



2020 Marketing Guide

Sponsor | Exhibit | Advertise
Join our Centennial celebrations *all year long.*

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.

2,696 Members

97% CPA Members

3% Associate/Candidate Members

Gender

60% Male

40% Female

Age

2% 25 or younger

15% 26-35 years

17% 36-45 years

23% 46-55 years

25% 56-65 years

18% over 65 years

Members by Business

56% Public

34% Industry

4% Education

4% Government

2% Legal

2020 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 face to face.

Date	Event	Estimated Attendance	Location
April 29	Young CPA Conference	65	Ridgeland
May 12-13	Business & Industry Mgmt Development Conference	40	Ridgeland
May 14	Accounting & Auditing Conference	55	Ridgeland
May 18-19	Technology Conference	100	Ridgeland
June 24-28	Annual Convention	200	Destin
August 13-14	Governmental Accounting & Auditing Conference	235	Jackson
August 24	Banking and Finance Conference	80	Jackson
August 27	Agricultural and Farm Activities Conference	20	Ridgeland
Sept 24	Health Care Services Conference	55	Ridgeland
Oct 22	Industry Conference	45	Ridgeland
Oct 29	Not-for-Profit Conference	125	Jackson
October 30	Accounting Education Conference	65	Ridgeland
Nov 19	Business Valuation and Litigation Conference	40	Ridgeland
Dec 2-3	Mississippi Tax Institute	140	Jackson

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 \$300

- 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

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 24-28, 2020

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 2020 Annual Convention.

Contact Jennie at jtruhett@ms-cpa.org for more information.

2020 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 29

Sponsor Level _____ Exhibit \$250

Program for Management Development – May 12-13

Sponsor Level _____ Exhibit \$250

Accounting & Auditing Conference – May 14

Sponsor Level _____ Exhibit \$250

Technology Conference – May 18-19

Sponsor Level _____ Exhibit \$300

Governmental A&A Conference – August 13-14

Sponsor Level _____ Exhibit \$300

Banking & Finance Conference – August 24

Sponsor Level _____ Exhibit \$300

Agricultural and Farm Activities Conference – August 27

Sponsor Level _____ Exhibit \$250

Health Care Services Conference – September 24

Sponsor Level _____ Exhibit \$250

Industry Conference – October 22

Sponsor Level _____ Exhibit \$250

Not-For-Profit Conference – October 29

Sponsor Level _____ Exhibit \$300

Accounting Education Conference – October 30

Sponsor Level _____ Exhibit \$250

Business Valuation Conference – November 19

Sponsor Level _____ Exhibit \$250

Mississippi Tax Institute – December 2-3

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 by the 15th 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 15th 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. For classified advertising, please complete the classified advertising contract.



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 jtruhett@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.

2020 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.

Authorized Signature

Printed Name

Date

Please check the issue(s) for your ad:

2020 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 _____ |

2020 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 15th 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.