



# 2023-2024



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

# **SPRING ACCOUNTING EXPO SPONSORSHIP PROSPECTUS**

**TXCPA Houston Foundation Sponsorships**

[www.txcpahouston.cpa](http://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

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## Sponsorships

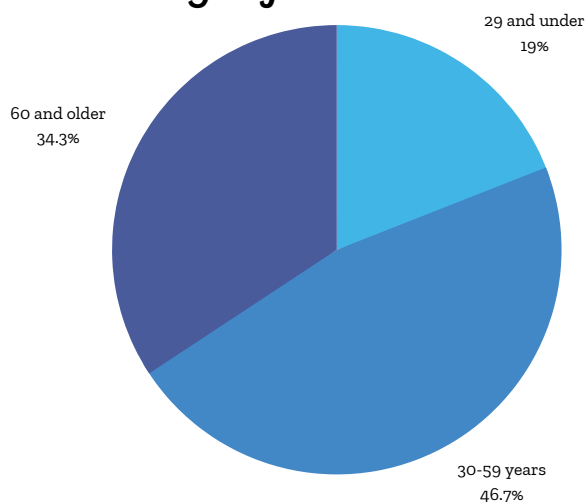
- Conference Sponsorships
- Experience Sponsorships

# MEMBERSHIP STATS

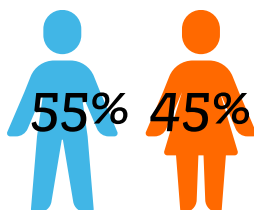
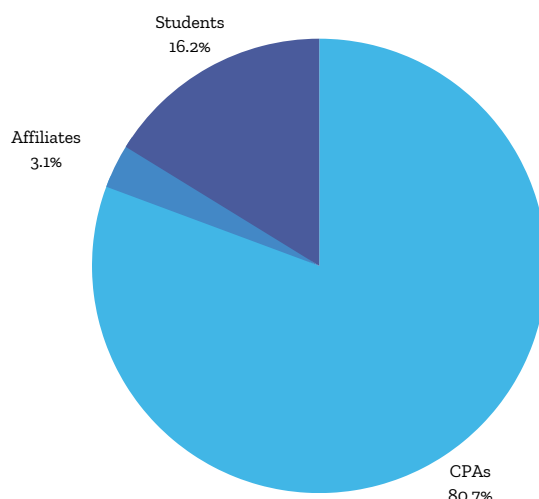
TXCPA Houston along with TXCPA Houston Foundation, its education and charitable arm, is a chapter of the Texas Society of Certified Public Accountants, which was organized in 1928. For nearly a century, it has been a trusted professional community for CPAs in the greater Houston area. With nearly 7,000 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

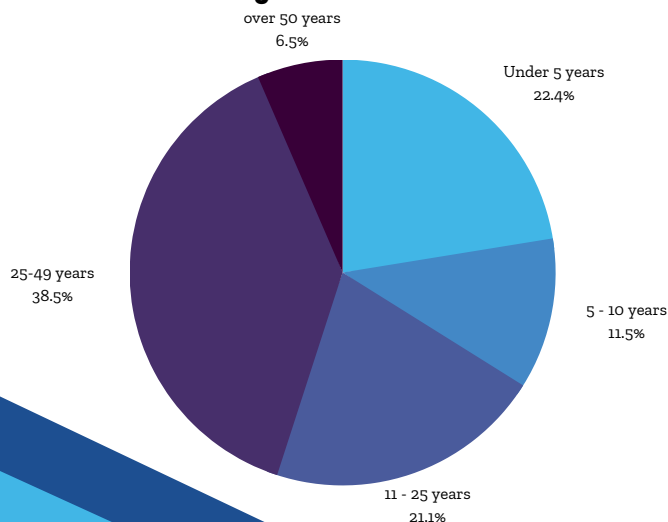
### Age of Members



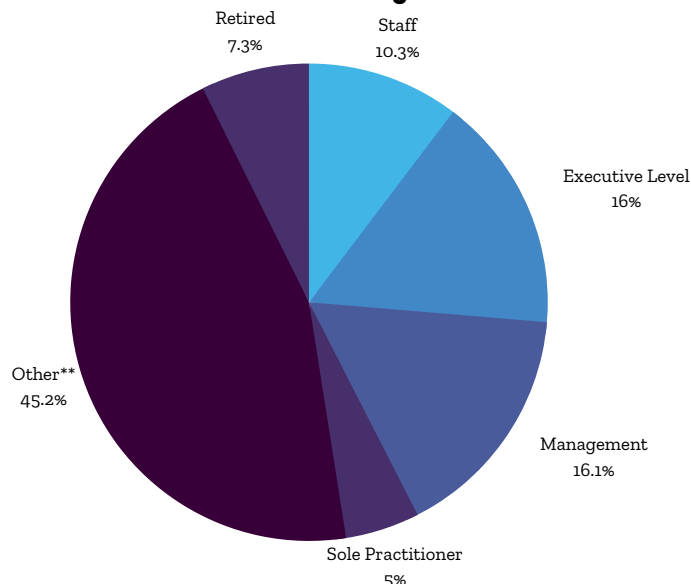
### Category of Members



### Number of Years as a CPA



### Job Function of Members



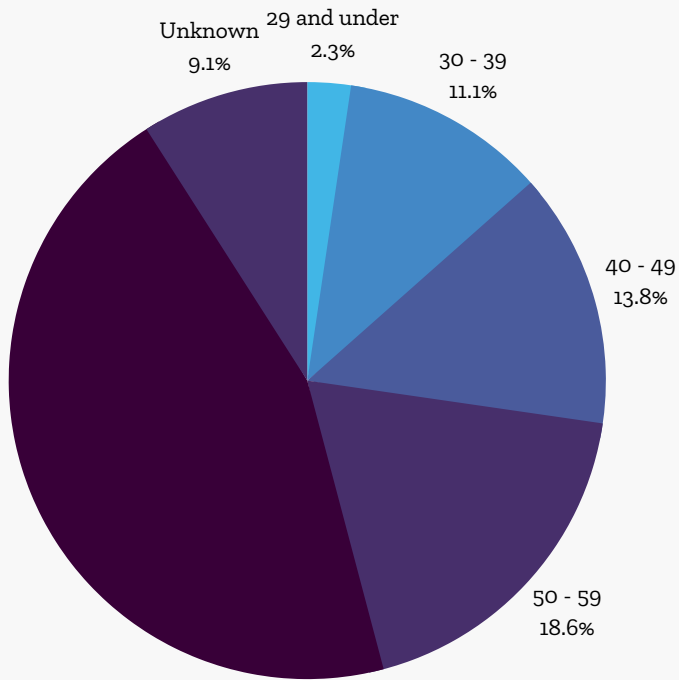
\*\*In addition to CPAs, TXCPA Houston's members include attorneys, consultants, educators, and administrators.



# EDUCATION STATS

## Attendance at conferences and seminars

### Age of Education Attendees

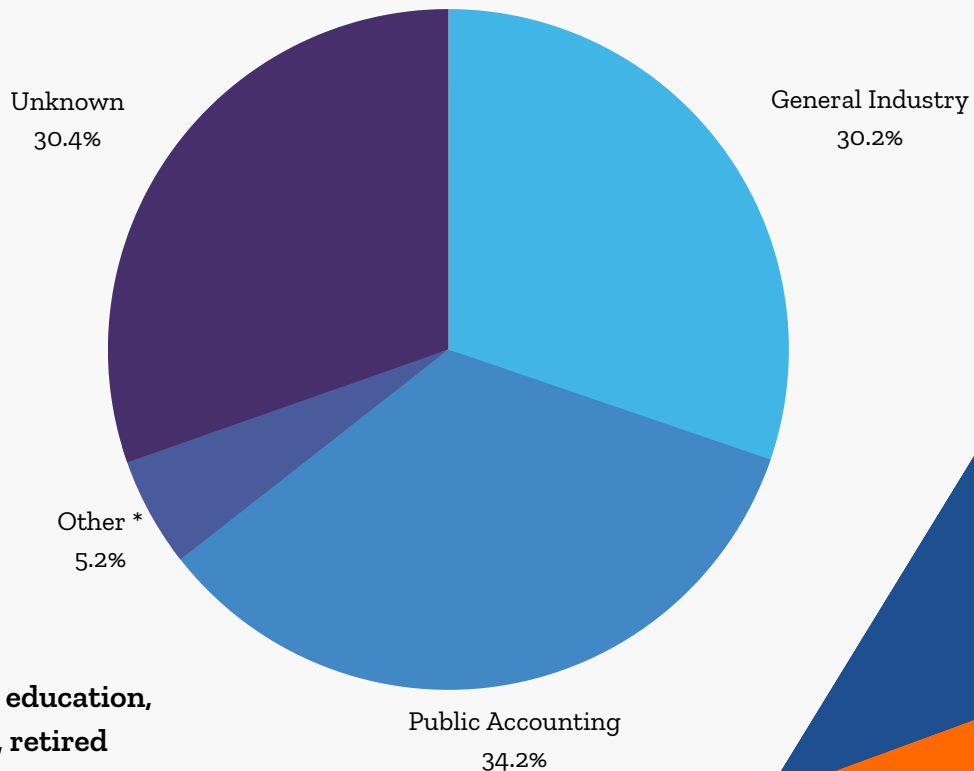


#### Job Functions attending events

C-Suite Executives, Partners,  
Shareholders

Auditors, Tax Associates, Financial  
Reporting Staff, Accountants

Professors, Consultants, Self-Employed



\*Other includes education,  
government, retired

# Events

## Spring Accounting Expo

May | 2 days | In Person

Accounting professionals in business and industry will network and access information tailored to help them thrive and network at the two-day Spring Accounting event.

Expected Attendance: 300

Demographics of attendees: CPAs and accounting professionals working in business and industry.

## 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
Spring Accounting Expo**	\$ 8,000	\$ 6,000	\$ 4,000	\$ 3,000

# 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

### Headshot Sponsor - \$3,000

- Offer low-cost photos to attendees
- Company logo on platform and digital signage
- Dedicated space for headshots
- Recognition in conference digital program

### Wellness Sponsor - \$1,500 per day

- Sponsor provides wellness demonstration/service such as chair yoga, make your own teas, chair stretches
- Company logo on event app and digital signage
- Designated space to provide wellness demonstration/service
- Recognition in conference digital program

### 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

# Experiences

## Sponsorships

### 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

### 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



# Upgrade the Experience

## Keynote Sponsor - \$5,000

The Keynote sponsorship is exclusive to one general session during the conference. This is one of the most visible sponsorships TXCPA Houston offers and includes the opportunity for a brief video (up to 2 minutes) presentation and introduction of the Keynote speaker onstage. The sponsorship includes:

- Recognition in conference program
- 2 full registration

## Lunch Speaker Sponsor - \$2,500

The Lunch Speaker sponsorship is exclusive to one lunch session during the conference. This is the second most visible sponsorship TXCPA Houston offers and includes the opportunity for a brief video presentation (up to 2 minutes) introduction of the Keynote speaker onstage. The sponsorship includes:

- Recognition in conference program
- 1 full registration

# Breakout Room Sponsor

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

Spring Accounting Expo- 3 available	\$7,500
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# Technology Sponsor

Help attendees stay connected as they learn.

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

Spring Accounting Expo - May - 2 days	\$5,000
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# Sponsorship Application

Include your sponsorship selection on the following pages.

Sponsorship included:

- Conferences
- Conferences Experiences

## 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**

# Conference Sponsorships

	Diamond	Platinum	Gold	Silver
Spring Accounting Expo**	\$ 8,000	\$ 6,000	\$ 4,000	\$ 3,000

**Level Selected:**

## Conference Experience Sponsorships

Headshot Sponsor	\$3,000.00
Wellness Station Sponsor	\$1,500.00
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
Keynote Sponsor	\$5,000.00
Lunch Speaker Sponsor	\$2,500.00
Breakout Room Sponsor	\$2,500-\$7,500
Technology Sponsor	\$2,500-\$5,000

**Experience Selected:**