

94TH ANNUAL MEETING & CONVENTION

JUNE 10-12

SPONSORSHIP GUIDE



THE WESTIN
CHATTANOOGA

sponsor | engage | advertise



94TH ANNUAL MEETING AND CONVENTION

 **June 10-12**  **The Westin | Chattanooga, Tenn.**

TSCPA's 94th Annual Meeting and Convention is a unique event that combines continuing professional education, leadership meetings and social events. Highlight your company to TSCPA members and get the opportunity to network with CPA decision-makers at this destination conference.

All Convention Sponsorships Include:

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
- discounted CPE session registration

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 mailing list**

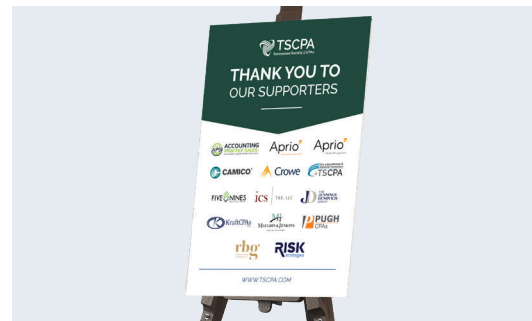
*Participant mailing lists are provided by TSCPA with the condition that it is for a one-time use and cannot be sold or distributed. TSCPA does not authorize contacting participants by any other means without their consent.

**More About Exhibitor Mania

Exhibitor Mania is our way of encouraging all attendees to engage with our exhibitors.



Example of website acknowledgment.



Example of printed event signage.



Example of Exhibitor Mania.

PRESENTING SPONSORSHIP

All Presenting Sponsorships include the opportunity to present your corporate message in front of in-person and virtual participants, plus:

- Verbal recognition and printed signage
- Promotional information to be included in virtual participant eMaterials and in-person participant packets
- Recognition on printed signage at the sponsorship opportunity
- Includes choice of one sponsorship package below:

\$3,000

Annual Banquet Sponsorship

(1 Available)

- Opportunity for up to five company representatives to attend the banquet
- Opportunity to welcome participants and present your corporate message at the banquet

Opening Reception Sponsorship

(1 Available)

- Opportunity for up to two company representatives to attend the opening reception
- Opportunity for your company to provide literature and/or promotional items for the opening reception
- Opportunity for your company to provide branded napkins for use at the reception

Hospitality Suite Sponsorship

(1 Available)

- Opportunity to network with participants in the hospitality suite each night
- Opportunity for your company to provide literature and/or promotional items for the hospitality suite
- Opportunity for your company to provide branded cups and napkins for use in the hospitality suite



PRESENTING SPONSORSHIP

All Presenting Sponsorships include the opportunity to present your corporate message in front of in-person and virtual participants, plus:

- Verbal recognition and printed signage
- Promotional information to be included in virtual participant eMaterials and in-person participant packets
- Recognition on printed signage at the sponsorship opportunity
- Includes choice of one sponsorship package below:

\$2,200

Breakfast Sponsorship

(3 Available)

- Opportunity for your company representatives to network with participants during breakfast
- Opportunity for your company to provide branded napkins and coffee cups for use at breakfast

Lunch Sponsorship

(2 Available)

- Opportunity for your company representatives to network with participants during lunch
- Opportunity for your company to provide branded napkins for use at lunch

Networking Break Sponsorship

(3 Available)

- Opportunity for your company representatives to network with participants during the break
- Opportunity for your company to provide branded napkins for use at the break

\$500

Hydration Station

- Opportunity for your company to provide water bottle labels or water cups to be used throughout the Convention

PREMIER OPPORTUNITIES

Spotlight Sponsorship - \$2,000

(1 Available)

- 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 technologies and services and connect with conference participants both in-person and virtual.

When purchasing this package, your company will receive:

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

Social Event Add-On - \$400

In addition to everything under the Showcase Sponsorship, this option includes these additional opportunities for engaging with our members:

- Opportunity for up to two company representatives to attend the opening reception on Tuesday night
- Opportunity for up to two company representatives to attend the annual banquet on Wednesday night



"I had a **great time** at the Convention and enjoyed connecting with everyone again. It is such a welcoming group of people, and I have **built some good relationships** from my time there the past two years."



- Convention Exhibitor

PROMOTIONAL ITEMS

Umbrella

\$2,200

- Your logo printed on umbrellas given to participants
- TSCPA will order using a logo provided by the sponsor



T-Shirt Sponsorship

\$2,000

- Your logo printed on T-shirts given to participants
- TSCPA will order using a logo provided by the sponsor



Bag Sponsorship

\$1,500

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



Lanyard Sponsorship

\$1,200

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



Tote Bag Additions

\$600 Each

Opportunity for your company to provide branded items listed below:

- Pen
- Highlighter
- USB Flash Drive
- Notepad
- Another Item of Your Choice



HAVE AN IDEA FOR AN ITEM?

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



ADDITIONAL OPPORTUNITIES

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)



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 participants

Wi-Fi Sponsorship - \$600

- Opportunity for your company to provide customized Wi-Fi passwords to be used by participants, speakers and exhibitors (with prior approval of TSCPA)
- Wi-Fi details and logo on front of participant packets

Literature Sponsorship - \$600

- Opportunity for your company to provide corporate literature for participants

GET STARTED

If your company wants to combine several of these opportunities, please reach out to Julia Johnson to discuss a package price.


615-377-3825


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www.tscpa.com/marketing