

# 2018 Marketing Guide

Sponsor | Exhibit | Advertise

# Sponsor & Exhibit Specifications

## Gold Sponsor \$1,500 - \$2,500

- 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 27

MSCPA Training Center, Ridgeland

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

Average attendance 65

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

## Technology Conference – May 7-8

Embassy Suites, Ridgeland

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

Average attendance 100

- Gold Sponsor \$2,500
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

## Accounting & Auditing Conference – May 15

MSCPA Training Center, Ridgeland

Average attendance 75-100

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

## Program for Management Development – May 17-18

MSCPA Training Center, Ridgeland

Average attendance 30

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

# Conference Events for Sponsors & Exhibitors

## Governmental Accounting & Auditing Conference – August 16-17

Hilton-Jackson

Average attendance 275

- Gold Sponsor \$2,500
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

## Banking and Finance Conference – August 23

Hilton-Jackson

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

Average attendance 95

- Gold Sponsor \$2,500
- Silver Sponsor \$500
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

## Health Care Services Seminar – September 21

MSCPA Training Center, Ridgeland

Current issues affecting the health care industry

Average attendance 55

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

## Industry Conference – October 19

MSCPA Training Center, Ridgeland

Average attendance 45

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

# Conference Events for Sponsors & Exhibitors

## Accounting Education Symposium – October 26

MSCPA Training Center, Ridgeland

Average attendance 55

- Gold Sponsor \$2,500
- Silver Sponsor \$500
- Bronze Sponsor \$200
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$250

## Not-For-Profit Conference – November 6

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 \$2,500
- Silver Sponsor \$500
- Lunch Sponsor \$400
- Breakfast or Break Sponsor \$250
- Exhibitor \$300

## Business Valuation & Litigation Services

### Seminar – November 30

MSCPA Training Center, Ridgeland

Average attendance 55

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

## Mississippi Tax Institute – December 6

Hilton, Jackson

Average attendance 100

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

# Special Events for Sponsors & Exhibitors

## Annual Convention – June 21-24

Sandestin Golf and Beach Resort, Destin

Average attendance 235

- Two-Day Exhibitor: \$650

*Sponsorship Opportunities are being planned for our 2018 Annual Convention.*

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

# 2018 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

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

Accounting & Auditing Conference – May

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

Program for Management Development – May

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

Technology Conference – May

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

MSCPA Annual Convention – June 21-24

Sponsor Level \_\_\_\_\_  Exhibit \$650

Governmental A&A Conference – August

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

Banking and Finance Conference – August

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

Health Care Services Seminar – September

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

Industry Conference – October

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

Accounting Education Symposium – October

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

Not-For-Profit Conference – November

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

Business Valuation Seminar – November

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

Mississippi Tax Institute – December

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: \$2,600+

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:

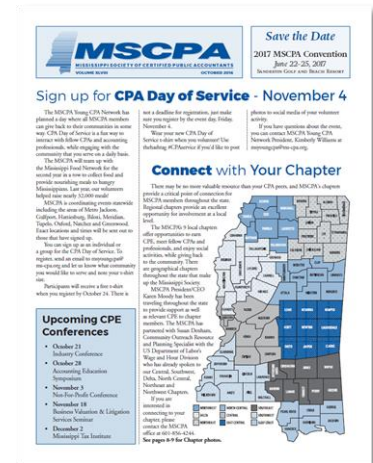
Members: \$0.25 per word with a \$25 minimum purchase.

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.





# 2018 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:

## 2018 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 _____ |

## 2018 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 5<sup>th</sup> of each month to more than 2,600 Mississippi CPAs.

Digital versions are sent to all 2,600 members and remain archived on the MSCPA website for two years.