

# TXCPA DALLAS Convergence 2024

Providing Premier Education for the North Texas Financial Community

May 10, 2024  
Sheraton Dallas Hotel



**TXCPA**  
DALLAS

IN ASSOCIATION WITH

Dallas Bar Association Tax Section	State Bar of Texas Tax Section
Dallas Estate Planning Council	Tax Executives Institute (Dallas Chapter)
Financial Executives International (Dallas Chapter)	Texas Society of CPAs
Institute of Internal Auditors (Dallas Chapter)	

# Get to Know the **Top Financial Minds** in **North Texas** While They Get to Know **Your Company**

Dear TXCPA Dallas Supporter:

The Texas Society of CPAs Dallas (TXCPA Dallas) is pleased to introduce you to Convergence 2024, our annual Continuing Professional Education Conference, to be held May 10, 2024, at the Sheraton Dallas Hotel.

TXCPA Dallas is a not-for-profit professional association serving approximately 6,000 members in Dallas and its surrounding 13 counties. It is the second largest chapter of the Texas Society of CPAs (TXCPA), the statewide professional association with over 28,000 members and 20 chapters around the state. Our organization offers continuing education subsidized in large part by the support of generous sponsors, companies like yours, who in turn receive the opportunity to network and interact with our members — and your potential clients.

The Convergence program, now celebrating its nineteenth anniversary, is very popular with our membership. The event is also well received by our sponsors, many of whom have been repeat supporters for several years. The reason for this is simple: our members make great customers. They deeply appreciate the contributions of outstanding companies like yours, and when the need arises for your services, they remember.

So we encourage you to take a moment to read more about the benefits of Convergence sponsorship and make the choice to be a part of this exciting, rewarding and valuable event. Contact the TXCPA Dallas office with any questions you may have and to reserve your place as a Convergence 2024 Sponsor.

We appreciate your consideration. Don't miss your opportunity to introduce your services to the top financial minds of North Texas. Sponsor today!

Brenda Wilson  
2023-2024 Sponsorship Chair  
TXCPA Dallas

Jennifer Johnson  
Tim Pike  
Conference Co-Chairs  
Convergence 2024

Max Duplant  
2023-2024 President  
TXCPA Dallas



To reserve your sponsorship, contact:

TXCPA Dallas | Telephone: (972) 960-8311  
12400 Coit Road, Suite 750 | [lmcfadden@txcpadallas.cpa](mailto:lmcfadden@txcpadallas.cpa)  
Dallas, TX 75251

# SPONSOR BENEFITS

	Title \$13,000	Luncheon \$9,000	Internet \$8,500	Platinum \$7,000	Gold \$6,000	Silver \$4,000
Opportunity to attend TXCPA Dallas Sponsor Happy Hour	✓	✓	✓	✓	✓	✓
Opportunity to place company giveaways at each luncheon seat	✓	✓		✓		
Cards and signs with instructions for internet access and company logo available at registration			✓			
Company name as password for internet access			✓			
One half-day use of the TXCPA Dallas training facility for any education event <sup>(1)</sup>				✓		
Naming rights		Lunch	Internet			
Opportunity to introduce speakers in CPE sessions	2			2	1	
Advertisement in TXCPA Dallas monthly newsletter	3	2	2	2	1	
Advertisement in conference program	Full-page	Full-page	Half-page	Full-page	Half-page	Quarter-page
Company representatives staffing exhibit space with the opportunity to attend luncheon and network with participants <sup>(2)</sup>	5	5	4	4	3	2
8' x 10' exhibit space in vendor area	✓	✓	✓	✓	✓	✓
Display of one company logo on sponsor banner at conference <sup>(3)</sup>	✓	✓	✓	✓	✓	✓
Listed in conference program with sponsorship level	✓	✓	✓	✓	✓	✓
One company logo on presentation slide displayed at luncheon	✓	✓	✓	✓	✓	✓
List of participants, including names and companies (and email addresses if they do not opt out)	✓	✓	✓	✓	✓	✓
Recognition on conference materials sent to approximately 6,000 members and 7,500 prospective members of TXCPA Dallas, along with members of the Dallas Bar Association Tax Section, Dallas Estate Planning Council, Financial Executives International (Dallas Chapter), Institute of Internal Auditors (Dallas Chapter), State Bar of Texas Tax Section, Tax Executives Institute (Dallas Chapter) and TXCPA	✓	✓	✓	✓	✓	✓
Recognition in TXCPA Dallas' monthly newsletter, on TXCPA Dallas website and social media	✓	✓	✓	✓	✓	✓
Listed with sponsorship level at TXCPA Dallas events	✓	✓	✓	✓	✓	✓
Company logo on signs in TXCPA Dallas office reception area, training facility and conference room	✓	✓	✓	✓	✓	✓

1. Four-hour use of the TXCPA Dallas training facility for educational event, subject to availability. Must be utilized by August 31, 2024.

2. Additional company representatives onsite and attending luncheon: \$500 each.

3. Additional company logo: \$1,000.

## PROGRAM ADVERTISING

Full-page Ad: \$1,000	Half-page Ad: \$750	Quarter-page Ad: \$500
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## ABOUT

# TXCPA Dallas

TXCPA Dallas is one of the premier professional associations in the Metroplex. We serve approximately 6,000 professionals who work for multinational, regional and local corporations; accounting, consulting and law firms; associations; small businesses; government; educational and other entities across North Texas. Our members are executives, chief financial officers, entrepreneurs and financial advisors, as well as educators and public practitioners.

TXCPA Dallas CPAs are the decision makers and trusted business advisors at the center of one of the fastest growing markets in the country. The Convergence conference is popular with our members. Of those who attended Convergence 2022, 27% were CFOs/VP of Finance & Controllers; 16% work for companies with over \$100 million in annual revenue and 18% for companies with revenue over \$1 billion.

Come be a part of the premier continuing education conference for the financial community of North Texas.

# TXCPA DALLAS

## CONVERGENCE 2022

Area of Interest	% Registered
Accounting	30%
Auditing	8%
Nonprofit	4%
Taxation	46%
Technology	6%
Other	6%

Employment Category	% Registered
Public Accounting - Local	33%
Public Accounting - Regional	5%
Public Accounting - National	5%
Industry - Public Company	12%
Industry - Nonpublic Company	30%
Law Firm	1%
Government	3%
Education	2%
Nonprofit	5%
Unemployed	1%
In Transition	2%
Student	1%

Job Title	% Registered
CFO/VP of Finance	16%
Controller	11%
Sole Practitioner	10%
CPA Firm Employee	4%
CPA Firm Manager	10%
CPA Firm Partner	12%
CPA Firm Senior	5%
Internal Auditor	1%
Manager	12%
Nonprofit Employee	1%
Attorney	1%
Business/Industry Employee	12%
In Transition/Undetermined	4%

Total Revenue of Company	% Registered
Over \$1 billion	18%
\$500 million to \$1 billion	5%
\$100 million to \$500 million	11%
\$10 million to \$100 million	27%
\$5 million to \$10 million	7%
\$1 million to \$5 million	14%
\$500,000 to \$1 million	18%





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