



# 2019 Marketing Guide

Sponsor | Exhibit | Advertise

# Sponsor & Exhibit Specifications

## Gold Sponsor \$1,000

- Announcement as event sponsor
- Podium time for address about your company
- Event signage and on screen during breaks at the event
- Sponsor nametags and lunch for up to three company representatives
- Exhibit package included, premium location
- Logo on conference promotion materials, website and MSCPA event emails
- Marketing piece in conference materials, copies must be supplied to MSCPA 8 weeks prior to event
- Social media recognition
- 1/6 page ad in MSCPA Newsletter, supplied and scheduled by sponsor

## Silver Sponsor \$500

- Announcement as event sponsor
- Event signage and on screen during breaks at the event
- Sponsor nametags and lunch for up to two company representatives
- Exhibit package included
- Logo on conference promotion materials, website and MSCPA event emails
- Social media recognition

## Bronze Sponsor \$200

- Announcement of support at event
- Event signage and on screen during breaks at the event
- Sponsor nametag and lunch for one company representative

## Lunch Sponsor \$400

- Announcement of support at event
- Event signage and on screen during breaks at the event
- Opportunity to introduce lunch speaker (if scheduled) and present corporate message
- Verbal recognition at lunch

## Breakfast/Break Sponsor \$250

- Announcement of support at event
- Event signage and on screen during breaks at the event
- Opportunity for your representatives to network with attendees during the breakfast/break
- Opportunity to provide napkins printed with your logo for use at breakfast/break

## Exhibitor \$250 - \$300

- Skirted 6' table with two chairs
- Basic electrical connection when requested in advance
- Sponsor nametags and lunch for up to two company representatives
- Event signage and on screen during breaks at the event
- Social media recognition
- Opportunity to offer a drawing/prize for attendees

# Conference Events for Sponsors & Exhibitors

## Young CPA Conference – April 26

MSCPA Training Center, Ridgeland

Leadership, technical, professional and success skills for issues facing young CPAs today

Average attendance 65

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Changes in Business & Industry: A Program for Management Development – May 14-15

MSCPA Training Center, Ridgeland

Average attendance 40

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Accounting & Auditing Conference – May 16

MSCPA Training Center, Ridgeland

Average attendance 55

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Technology Conference – May 20-21

Embassy Suites, Ridgeland

Current trends in technology and the tools and skills needed to keep up with the changes

Average attendance 100

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

# Conference Events for Sponsors & Exhibitors

## Governmental Accounting and Auditing Conference – August 15-16

Hilton-Jackson

Average attendance 235

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

## Banking and Finance Conference – August 27

Hilton-Jackson

Accounting and finance related issues, regulatory and tax updates, and other banking industry topics

Average attendance 95

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

## NEW! Agricultural and Farm Activities

### Conference – August 30

MSCPA Training Center, Ridgeland

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Health Care Services Conference – September 27

MSCPA Training Center, Ridgeland

Current issues affecting the health care industry

Average attendance 55

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

# Conference Events for Sponsors & Exhibitors

## Industry Conference – October 18

MSCPA Training Center, Ridgeland

Average attendance 45

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Accounting Education Conference – October 25

MSCPA Training Center, Ridgeland

Average attendance 55

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Business Valuation and Litigation Support Services Conference – November 14

MSCPA Training Center, Ridgeland

Average attendance 55

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Not-For-Profit Conference – November 19

Hilton-Jackson

Designed for CPAs who have non-profit organizations as clients, financial officers or board members of NPOs, and staff accountants involved with tax and accounting issues of NPOs

Average attendance 110

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

# Conference Events for Sponsors & Exhibitors

## Mississippi Tax Institute – December 4-5

Hilton, Jackson

Average attendance 100

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

# Special Events for Sponsors & Exhibitors

## Annual Convention – June 20-23, 2019

Sandestin Golf and Beach Resort, Destin

Average attendance 235

- Two-Day Exhibitor: \$650

*Sponsorship Opportunities are being planned for our 2019 Annual Convention.*

*Contact Jennie at [jtruhett@ms-cpa.org](mailto:jtruhett@ms-cpa.org) for more information.*

# 2019 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:

\_\_\_\_\_  
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.*

## Conference Sponsorship/Exhibitor Opportunities

Please check your selections:

Young CPA Conference – April 26

Sponsor Level \_\_\_\_\_  Exhibit \$250

Program for Management Development – May 14-15

Sponsor Level \_\_\_\_\_  Exhibit \$250

Accounting & Auditing Conference – May 16

Sponsor Level \_\_\_\_\_  Exhibit \$250

Technology Conference – May 20-21

Sponsor Level \_\_\_\_\_  Exhibit \$300

Governmental A&A Conference – August 15-16

Sponsor Level \_\_\_\_\_  Exhibit \$300

Banking & Finance Conference – August 27

Sponsor Level \_\_\_\_\_  Exhibit \$300

Agricultural and Farm Activities Conference – August 30

Sponsor Level \_\_\_\_\_  Exhibit \$300

Health Care Services Conference – September 27

Sponsor Level \_\_\_\_\_  Exhibit \$250

Industry Conference – October 18

Sponsor Level \_\_\_\_\_  Exhibit \$250

Accounting Education Conference – October 25

Sponsor Level \_\_\_\_\_  Exhibit \$250

Business Valuation Conference – November 14

Sponsor Level \_\_\_\_\_  Exhibit \$300

Not-For-Profit Conference – November 19

Sponsor Level \_\_\_\_\_  Exhibit \$250

Mississippi Tax Institute – December 4-5

Sponsor Level \_\_\_\_\_  Exhibit \$300



# 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 [jtruhett@ms-cpa.org](mailto:jtruhett@ms-cpa.org) by the 15<sup>th</sup> of the month prior to month of publication. To reserve your ad space, complete the display 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:

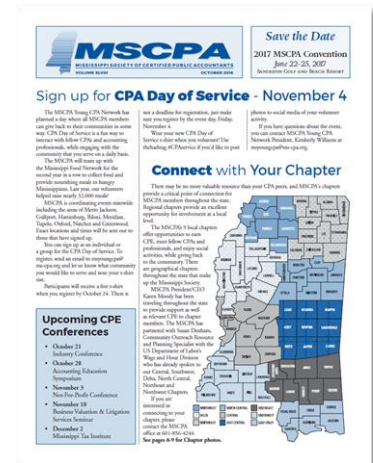
Members: \$0.25 per word with a \$25 minimum purchase.

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

Deadlines are the 15<sup>th</sup> of the month prior to the month of publication. You will be invoiced following publication. Send your ad copy in a Word document to Jennie Truhett, [jtruhett@ms-cpa.org](mailto:jtruhett@ms-cpa.org). For classified advertising, please complete the classified advertising contract.

## 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 [careers.ms-cpa.org](http://careers.ms-cpa.org) for details.



# 2019 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 Jennie Truhett, [jtruhett@ms-cpa.org](mailto:jtruhett@ms-cpa.org).

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

Please check the issue(s) for your ad:

## 2019 Display Advertising

- |  |            |
|--|------------|
| <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 _____ |

## 2019 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 15<sup>th</sup> 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.