



TXCPE 2020

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

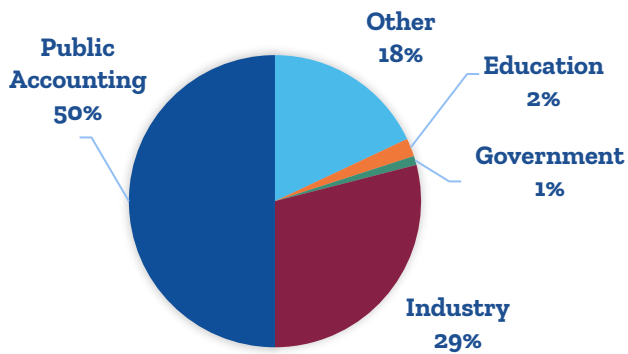
Empowering our members to lead and succeed.

OUR MISSION

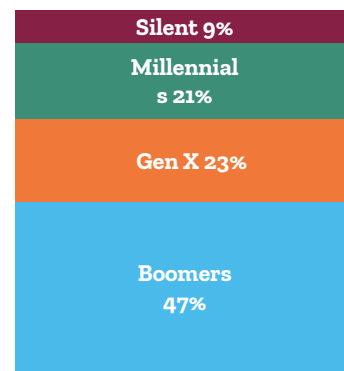
The Texas Society of CPAs exists to support its members in their professional endeavors and to promote the value and high standards of Texas CPAs

OUR MEMBERS

PRACTICE AREA

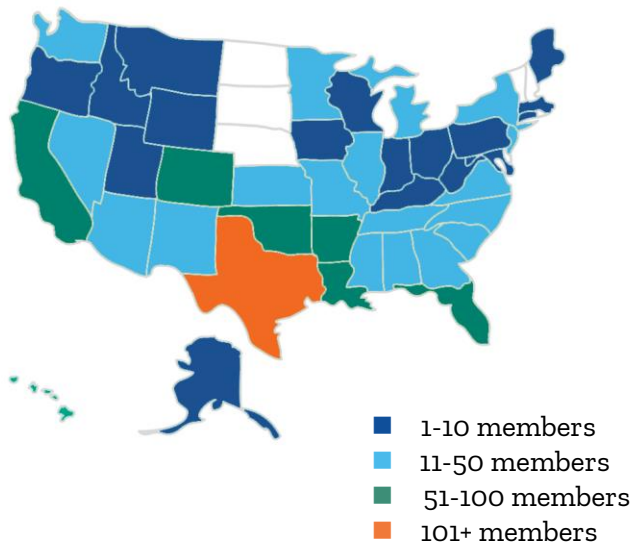


GENERATIONS



MEMBERS

MEMBERSHIP NATIONWIDE

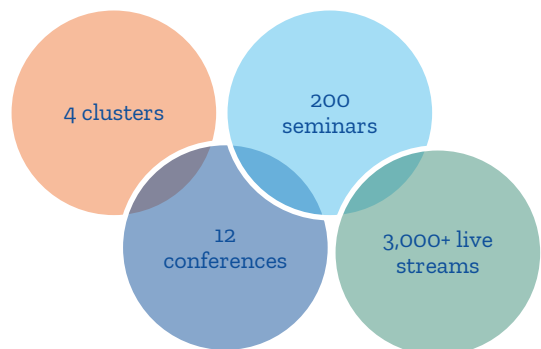


GENDER

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
- 180,000+ 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

2020 ANNUAL CONFERENCE REACH

Opportunity	Location(s)	Conference Dates	Reach - mail	Reach – eblast	Estimated Attendance
CPE Value Conference	Webcast	March 20		20,000+	50+
Texas CPA Technology Conference	Webcast	May 7-8	10,200+	20,000+	175+
Energy Conference	Webcast	May 11-12	4,500+	8,000+	130+
Audits of Employee Benefit Plans Conference	Webcast	May 15	5,700+	7,900+	40+
Nonprofit Organizations Conference	Webcast	May 18-19	4,500+	7,900+	350+
Texas School Districts Accounting & Auditing Conference	Webcast	June 1-2	7,000+	7,900+	400+
Advanced Health Care Conference	Webcast	July 20-21	4,800+	7,600+	125+
CPE by the Sea	Webcast	July 23-24	7,000+	20,000+	150+
2020 Summit	Webcast	Aug 6-7	10,000	20,000+	200+
Summer Clusters	Webcast	Aug 17-20			200+
Financial Institutions Conference	Webcast	Sept 21-22	6,900+	5,400+	150+
Single Audits & Governmental Accounting Conference	Webcast	Sept 28-29	6,900+	7,700+	200+
CPE Expo	Houston	Dec 7-8	15,000+	20,000+	350+
CPE Expo	Irving	Dec 10-11	15,000+	20,000+	315+
CPE Expo	San Antonio	Dec 14-15	15,000+	20,000+	225+

PREMIER SPONSORSHIP

\$15,000 per conference season (June 2020 – May 2021)

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.
- Two- to three-minute speaking opportunity at each of the four 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				
Distinguished Level listed on Webcast Homepage with ability to Hyperlink Logo to Company's Website	x	x	x	x
Company Advertisement to play during Breaks & Lunch ²	x	x	x	x
Logo included in Break Roll during Breaks & Lunch	x	x	x	x
One Half-price Registration			1	
Complimentary Registration	3	2		
Virtual Booth during Lunch Break	x	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 Advertisement length is dependent upon sponsor level: Diamond 120 seconds, Platinum 90 seconds, Gold 60 seconds, Silver 30 seconds.

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.

TXCPA CPE 2020 SPONSORSHIP FORM

COMPANY AND CONTACT INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Contact Name: _____

Event(s) Selected: _____

SPONSORSHIPS

Premier Sponsorship \$15,000

Title Sponsorships

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

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:
Media By Design
8713 Thompson Dr.
Lantana, TX 76226
Attn: Sandra Luna

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 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:
Traci Pelter at traci.mediabydesign@gmail.com. Questions can be directed to Traci by calling 832-316-4550.