



2023



TXCPA Houston is here to educate, inform, and lead within the CPA profession and community

CFO CONTROLLERS SPONSORSHIP GUIDE

September 20, 2023

Norris Conference Center

816 Town & Country Blvd. Suite 210.

Houston, Texas 77024

www.txcpahouston.cpa



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TXCPA Houston and TXCPA Houston Foundation has been a trusted professional community for CPAs in the greater Houston area for nearly a century.

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TXCPA Houston and TXCPA Houston Foundation hosts conferences, seminars, and membership events throughout the year

03

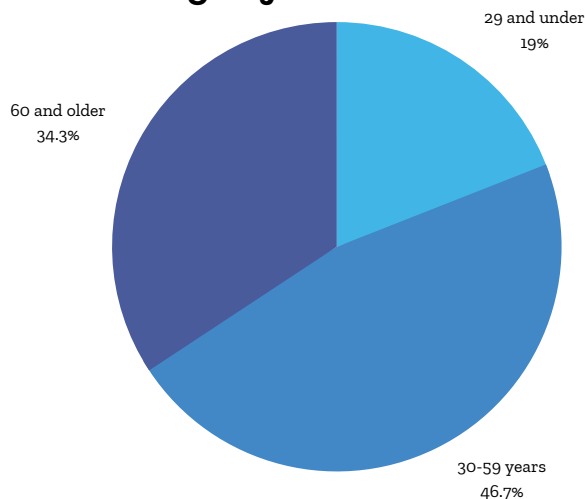
Sponsorships

MEMBERSHIP STATS

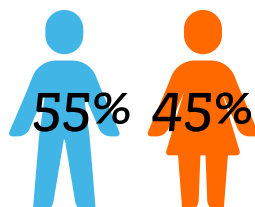
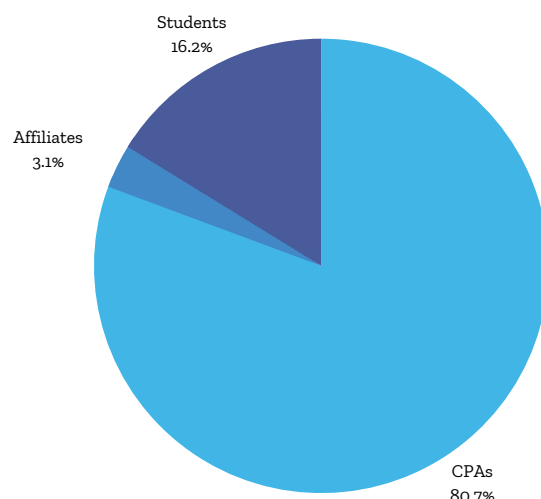
TXCPA Houston along with TXCPA Houston Foundation, its education and charitable arm, is a chapter of the Texas Society of Certified Public Accountants, which was organized in 1928. For nearly a century, it has been a trusted professional community for CPAs in the greater Houston area. With nearly 7,000 members from a 13-county area, TXCPA Houston is the largest CPA chapter in Texas. TXCPA Houston has a reputation for action, integrity and competence as the result of the strong leadership of its volunteers.

NEARLY 7,000 MEMBERS

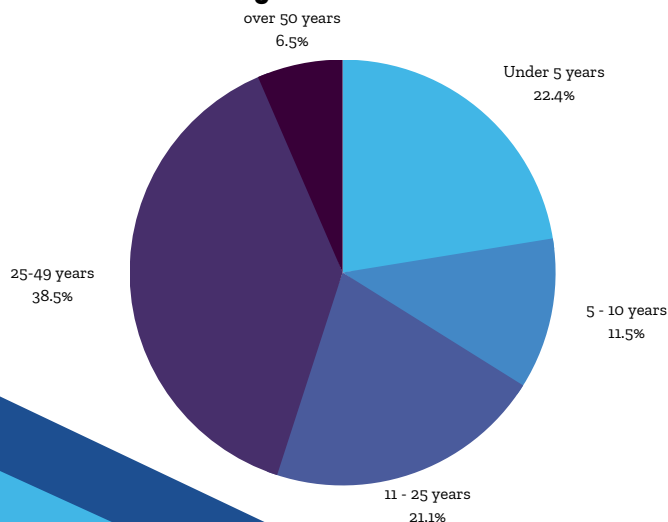
Age of Members



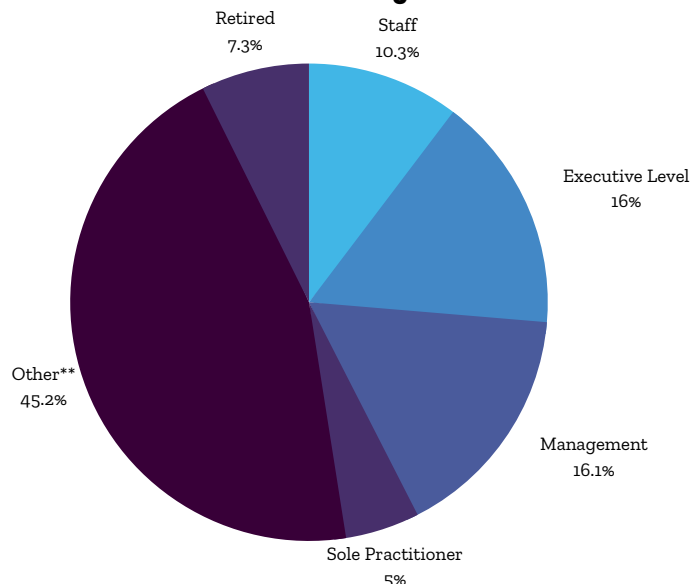
Category of Members



Number of Years as a CPA



Job Function of Members

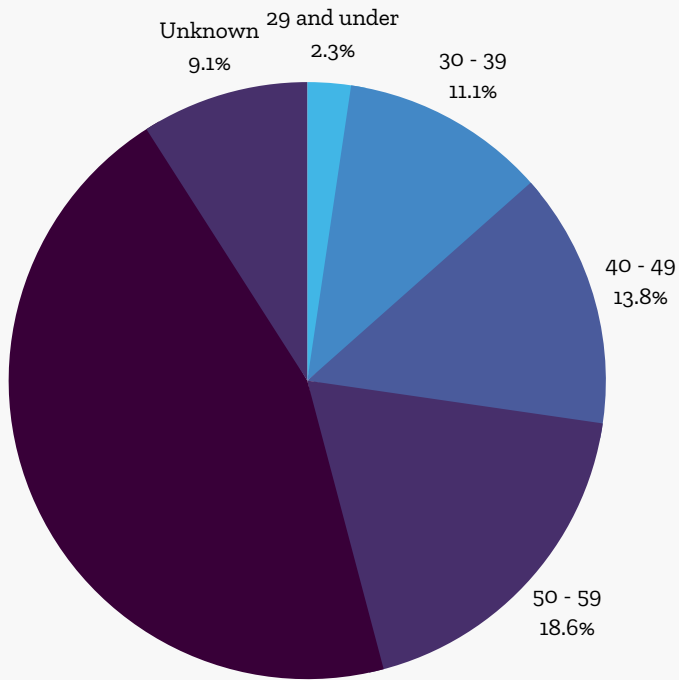


**In addition to CPAs, TXCPA Houston's members include attorneys, consultants, educators, and administrators.

EDUCATION STATS

Attendance at conferences and seminars

Age of Education Attendees

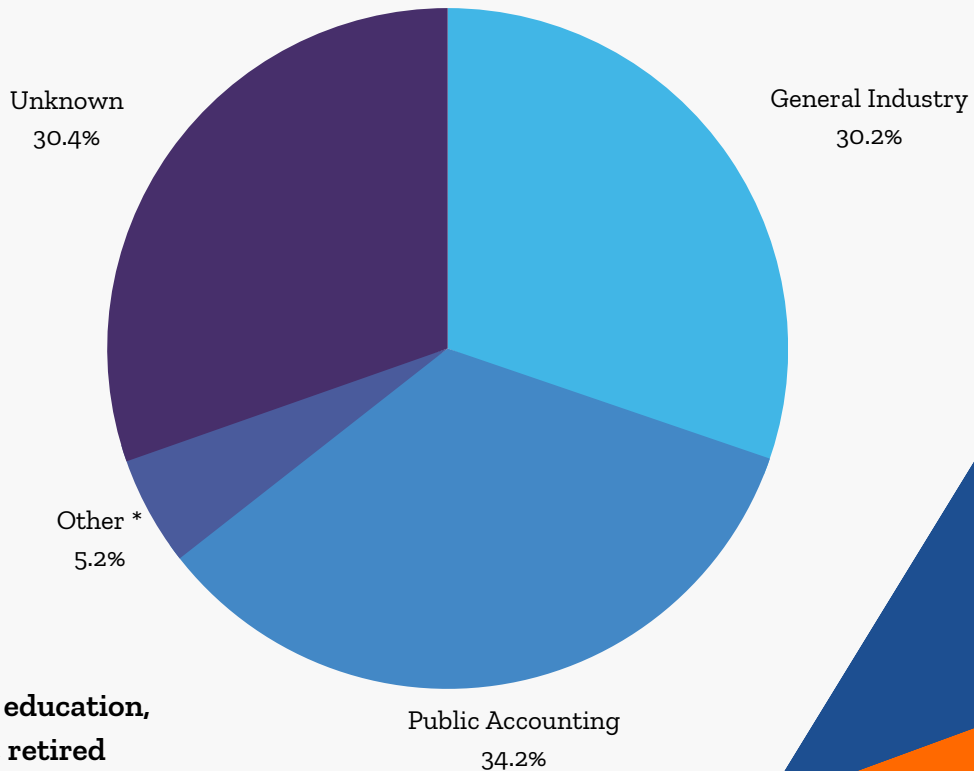


Job Functions attending events

C-Suite Executives, Partners,
Shareholders

Auditors, Tax Associates, Financial
Reporting Staff, Accountants

Professors, Consultants, Self-Employed



*Other includes education,
government, retired

Events

CFO/Controllers Conference

September | 1 day | In Person

Maximize your edge as a CFO or financial manager at this one-day conference dedicated to sharpening your technical skills and enhancing your knowledge of financial management and leadership practices.

Expected Attendance: 120

Demographics: Financial leaders of small to midsize companies.

Exhibitor Sponsorship

- Firm name, brief description, and contact information listed on the conference platform
- Logo on relevant social media posts
- Logo on digital signage in the conference hall during breaks
- Logo displayed in digital conference marketing materials
- Attendee contact information of those who opt-in
- Sponsor's ad roll played at breaks – length is dependent upon sponsor level:
Diamond 120 seconds, Platinum 90 seconds, Gold 60 seconds, Silver 30 seconds

The Exhibitor Sponsorship includes all meals, breaks, entertainment, education, and branding throughout the event.

	Diamond	Platinum	Gold	Silver
CFO/Controller - September	\$ 6,000	\$ 4,000	\$ 3,000	\$ 1,500

Level Selected:

Exhibitor Sponsorship

	Diamond	Platinum	Gold	Silver
# Tables in Sponsor Area	2	1	1	1
# of Representatives	4	3	2	1
# of Complimentary Registrations *	6	4	3	2
# of half price Registrations *	10	6	4	2

*Can be used for staff or clients

Logo displayed on conference related eBlasts	X	X	X	X
Attendee contact information of those who opt in - post conference	X	X	X	X
Logo displayed on direct mail pieces, if done	X	X	X	
Logo displayed prominently on conference app	X	X		
Speaking spot **	X	X		
Logo on front of digital program	X			
Attendee contact information of those who opt in - pre-conference	X			

** Session topic and must be approved by the event planning committee

Experiences

Sponsorships

Lanyards Sponsor - \$750

- Sponsor of the lanyards to clip to the badges given to all attendees.
- Lanyards will be imprinted with sponsors name
- Sponsor will be able to hand out lanyards at the conference
- Recognition in conference digital program

TXCPA Houston will coordinate ordering the items from preferred vendor

Blanket Sponsor - \$500

- Sponsor provides logo blankets for 50 meeting attendees (50 for each \$500)
- Blankets will be imprinted with sponsors name
- Sponsor will be able to hand out blankets at the conference
- Recognition in conference digital program

TXCPA Houston will coordinate ordering the items from preferred vendor

Conference Bag Sponsor - \$1,500

- Sponsor of the conference swag bags
- Put conference goodies into bags
- Sponsor will be able to hand out bags at the conference
- Recognition in conference digital program

TXCPA Houston will coordinate ordering the items from preferred vendor

Experiences

Sponsorships

Conference Program Sponsor - \$500

- Logo on back cover of digital conference program
- Logo on agendas handed out at conference

Beverage Sponsor -

Multi Day: \$2,000

One Day: \$1,000

Keep our attendees well hydrated.

- Branded signage
- Branded coffee sleeves for 500
- Recognition in conference program

TXCPA Houston will coordinate ordering the items from preferred vendor

Snacks Sponsor -

Multi Day: \$2,000

One Day: \$1,000

Keep our attendees from approaching the "hangry" stage.

- Branded signage
- Branded napkins for 500
- Recognition in conference program

TXCPA Houston will coordinate ordering the items from preferred vendor

Breakout Room Sponsor - \$4,000

The exclusive sponsor of the breakroom will be able to introduce the breakout room speakers and have swag available for attendees in the room.

- Recognition in conference program
- 2 full registrations

Technology Sponsor - \$2,500

Help attendees stay connected as they learn.

- Recognition in conference program, conference app, and digital signage
- 60 second Ad for breaks
- 1 full registration

Lanyard Sponsor - 300 lanyards	\$ 750.00
Blanket Sponsor - 50 blankets	\$500.00
Swag Bag Sponsor - 300 bags	\$1,500.00
Conference Program	\$500.00
Beverage Sponsor - per day	\$1,000.00
Snacks Sponsor - per day	\$1,000.00
Breakout Room Sponsor	\$4,000
Technology Sponsor	\$2,500

Experience Selected:

Sponsorship Application

Company Information

Full Name :

Address :

City: State: Zip:

Phone Number :

Contact Person:

E-Mail :

Billing Information(if different from Contact)

Name :

Address :

City: State: Zip:

Phone Number :

E-Mail :

Submit Application To:

TXCPA Houston
c/o Kristie Ondracek
1233 W Loop S, Suite 1425
Houston, TX 77027
or email to:
kondracek@txcpahouston.cpa