



2021

MEDIA KIT



Today's CPA
Partnerships
Sponsorships
Advertising Packages
Digital Offerings
Webinars
Lead Generation

TEXAS SOCIETY OF CPAs: CONNECTING. PROTECTING. ADVANCING.

The Texas Society of CPAs (TXCPA) is a professional organization representing Texas CPAs and finance professionals in public practice, business and industry, government and education, and future CPAs.

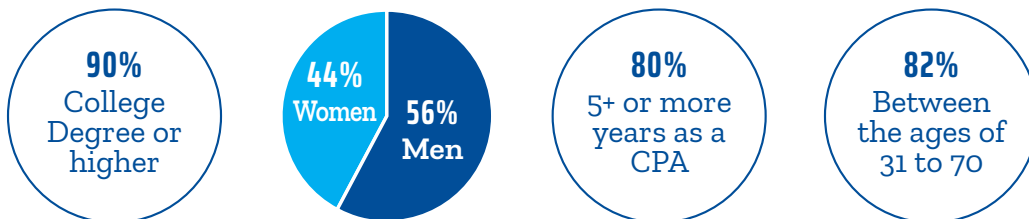
Founded in 1915, the society empowers members to lead and succeed by promoting professional excellence, advocating on behalf of CPAs, and supporting a sense of community and connection among its members. **TXCPA has one of the largest memberships of any CPA society in the U.S.**

28,000 MEMBERS

WORK



AUDIENCE



MEMBER BUYING POWER

24% have sole decision on Company Purchases

54% have influence over Company Purchases*

\$89,773 Avg Base Salary for CPAs in Houston, Austin & Dallas**

2,200+ members in the top 20 Revenue Producing CPA Firms in the US***

1,000+ members employed by the Big 4 firms

178 members with the title of Partner within the Big 4 firms

MULTIPLE WAYS TO REACH OUR MEMBERS

1. Today's CPA Magazine
2. Partnerships
3. Sponsorships
4. Advertising Packages
5. Digital Offerings
6. Webinars
7. Lead Generation/Knowledge Hub

*Readership Survey 2018 **Indeed.com-10/4/2020 *** accountingTODAY 2019

FAST FACTS

FOUNDED
1915

FOLLOW US!



20 LOCAL CHAPTERS

* Five Largest Chapters

Abilene
Austin*
Brazos Valley
Central Texas
Corpus Christi
Dallas*
East Texas

El Paso
Fort Worth*
Houston*
Panhandle
Permian Basin
Rio Grande Valley
San Angelo

San Antonio*
South Plains
Southeast Texas
Texarkana
Victoria
Wichita Falls

Contact Lisa M. Turner at sales.mediabydesign@gmail.com

TXCPA

TODAY'S CPA

Texas Society of Certified Public Accountants

Today's CPA reaches 28,000 members across the state and includes an audience of partners, presidents, CEOs, executives, department managers, and additional professionals with buying power and authority. Today's CPA is your best resource for reaching high-end purchasers and business advisors, providing you with endless possibilities to grow your brand among key decision makers.

Demographics*

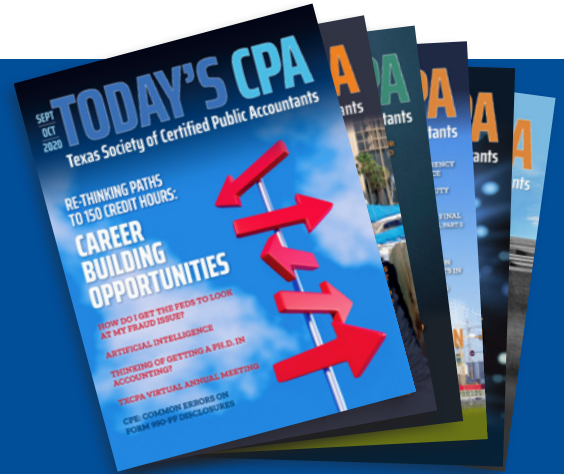
28K Circulation

76% Members read the majority of the magazines

71% saved an advertisement for future reference

60% passed on information to colleague

*Readership Survey 2018



FULL
PAGE



2/3
PAGE



HALF
PAGE



1/3 PAGE

NET Rates & Dimensions

FULL PAGE W: 8.375" by H: 10.875" • **Bleed:** W: 8.625" by H: 11.125"

2/3 PAGE W: 4.875" by H: 9.875"

HALF PAGE HORIZONTAL W: 7.375" by H: 4.875"

1/3 PAGE Vertical W: 2.375" by H: 9.875" **Horizontal** W: 7.375" by H: 3.125"

BACK COVER W: 8.375" by H: 10.875" • **Bleed:** W: 8.625" by H: 11.125"

INSIDE COVER W: 8.375" by H: 10.875" • **Bleed:** W: 8.625" by H: 11.125"

SPONSORED CONTENT PAGE W: 8.375" by H: 10.875" • **Bleed:** W: 8.625" by H: 11.125"

FRONT COVER Belly Band, Tip-On, Gatefold - prices are per page, production fees are additional.

	1X	3X	6X
FULL PAGE	\$3,733	\$3,360	\$2,987
2/3 PAGE	\$3,171	\$2,855	\$2,536
HALF PAGE HORIZONTAL	\$2,798	\$2,520	\$2,237
1/3 PAGE Vertical	\$2,242	\$2,016	\$1,796
BACK COVER	\$4,478	\$4,032	\$3,586
INSIDE COVER	\$4,295	\$3,864	\$3,434
SPONSORED CONTENT PAGE	\$4,250	\$3,860	\$3,487
FRONT COVER	\$6,906	\$6,216	\$5,525

Pricing is per issue • All rates are net

Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
JANUARY/FEBRUARY (DIGITAL ONLY)	11/25	12/16	1/4
MARCH/APRIL	1/18	2/3	3/2
MAY/JUNE (DIGITAL ONLY)	3/22	4/7	5/3
JULY/AUGUST	5/17	6/2	7/2
SEPTEMBER/OCTOBER (DIGITAL ONLY)	7/26	8/11	9/2
NOVEMBER/DECEMBER	9/20	10/6	11/2

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TXCPA

Today's CPA 2021 Editorial Calendar

January/February 2021 - Digital

Cover: Tax Cuts and Jobs Act (TCJA) and Individuals: Better or Worse

- GAAP and Economic Damages
- Taxes and Self-Directed Solo 401(k) Retirement Plans: The Underutilized Efficiency Maximizer
- Ownership of U.S.-Situs Assets by a Nonresident Alien
- Public Accounting in the Age of the Intelligent Enterprise
- CPE: Understanding and Avoiding Auditing-related Enforcement Actions

March/April 2021

Cover: Audit, Municipal Governments, SMEs and Ransomware

- Self-Directed Solo 401(k) retirement plans: The underutilized efficiency-maximizer
- Enhancing the Value of SOC Reports During a Pandemic
- CPE: Understanding and Avoiding Auditing-related Enforcement Actions

May/June 2021 - Digital

Cover: TXCPA Year in Review

- Update on Today's CPA
- Dread Feedback Conversations? Try Flipping Them Inside-Out
- Ownership of U.S.-Situs Assets by a Nonresident Alien
- Tech Issues: Public Accounting in the Age of the Intelligent Enterprise
- CPE: Tell Me More, Tell Me More: Trustees' Duties to Inform and Account in Texas

July/August 2021

Cover: New TXCPA Chairman

- Meet the Sustainability Accounting Standards Board
- Strategies to Protect Highly Appreciated Stock Positions - Part 2
- Current Trends in Business Valuation and Recent Related Case Law
- Tech Issues: A CPA's Guide to Data Analytics
- CPE:

September/October 2021 - Digital

TBD

November/December 2021

TBD

* This Editorial Calendar is subject to change at any time at the discretion of the Texas Society of CPAs.

Contact Lisa M. Turner at sales.mediabydesign@gmail.com

28K Total Circulation

85% of Members Say
The Magazine Is "Excellent" or "Good"

76% Read A
Majority Of The Issues



Editorial Focus Includes:

Tax Issues

Legislation

Accounting Standards

Business and Industry Topics

Professional Updates

Building Relationships

TXCPA

Digital Offerings

Viewpoint

All-member weekly e-newsletter

Sent each Friday, the topics include updates and current trends in the accounting profession, as well as TXCPA news and events.

Audience:

22,000

subscribers

30%

open rate

65%

read 2 or more issues
of Viewpoint each month*

80%

usually or often open
the links on Viewpoint*

Banner Ads

Full Banner (600 x 200)

Rates:

1x: \$900

3x: \$765

6x: \$650

Half Banners (275 x 170)

Rates:

1x: \$500

3x: \$425

6x: \$350

Sponsored Article in Viewpoint

Headline of 40 to 60 words with link to an article of 500 words on an Advertiser's Website

Rate: \$1,500

TXCPA Website

TXCPA's website, www.tx.cpa, delivers professional updates, education and member news.

Audience:

9,000

unique visitors per month

48%

Of Members visit tx.cpa
once a week or more*

Home Page Banner Ad (970 x 90 desktop/728 x 91 mobile)

Rates:

1x: \$1,000

3x: \$883

6x: \$790

12x: \$665

(All banner ads will be directed to advertiser's website. Flash and animation are not accepted. Artwork must be submitted in completed form as a GIF, JPG or PNG File.)

All rates above are NET

*Readership Survey 2018





A. Informative Webinar: three types

1. Sponsor Pre-records and sends an edited video file to be uploaded on TXCPA's broadcast platform and played on an arranged day/time. (\$1,500 NET)
2. TXCPA Pre-records with Sponsor's team (\$1,750 NET)
3. Sponsor creates and presents a Live Webinar (\$2,250 NET)

To add On Demand function is an additional \$500 NET

B. Sponsored Webinars for Continuing Education Credit (CPE): four types*

1. Sponsor Pre-records an edited video file to be uploaded on TXCPA's broadcast platform and played on arranged day/time. (\$2,500 NET)
2. TXCPA Pre-records with Sponsor's team (\$2,750 NET)
3. Sponsor creates and presents a Live Webinar (\$3,250 NET)

To add On Demand function to any of options above, it is an additional \$500 NET

4. Sponsor creates and records a Webinar for inclusion in TXCPA's on-demand learning bundles (\$3,250 NET)

*Must be 55 minutes in length and preapproved by CPE Department

Sponsor creates and presents a Live Webinar:

TXCPA will create promotional graphics and copy for the Webinar. Advertiser to provide their logo and any details to be included. TXCPA will host the Webinar on TXCPA Platform, CE21 streamed over Zoom or Teams (free for members to attend), but no staff will be presenting or on camera on the actual day. TXCPA has a recorded voice over introduction with logistics details. Advertiser to provide moderator and "run" the Webinar.

To add the **On Demand** element to any of the CPE versions above also requires an Exam component.

Promotion of Webinar:

TXCPA will promote your Webinar through a notification in 3 Enewsletters (Viewpoint, CPE Calendar or other Topic Specific Enewsletters), 2 social media postings and the Online Catalogue of upcoming Webinars.

Audience:*

67% of TXCPA members read the CPE Weekly Email Calendar

58% of TXCPA members usually or sometimes use the Hyperlinks on CPE Calendar to obtain more information

Texas CPAs need 120 CPE hours every 3 years with a minimum of 20 hours completed each year

*Readership Survey 2018

Lead Generation Program

TXCPA has added another new and exciting opportunity to get your brand in front of CPAs in Texas. This newest program through Knowledge Hub delivers qualified leads in real time to our sponsors. This is an opportunity to publish educational and/or informational content, such as white papers, e-books, guides, etc., to our audience of 28,000 members. When someone downloads a sponsor's content, the name and contact information for that lead will be sent directly to the sponsor. You pay only for the leads you receive.



Content Marketing and Lead Generation Package

Design and post gated content landing page(s) to Knowledge Hub(s)

Up to 2 / Month

Digital Marketing

Online marketing through banners, buttons and/or index listings

YES

Email marketing through daily, weekly and/or monthly eNewsletters and dedicated eblasts

YES

Tracking and Monitoring

Leads delivered in real-time via email notifications

YES

24x7 access to web-based dashboard for accessing and downloading lead lists

YES

90-Day Trial Package Pricing

Pre-approved budget of \$2500: up to 50 leads

\$50 CPL

Pre-approved budget of \$4000: up to 100 leads

\$40 CPL

Pre-approved budget of \$7000 or more: 200+ leads

\$35 CPL

NOTES

Lead pricing is based on the following:

- (1) Client provides instant access to thought leadership and/or educational content;
- (2) Standard Lead form fields including, First Name, Last Name, Email Address, Phone and Company; (Custom fields can be included for additional cost. Discuss with your Sales Representative.)

All Inclusive Packages

Annual Package

- 6 Full Page ads in *Today's CPA*
- 12 Banner ads in Viewpoint (1 per month)
- 6 Sponsored Articles in Viewpoint (1 every other month)
- 6 Months of Banner Ads, TXCPA Homepage
- 50 Leads - Knowledge Hub

Rate: \$29,500 NET

(Value) \$41,022

Mixed Package

- 3 Full Page ads in *Today's CPA*
- 6 Banner ads in Viewpoint (1 per month)
- 3 Sponsored Articles in Viewpoint (1 every other month)
- 2 Months of Banner Ads, TXCPA Homepage
- 50 Leads - Knowledge Hub
- 1 Webinar
- 1 Facebook Live Event
- Sponsorship at one event

Rate: \$22,500 NET

(Value) \$29,180

Semi Annual Package

- 3 Full Page ads in *Today's CPA*
- 6 Banner ads in Viewpoint (1 per month)
- 3 Sponsored Articles in Viewpoint (1 every other month)
- 3 Months of Banner Ads, TXCPA Homepage
- 50 Leads - Knowledge Hub

Rate: \$17,700 NET

(Value) \$23,230



Quarterly Package

- 1 Full Page ad in *Today's CPA*
- 3 Banner ads in Viewpoint (1 per month)
- 2 Sponsored Articles in Viewpoint (1 every other month)
- 2 Months of Banner Ads, TXCPA Homepage
- 50 Leads - Knowledge Hub

Rate: \$8,500 NET

(Value) \$13,508

Starter Package

- 1 Full Page ad in *Today's CPA*
- 2 Banner ads in Viewpoint (1 per month)
- 1 Sponsored Article in Viewpoint (1 every other month)
- Banner Ad, TXCPA Homepage, 1 month

Rate: \$5,500 NET

(Value) \$7,233

Partnerships

TXCPA's Annual Partners benefit from extended marketing reach and elevated positioning through a curated sponsorship package which includes the following benefits:

TXCPA ANNUAL PARTNER ANNOUNCEMENT

- Emailed to all members

TXCPA WEBSITE HOMEPAGE DISPLAY

- Vision Partner designation
- Strategic Partner designation
- Featured Partner designation

TODAY'S CPA MAGAZINE

- Full Ad Pages
- Logo in TXCPA Sponsor ad

TXCPA EMAIL NEWSLETTER

- Provide educational content
- Logo recognition in newsletters

TXCPA EDUCATIONAL CONFERENCES

- Exhibit booth space
- Podium recognition
- Logo recognition in electronic marketing
- Signage recognition

PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST

- Three webcasts annually
- 700-900 average attendance

EXCLUSIVE SEMINAR SPONSOR

- Custom Seminar dedicated to your target audience

TXCPA ANNUAL MEETINGS

- Registrations for clients or prospects
- Chairman's dinner
- Podium recognition
- Logo recognition
- Exhibit table

VISION PARTNER \$50,000

Exclusive email;
custom content

Logo with link

6 Full Ad pages

Quarterly
All

All TXCPA events
All TXCPA events
All events
All events

Recognition
at start of each
webcast;
Logo on slides

Two annually

Six
Attend w/guest
All sessions
All signs; badge
Yes

STRATEGIC PARTNER \$35,000

In e-newsletter
custom content

Logo with link

4 Full Ad pages

Semi-annual

Three Events

Logo on slides

One annually

Four
Opening/Close
Signage/Badge
Yes

FEATURED PARTNER \$20,000

In e-newsletter
TXCPA content

Logo only

3 Full Ad pages

Once

Two Events

Two
Opening
Badge
Yes

Upcoming Events

- Executive Board Meeting - January 25, 2021, Austin - 15 Board Members
- Midyear Board of Directors and Members Meeting - January 26 & 27, 2021, Austin, (Virtual) - 200 attendees representing every chapter in Texas
- Executive Board Meeting - April 22 & 23, 2021, Corpus Christi - 15 Board Members
- Annual Meeting of Members - June 24-26, 2021, Park City - 300 to 600 attendees in 2021
- Executive Board Meeting - January 20, 2022, Irving - 15 Board Members
- Midyear Board of Directors and Members Meeting - January 21 & 22, 2022, Irving - 200 Members representing every chapter in Texas

*attendees are based on past events or expected participation

Contact Lisa M. Turner at sales.mediabydesign@gmail.com

TXCPA

2021 Annual Meeting Of Members JUNE 24-26, 2021

TITLE SPONSOR \$6,000

SOLD

- Attend joint (incoming and outgoing members) Executive Board dinner
- Attend Board Chairman's dinner
- Verbal recognition at all meeting sessions and events
- Company logo on all Annual Meeting promotional materials
- Company logo/banner displayed throughout the event
- Company logo and link displayed on TXCPA landing page for one full year
- Company logo on 2021 TXCPA Annual Meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One exhibit booth
- Four individual event registrations (for TXCPA member clients or prospects)

AWARDS LUNCHEON SPONSOR \$3,500

SOLD

- Verbal recognition during the luncheon
- Permission to place promotional materials in the luncheon area (table provided)
- Company logo on meeting promotions
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- Company logo and link on 2021 website
- One exhibit table
- Two individual event registrations (for TXCPA member clients or prospects)

WELLNESS STATION SPONSOR \$1,500

Sponsor provides wellness service

- Key location at the event
- Company logo on event signage
- Company logo on wellness station area
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One Individual event registration (for TXCPA client or prospect)

EXECUTIVE BOARD DINNER SPONSOR \$1,500

- Attend joint (incoming and outgoing members) Executive Board dinner
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TXCPA member client or prospect)

RECEPTION SPONSOR \$1,500

- Company logo on event signage
- Company logo on drink tickets
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TXCPA member client or prospect)

BADGE/LANYARD \$1,500

Sponsor provides badge/lanyard w/company logo

- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TXCPA member client or prospect)

EXHIBIT TABLE \$750

Exclusive opportunity to be one of up to 10 exhibitors in our technology exhibit hall

- One 6' skirted table
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

Sponsorships

Leadership Development Institute - June, 2021

TITLE SPONSOR \$3,000

Institute created for CPA firms' emerging leaders and managers

- Branding of Leadership Development Institute (LDI)
- Participation in the event
- Signage recognition at the Institute
- Company logo and link on electronic promotions and registration page
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

Midyear Board Of Directors And Members Meeting - January, 2021

SOLD

TITLE SPONSOR \$5,000

- Attend Board Chairman's dinner
- Verbal recognition at all meeting sessions and events
- Company logo on all midyear meeting promotional materials
- Company logo/banner displayed throughout the event
- Company logo and link displayed on TXCPA landing page for one full year
- Company logo on TXCPA midyear meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and Viewpoint newsletter
- Four individual event registrations (for TXCPA member clients or prospects)

2021 Professional Issues Update (PIU) Webcast

SOLD

Title Sponsor \$2,500 - ONE WEBCAST

Title Sponsor \$6,000 - All THREE WEBCASTS

- Title Sponsor for all three webcasts per year
- Branding of PIU as "brought to you by"
- Company logo displayed at the intro and close
- Company logo on evaluation page or documents
- Company logo and link on electronic promotion of PIU
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

Career Boot Camp - All Day Seminar - 4X a year

TITLE SPONSOR \$2,500

Boot Camp created to prepare accounting students for the CPA profession

- Branding of Boot Camp as "brought to you by"
- Participation in the event
- Signage recognition at the event
- Company logo and link on electronic promotions and registration page
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

Career Center - 1 year

TITLE SPONSOR \$2,500

Career Center created to connect accounting professionals and employers in the CPA profession

- Branding of Career Center as "brought to you by"
- Company logo and link on electronic promotions and on web page
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

EXECUTIVE BOARD MEETING SPONSOR \$750 PER QUARTER

The 15 Executive Board Members meet once a quarter. This is an opportunity to sponsor and promote your brand with the key decision makers of TXCPA. Sponsor's logo will be visible on all materials and the Sponsor will have the opportunity to speak up to 5 minutes.

FACEBOOK LIVE SPONSOR \$1500 PER QUARTER

On designated Fridays of the month, Jodi Ann Ray, President and CEO of TXCPA, presents a 30 minute live presentation with a guest, discussing the most current issues facing CPAs today. It is also available On Demand. Sponsor will have the opportunity to have their logo up during the presentation as well as the opportunity to speak for up to 2 minutes.

TXCPE 2021 - Conference & Seminar Sponsorship Opportunities

Now is your chance to be a partner with the TXCPA CPE Foundation, Inc. which provides nearly 250 continuing education programs annually. Differentiate yourself from the competition by supporting Texas CPAs in their professional endeavors. A representative from your company may not be able to attend every TXCPA event, but your brand can be there. If you are interested in sponsoring at multiple events TXCPA can create the perfect custom sponsorship package for your company.

OUR REACH

- 28,000 TXCPA members nationwide
- 209,000+ visitors to our website annually
- 3,600+ attend one or more of our annual conferences
 - Each conference sends 3-4 eblasts
 - Each conference's marketing materials mail to 2,200-15,000 accounting professionals
- 4,000+ attend one or more of our seminars

2021 Annual Conference Reach

Opportunity	Location(s)	Conference Dates	Reach - mail	Reach - eblast	Estimated Attendance
2021 Technology Conference 	Webcast	May 6-7	10,200+	22,000+	150+
2021 Energy Conference 	Austin	May 10-11	4,500+	8,000+	130+
2021 Nonprofit Organizations Conference	Dallas	May 24-25	4,500+	7,900+	350+
2021 Texas School Districts Accounting & Auditing Conference 	San Antonio	June 7-8	7,000+	7,900+	400+
2021 CPE by the Sea	Galveston	June 16-18	7,000+	20,000+	300+
Summer Cluster	Ft. Worth	June 21-23			
2021 Advanced Health Care Conference 	San Antonio	July 12-13	4,800+	7,600+	125+
Summer Cluster	San Antonio	July 19-21			
Summer Cluster	Galveston	July 26-28			
2021 Summit	San Antonio	Nov 8-9	10,000	20,000+	200+
2021 Single Audits & Governmental Accounting Conference 	Austin	Sept 27-28	6,900+	7,700+	200+
2021 Financial Institutions Conference 	Addison	Oct 18-19	6,900+	5,400+	150+
2021 CPE EXPO	San Antonio	Dec 6-7	15,000+	20,000+	220+
2021 CPE EXPO	Houston	Dec 13-14	15,000+	20,000+	350+
2021 CPE EXPO	Dallas	Dec 16-17	15,000+	20,000+	300+

 Available by Webcast

Contact Lisa M. Turner at sales.mediabydesign@gmail.com



Premier Sponsorship

\$15,000 per conference season (June 2021 – May 2022)

The Premier Sponsor's logo will be included in all TXCPA conference's direct marketing materials consisting of brochures and/or postcards. Sponsor logos will receive prime placement in the conference promotions whenever possible.

Additional sponsorship benefits include:

- One complimentary registration to 4 conferences of the sponsor's choice.
- Sponsorship level and company logo listed in every TXCPA conference brochure and/or postcard.
 - Currently there are 19 annual conferences (subject to change).
 - Each conference marketing piece mails to an audience of 4,500 – 15,000+ accounting professionals.
- Sponsorship level and company logo included on all TXCPA's conference eblasts (typically 3-4 per conference).
 - Each conference e-blast is sent to 5,200 - 20,400 accounting professionals.
- Sponsorship level and company logo included on the Summer Cluster brochure and eblasts.
 - The Summer Cluster brochure mails to an audience of 15,000+ accounting professionals.
 - The Summer Cluster eblast is sent to 20,400 accounting professionals.
- Complimentary exhibit table at 4 conferences of sponsor's choice.
- 2 to 3 minute speaking opportunity at each of the 4 conferences the Premier Sponsor opts to exhibit.
- Opportunity to leave marketing collateral on chairs in general session room and registration desk.
- Premier Sponsor will receive pre-event and post-event mailing list, which includes attendee name, company name if provided, and preferred mailing address.
- Sponsor logo placed on all the various conference pages of the TXCPA website with notation of being a Premier Sponsor.
- Sponsor recognized during the Committee Chair's opening remarks each morning of the conference and company logo included on Welcome Slide Show.
- The Premier Sponsor's logo will be promoted on our social media platforms prior to each TXCPA conference.



Title Sponsorships

PRE-EVENT

Distinguished Sponsorship level placed on conference webpage with hyperlinked Logo to Company's Website

Logo & Sponsorship level in printed marketing materials and TXCPA's social media platforms

Logo & Sponsorship level included in conference e-blasts

Pre-event Attendee Mailing List¹

WEBCAST EVENTS

Company Advertisement to play during Breaks & Lunch²

Logo included in Break Roll during Breaks & Lunch

Complimentary Registration

Virtual Booth during Lunch Break

LIVE EVENTS

Complimentary Exhibit Table

Recognized during Opening Remarks

Logo included in Welcome/Break Slideshow

Opportunity to leave Collateral at Registration Desk

Opportunity to leave Collateral on Attendee Chairs

Complimentary Registration

Reserved Lunch Table³

2-3 Minute Speaking Opportunity in Opening Remarks

30-60 Second Company Advertisement included in Welcome/Break Slideshow

Exclusive Invite to Attendee Networking/Happy Hour for Two On-site Contacts (when applicable)

POST EVENT

Post-event Attendee Mailing List

NOTES:

¹ The attendee list will be in Excel and is emailed to the designated sponsorship contact. List includes: attendee name, company and preferred mailing address (if information has been supplied to TXCPA).

² Advertisement length is dependent upon sponsor level: Diamond 120 seconds, Platinum 90 seconds, Gold 60 seconds, Silver 30 seconds.

³ Reserved lunch table is available when lunch is held in a separate meeting room.