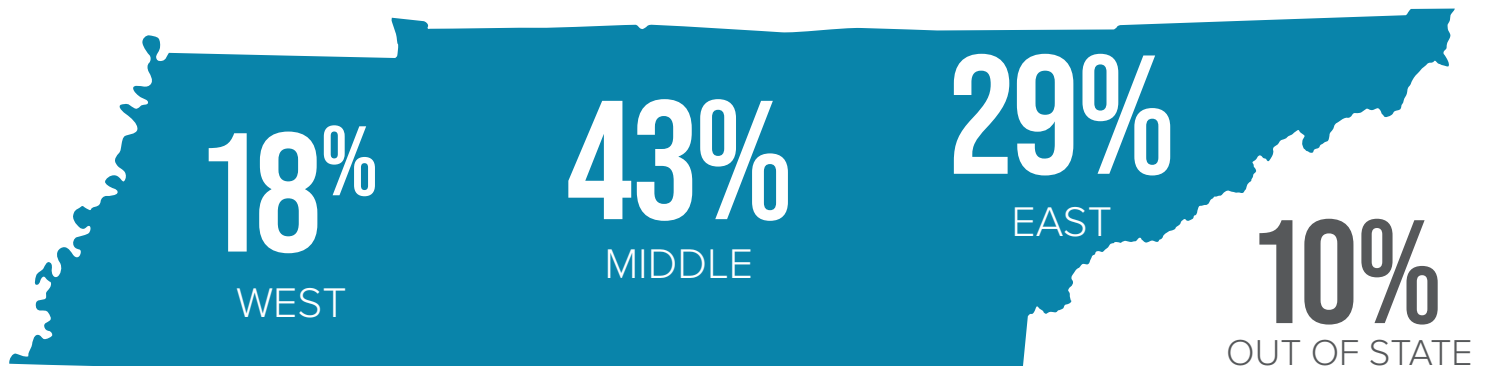
# WHO IS TSCPA?

The Tennessee Society of Certified Public Accountants is the premier professional association for CPAs in Tennessee. Our members are CPAs working in public and private accounting, government and education.

TSCPA's marketing program is designed to put your business in front of the most influential CPAs and financial professionals in Tennessee. Join us at an event or reach our members through print and digital advertising. Whatever your preference may be, we have high impact opportunities at a variety of price points.



## TSCPA Membership by Division



# 2022 PREMIER EVENT LISTING

## Financial Institutions Conference

**Sept. 26**

**Tennessee Bankers Association | Nashville, Tenn.**

**Estimated Attendance: 80\***

Audience: CPAs working at, or with, financial institutions

## Women's Career Summit

**Sept. 27**

**TSCPA Meeting Center | Brentwood, Tenn.**

**Estimated Attendance: 80\***

Audience: CPAs working in public and private accounting

## Accounting and Auditing Conference

**Oct. 18-19**

**TSCPA Meeting Center | Brentwood, Tenn.**

**Estimated Attendance: 60\***

Audience: CPAs working in public and private accounting

## Forensic and Valuation Services Conference

**Oct. 25-27**

**TSCPA Meeting Center | Brentwood, Tenn.**

**Estimated Attendance: 60\***

Audience: CPAs who perform fraud detection and valuation services

## Tennessee Federal Tax Conference

**Nov. 16-18**

**Cool Springs Marriott | Franklin, Tenn.**

**Estimated Attendance: 150\***

Audience: CPAs and attorneys working in tax

## Health Care Conference

**Nov. 28-29**

**Cool Springs Marriott | Franklin, Tenn.**

**Estimated Attendance: 250\***

Audience: CPAs working in health care

## Technology Conference

**Dec. 5-6**

**TSCPA Meeting Center | Brentwood, Tenn.**

**Estimated Attendance: 70\***

Audience: CPAs working in public and private accounting

## 2022 Federal Tax Updates with Don Farmer

**Dec. 2 In-Person**

**Cool Springs Marriott | Franklin, Tenn.**

**Estimated Attendance: 150**

Audience: CPAs working in tax

**Dec. 2 Live Stream\*\***

**Virtual Audience**

**Estimated Attendance: 400+**

Audience: CPAs working in tax

**Dec. 14 Webcast Replay\*\***

**Virtual Audience**

**Estimated Attendance: 400+**

Audience: CPAs working in tax

*\*\* See pg. 7 for these event sponsorships*

*\*Audience includes in-person and live stream virtual attendees.*

## CONTACT US

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

📞 615-377-3825

✉️ [marketing@tscpa.com](mailto:marketing@tscpa.com)

🌐 [www.tscpa.com/marketing](http://www.tscpa.com/marketing)

# EXHIBITOR AND SPONSORSHIP PACKAGE DESCRIPTIONS

## ALL EXHIBITOR PACKAGES AND SPONSORSHIPS INCLUDE:

- Your company name, logo and link to your website on the event webpage
- Recognition in print and digital event promotions
- Verbal recognition at the event
- Recognition on printed signage at the event
- Recognition in social media posts
- One-time mailing list provided in Excel after the event
- Recognition in year-end listing in the Tennessee CPA Journal (circulation 10,000)

## EXHIBITOR PACKAGE

### \$900 - \$1,200

- 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)

## SPONSORSHIPS

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

- Opportunity for your company representatives to network with in-person participants during the reception
- Recognition on printed signage at the reception
- Verbal recognition at the event
- Complimentary Exhibitor Package (see above for details)

### Breakfast Sponsorship | \$1,500 - \$3,000

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

### Lunch Sponsorship | \$1,500 - \$3,000

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

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

- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Complimentary Exhibitor Package (see above for details)

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

- 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 the bags

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

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

## **Wi-Fi Sponsorship | \$1,000 - \$2,000**

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

## **Networking Break Sponsorship | \$750 - \$1,000**

- Recognition on printed signage during the break
- Opportunity for your company representatives to network with in-person participants during the break

## **Highlighter Sponsorship | \$300 - \$500**

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

## **Literature Distribution | \$400 - \$600**

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

## **Notepad Sponsorship | \$300 - \$500**

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

## **Pen Sponsorship | \$300 - \$500**

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

## **USB Flash Drive Sponsorship | \$300 - \$500**

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



**READY TO BUILD YOUR PACKAGE?**

Contact us at 615-377-3825  
or [marketing@tscpa.com](mailto:marketing@tscpa.com)

# SEMINAR SPONSORSHIPS



**AUG. 18** | Preparing for Change  
**SEPT. 22** | 360 Degree Budgeting  
**OCT. 20** | Fine Tune Your Finances  
**NOV. 14** | Financial Communications  
**DEC. 13** | Creating a Competitive Advantage

## 2022 CFO Series Presented In-Person and Live Stream

**TSCPA Meeting Center | Brentwood, Tenn.**  
**Estimated Attendance: 30-45 per date (includes live stream and in person)**

Audience: CPAs working in private accounting

This series provides a variety of sponsorship opportunities for your company to reach CFOs and those on the CFO track at a one-day event or the entire 5-day series.

One-time mailing list provided in Excel after each event

SPONSORSHIP	1-DAY PRICE	SERIES PRICE
Classroom Table Sponsorship	\$200	\$800
Highlighter Sponsorship	\$125	\$400
Notepad Sponsorship	\$125	\$400
Pen Sponsorship	\$125	\$400
USB Drive Sponsorship	\$125	\$400
Literature Distribution	\$125	\$400

## NASHVILLE FALL SEMINAR SPONSORSHIPS

**This fall, TSCPA will hold more than 50 continuing education seminars in the Nashville area. Take advantage of the opportunity to promote your brand to more than 500 attendees between August and December 2022.**

**\$3,000**

### Benefits Include:

- Opportunity to provide branded pens, highlighters and/or notepads for all continuing education seminars held at TSCPA's Meeting Center
- Recognition on printed signage at the registration tables through December 2022
- Recognition in year-end listing in the Tennessee CPA Journal (circulation 10,000)
- Mailing list provided in Excel at year-end.

# 2022 Federal Tax Updates with Don Farmer

## Virtual Event Sponsorships

**Live Stream - Dec. 2 | Webcast Replay - Dec. 14**  
**Estimated attendance: 400+ per event**

### **EVENT SPONSORSHIP - \$1,000 PER EVENT**

- Your company name, logo and link to your website on the event registration webpage
- Recognition in print and digital event promotions
- Recognition in social media posts
- Opportunity to provide a single-page PDF fact sheet or advertisement to be included in the event materials
- Verbal recognition during the event
- Opportunity to provide a prize for a virtual giveaway
- One-time mailing list provided in Excel after the event
- Recognition in year-end listing in the *Tennessee CPA Journal* (circulation 10,000)

### **EVENT SPONSORSHIP + VIDEO ADD-ON - \$1,500 PER EVENT**

All items included in the Event Sponsorship, plus:

- Slide with company logo on screen during lunch
- Opportunity to provide a pre-recorded (3-5 minute) corporate message (Mp4 file) to be played during lunch

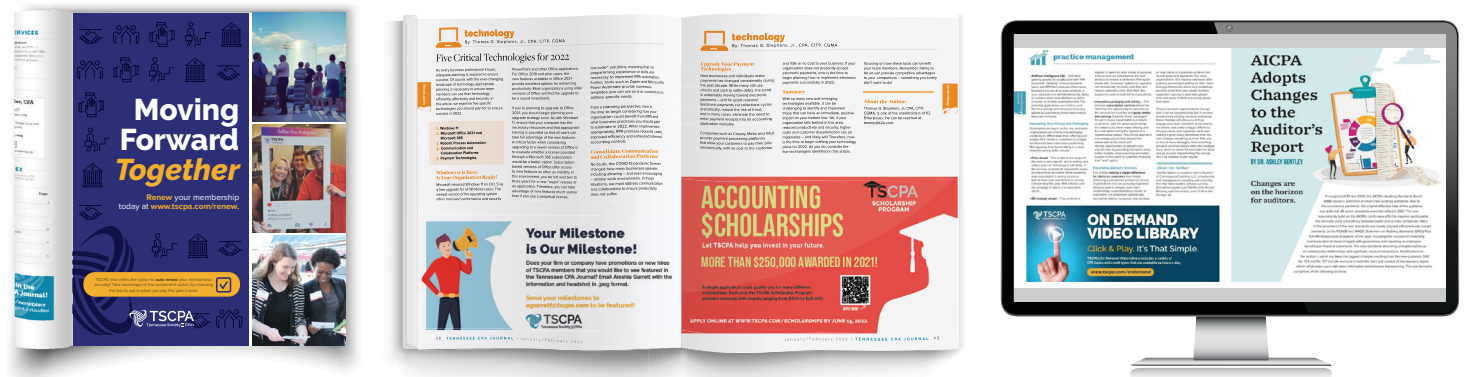


# Tennessee CPA JOURNAL

Visit the Journal online at [tscpa.com/news/journal](http://tscpa.com/news/journal)

## ADVERTISING

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.



### Journal Placement

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Back Cover	\$2,400 per issue	\$2,200 per issue	\$2,000 per issue
Full Page - Inside Cover	\$2,200 per issue	\$2,000 per issue	\$1,800 per issue
Full Page - Inside	\$2,000 per issue	\$1,800 per issue	\$1,500 per issue
1/2 Page	\$1,200 per issue	\$1,100 per issue	\$950 per issue
1/3 Page	\$800 per issue	\$720 per issue	\$650 per issue

### 2022-23 DEADLINES

ISSUE	AD CLOSE/ART DUE
May/June 2022	April 1
July/August 2022	June 3
Sept./Oct. 2022	Aug. 1
Nov./Dec. 2022	Oct. 3
Jan./Feb. 2023	Dec. 2
March/April 2023	Feb. 1

### High Impact Features

Please contact us to explore options for custom ad features.

### INTERESTED IN ADVERTISING?



Please contact us at 615-377-3825 or [marketing@tscpa.com](mailto:marketing@tscpa.com)

### 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.



# ONLINE ADVERTISING



## TSCPA WEBSITE HOMEPAGE ADS

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

### Website Activity

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

## HOTWIRE MONTHLY E-NEWSLETTER

This monthly e-newsletter provides news and information for TSCPA Members.

**Average Number Sent = 5,000 per issue**

**Average Open Rate = 45% per issue**

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

	1-MONTH	1-YEAR	SIZE
Banner Ad	\$400 per issue	\$3000	600 x 100

## 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 in a rotating box ad on the TSCPA Talks homepage
- Placement in a rotating box ad on the TSCPA Talks homepage PLUS exclusive placement in a box ad that appears throughout the TSCPA Talks site.

**Views per month: TSCPA Talks homepage average 1,500**

**Views per month: All pages average 6,000**

	1-MONTH	1-YEAR	SIZE
Homepage Rotating Box Ad	\$200	\$1,500	300 x 250
Homepage Rotating Box Ad + Exclusive Interior Site-Wide Box Ad	\$350	\$2,500	300 x 250



201 Powell Place  
Brentwood, TN 37027  
615-377-3825 | [www.tscpa.com](http://www.tscpa.com)

**Connect With Us!**

