

# TXCPA 2023 Conference Sponsorship Opportunities

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.

Every year, TXCPA offers continuing education conferences and members meetings. This provides a great opportunity for you to differentiate your product or service by sponsoring one or more of these conferences.

- **Various sponsorship levels are available that include exhibit tables, onsite logo and branding placement, speaking opportunities, and more. Even if you cannot send a representative from your company, your brand can be there.**
- **Conferences cover a variety of topics such as: Practice Management, Healthcare, Audits and Employee Benefits, and Government Accounting.**
- **In addition to the CPE conferences, TXCPA hosts an Annual Meeting for its members that offers sponsorship opportunities such as Title Sponsor, Awards Luncheon Sponsor, Leadership Dinner Sponsor, and more.**



## TXCPA By The Numbers:

- **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 promotions mail to **2,200-15,000** accounting professionals
- **4,000+** attend one or more of our seminars

If you are interested in being a sponsor of one or multiple events, TXCPA can create the perfect custom sponsorship package for your company that can also tie in marketing campaigns (magazine ads, newsletter banner ads) to enhance your participation in the event.

**For a complete list of scheduled conferences, please contact Lisa M. Turner at [sales.mediabydesign@gmail.com](mailto:sales.mediabydesign@gmail.com).**

# CPE Title Sponsorships

	Diamond \$5,000	Platinum \$3,000	Gold \$2,000	Silver \$1,500
<b>PRE-EVENT</b>				
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 <sup>1</sup>	x	x	x	
<b>WEBCAST EVENTS</b>				
Company advertisement to play during breaks & lunch <sup>2</sup>	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		
<b>LIVE EVENTS</b>				
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 <sup>3</sup>	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			
<b>POST EVENT</b>				
Post-event attendee mailing list	x	x	x	x

## NOTES:

<sup>1</sup> 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).

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

<sup>3</sup> Reserved lunch table is available when lunch is held in a separate meeting room.

Contact Lisa M. Turner at [sales.mediabydesign@gmail.com](mailto:sales.mediabydesign@gmail.com)



# Additional CPE Sponsorship Opportunities

Here are additional sponsorship opportunities. Secure one or more as a single sponsorship, or add one or more to an existing sponsorship level.

## RECEPTION SPONSOR \$5000 (50 guests)

- Verbal recognition during opening remarks
- Company logo on meeting promotions
- Company logo on event signage
- One individual event registration
- One exhibit table, (2) chairs
- Invitation for up to (2) individuals to attend breakfast and luncheons
- Pre- and post-event mailing list that include the attendees name, company name and firm mailing address\*

\* 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).

## Wi-Fi/POWER SPONSOR \$1500

- Verbal recognition during opening remarks
- Company logo on meeting promotions
- Company logo on event signage
- One exhibit table, (2) chairs
- Invitation for up to (2) individuals to attend breakfast and luncheons
- Pre- and post-event mailing list the attendees name, company name and firm mailing address\*

\* 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).

## EXHIBIT TABLE \$500

- One exhibit table, (2) chairs
- Invitation for up to (2) individuals to attend breakfast and luncheons.

## \$15,000 for 4 CPE Conferences, 2023 – 2024

The Premier Sponsor's logo will be included in all TXCPA 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.

---


