

# 2023 MARKETING GUIDE

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

sponsor | exhibit | advertise



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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

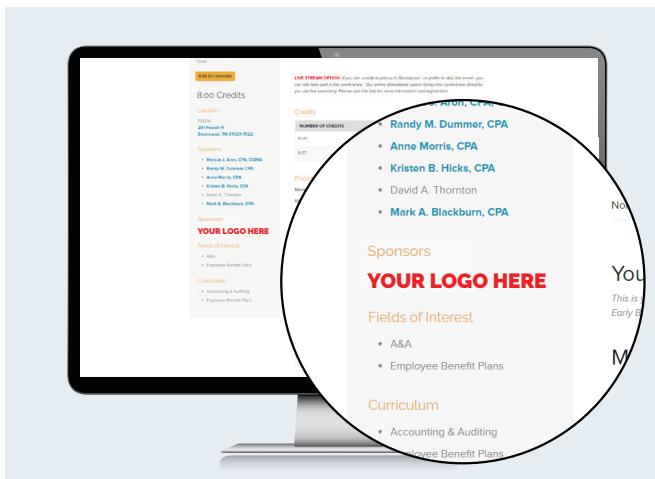
### Event Benefits:

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

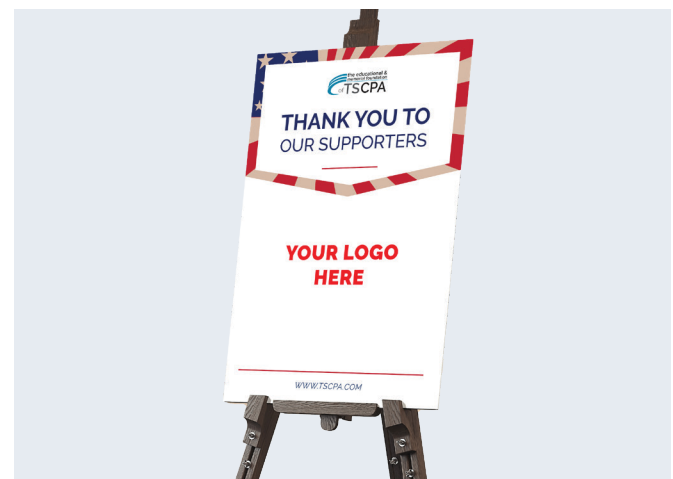
### Post-event Benefits:

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

*\*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.*



Example of website acknowledgment.



Example of printed event signage.



Example of print event promotions.

## Presenting Sponsorship - \$3,500

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- 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 e-Materials
- 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 - \$2,500

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- 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 e-Materials
- Complimentary Showcase Sponsorship (see below for details)

## Showcase Sponsorship - \$1,200

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*Our showcase sponsorship allows your company the opportunity to showcase your technologies and services and connect with conference participants both in-person and virtual.*

When purchasing this package, your company will receive:

- inclusion in Exhibitor Mania (in person and online)
- 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

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)



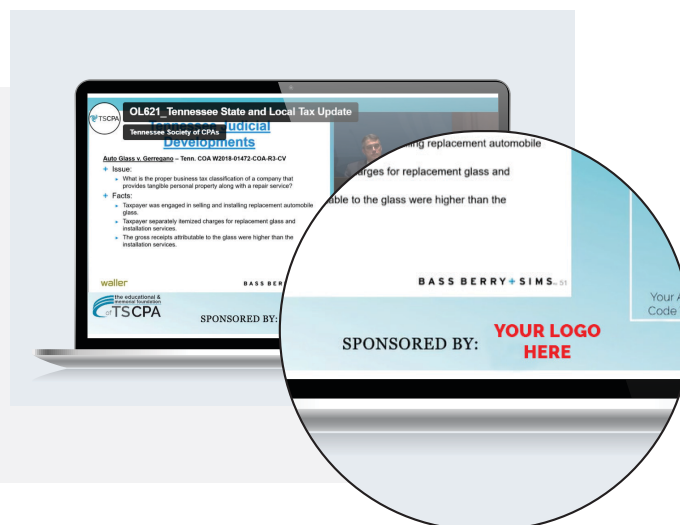
[www.tscpa.com/marketing](http://www.tscpa.com/marketing)

# Additional Opportunities

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

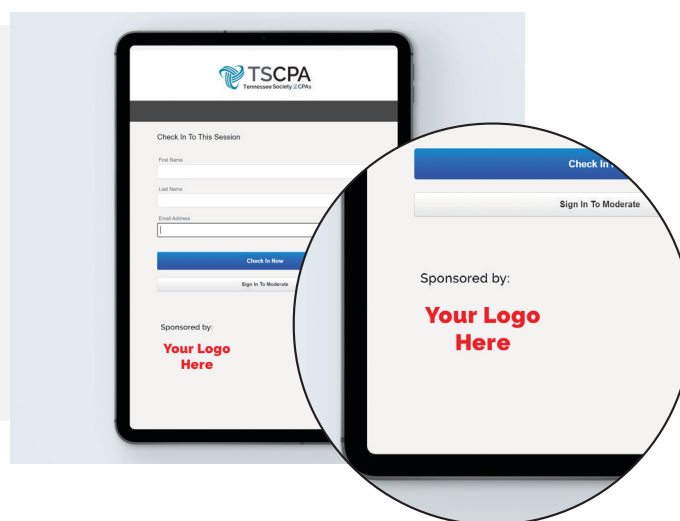
## On-demand Sponsorship - \$1,000

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



## Event Check-in Sponsorship - \$750

- 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 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

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Promotional products can help you activate your sponsorship effectively through brand awareness. Promotional items can be packaged with an existing sponsorship or purchased individually.

## 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 work with you in any creative marketing idea or promotional item that you have to promote your brand, your service or your product.

## 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

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## GET STARTED

📞 615-377-3825

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

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

# 2023 Premier Event Listing

## Financial Institutions Conference

**Sept. 25**

**Oct. 23-25**

TSCPA Meeting Center | Brentwood, Tenn.

**Estimated Participants:** 80\*

**On-demand Participants:** 100

**Audience:** CPAs working at, or with, financial

## Tennessee Federal Tax Conference

**Nov. 15-17**

Hilton Cool Springs | Franklin, Tenn.

**Estimated Participants:** 150\*

**On-demand Participants:** 150

**Audience:** CPAs and attorneys working in tax

## Women's Leadership Conference

**Sept. 26**

The Sapphire Suite | Franklin, Tenn.

**Estimated Participants:** 80\*

**On-demand Participants:** 100

**Audience:** CPAs working in public and private accounting

## Health Care Conference

**Nov. 28-29**

Cool Springs Marriott | Franklin, Tenn.

**Estimated Participants:** 250\*

**On-demand Participants:** 10

**Audience:** CPAs working in health care

## Accounting and Auditing Conference

**Oct. 30-31**

Live Stream

**Estimated Participants:** 60\*

**On-demand Participants:** 200

**Audience:** CPAs working in public and private accounting

## Technology Conference

**Dec. 4-5**

TSCPA Meeting Center | Brentwood, Tenn.

**Estimated Participants:** 70\*

**On-demand Participants:** 80

**Audience:** CPAs working in public and private accounting

## 2023 Federal Tax Updates With Don Farmer

**Dec. 1 In Person**

Cool Springs Marriott | Franklin, Tenn.

**Estimated Participants:** 150

**Audience:** CPAs working in tax

**Dec. 1 Live Stream\*\***

Virtual Audience

**Estimated Participants:** 400+

**Audience:** CPAs working in tax

## Forensic and Valuation Services Conference

**Oct. 23-25**

TSCPA Meeting Center | Brentwood, Tenn.

**Estimated Participants:** 60\*

**On-demand Participants:** 200

**Audience:** CPAs who perform fraud detection and valuation services

**Dec. 13 Webcast Replay\*\***

Virtual Audience

**Estimated Participants:** 400+

**Audience:** CPAs working in tax

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

# Seminar Sponsorships

## 2023 CFO Series

**In Person and Virtual Day Of Participants:** average 80

**On-demand Participants:** average 40

### 2023 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. 17*

Skills for 2023  
and Beyond

#### **Day 2**

*Sept. 20*

Big Picture Mega  
Trends & Risks

#### **Day 3**

*Oct. 19*

Planning for  
the Long Term

#### **Day 4**

*Nov. 11*

Staying Ahead  
in a Dynamic  
Economy

#### **Day 5**

*Dec. 12*

Today's Staff  
Retention and  
Accounting

### **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 Ad-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!**



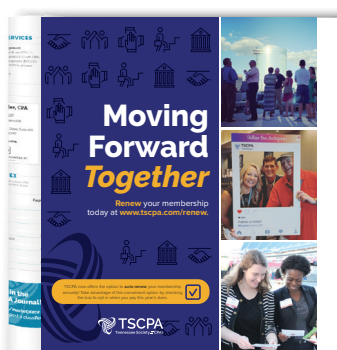
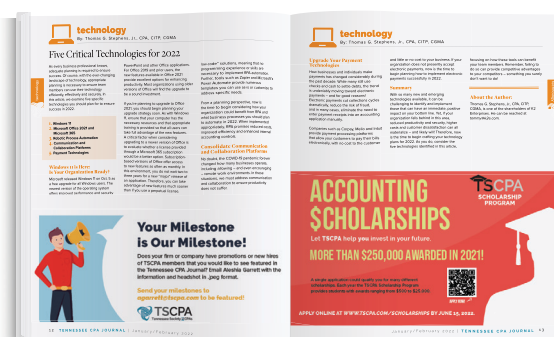
# Journal Advertising



Visit the Journal online at [tscpa.com/news/journal](http://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	\$2,400 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

## Deadlines

ISSUE	ART DUE
May/June 2023	April 1
July/August 2023	June 3
Sept./Oct. 2023	Aug. 1
Nov./Dec. 2023	Oct. 3
Jan./Feb. 2024	Dec. 2
March/April 2024	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.

### Button Ad

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

90 X 350 PIXELS

### Box Ad

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

350 X 350 PIXELS

### Website Activity

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



## Hotwire

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

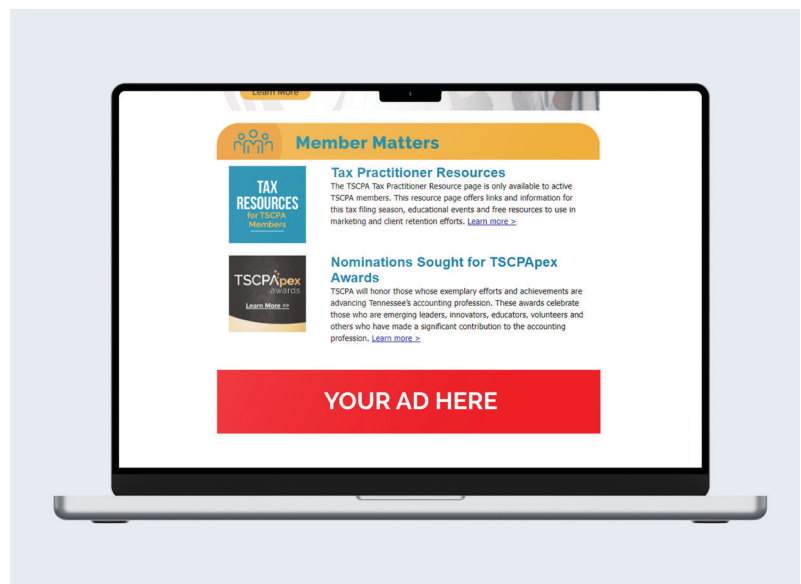
Average Number Sent = 5,000 per issue

Average Open Rate = 45% per issue

ISSUE	COST
1 Month	\$400 per issue
1 Year	\$3,000

SIZE: 600 X 100 PIXELS

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



# 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.

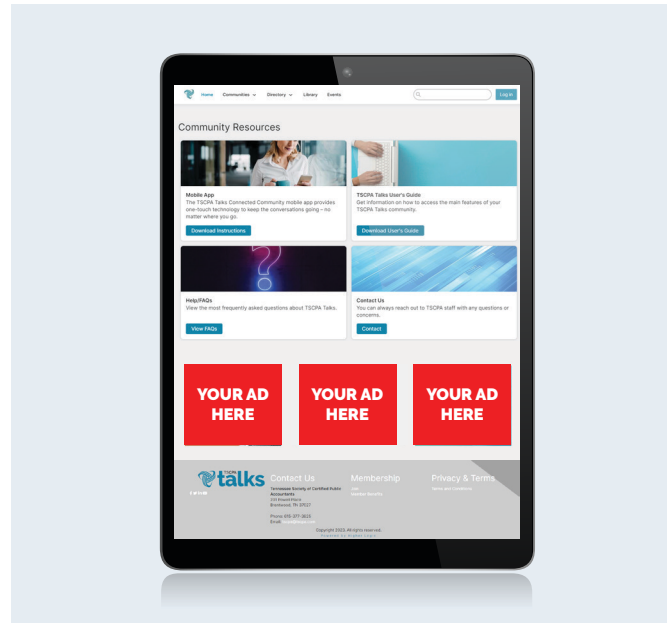


## Advertising opportunities include:

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

**Views per month:** TSCPA Talks homepage average 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



## READY TO GET STARTED?

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



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www.tscpa.com/marketing



*WWW.TSCPA.COM*