



TXCPE 2019

CONFERENCE & SEMINAR SPONSORSHIP OPPORTUNITIES

WHO IS TXCPA?

The Texas Society of CPAs is the largest, most influential association of accounting and finance professionals in Texas.

OUR VISION

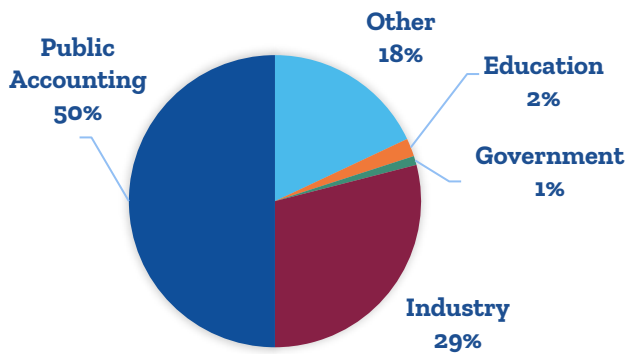
Empowering our members to lead and succeed.

OUR MISSION

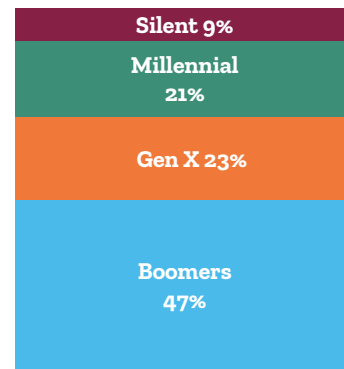
The Texas Society of CPAs exists to support its members in their professional endeavors and to promote the value and high standards of Texas CPAs

OUR MEMBERS

PRACTICE AREA

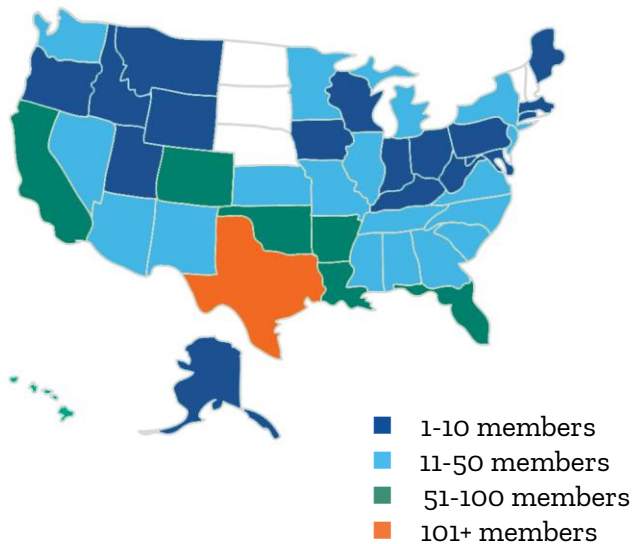


GENERATIONS



MEMBERS

MEMBERSHIP NATIONWIDE

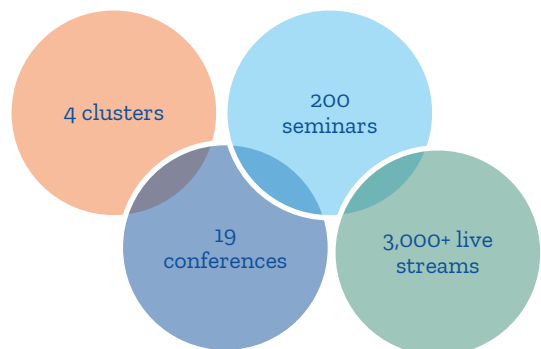


GENDER

Female 42%

Male 58%

EDUCATIONAL EVENTS



MARKET YOUR BRAND

Now is your chance to be a partner with the TXCPA CPE Foundation, Inc. which provides nearly 250 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 TXCPA event, but your brand can be there. If you are interested in sponsoring at multiple events TXCPA can create the perfect custom sponsorship package for your company.

OUR REACH

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

2019 ANNUAL CONFERENCE REACH

Opportunity	Location(s)	Conference Dates	Reach - mail	Reach – eblast	Estimated Attendance
CPE Value Conference	Houston	March 11		20,400	90+
Texas CPA Technology Conference	Addison	May 6-7	10,200+	22,000+	175+
Texas CPA Technology Conference	Houston	May 9-10	10,200+	22,000+	100+
Energy Conference	Austin	May 13-14	4,500+	8,000+	130+
Nonprofit Organizations Conference	Dallas	May 20-21	4,500+	7,900+	320+
Audits of Employee Benefit Plans Conference	Houston	May 30	5,700+	7,900+	60+
Texas School Districts Accounting & Auditing Conference 	San Antonio	June 3-4	7,000+	7,900+	200+
Advanced Health Care Conference & Pre-Conference Workshop 	San Antonio	July 21-23	4,800+	7,600+	125+
Texas State Taxation Conference 	Webcast	Aug 6	5,600+	7,800+	95+
Business Valuation Conference	San Antonio	Aug 8-9		20,400+	90+
Advanced Estate Planning Conference 	San Antonio	Aug 15-16	4,700+	5,200+	300+
CPE Value Conference	Dallas	TBD			40+
Financial Institutions Conference 	Addison	Sept 16-17	6,900+	5,400+	150+
Single Audits & Governmental Accounting Conference	Austin	Sept 29-Oct 1	6,900+	7,700+	200+
Texas CPA Tax Institute	Dallas	Nov 14-15	7,700+	8,000+	130+
Texas CPA Tax Institute	San Antonio	Nov 14-15	7,700+	8,000+	100+
CPE Expo	San Antonio	Dec 2-3	15,000+	20,400+	225+
CPE Expo	Houston	Dec 9-10	15,000+	20,400+	300+
CPE Expo	Irving	Dec 12-13	15,000+	20,400+	300+

 Available by Webcast

CONFERENCE SPONSORSHIP OPPORTUNITIES

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

PREMIER SPONSORSHIP

\$15,000 per conference season (June 2019 – May 2020)

The Premier Sponsor's logo will be included in all TXCPA 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 4 conferences of the sponsor's choice.
- Sponsorship level and company logo listed in every TXCPA conference brochure and/or postcard.
 - Currently there are 19 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 TXCPA'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 4 conferences of sponsor's choice.
- 2 to 3 minute speaking opportunity at each of the 4 conferences the Premier Sponsor opts to exhibit.
- Opportunity to leave marketing collateral on chairs in general session room and registration desk.
- Premier Sponsor will receive pre-event and post-event mailing list, which includes attendee name, company name if provided, and preferred mailing address.
- Sponsor logo placed on all the various conference pages of the TXCPA website with notation of being a Premier Sponsor.
- Sponsor recognized during the Committee Chair's opening remarks each morning of the conference and company logo included on Welcome Slide Show.
- The Premier Sponsor's logo will be promoted on our social media platforms prior to each TXCPA conference.

TITLE SPONSORSHIPS

	DIAMOND \$5,000	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,500
Pre-Event				
Logo & Sponsorship level placed on conference webpage	x	x	x	x
Logo & Sponsorship level in marketing materials	x	x	x	x
Logo & Sponsorship level included in conference e-blasts	x	x	x	x
Logo & Sponsorship level promoted on TXCPA's social media platforms	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
Recognized during Opening Remarks	x	x	x	x
Logo included in Welcome Slideshow	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 in Opening Remarks	x			
Reserved Lunch Table ²	x			
One Half-price Registration			x	
Complimentary Registration	3	2		
30-60 Second Company Advertisement included in Welcome Slideshow	x			
Exclusive Invite to Attendee Networking/Happy Hour for Two On-site Contacts (when applicable)	x			
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 TXCPA) 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 TXCPA) and preferred mailing address.

PRIME SPONSORSHIPS

	LUNCH SPONSORSHIP \$3,500 PER DAY, PER CITY	BREAK SPONSORSHIP \$2,000 PER DAY, PER CITY	WI-FI SPONSOR⁴ \$1,250 PER DAY, PER CITY	EXHIBITOR⁵ \$1,000 PER DAY, PER CITY
Logo & sponsorship listed in the conference brochure/postcard	x	x	x	x
Logo & sponsorship included on direct marketing materials	x	x	x	x
Complementary single day exhibit table at the conference ⁶	x	x	x	x
Logo & sponsorship placed on the conference webpage	x	x	x	x
Logo included in conference related eblast (typically 3-4 per conference)	x	x	x	x
Logo included in Welcome Slideshow	x	x	x	x
Recognized during opening remarks	x	x	x	x
Company Name as Conference WIFI Password			x	
Reserved lunch table ⁷	x			
2-3 Minute Speaking Opportunity during Lunch	x			
Post-event Attendee Mailing List ⁸	x	x		

NOTES:

⁴ The Wi-Fi Sponsorship Fee will vary by conference, city and hotel. The final fee will be mutually agreed upon in advance by the WIFI Sponsor and the Texas Society of CPAs, CPE Foundation, Inc.

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 hotel directly to secure these items.

⁷ Reserved lunch table is available when lunch is held in a separate room.

⁸ 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 TXCPA) and preferred mailing address.

ATTENDEE EXPERIENCE SPONSORSHIPS

CUSTOM CONFERENCE SPONSORSHIPS

PRICES VARY

Examples of TXCPA's most popular custom sponsorship options include speaker/session sponsor, power strip sponsor, charging station sponsor, or Webcast 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 TXCPA website.
- Sponsor is promoted on TXCPA's social media platforms.
- Company logo included on the "Thank You to Our Sponsors" slide in the welcome PowerPoint presentation.
- 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 TXCPA 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.
- 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 TXCPA) and mailing address (if this information has been provided to TXCPA). 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).

	WI-FI SPONSORSHIP PRICES VARY	BREAK SPONSORSHIP \$700 PER DAY, PER CITY	EXHIBITOR ⁹ \$500 PER DAY, PER CITY
Logo & sponsorship level included in Cluster brochure.	X	X	
Logo & sponsorship promoted for the Clusters on TXCPA's social media platforms and e-blasts.	X		
Logo & sponsorship placed on the Cluster's page of the TXCPA website.	X		
Complimentary exhibit table ¹⁰	X	X	X



NOTES:

⁹ 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

¹⁰ 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.

TXCPA CPE 2019 SPONSORSHIP FORM

COMPANY AND CONTACT INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Contact Name: _____

Event Selected: _____

SPONSORSHIPS

Premier Sponsorship \$15,000

Attendee Experience Sponsorships Call for pricing

Title Sponsorships (per conference)

- Diamond \$5,000
- Platinum \$3,000
- Gold \$2,000
- Silver \$1,500

Summer Cluster Seminar Sponsorships

- Wi-Fi Sponsorship Prices Vary
- Break Sponsorship \$700 per day, per city
- Exhibitor Sponsor \$500 per day, per city

Prime Sponsorships

- Lunch Sponsorship \$3,500 per day, per city
- Break Sponsorship \$2,000 per day, per city
- Exhibit Sponsor \$1,000 per day, per city
- Wi-Fi Sponsor \$1,250 per day, per city

METHOD OF PAYMENT:

Credit Card No: _____ Exp Date: _____

Name as it Appears on Credit Card: _____

Cardholder Signature: _____

\$ Amount: _____ Check No.: _____

Checks should be made payable and mailed to:
TXCPA CPE Foundation, Inc.
14651 Dallas Pkwy, Suite 700
Dallas, TX 75254
Attn: Kelli Hiroms

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: TXCPA CPE Foundation, Inc. will provide a skirted table and two chairs. Sponsors will be responsible for set-up/tear down and 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 TXCPA 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 TXCPA 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 TXCPA 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