

2025 TSCPA **Sponsorship,** **Engagement** and **Advertising** Guide



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Why Partner With TSCPA?



2,800
Organizations
and Firms
Represented

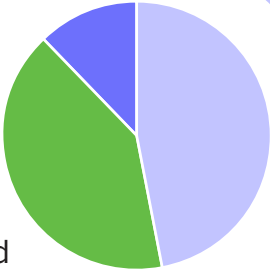
21,000
CPE
Registrations

9,500
Total Members

As a trusted partner to CPAs and business leaders throughout Tennessee, TSCPA provides unparalleled opportunities to connect with our members. Through sponsorships, events, and print/digital advertising, your business can engage directly with thousands of dedicated professionals and the clients they serve, increasing your brand’s visibility and impact.

11,000
Social Media
Followers

12%
Other



41%
Business,
Industry and
Government

47%
Public
Accounting



Who We Worked With in 2024



Exhibitor and Sponsorship Packages

All Event Sponsorship Includes:

Pre-Event Benefits:

- acknowledgment with logo and sponsor website link on event website
- recognition in digital event promotions
- recognition in social media posts

Event Benefits:

- verbal recognition and printed signage at the event
- networking opportunities with in-person participants
- company spotlight with virtual participants
- discount on registration for conference CPE credit
- interaction with new prospects to grow your business and generate qualified leads

Post-Event Benefits:

- one-time mailing list provided in Excel after the event*
- recognition in year-end listing in the *Tennessee CPA Journal*
- Exhibitor Mania participant list**

*Participant mailing lists are provided by TSCPA with the condition that it is for a one-time use and cannot be sold or distributed. TSCPA does not authorize contacting participants by any other means without their consent.

**Email addresses for participating attendees in Exhibitor Mania will be provided to you as an added benefit.



Example of website acknowledgment.



Example of printed event signage.



Example of print event promotions.

Presenting Sponsorship - \$3,500

- Exclusive hospitality sponsor: choose from coffee, breakfast, lunch, breaks or reception, if applicable
- Opportunity to present your corporate message in front of in-person and virtual participants
- Verbal recognition and printed signage
- Promotional information to be included in virtual participant eMaterials
- Company logo featured on future On Demand videos from conference
- Up to two free registrations for participants to receive CPE credit
- Complimentary Showcase Sponsorship (see below for details)

Spotlight Sponsorship - \$2,500

- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Promotional information to be included in virtual participant eMaterials
- Complimentary Showcase Sponsorship (see below for details)

Showcase Sponsorship - \$1,500

Our Showcase Sponsorship allows your company the opportunity to showcase your products and services and connect with conference participants, both in-person and virtually.

When purchasing this package, your company will receive:

- Inclusion in Exhibitor Mania (in person and virtual)
- Opportunity for your company to offer a drawing/prize for participants
- Draped exhibit table and two chairs
- Meals provided for up to two company representatives per day
- Complimentary Wi-Fi
- Basic electrical connection (when requested in advance)

GET STARTED

Contact Julia Johnson to start building a package designed to maximize your opportunities and help you realize your goals.



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www.tscpa.com/marketing

Additional Opportunities

Additional packages to choose from based on your needs and desired level of engagement:

On Demand Sponsorship - \$750

- Companies who purchase an On Demand Sponsorship will have their logo displayed on the conference's On Demand video (limited number of spots available)



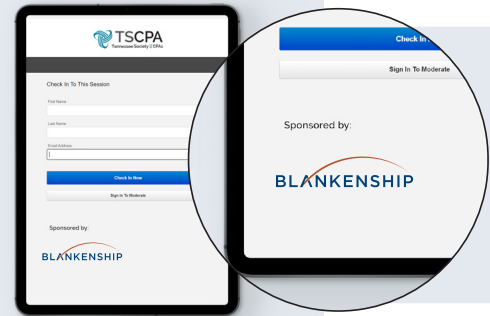
Video Message Sponsorship - \$750

- Opportunity to present your company message to virtual participants during a virtual-only premiere event



Event Check-In Sponsorship - \$600

- Company logo to be displayed on check-in platform for in-person participants
- Company logo to be displayed on post-event survey for virtual and in-person participants



Literature Distribution Sponsorship - \$600

- Opportunity for your company to provide promotional/informational literature for in-person and virtual participants

Wi-Fi Sponsorship - \$600

- Opportunity for your company to provide a customized Wi-Fi password to be used by in-person participants, speakers and exhibitors
- Customized password will appear on labels prominently displayed on participants' registration packets

Promotional Items

Promotional products can help you maximize your sponsorship through brand awareness.

Conference Welcome Bag Sponsorship - \$1,500

- Your logo printed on bags given to in-person participants
- TSCPA will order using a logo provided by the sponsor
- Opportunity for your company to provide company literature or promotional items to be included in bags



Lanyard Sponsorship - \$1,200

- Your logo printed on lanyards worn by in-person participants, speakers and exhibitors
- TSCPA will order using a logo provided by the sponsor



Additional Items - \$600 Each

Opportunity for your company to provide branded items listed below:

- Highlighter
- Pen
- Notepad
- USB Flash Drive
- Another item of your choice



DO YOU HAVE A MARKETING IDEA OF YOUR OWN?

We are ready to work with you on any creative marketing idea or promotional item that you have to promote your brand, your service or your product.

📞 615-377-3825

✉ jjohnson@tscpa.com

🌐 www.tscpa.com/marketing

2025 Premier Event Listing



Employee Benefit Plans Conference



April 28

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 100*

On Demand Participants: 100

Audience: CPAs, auditors and plan administrators

Governmental Accounting and Auditing Conference



June 2-3

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 100*

On Demand Participants: 100

Audience: CPAs working at or with government entities

Not-for-Profit Conference



Aug. 18

Live Stream

Estimated Participants: 50

On Demand Participants: 100

Audience: CPAs working at or with not-for-profit entities

Financial Institutions Conference



Sept. 22

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 70*

On Demand Participants: 100

Audience: CPAs working at or with financial institutions

Women's Leadership Conference



Sept. 24

Loveless Barn | Nashville, Tenn.

Estimated Participants: 80*

On-demand Participants: 100

Audience: CPAs and financial professionals

Forensic and Valuation Services Conference



Oct. 21-23

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 70*

On Demand Participants: 150

Audience: CPAs who perform fraud analysis and valuation services

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Additional conferences continued on page 9

2025 Premier Event Listing



Tennessee Federal Tax Conference



Nov. 19-21

TBD

Estimated Participants: 150*

On Demand Participants: 150

Audience: CPAs and attorneys working in tax

2025 Don Farmer Tax Education



Dec. 5

Cool Springs Marriott | Franklin, Tenn.

Estimated Participants: 530*

Audience: CPAs working in tax



Dec. 17 Webcast Replay

Virtual Audience

Estimated Participants: 400+

Audience: CPAs working in tax

Accounting and Auditing Conference



Oct. 27-28

Live Stream

Estimated Participants: 50

On Demand Participants: 200

Audience: CPAs working in public and private accounting

Health Care Conference



Dec. 8-9

TBD

Estimated Participants: 250*

Audience: CPAs working in health care

Technology Conference



Nov. 10-11

TSCPA Meeting Center | Brentwood, Tenn.

Estimated Participants: 70*

On Demand Participants: 80

Audience: CPAs working in public and private accounting

*Audience includes in-person and Live Stream virtual participants.

Sponsored Content



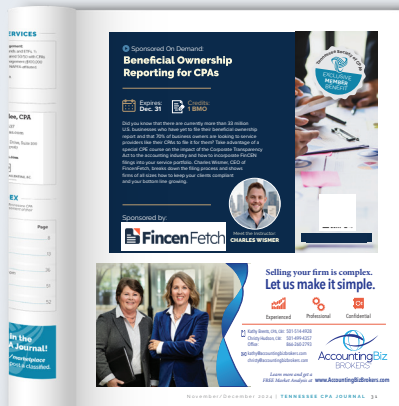
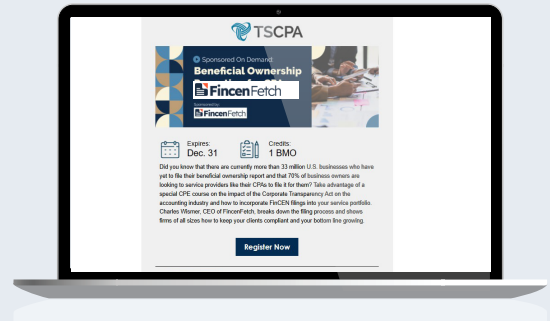
FREE CPE Offered to Members | Virtual Live or On Demand

Connect with your target audience through creation of a CPE course focused on your area of expertise. CPE content is subject to pre-approval and must meet required standards for CPE offerings.

\$2,500

- One 50-minute sponsored CPE course – Virtual Live or On Demand (Virtual Live date restrictions may apply).
 - Virtual Live - Audience 100+
 - On Demand - Audience 200+
- Virtual Live - CPE course will be hosted live through our Zoom Webinar Platform.
- On Demand - CPE course will be recorded, edited and shown through our On Demand platform. Expiration date of the On Demand course will be established prior to recording.
- Promotion of the CPE course with a “free CPE” email to members that includes vendor logo
- Promotion of the CPE course with a chapter newsletter banner and included on the Free CPE listing
- Promotion of the On Demand version of the CPE course in the *Tennessee CPA Journal*
- If a product discount is offered to our members, placement of a “member benefit” listing on our website

Attendance numbers are not guaranteed.



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2025 CFO Series Sponsorship

In-Person and Virtual Day-of Participants: average 40 per day

On Demand Participants: average 40

2025 CFO Series Presented In Person and Live Stream

This five-part series of courses provides a comprehensive executive-level training program for both CFOs and aspiring CFOs.

Day 1

Aug. 21

Enhancing
Productivity

Day 2

Sept. 18

Minding the
GAAP

Day 3

Oct. 16

Doing the Right
Things Right

Day 4

Nov. 18

Staying Ahead
in a Dynamic
Economy

Day 5

Dec. 16

Leading and
Reporting

Series Presenting Sponsorship (All 5 Days) - \$1,000

- Your company name, logo and link to your website on the event page
- Recognition in print and digital event promotions
- Recognition on printed signage at registration table
- Company logo to be displayed on check-in platform for in-person participants
- Company logo to be displayed on post-event survey for virtual participants
- Literature distribution to in-person and virtual participants
- Opportunity to provide a sponsored item for in-person participants
- Watermark logo featured on On Demand videos
- Mailing list provided in Excel at year-end

Single Day Sponsorship - \$250

- Your company name, logo and link to your website on the event page
- Recognition in print and digital event promotions
- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Literature distribution to in-person and virtual participants
- Mailing list provided in Excel at year-end

Single Day Sponsorship Add-on:

On Demand Sponsorship - \$250

- Logo displayed on the On Demand video screen for entire course
- Literature distribution to virtual participants

**Continue your
reach beyond
the event!**

Journal Advertising



Visit the Journal online at tscpa.com/news/journal

Promote your business in the Tennessee CPA Journal, TSCPA's flagship publication.

This award-winning bimonthly news magazine delves into the issues and trends facing Tennessee CPAs. TSCPA's nearly 10,000 members receive the Journal, which means thousands of CPAs will see your ad and learn about the products and services you provide. The Journal is published in print, as a digital magazine and is available in a mobile app. Your advertisement will be included on all three platforms.



TSCPA
Tennessee Society of Certified Public Accountants

Addressing the CPA Shortage, One STEM Accreditation at a Time
By: Caitie Scott, Katelyn Koehnham and Patrick Lewis, CPA, CMAA

Looking for the perfect meeting and event space?

- Individual setups tailored to your specific needs
- Live Stream services available
- Unlimited beverage service
- On-site event coordinator
- Free wireless internet
- Spacious break area
- Ergonomic furnishings
- Ample free parking
- 100+ person capacity
- And more!

Center us all that the TSCPA Meeting Center has to offer. Our staff is happy to meet with you for a site visit!

615-377-3826 | www.tscpa.com/meeting-center

©2021 U.S. Reps. Holly Steves, D-Mem., and Victoria Spartz, R-Ind., introduces a piece of legislation that has the chance to launch the STEM landscape. STEM stands for science, technology, engineering, and mathematics studies, but this legislation would not account to the title. They called it the Accounting STEM Parfait Act of 2021 (H.R. 3055).

practice management

AICPA Adopts Changes to the Auditor's Report
BY DR. ASHLEY BENTLEY

Changes are on the horizon for auditors.

ON DEMAND VIDEO LIBRARY
Click & Play. It's That Simple.

Ad Dimensions

Full Page	8.5" x 11"
One-Half Page (Horizontal).....	8.5" x 5.5"
One-Half Page (Vertical).....	4.25" x 11"
One-Third Page (Horizontal).....	8.5" x 3.625"

*There is no additional charge for color ads or ads with bleed.

****Files must include 0.125" bleed.**

Journal Advertising

Placement

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Back Cover	\$2,640 per issue	\$2,420 per issue	\$2,200 per issue
Full Page - Inside Cover	\$2,420 per issue	\$2,200 per issue	\$1,980 per issue
Full Page - Inside	\$2,200 per issue	\$1,980 per issue	\$1,650 per issue
1/2 Page	\$1,320 per issue	\$1,210 per issue	\$1,045 per issue
1/3 Page	\$880 per issue	\$792 per issue	\$715 per issue

Deadlines

ISSUE	ART DUE
May/June 2025	April 1
July/August 2025	June 2
Sept./Oct. 2025	Aug. 1
Nov./Dec. 2025	Oct. 1
Jan./Feb. 2026	Dec. 1
March/April 2026	Feb. 2



HIGH IMPACT FEATURES

Please contact us to explore options for custom ad features.

Online Advertising

TSCPA Website Homepage Ads

Advertisements can be static JPEG or animated GIF files.

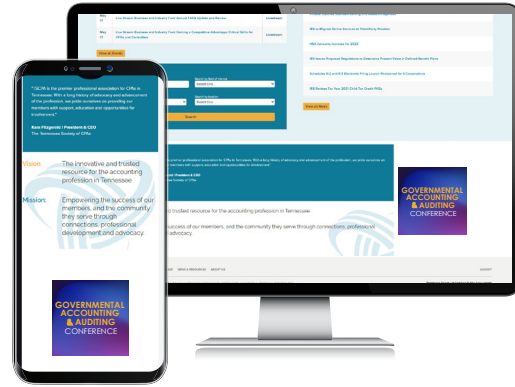
Box Ad

- \$3,250 per quarter or \$12,000 per year

Website Activity

- 1.3 million page views per year
- More than 125,000 users per year

350 X 350 PIXELS



TSCPA Talks

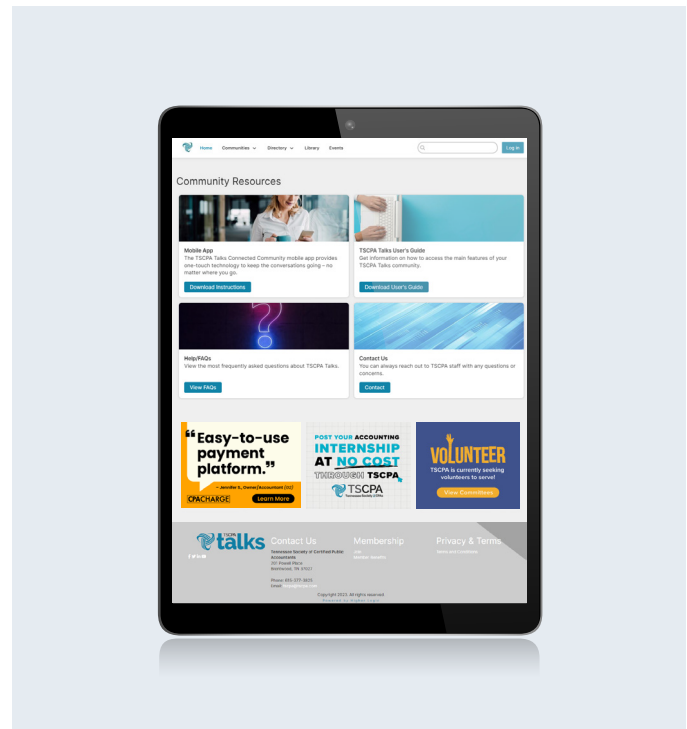
TSCPA Talks is an online community where members share information and network with peers. The community offers a discussion forum, which is an online discussion board and email platform.



Advertising opportunities include:

- Placement on the TSCPA Talks homepage.
- Placement on the TSCPA Talks members-only landing page.

Views per month: TSCPA Talks homepage averages 1,500



	1 MONTH	1 YEAR	SIZE
TSCPA Talks Homepage Box Ad	\$350	\$2,500	300 x 250 PIXELS



WANT TO CUSTOMIZE YOUR ADVERTISING PACKAGE?

Contact Julia Johnson to start building a package designed to maximize your opportunities and help you realize your goals.



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www.tscpa.com/marketing



WWW.TSCPA.COM