

Marketing Guide 2024

MISSISSIPPI SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

Anna Thorn, Director of Marketing & Communications

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About Us

Mississippi Society of Certified Public Accountants

Founded in 1920, the Mississippi Society of Certified Public Accountants (MSCPA) is the largest professional organization serving the needs of Mississippi CPAs and aspiring CPAs. With a membership of more than 2,600, the MSCPA represents the majority of Mississippi CPAs in public practice, business & industry, government and education. We support our members through a variety of education, networking, leadership and volunteer initiatives.

The MSCPA offers more than 100 continuing education programs annually to help members increase their value to their clients, companies or organizations and to help CPAs meet their continuing education requirements. Nine chapters and numerous committees and interest groups made up of CPA volunteers develop programs and address issues to help all members be successful professionals.



We also represent the profession's interests before lawmakers and regulatory bodies. The MSCPA is active in the state legislature, and works closely with outside groups to monitor and respond to issues that affect CPAs and their clients.

Additionally, we're committed to promoting public confidence in the integrity, objectivity, competence and professionalism of CPAs and the quality of their services.



The Mission of the Mississippi Society of Certified Public Accountants is to serve as the Mississippi advocate for the accounting profession providing members with resources (including education, information, and leadership) for the benefit of clients, employees, and the public.





2024 Event Calendar

Sponsorship & Exhibitor Opportunities

Young CPA Leadership Conference

April 24 (Wednesday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Accounting & Auditing Conference

May 14 (Tuesday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Business & Industry Management Development Conference

May 15-16 (Wednesday-Thursday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Annual Convention

June 19-23 (Wednesday-Sunday)

Sponsorship Opportunities | Exhibitor Booth \$750

Sandestin Golf & Beach Resort, Destin, FL

Governmental Accounting & Auditing Conference

August 15-16 (Thursday-Friday)

Gold \$1,000 | Silver \$500 | Bronze \$300

MSCPA Training Center, Ridgeland, MS

Agricultural & Farm Activities Conference

August 20 (Tuesday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Banking & Finance Conference

August 22 (Thursday)

Gold \$1,000 | Silver \$500 | Bronze \$300

MSCPA Training Center, Ridgeland, MS

Health Care Services Conference

September 19 (Thursday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Not-For-Profit Conference

September 26 (Thursday)

Gold \$1,000 | Silver \$500 | Bronze \$300

MSCPA Training Center, Ridgeland, MS

Industry Conference

October 23 (Wednesday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Accounting Education Conference

November 1 (Friday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Business Valuation & Litigation Conference

November 21 (Thursday)

Gold \$500 | Silver \$350 | Bronze \$250

MSCPA Training Center, Ridgeland, MS

Mississippi Tax Institute

December 16-17 (Monday-Tuesday)

Premier \$1,500 | Gold \$1,000 | Silver \$500

Bronze \$300 | Exhibitor Only \$300

Sheraton Flowood, Flowood, MS

— PLEASE NOTE —

Events, as printed, are subject to change.
Stay up-to-date by visiting www.ms-cpa.org
for the most current dates.



Conferences

Sponsorship Benefits

Gold Sponsor

- Podium time to address attendees about your company
- 1/3 page ad in MSCPA Newsletter, supplied and scheduled by sponsor
- Exhibitor table at conference*
- Social media recognition
- Announcement as gold sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

Silver Sponsor

- Exhibitor table at conference*
- Social media recognition
- Announcement as silver sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

Bronze Sponsor

- Announcement as bronze sponsor
- Signage on screen during breaks
- Logo on conference promotion materials, website, and emails

Exhibitor*

- Personally interact with CPAs
- Opportunity to offer a drawing/prize for attendees
- Table with two chairs

**Make your brand known and
show your support for the
CPA profession as a **sponsor** at
MSCPA conferences!**

**Exhibit space is limited. Requests will be processed on a first come first served basis.*



Mississippi Tax Institute

Sponsorship & Exhibitor Opportunities

December 16-17, 2024 • Sheraton • Flowood, MS

Premier Sponsor

Breakfast (Monday / Tuesday), Lunch (Monday / Tuesday),

Break (Monday / Tuesday; Morning / Afternoon), or Reception (Monday)

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

Gold Sponsor

- 1/3 page ad in MSCPA Newsletter, supplied and scheduled by sponsor
- Exhibitor booth at conference
- Social media recognition
- Announcement as gold sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

Silver Sponsor

- Exhibitor booth at conference
- Social media recognition
- Announcement as silver sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

Bronze Sponsor

- Announcement as bronze sponsor
- Signage on screen during breaks
- Logo on conference promotion materials, website, and emails

Exhibitor

- Personally interact with hundreds of CPAs
- Opportunity to offer a drawing/prize for attendees
- Skirted 6' table with two chairs



Annual Convention

Sponsorship & Exhibitor Opportunities

June 19-23, 2024 • Sandestin Golf & Beach Resort • Destin, FL

The MSCPA Annual 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.



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



Photo Credit: Sandestin Golf and Beach Resort

To learn more about sponsorship opportunities, contact Anna Thorn at athorn@ms-cpa.org.

Average Attendance: 200+

Exhibitor Fee: \$750



QUESTIONS?

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Advertising Opportunities

MSCPA Newsletter

DISPLAY ADVERTISING

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

Circulation: 2,600+

To reserve display ad space, complete the contract form and send your ad to athorn@ms-cpa.org.

- Format: PDF or PNG
- Resolution: 300 DPI or higher

Display Ad Rates (Full Color)

	Size (in)	1X	3X	6X	10X
FULL PAGE	7.5 x 9.625	\$585	\$535	\$485	\$450
1/2 PAGE	7.5 x 4.75	\$400	\$370	\$340	\$325
1/3 PAGE	7.5 x 3.5 or 2.375 x 9.625	\$295	\$275	\$255	\$240



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!

Classified Ad Rates

- **Members:** \$0.25 per word with a \$25 minimum purchase.
- **Non-members:** \$0.50 per word with a \$50 minimum purchase.

To place a classified ad, complete the contract form and send your ad copy in a Word document to athorn@ms-cpa.org.



DEADLINES & INVOICING

The **2nd** of the publication month for all Display Ads and Classified Ads.
(Additional time may be given for artwork creation if needed.)
You will be invoiced following publication.

QUESTIONS?

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Advertising Opportunities

MSCPA CPE Catalog

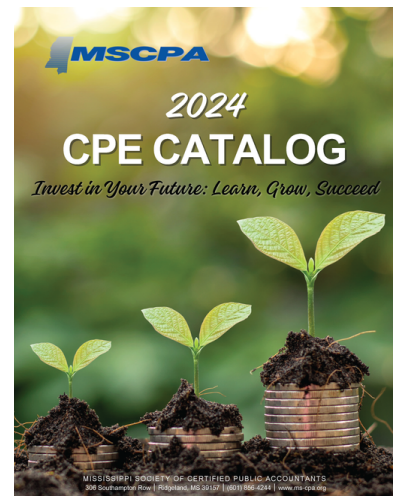
The MSCPA Continuing Professional Education (CPE) Catalog is a popular resource and contains information on our 400+ courses. Members look for this handy publication to make final decisions about their CPE selections for the year.

Circulation: 2,600+

Ads should be submitted to athorn@ms-cpa.org by **March 1, 2024**. To reserve your ad space, complete the contract form.

MSCPA CPE Catalog Display Ad Rates

	Size (in)	Rate
FULL PAGE FULL COLOR (inside covers)	7.5 x 9.625	\$750
FULL PAGE BLACK & WHITE	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 MSCPA's Career Center will put you in front of the right people.

Visit www.careers.ms-cpa.org for details.

QUESTIONS?

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Mississippi Society of Certified Public Accountants

2024 SPONSORSHIP CONTRACT FORM

Company Name _____

Type of Business _____

Address _____

City / State / Zip _____

Contact _____ Title _____

Phone _____ Email _____

CONFERENCE

SPONSORSHIP LEVEL

EXHIBIT

(Select all that apply. Complimentary exhibit booth is included with Premier, Gold & Silver sponsor levels.)

<input type="checkbox"/> Young CPA	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Accounting & Auditing	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Business & Industry	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Governmental A & A	<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Bronze \$300	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Banking & Finance	<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Bronze \$300	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Agricultural & Farm Activities	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Health Care Services	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Not-For-Profit	<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Bronze \$300	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Industry	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Accounting Education	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Business Valuation	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$350	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Mississippi Tax Institute	<input type="checkbox"/> Premier \$1,500	<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	<input type="checkbox"/> Bronze \$300	<input type="checkbox"/> Exhibit Only \$300			

To be included in marketing materials, send a high-resolution company logo (JPG, JPEG, PNG, PDF, or TIFF) to athorn@ms-cpa.org.

Authorized Signature _____

Printed Name _____ Date _____

Contract is not valid without signature. Signing this contract indicates you have read and agree to all terms and conditions contained within.
MSCPA reserves the right to reject requests based on prior history, competing products or services, or companies which have missions that do not align with MSCPA.

Please sign, date, and return completed form with payment to: MSCPA, 306 Southampton Row, Ridgeland, MS 39157

To pay by credit card, call (601) 856-4244 or fill out the form and send to MSCPA

☐ AMEX ☐ Discover ☐ MasterCard ☐ VISA Other _____

CREDIT CARD # _____ NAME ON CARD _____

EXP DATE ____/____/____ SEC CODE _____ BILLING ZIP _____



Mississippi Society of Certified Public Accountants

2024 ADVERTISING CONTRACT FORM

Company Name _____

Type of Business _____

Address _____

City / State / Zip _____

Contact _____ Title _____

Phone _____ Email _____

ADVERTISING OPTIONS

(Select all that apply)

___ **CPE CATALOG:** ___ Full Page Color (*Inside covers*) \$750 ___ Full Page Black & White \$650

___ **DISPLAY AD FULL COLOR** (*Pricing based on frequency per ad*)

FULL PAGE SELECTION: ___ 1 X \$585 ___ 3 X \$535 ___ 6 X \$485 ___ 10 X \$450

1/2 PAGE SELECTION: ___ 1 X \$400 ___ 3 X \$370 ___ 6 X \$340 ___ 10 X \$325

1/3 PAGE SELECTION: ___ 1 X \$295 ___ 3 X \$275 ___ 6 X \$255 ___ 10 X \$240

MONTH(S) TO RUN AD: ___ Jan/Feb ___ Mar ___ Apr ___ May ___ Jun ___ Jul ___ Aug ___ Sep ___ Oct ___ Nov/Dec

___ **CLASSIFIED AD** (*Pricing based on frequency per ad*)

___ **Members:** \$0.25 per word / \$25 minimum ___ **Non-members:** \$0.50 per word / \$50 minimum

MONTH(S) TO RUN AD: ___ Jan/Feb ___ Mar ___ Apr ___ May ___ Jun ___ Jul ___ Aug ___ Sep ___ Oct ___ Nov/Dec

— DISPLAY & CLASSIFIED ADS —

Deadline: The 2nd of the publication month for all Display Ads and Classified Ads.

Invoicing: You will be invoiced following publication.

Authorized Signature _____

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To pay by credit card, call (601) 856-4244 or fill out the form and send to MSCPA

___ AMEX ___ Discover ___ MasterCard ___ VISA ___ Other _____

CREDIT CARD # _____ NAME ON CARD _____

EXP DATE ____/____/____ SEC CODE _____ BILLING ZIP _____



For More Information:

ANNA THORN

MSCPA Marketing & Communications Director

athorn@ms-cpa.org | 601-856-4244



306 Southampton Row
Ridgeland, MS 39157



www.ms-cpa.org



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