



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 12 | Accounting & Auditing Conference | 60 | Ridgeland |
| May 16-17 | Technology Conference (Virtual) | 100 | Ridgeland |
| May 19-20 | Business & Industry Management Development Conference | 35 | Ridgeland |
| June 22-26 | Annual Convention | 200 | Destin |
| August 18-19 | Governmental Accounting & Auditing Conference | 215 | Ridgeland |
| August 23 | Banking and Finance Conference | 80 | Ridgeland |
| August 25 | Agricultural and Farm Activities Conference | 65 | Ridgeland |
| Sept 20 | Not-for-Profit Conference | 125 | Ridgeland |
| Sept 22 | Health Care Services Conference | 55 | Ridgeland |
| Oct 20 | Industry Conference | 50 | Ridgeland |
| October 28 | Accounting Education Conference | 65 | Ridgeland |
| Nov 17 | Business Valuation and Litigation Conference | 40 | Ridgeland |
| Dec 7-8 | Mississippi Tax Institute | 135 | Jackson |

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
-

Mississippi Tax Institute Sponsorships:

Gold Sponsor

- Announcement as premium event sponsor
- Podium time for address about your company
- Exhibitor Booth
- Event video or 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 video or 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
- Basic electrical connection when requested in advance
- 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 12

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

Technology Conference – May 16-17

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

Business & Industry Management Development Conference – May 19-20

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

Governmental Accounting & Auditing Conference – August 18-19

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

Banking and Finance Conference – August 23

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

Agricultural and Farm Activities Conference – August 25

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

Not-for-Profit Conference – September 20

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

Sponsor Specifications

Health Care Services Conference –September 22

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

Industry Conference – October 20

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

Accounting Education Conference – October 28

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

Business Valuation and Litigation Conference – November 17

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

Mississippi Tax Institute – December 7-8

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

Advertising Specifications

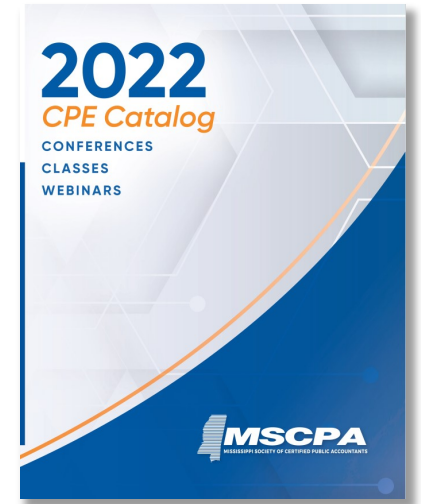
The MSCPAs Continuing Professional Education (CPE) Catalog is a popular resource and contains information on our 400+ courses. Members look for this handy publication to make final decisions about their CPE selection for the year.

Circulation: \$2,700+

Ads should be submitted to kstrong@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 Katelyn Strong, kstrong@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.