



TSCPA CPE | 2018

Conference & Seminar

Sponsorship Opportunities

Texas Society of CPAs CPE Foundation, Inc.

MARKET YOUR BRAND

Now is your chance to be a partner with the TSCPA CPE Foundation, Inc. which provides nearly 300 continuing education programs annually. Differentiate yourself from the competition by supporting Texas CPAs in their professional endeavors. A representative from your company may not be able to attend every TSCPA event, but your brand can be there. If you are interested in sponsoring at multiple events TSCPA can create the perfect custom sponsorship package for your company.

OUR REACH

- 28,000 TSCPA members nationwide
- 209,000+ visitors to our website annually
- 3,600+ attend one or more of our annual conferences
 - Each conference typically sends 3-4 eblasts per conference
 - Each conference's marketing materials mail to 2,200-15,000 accounting professionals
- 4,000+ attend one or more of our seminars

2018 ANNUAL CONFERENCE REACH

| Opportunity | Location(s) | Conference Dates | Reach - mail | Reach - eblast | Estimated Attendance |
|---|-------------|------------------|--------------|----------------|----------------------|
| CPE Value Conference | Houston | March 21 | | 20,400 | 90+ |
| Texas CPA Technology Conference | Addison | May 7-8 | 10,200+ | 22,000+ | 175+ |
| Texas CPA Technology Conference | Houston | May 10-11 | 10,200+ | 22,000+ | 100+ |
| Energy Conference | Austin | May 14-15 | 4,500+ | 8,000+ | 130+ |
| Nonprofit Organizations Conference | Dallas | May 21-22 | 4,500+ | 7,900+ | 320+ |
| Texas School Districts Accounting & Auditing Conference | San Antonio | June 4-5 | 7,000+ | 7,900+ | 200+ |
| Audits of Employee Benefit Plans Conference | Addison | June 27 | 5,700+ | 7,900+ | 60+ |
| Advanced Health Care Conference & Pre-Conference Workshop | San Antonio | July 22-24 | 4,800+ | 7,600+ | 125+ |
| Texas State Taxation Conference | Webcast | Aug 7 | 5,600+ | 7,800+ | 95+ |
| CPE Value Conference | Dallas | Aug TBD | | 20,400+ | 90+ |
| Advanced Estate Planning Conference | San Antonio | Aug 16-17 | 4,700+ | 5,200+ | 300+ |
| Financial Institutions Conference | Addison | Sept 10-11 | 6,900+ | 5,400+ | 150+ |
| Single Audits & Governmental Accounting Conference | Austin | Oct 1-2 | 6,900+ | 7,700+ | 200+ |
| Texas CPA Tax Institute | Addison | Nov 15-16 | 7,700+ | 8,000+ | 130+ |
| Texas CPA Tax Institute | San Antonio | Nov 15-16 | 7,700+ | 8,000+ | 100+ |
| CPE Expo | Addison | Nov 29-30 | 15,000+ | 20,400+ | 300+ |
| CPE Expo | San Antonio | Dec 3-4 | 15,000+ | 20,400+ | 225+ |
| CPE Expo | Houston | Dec 10-11 | 15,000+ | 20,400+ | 300+ |

CONFERENCE SPONSORSHIP OPPORTUNITIES

- [Exclusive Premier Sponsorship](#)
- [Title Sponsorships](#)
- [Prime Sponsorships](#)
- [Attendee Experience Sponsorships](#)
- [Summer Cluster Seminar Sponsorships](#)

EXCLUSIVE PREMIER SPONSORSHIP

\$15,000 per conference season (June 2018 – May 2019)

The Exclusive Premier Sponsor's logo will be included in all TSCPA conference's direct marketing materials consisting of brochures and/or postcards. Sponsor logos will receive prime placement in the conference promotions whenever possible.

Additional sponsorship benefits include:

- One complimentary registration to 3 conferences of the sponsor's choice.
- Sponsorship level and company logo listed in every TSCPA conference brochure and/or postcard.
 - Currently there are 18 annual conferences (subject to change).
 - Each conference marketing piece mails to an audience of 4,500 – 15,000+ accounting professionals.
- Sponsorship level and company logo included on all TSCPA's conference eblasts (typically 3-4 per conference).
 - Each conference e-blast is sent to 5,200 - 20,400 accounting professionals.
- Sponsorship level and company logo included on the Summer Cluster brochure and eblasts.
 - The Summer Cluster brochure mails to an audience of 15,000+ accounting professionals.
 - The Summer Cluster eblast is sent to 20,400 accounting professionals.
- Complimentary exhibit table at 3 conferences of sponsor's choice.
- 2 to 3 minute speaking opportunity at each of the 3 conferences the Exclusive Premier Sponsor opts to exhibit.
- Opportunity to leave marketing collateral on chairs in general session room.
- Sponsor logo placed on all the various conference pages of the TSCPA website with notation of being an Exclusive Premier Sponsor.
- Sponsor recognized during the Committee Chair's opening remarks each morning of the conference.
- Exclusive Premier Sponsor recognized at all TSCPA conferences via sponsor logos in picture frames and sponsor table tents.
- The Exclusive Premier Sponsor's logo will be promoted on our social media platforms prior to each TSCPA conference.

WWW.TSCPA.ORG

TITLE SPONSORSHIPS

| | PLATINUM \$3,500 | GOLD \$2,500 | SILVER \$2,000 | BRONZE \$1,400 | COPPER \$800 |
|---|---------------------|-----------------|-------------------|-------------------|-----------------|
| Pre-Event | | | | | |
| Logo & sponsorship level placed on conference webpage | X | X | X | X | X |
| Logo & sponsorship level in marketing materials | X | X | X | X | X |
| Logo & sponsorship level included in conference e-blasts | X | X | X | X | X |
| Logo & sponsorship level promoted on TSCPA's social media platforms | X | X | X | X | X |
| Pre-event attendee mailing list ¹ | X | X | X | | |
| At the Event | | | | | |
| Complimentary exhibit table | X | X | X | X | |
| Distinguished title sponsorship listed at the conference | X | X | X | X | |
| Title sponsorship distinguished on name badge | X | X | X | X | |
| Recognized during opening remarks | X | X | X | X | X |
| Logo Included in welcome PowerPoint presentation | X | X | X | X | X |
| Opportunity to leave marketing collateral at registration desk | X | X | | | |
| Opportunity to leave marketing collateral on the seats | X | | | | |
| 2-3 minute speaking opportunity | X | | | | |
| Reserved lunch table ² | X | | | | |
| One half-price registration | | | X | | |
| Complimentary registration | 2 | 1 | | | |
| Post Event | | | | | |
| Post-event attendee mailing list ³ | X | X | X | X | |

NOTES:

¹ The attendee list will be in Excel and is emailed to the designated sponsorship contact. List includes: attendee name, company (if information has been supplied to TSCPA) and preferred mailing address.

² Reserved lunch table is available when lunch is held in a separate room

³ The attendee list will be in Excel and is emailed to the designated sponsorship contact. List includes: attendee name, company (if information has been supplied to TSCPA) and preferred mailing address.

PRIME SPONSORSHIPS

| | LUNCH SPONSORSHIP \$3,500 PER DAY, PER CITY | BREAKFAST SPONSORSHIP \$2,000 PER DAY, PER CITY | BREAK SPONSORSHIP \$1,500 PER DAY, PER CITY | WEBCAST SPONSOR ⁴ \$1,250 FOR ONE DAY, \$2,500 FOR TWO DAYS | EXHIBITOR ⁵ \$750 PER DAY, PER CITY |
|---|--|--|--|---|---|
| One complimentary registration to the conference or to the conference webcast | | | | X | |
| Sponsorship level and company logo listed in the conference brochure/postcard | | | | X | X |
| Company logo included on direct marketing materials and identified as a conference sponsor. | X | X | X | X | X |
| Complementary single day exhibit table at the conference. (6-foot skirted table and chairs) ⁶ | X | X | X | | X |
| Sponsor logo placed on the conference page of the TSCPA website. | X | X | X | X | X |
| Company logo included on the "Thank You to Our Sponsors" slide in the PowerPoint presentation that runs before the start of the conference. | X | X | X | X | X |
| Sponsor is recognized during the Committee Chair's opening remarks each morning of the conference. | X | X | X | X | X |
| Logo included in conference related eblast (typically 3-4 per conference). | X | X | X | X | X |
| Sponsor will have a reserved lunch table and can invite attendees to sit at their table if lunch is held in a separate room. The table will be an 8-top or a 10-top depending on the set of the room. | X | | | | |

NOTES:

⁴ 2018 conferences being webcasted are: **Texas School District Accounting and Auditing Conference, Audits of Employee Benefit Plans Conference, Texas State Taxation Conference, Advanced Estate Planning Conference and Financial Institutions Conference.**

⁵ Exhibit at multiple conferences and receive discounts on your exhibits. Contract exhibits at the same time to receive a multi-conference discount.

- Exhibit at 2 conferences = 10% discount
- Exhibit at 3 conferences = 15% discount
- Exhibit at 4+ conferences = 30% discount

⁶ The exhibiting company is responsible for all other necessary equipment for its exhibit table including internet, shipping, drayage, electricity and/or phone lines. Contact the hotel directly to secure these items.

ATTENDEE EXPERIENCE SPONSORSHIPS

CUSTOM CONFERENCE SPONSORSHIPS

PRICES VARY

Examples of TSCPA's most popular custom sponsorship options include WIFI sponsor, beverage sponsor, speaker/session sponsor, power strip sponsor or charging station sponsor. Custom sponsorships can be tailored to fit any budget.

NETWORKING RECEPTION SPONSORSHIP

PRICES VARY

The Networking Reception Sponsorship Fee will vary by conference, city and hotel. The final fee will be mutually agreed upon in advance by the Reception Sponsor and the Texas Society of CPAs, CPE Foundation, Inc. A variety of networking reception options may be available depending on facility resources and space availability.

ATTENDEE EXPERIENCE SPONSORSHIP BENEFITS INCLUDE:

- Company logo included on all direct marketing promotions and identified as a conference sponsor.
- Sponsor logo placed on the conference page of the TSCPA website.
- Sponsor is promoted on TSCPA's social media platforms.
- Company logo included on the "Thank You to Our Sponsors" slide in the welcome PowerPoint presentation that runs before the start of the conference.
- Sponsor is recognized during the Committee Chair's opening remarks each morning of the conference.
- Logo included in conference related eblasts (typically 3-4 per conference).

Miscellaneous Information:

- The conference's Committee Chair will announce all conference sponsors at the onset of the conference during the welcome and general announcements. Sponsor logo will be displayed on a thank you to our sponsors slide in the Welcome PowerPoint presentation that runs each morning of the conference.
- For a logo to be included in the conference brochure the logo, sponsorship form and payment must be received by the brochure's production deadline. The brochure deadline varies per conference. Contact the TSCPA staff liaison for deadline information.
- Direct marketing materials are in either a 2-color format or 4 color format brochure or postcard.
- An exhibitor will receive up to two complimentary lunches per day of exhibiting. However, exhibitors and sponsors do not receive complimentary registrations to the event unless otherwise noted.
- A list of post event conference attendees will be provided to each sponsor or exhibitor except for the Copper sponsorship.
- The attendee list will be in Excel and is emailed to the designated contact following the conference. The list includes: attendee name, company (if this information has been provided to TSCPA) and mailing address (if this information has been provided to TSCPA). Email addresses and phone numbers for attendees are not included in the attendee list.
- Any sponsorship option priced at \$1,000 or higher receives a complimentary exhibit table at the conference.
- The exhibiting company is responsible for all other necessary equipment for its exhibit table including internet, electricity, shipping, drayage and/or phone lines. Contact the hotel directly for these items.

SUMMER CLUSTER SEMINAR SPONSORSHIPS

A Summer Cluster is a three-day cluster of seminars held at resort locations in San Antonio, Grapevine, South Padre and Galveston. Approximately 175 – 600 people attend each site of the Clusters (registration varies per city, per day).

| | WIFI SPONSORSHIP \$850 PER DAY, PER CITY | EXHIBITOR ⁷ \$750 PER DAY, PER CITY | BREAKFAST SPONSORSHIP \$600 PER DAY, PER CITY | BREAK SPONSORSHIP \$500 PER DAY, PER CITY | SEMINAR SPONSOR \$500 PER CLUSTER |
|---|--|---|---|---|--|
| Sponsor logo included in the direct marketing material for the Clusters. | X | X | X | X | X |
| Sponsorship level and company logo will be placed on all promotions for the Clusters. | X | | X | X | X |
| Sponsor logo placed on the Cluster's page of the TSCPA website. | X | X | X | X | X |
| TSCPA will provide one six-foot skirted stable and chairs for each exhibitor ⁸ | | X | | | |



NOTES:

⁷ Exhibit at multiple clusters and receive discounts on your exhibits. Contract exhibits at the same time to receive a multi-cluster discount.

- Exhibit at 2 clusters = 10% discount
- Exhibit at 3 clusters = 15% discount
- Exhibit at 4 clusters = 30% discount

⁸ The exhibiting company is responsible for all other necessary equipment for its exhibit table including internet, shipping, drayage electricity and/or phone lines. Contact the hotel directly to secure these items.

TSCPA CPE 2018 SPONSORSHIP FORM

COMPANY AND CONTACT INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Contact Name: _____

Event(s) Selected: _____

SPONSORSHIPS

- Exclusive Premier Sponsorship** \$15,000
- Attendee Experience Sponsorships** Call for pricing

Summer Cluster Seminar Sponsorships

- WIFI Sponsorship \$850 per day, per city
- Exhibitor \$750 per day, per city
- Breakfast Sponsorship \$600 per day, per city
- Break Sponsorship \$500 per day, per city
- Seminar Sponsor \$500 per Cluster

Title Sponsorships

- Platinum \$3,500
- Gold \$2,500
- Silver \$2,000
- Bronze \$1,400
- Copper \$800

Prime Sponsorships

- Lunch Sponsorship \$3,500 per day, per city
- Breakfast Sponsorship \$2,000 per day, per city
- Break Sponsorship \$1,500 per day, per city
- Webcast Sponsor \$1,250 for one day
- Webcast Sponsor \$2,500 for two days
- Exhibitor \$750 per day, per city

METHOD OF PAYMENT:

Credit _____ Exp _____
Card No: _____ Date: _____

Name as it Appears on
Credit Card: _____

Cardholder Signature: _____

\$ Amount: _____ Check
No.: _____

Checks should be made payable and mailed to:

TSCPA CPE Foundation, Inc.
14651 Dallas Pkwy, Suite 700
Dallas, TX 75254
Attn: Carrie Elder

TERMS OF THE CONTRACT

Logo: Please provide the signed agreement along with your company logo in an .eps, .ai, .jpeg, or .tif format of 300 dpi or 600 dpi for sponsor logo to be included in the marketing materials.

If Exhibiting: Please provide the names of the people who will be at your exhibit table:

1. _____
2. _____

Location and Size of Space: The sponsor will be assigned an area to be determined by the onsite conference coordinator which will accommodate a tabletop exhibit or an arrangement of a similar proportion. All exhibits may conform to the size of the space provided and must not obstruct or interfere with the operations of the conference.

Furniture, Equipment, and Decorations: TSCPA CPE Foundation, Inc. will provide a skirted table and two chairs. Sponsors will be responsible for monitoring their own designated areas and will carry their own insurance. The exhibiting company is responsible for all other necessary equipment for its exhibit table including internet, shipping, drayage, electricity and/or phone lines. Contact the hotel directly to secure these items.

Gifts and Drawings: Each sponsor will be responsible for any gifts or drawings and such arrangements will be confined to sponsor's designated area unless previous arrangements have been previously made with the onsite conference coordinator.

Distribution of Advertising Materials: Advertising materials/collateral may only be distributed from the sponsor's designated area and may not be placed on meeting room seats or tables unless otherwise noted as part of the sponsorship benefits.

Food and Beverage: The TSCPA CPE Foundation, Inc. will offer each sponsor the same food and beverage provisions conference participants receive. However, no more than two persons will represent the sponsor for these purposes.

Price/Fee Provisions: This agreement will be for the sum of \$_____. Once payment, logo and the signed agreement are received TSCPA will add the sponsor's logo onto the upcoming conference/cluster promotions and webpage(s).

Shipping and Additional Fees: Each sponsor/exhibitor will be responsible for their shipping costs, drayage and/or any storage fees incurred by the venue.

Indemnification: The exhibitor agrees to indemnify and hold harmless TSCPA and the host facilities or their employees or their representatives against all liabilities for damage, injury or loss to all persons and all claims arising out of acts of omissions of exhibitors, their employees or their representatives.

I have read and will abide by the conditions set forth on this contract, which the undersigned applicant agrees is part of this contract for sponsorship.

Authorized Signature

Title

Date

Please return this completed and signed document to:

Kelli Hiroms, Meeting and Event Planner, TEL: 972-687-8663, EMAIL: khiroms@tscpa.net