



2023 Marketing Guide

Sponsor | Exhibit | Advertise

MSCPA by the Numbers

MSCPA is here to help you expand your reach and build your business by connecting you with nearly 2,700 CPAs, CFOs, and other accounting-related business professionals from around the state.

2,672 Members

96% CPA Members

4% Associate/Candidate Members

Gender

59% Male

41% Female

Age

1% 25 or younger

13% 26-35 years

16% 36-45 years

21% 46-55 years

23% 56-65 years

26% over 65 years

Members by Business

57% Public

33% Industry

4% Education

4% Government

2% Legal

2023 Conference Calendar

Conferences and Convention provide a unique and exciting opportunity to network with your target market, promote your name and interests, and explain your products and services.

Date	Event	Estimated Attendance	Location
April 27	Young CPA Conference	80	Ridgeland
May 16	Accounting & Auditing Conference	60	Ridgeland
May 18-19	Business & Industry Management Development Conference	35	Ridgeland
May 22-23	Technology Conference (Virtual)	100	Ridgeland
June 21-25	Annual Convention	200	Destin
August 17-18	Governmental Accounting & Auditing Conference	215	Ridgeland
August 24	Banking and Finance Conference	80	Ridgeland
August 29	Agricultural and Farm Activities Conference	65	Ridgeland
Sept 21	Health Care Services Conference	125	Ridgeland
Sept 26	Not-for-Profit Conference	55	Ridgeland
Oct 20	Industry Conference	50	Ridgeland
Oct 27	Accounting Education Conference	65	Ridgeland
Nov 16	Business Valuation and Litigation Conference	40	Ridgeland
Dec 11-12	Mississippi Tax Institute	150	Flowood

Sponsor Specifications

Conference Sponsorships:

Gold Sponsor

- Announcement as premium event sponsor
- Podium time for address about your company
- 1/3 page ad in MSCPA Newsletter, supplied and scheduled by sponsor
- Event signage on screen during event breaks/lunch
- Logo on conference promotion materials, website and MSCPA event emails
- Social media recognition

Silver Sponsor

- Announcement as event sponsor
- Event signage on screen during event breaks/lunch
- Logo on conference promotion materials, website and MSCPA event emails
- Social media recognition

Bronze Sponsor

- Announcement of support at event
- Event signage on screen during event breaks

Sponsor Specifications

Mississippi Tax Institute Sponsorships:

Premier Sponsor

Breakfast (Monday or Tuesday), Lunch (Monday or Tuesday), or Reception (Monday)

- Announcement as premier event sponsor
- Exclusive signage placed at the event sponsored
- Podium time for address about your company
- 1/3 page ad in the MSCPA Newsletter, supplied and scheduled by sponsor
- Exhibitor Booth
- Event signage on screen during event breaks/lunch
- Logo on conference promotion materials, website and MSCPA event emails
- Social media recognition

Gold Sponsor

- Announcement as event sponsor
- Podium time for address about your company
- 1/3 page ad in the MSCPA Newsletter, supplied and scheduled by sponsor
- Exhibitor Booth
- Event signage on screen during event breaks/lunch
- Logo on conference promotion materials, website and MSCPA event emails
- Social media recognition

Silver Sponsor

- Announcement as event sponsor
- Exhibitor Booth
- Event signage on screen during event breaks/lunch
- Logo on conference promotion materials, website and MSCPA event emails
- Social media recognition

Bronze Sponsor

- Announcement of support at event
- Event signage on screen during event breaks

Exhibitor Booth

- Opportunity to offer a drawing/prize for attendees
- Skirted 6' table with two chairs

Sponsor Specifications

Young CPA Conference – April 27

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Accounting & Auditing Conference – May 16

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Business & Industry Management Development Conference – May 18-19

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Technology Conference – May 22-23

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Governmental Accounting & Auditing Conference – August 17-18

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$300

Banking and Finance Conference – August 24

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$300

Agricultural and Farm Activities Conference – August 29

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Health Care Services Conference –September 21

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Sponsor Specifications

Not-for-Profit Conference – September 26

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$300

Industry Conference – October 20

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Accounting Education Conference – October 27

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Business Valuation and Litigation Conference – November 16

- Gold Sponsor \$500
- Silver Sponsor \$350
- Bronze Sponsor \$200

Mississippi Tax Institute – December 11-12

- Premier Sponsor \$1,200
- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$300
- Exhibitor Booth \$300

Annual Convention

Convention takes place in a resort setting with extracurricular activities so you have the opportunity to connect with attendees on a different level than at one of our traditional events.

Annual Convention – June 21-25, 2023

Sandestin Golf and Beach Resort, Destin

Average attendance 200

Sponsors get to mingle with a diverse audience of decision-makers from public accounting and industry in both a formal educational setting and during social activities. It's a unique opportunity to forge lasting business relationships and potentially lifelong friendships.

- Two-Day Exhibitor: \$695

Sponsorship Opportunities are being planned for our 2023 Annual Convention.

Contact Anna at athorn@ms-cpa.org for more information.

2023 Sponsor/Exhibitor Contract

Please sign, date and return completed contract with full payment to:

Mississippi Society of CPAs
306 Southampton Row
Ridgeland, MS 39157

Company Name

Type of Business

Address

City/ZIP

Contact

Phone

Email

Amount

This contract has been approved by:

Printed Name

Authorized Signature

Date

Contract is not valid without signature. Signing this contract indicates you have read and agree to all terms and conditions contained within.

Conference Sponsorship/Exhibitor Opportunities

Please check your selections:

Young CPA Conference – April 27

☐ Sponsor Level _____

Accounting & Auditing Conference – May 16

☐ Sponsor Level _____

Business & Industry Management Development – May 18-19

☐ Sponsor Level _____

Technology Conference – May 22-23

☐ Sponsor Level _____

Governmental A&A Conference – August 17-18

☐ Sponsor Level _____

Banking & Finance Conference – August 24

☐ Sponsor Level _____

Agricultural and Farm Activities Conference – August 29

☐ Sponsor Level _____

Health Care Services Conference – September 21

☐ Sponsor Level _____

Not-For-Profit Conference – September 26

☐ Sponsor Level _____

Industry Conference – October 20

☐ Sponsor Level _____

Accounting Education Conference – October 27

☐ Sponsor Level _____

Business Valuation Conference – November 16

☐ Sponsor Level _____

Mississippi Tax Institute – December 11-12

☐ Sponsor Level _____

Mississippi Society of Certified Public Accountants

Anna Thorn, Director of Marketing & Communications, (601) 856-4244, athorn@ms-cpa.org, www.ms-cpa.org

Advertising Specifications

The **MSCPA Newsletter** is the official publication of the MSCPA, published in print and digital versions 10 times a year (November/December and January/February combined issues) and provides information about activities, members, upcoming events, and news and developments in the profession.
Circulation: \$2,700+

Ads should be submitted to athorn@ms-cpa.org to reserve your ad space, with the completed display/classified advertising contract.

MSCPA Newsletter Display Ad Rates (includes full color)

		1X	3X	6X	10X
Full page	7.5 x 9.625	\$535	485	435	400
1/2 page	7.5 x 4.75	\$350	320	290	275
1/3 page	7.5 x 3.5 2.375 x 9.625	\$245	225	205	190

Black and white - \$75 discount

Classified Advertising

Need to fill a position at your organization? Looking to buy or sell a firm? Want to promote your practice? Get the word out through the classifieds in the MSCPA Newsletter. Pricing per issue:

Members: \$0.25 per word with a \$25 minimum purchase.

Non-members: \$0.50 per word with a \$50 minimum purchase.

Send your ad copy in a Word document to Anna Thorn,
athorn@ms-cpa.org.

Deadlines:

The 1st of the publication month for all Display Ad spots.
(Additional time may be given for artwork creation if needed.)
The 9th of the month of publication for all Classified Ads.

You will be invoiced following publication.

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Advertising Specifications

The MSCPAs Continuing Professional Education (CPE) Catalog is a popular resource and contains information on our 400+ courses. Members look for this handy publication to make final decisions about their CPE selection for the year.
Circulation: \$2,700+

Ads should be submitted to athorn@ms-cpa.org by March 1. To reserve your ad space, complete the display advertising contract.

MSCPA CPE Catalog Display Ad Rates

		1X
4C Full page (inside covers)	7.5 x 9.625	\$750
BW Full page	7.5 x 9.625	\$650



Bonus Exposure for Print Advertisers

MSCPA Newsletter and CPE Catalog print advertisers enjoy double the exposure when published online. Each issue is archived on our website – giving you an unlimited number of views and a lasting reach.

Career Center

Whether you're looking for a seasoned CPA or a summer intern, your ad in MSCPAs Career Center will put you in front of the right people. Visit careers.ms-cpa.org for details.

2023 Display/Classified Advertising Contract

Payment for advertising is due within 30 days of invoice date. Publisher reserves the right to cancel the advertising contract if invoice is not paid within 60 days.

Company Name

Type of Business

Address

City/ZIP

Contact

Phone

Email

Please sign, date and return completed contract to Anna Thorn, athorn@ms-cpa.org.

Authorized Signature

Printed Name

Date

Please check the issue(s) for your ad:

2023 Display Advertising

- | | |
|--|------------|
| <input type="checkbox"/> CPE Catalog | Rate _____ |
| <input type="checkbox"/> January/February | Rate _____ |
| <input type="checkbox"/> March | Rate _____ |
| <input type="checkbox"/> April | Rate _____ |
| <input type="checkbox"/> May | Rate _____ |
| <input type="checkbox"/> June | Rate _____ |
| <input type="checkbox"/> July | Rate _____ |
| <input type="checkbox"/> August | Rate _____ |
| <input type="checkbox"/> September | Rate _____ |
| <input type="checkbox"/> October | Rate _____ |
| <input type="checkbox"/> November/December | Rate _____ |

2023 Classified Advertising

- | |
|--|
| <input type="checkbox"/> January/February |
| <input type="checkbox"/> March |
| <input type="checkbox"/> April |
| <input type="checkbox"/> May |
| <input type="checkbox"/> June |
| <input type="checkbox"/> July |
| <input type="checkbox"/> August |
| <input type="checkbox"/> September |
| <input type="checkbox"/> October |
| <input type="checkbox"/> November/December |

The MSCPA Newsletter is published 10 times a year and mailed by the end of each month to more than 2,700 Mississippi CPAs.

Digital versions are sent to all 2,700 members and remain archived on the MSCPA website for two years.