

An aerial photograph of the Houston skyline, featuring several prominent skyscrapers. The image is overlaid with a semi-transparent blue filter. The text "TXCPA HOUSTON FOUNDATION" is centered in the upper half in a large, white, sans-serif font.

# TXCPA HOUSTON FOUNDATION

*SPONSORSHIP  
GUIDE*

2022



# TXCPA HOUSTON ANNUAL CONFERENCES

## Tax Expo

January | 2 days

This two-day conference provides practitioners with the updates and resources needed to prepare for tax season. Offers topics that range from international and federal taxation to IRS updates.

**Attendance:** 400-500

**Demographics:** CPAs, tax practitioners and enrolled agents.

## Spring Accounting Expo

May 2022 | 2 days

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

**Attendance:** 600-800

**Demographics:** CPAs and accounting professionals working in business & industry.

## CPE by the Sea

June | 3 days | Galveston, TX

Mix learning with pleasure! Acquire new professional tips and techniques, network with top CPAs, and enjoy some down time at Galveston area restaurants and attractions during this three-day conference.

**Attendance:** 300-350

- **Demographics:** Public practice, business & industry, governmental CPAs.

## Financial Reporting Symposium

May or June

Attendees receive relevant information and perspectives on current accounting, auditing, and financial reporting issues from a panel of nationally known professionals.

**Attendance:** 250-300

**Demographics:** CPAs who work with public companies.

## Energy Conference

August

Seasoned energy professionals and executives address the significant current issues affecting the energy industries as well as the accounting processes and regulations regarding energy.

**Attendance:** 300-350

- **Demographics:** CPAs and accounting professionals working in energy or have clients in energy.

## CFO/Controllers Conference

September

Gain or maintain an 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.

**Attendance:** 100-150

**Demographics:** Financial leaders of small to midsize companies.

## Medicare Workshop/PFP Conference

October

This two-day event provides participants valuable knowledge for better financial decisions in every financial stage of life.

### Medicare/Medicaid Workshops

With 10,000 people turning 65 every day, it is more important than ever to understand financial benefits offered to older clients.

### Personal Financial Planning Conference

Learn about Personal Financial Planning strategies at the only PFP conference for CPAs in the state.

**Attendance:** 50-80

**Demographics:** Financial planners, CPAs and members who share an interest in Medicare and financial planning.

## CONFERENCE SPONSORSHIP LEVELS & BENEFITS

Sponsorship Levels		Diamond	Platinum	Gold	Silver	Bronze	AM/PM Break	Sips & CPE
# of Booths in Exhibit Hall		2	1	1	1	NA	NA	NA
# of Representatives		4	3	2	1	NA	NA	NA
# of complimentary registrations		6	4	3	2	1	NA	NA
# of 50% registrations		10	6	4	2	2	2	2
Logo displayed on relevant social media posts		X	X	X	X	X	NA	NA
Logo displayed on direct mail pieces		X	X	X	X	NA	NA	NA
Logo displayed prominently on platform applications		X	X	NA	NA	NA	NA	NA

### For all sponsors

- Firm or company name, brief description & contact information listed in the conference program provided to all attendees
- Logo featured on screens in the conference hall during breaks
- Logo displayed on email blasts, social media posts, and direct mail
- Provide attendee names and contact information from those attendees who choose to opt-in

Prices per Conference		Diamond	Platinum	Gold	Silver	Bronze	AM/PM Break	Sips & CPE
Tax Expo (January)		\$10,000	\$7,000	\$4,000	\$3,000	\$2,000	\$500	\$2,000
Spring Accounting Expo (May)		10,000	\$7,000	\$4,000	\$3,000	\$2,000	\$500	\$2,000
Financial Reporting Symposium		\$8,000	\$5,500	\$3,000	\$2,000	\$1,500	\$500	NA
CPE by the Sea (June)		10,000	\$7,000	\$4,000	\$3,000	\$2,000	\$500	\$2,000
Energy (August)		\$8,000	\$5,500	\$3,000	\$2,000	\$1,500	\$500	\$1,000
CFO/Controllers Conference (September)		\$8,000	\$5,500	\$3,000	\$2,000	\$1,500	\$500	\$1,000
Personal Financial Planning (October)		\$8,000	\$5,500	\$3,000	\$2,000	\$1,500	\$500	NA

### Conference Swag Sponsorships Available

Conference swag sponsorships are \$500 + the cost of items from the selected vendor

Tote Bags or Lanyards - 1 sponsor per conference available

### Interested in Sponsoring a Conference?

Contact Kristie Ondracek to learn more, or complete the application on the following page

# Conference Sponsorship Application

Thank you for your interest in sponsoring a conference.  
**Please return this completed form with payment to:**

TXCPA Houston Foundation  
**Attn: Kristie Ondracek**  
1233 West Loop S, Suite 1425  
Houston, TX 77027  
E-mail: [kondracek@txcpahouston.cpa](mailto:kondracek@txcpahouston.cpa)  
Fax: (713) 622-3327

Checks should be made payable to the Houston TSCPA Foundation. All sponsorship benefits are subject to receipt of required sponsorship payment and execution by authorized party of this form.

Company Name: \_\_\_\_\_

Conference Name & Year \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Sponsorship Amount: \$ \_\_\_\_\_

**Contact Information:** Please list the person who will be coordinating all marketing and sponsorship materials.

Name: Title: \_\_\_\_\_

Firm/Company address: \_\_\_\_\_

City/State/ Zip: \_\_\_\_\_

Phone: ( ) - Ext: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Billing Information:** Accounts Receivable/Business Office (if different from Contact)

Name: Title: \_\_\_\_\_

Phone: ( ) - Ext: \_\_\_\_\_

Email Address: \_\_\_\_\_