



TXCPE 2021

CONFERENCE & SEMINAR SPONSORSHIP OPPORTUNITIES

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.

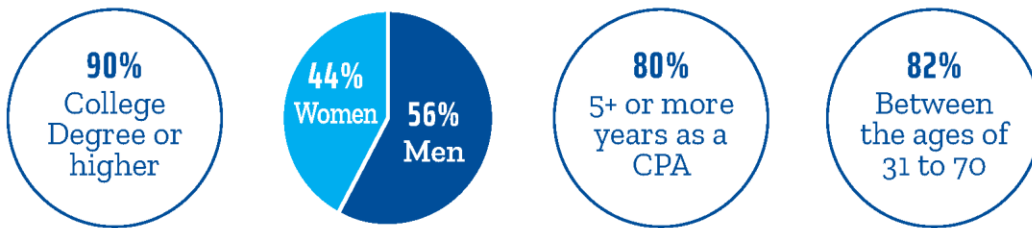
Founded in 1915, the society empowers members to lead and succeed by promoting professional excellence, advocating on behalf of CPAs, and supporting a sense of community and connection among its members. **TXCPA has one of the largest memberships of any CPA society in the U.S.**

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 Traci Pelter at 832-316-4550
or traci.mediabydesign@gmail.com


TXCPA


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

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

	DIAMOND \$5,000	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,500
Pre-Event				
Distinguished Sponsorship level placed on conference webpage with hyperlinked Logo to Company's Website	x	x	x	x
Logo & Sponsorship level in printed marketing materials and TXCPA's social media platforms	x	x	x	x
Logo & Sponsorship level included in conference e-blasts	x	x	x	x
Pre-event Attendee Mailing List ¹	x	x	x	
Webcast Events				
Company Advertisement to play during Breaks & Lunch ²	x	x	x	x
Logo included in Break Roll during Breaks & Lunch	x	x	x	x
Complimentary Registration	3	2	1	
Virtual Booth during Lunch Break	x	x		
Live Events				
Complimentary Exhibit Table	x	x	x	x
Recognized during Opening Remarks	x	x	x	x
Logo included in Welcome/Break Slideshow	x	x	x	x
Opportunity to leave Collateral at Registration Desk	x	x		
Opportunity to leave Collateral on Attendee Chairs	x			
Complimentary Registration	3	2	1	
Reserved Lunch Table ³	x			
2-3 Minute Speaking Opportunity in Opening Remarks	x			
30-60 Second Company Advertisement included in Welcome/Break Slideshow	x			
Exclusive Invite to Attendee Networking/Happy Hour for Two On-site Contacts (when applicable)	x			
Post Event				
Post-event Attendee Mailing List	x	x	x	x

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.

TXCPA CPE 2021 SPONSORSHIP FORM

COMPANY AND CONTACT INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Contact Name: _____

Event(s) Selected: _____

SPONSORSHIPS

Premier Sponsorship \$15,000

Title Sponsorships

- Diamond \$5,000
- Platinum \$3,000
- Gold \$2,000
- Silver \$1,500

METHOD OF PAYMENT:

Credit Card No: _____ Exp Date: _____

Name as it Appears on Credit Card: _____

Cardholder Signature: _____

\$ Amount: _____ Check No.: _____

Checks should be made payable and mailed to:
TXCPA CPE Foundation, Inc.
14651 Dallas Pkwy, Suite 700
Dallas, TX 75254
Attn: Kelli McClearin

TERMS OF THE CONTRACT

Logo: Please provide the signed agreement along with your company logo in an .eps, .ai, .jpeg, or .tif format of 300 dpi or 600 dpi for sponsor logo to be included in the marketing materials.

If Exhibiting: Please provide the names of the people who will be at your exhibit table:

1.

2.

Location and Size of Space: The sponsor will be assigned an area to be determined by the onsite conference coordinator which will accommodate a tabletop exhibit or an arrangement of a similar proportion. All exhibits may conform to the size of the space provided and must not obstruct or interfere with the operations of the conference.

Furniture, Equipment, and Decorations: TXCPA CPE Foundation, Inc. will provide a skirted table and two chairs. Sponsors will be responsible for monitoring their own designated areas and will carry their own insurance. The exhibiting company is responsible for all other necessary equipment for its exhibit table including internet, shipping, drayage, electricity and/or phone lines. Contact the hotel directly to secure these items.

Gifts and Drawings: Each sponsor will be responsible for any gifts or drawings and such arrangements will be confined to sponsor's designated area unless previous arrangements have been previously made with the onsite conference coordinator.

Distribution of Advertising Materials: Advertising materials/collateral may only be distributed from the sponsor's designated area and may not be placed on meeting room seats or tables unless otherwise noted as part of the sponsorship benefits.

Food and Beverage: The TXCPA CPE Foundation, Inc. will offer each sponsor the same food and beverage provisions conference participants receive. However, no more than two persons will represent the sponsor for these purposes.

Price/Fee Provisions: This agreement will be for the sum of \$ _____. Once payment, logo and the signed agreement are received TXCPA will add the sponsor's logo onto the upcoming conference/cluster promotions and webpage(s).

Shipping and Additional Fees: Each sponsor/exhibitor will be responsible for their shipping costs, drayage and/or any storage fees incurred by the venue.

Indemnification: The exhibitor agrees to indemnify and hold harmless TXCPA and the host facilities or their employees or their representatives against all liabilities for damage, injury or loss to all persons and all claims arising out of acts of omissions of exhibitors, their employees or their representatives.

I have read and will abide by the conditions set forth on this contract, which the undersigned applicant agrees is part of this contract for sponsorship.

Authorized Signature

Title

Date

Please return this completed and signed document to:
Kelli McClearin, Meeting and Event Planner, TEL: 972-687-8663, EMAIL: kmcclearin@tx.cpa