

The Georgia Society
of CPAs

2024 MARKETING OPPORTUNITIES

Emily Smith, Manager, Strategic Relationships

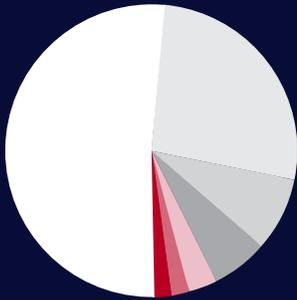
The Georgia Society of CPAs

Six Concourse Parkway, Suite 800 | Atlanta, GA 30328

Fax: 404-237-1291 | Phone: 404-504-2947 | esmith@gscpa.org

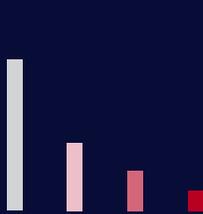
membership SNAPSHOT

PRACTICE AREA



Public Accounting	51%
Industry	27%
Students	8%
Lifetime Members	6%
Other	3%
Government	2%
Education	1%

GENERATION



Boomers	44%
Gen X	30%
Millennial	14%
Greatest	8%
Unknown	4%

*Excludes student members

GENDER

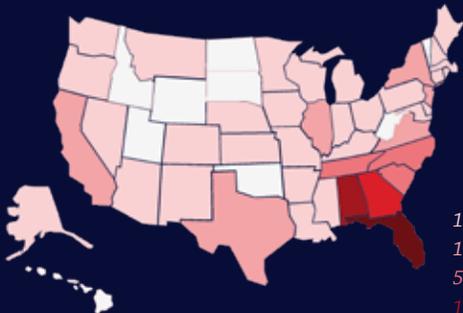


AVERAGE AGE

50

MEMBERSHIP NATIONWIDE

GSCPA has members in 41 states. Florida has the second most members, and Alabama has the third most.



1-10 members
 11-50 members
 51-100 members
 101-150 members
 151-200 members
 No members

THE GEORGIA SOCIETY OF CPAS

The Georgia Society of CPAs is the premier professional organization for CPAs in the state of Georgia. With almost 12,000 members throughout the state, the purpose of GSCPA is to achieve excellence by providing superior advocacy, leadership, service, lifelong learning and personal and professional development opportunities.

THE GEORGIA SOCIETY OF CPAS VISION, MISSION, AND CORE PURPOSE

Vision

Our vision is to enhance the accounting profession.

Mission

Our mission is to achieve excellence in the practice of accounting in all forms.

Core Purpose

We achieve excellence by providing superior advocacy, leadership, service, lifelong learning and personal and profession development opportunities.

PLEASE NOTE:

The events listed in Marketing Opportunities 2024 are scheduled to run as indicated at the time of printing. However, the schedules may need to be adjusted throughout the year.

GSCPA CONTINUING EDUCATION

The Georgia Society of CPAs offers a variety of options for receiving continuing education. From one-day seminars to two-day conferences and over 1,000 online learning events, there is an option that fits your schedule.

WAYS TO LEARN:

- Live Stream Events
- Self-Study
- Conferences
- Team Stream
- On-Demand
- Webinars

ANNUAL PARTNERSHIP PROGRAM



Silver Partnership: \$10,000

Gold Partnership: \$15,000

Platinum Partnership: \$20,000

GSCPA's Annual Partnership Program is one of our greatest offerings.

This year-long partnership aims to create value for our members, an opportunity for your company, and provide maximum value for your company. To ensure that this program is the best fit for you, we offer three levels: our Silver Partnership at \$10,000, our Gold Partnership at \$15,000 and our Platinum Partnership at \$20,000. Each includes different advertising levels, exhibitor opportunities at our conferences and conventions, newsletter advertising, mailings to our members and much more. Please contact Emily Smith for more information at 404-504-2947 or esmith@gscpa.org.



HEALTH CARE CONFERENCE

February 22, 2024 | Atlanta | GSCPA Learning Center

The health care industry is evolving at a rapid pace. Developing legislation, emerging technology, and a competitive marketplace are just some of the challenges facing CPAs in small- to medium-sized health care organizations. The current state of the health care sector and trends and issues impacting health care providers, governments, payers, patients, and other stakeholders will be explored.

Expected Attendance: 75

Attendance Demographics: CEOs, CFOs, compliance officers, internal auditors, financial managers, and administrators of hospitals, physician groups and managed care organizations, as well as CPAs with health care clients

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



DECISION MAKERS CONFERENCE

April 17-18, 2024 | Atlanta | GSCPA Learning Center

Managing the strategic and financial direction of a changing workplace is increasingly challenging. Continual developments require CPAs in industry to have the most up-to-the-minute knowledge, skills and techniques. Critical issues that corporate finance professionals undertake to enhance individual career development and benefit the company will be discussed.

Expected Attendance: 40 in person | 80 live stream

Attendance Demographics: CPAs in management and leadership positions who work in industry, CFOs, CEOs and other financial professionals

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

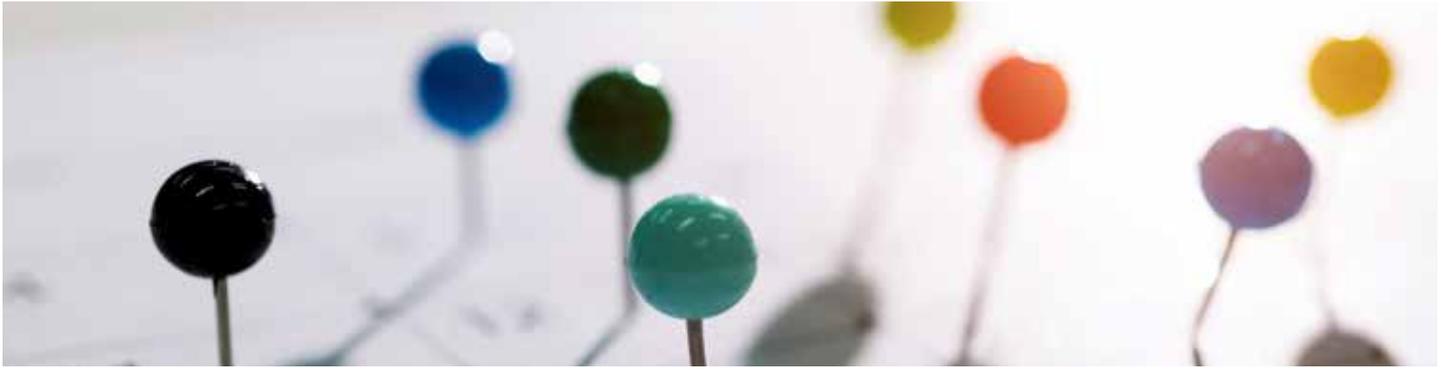
Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



NOT-FOR-PROFIT CONFERENCE

May 16, 2024 | Atlanta | GSCPA Learning Center

Mastering the latest regulatory and governmental changes is vital for not-for-profit organizations. Attendees will receive updates from experts in the field to learn how organizations can operate efficiently and effectively, making the most of limited resources. Discuss how to optimize core strategies and refine your planning so that the organization can navigate with confidence.

Expected Attendance: 45 in person | 80 live stream

Attendance Demographics: CPAs, consultants, tax advisers, auditors and other financial managers who work for nonprofit organization or who have nonprofit clients

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Concierge Package

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- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

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- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



GSCPA ANNUAL CONVENTION

June 9-12, 2024 | Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort

GSCPA's Annual Convention is designed for CPAs in all areas of the profession and at any stage of their career. Whether you are in public practice or industry, the educational sessions offered will fit the ever-changing needs and requirements all CPAs face in today's professional environment.

Expected Attendance: 60 in person

Attendance Demographics: CPAs from throughout Georgia who are leaders in their firms and the profession

Conference Specifics: This resort-casual event is designed for CPAs in all areas of the profession and at any stage of their career with topics geared towards the ever-changing needs and requirements all CPAs face in today's professional environment.

Gold Sponsorship: \$3,500

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$2,000

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$1,200

Breakfast Sponsorship:	\$1,200 per day; \$3,000/3 days
Break Sponsorship:	\$400 per break
Welcome Cocktail Sponsorship:	\$1,500 <i>Limited to one per conference</i>
Dessert Social Sponsorship:	\$2,500 <i>Limited to one per conference</i>
Opening Reception & Dinner Sponsorship:	\$3,000 <i>Limited to one per conference</i>
Hospitality Bar Sponsorship:	\$1,000 <i>Limited to one per conference</i>
Chairman's Reception & Dinner Sponsorship:	\$3,000 <i>Limited to one per conference</i>
Lanyard Sponsorship:	\$3,500 <i>Limited to one per conference; lanyard provided by sponsor</i>
Exhibit Concierge Package:	\$500

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

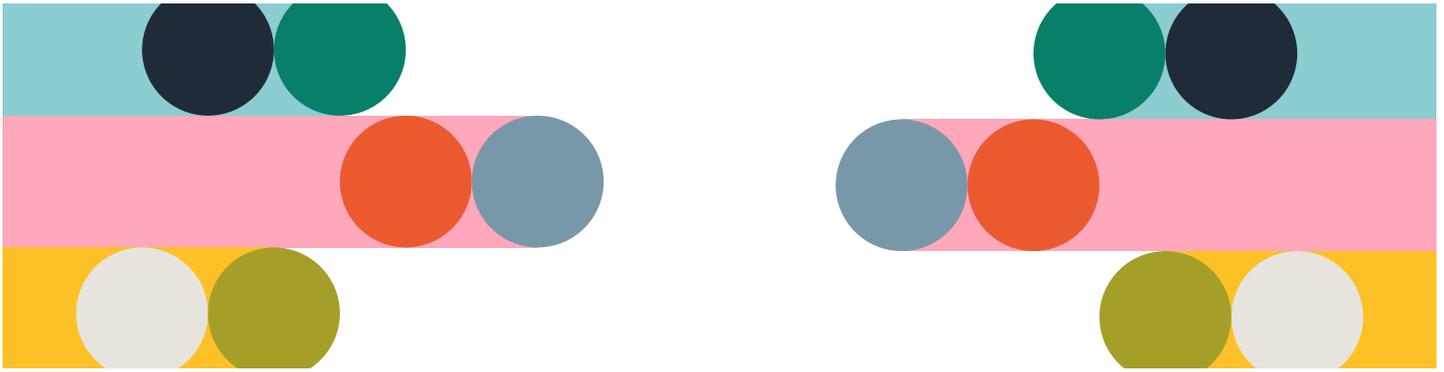
Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



EMPLOYEE BENEFIT PLAN CONFERENCE

May 21, 2024 | Virtual | Live Stream

The world of employee benefit plans is continually evolving. Sharpen technical proficiencies, develop leadership skills and learn about the latest updates, opportunities and issues affecting employee benefit plans. Attendees receive in-depth coverage of the most recent matters affecting employee benefit plans, from best practices to peer review issues.

Expected Attendance: 110 live stream

Attendance Demographics: CPAs, auditors and other financial professionals who are responsible for auditing employee benefit plans

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



REAL ESTATE CONFERENCE

June 20, 2024 | Atlanta | GSCPA Learning Center

Local and global economic changes continue to shape the real estate industry. Industry leaders will discuss a wide range of issues in the legal, regulatory, audit, and operational realms of real estate. Discover new strategies and techniques to assist clients and accounting principles impacting the reporting of real estate development, operations and sales.

Expected Attendance: 45 in person | 60 live stream

Attendance Demographics: CPAs, CFOs, controllers, and financial professionals working with real estate clients or real estate organizations

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



TECHNOLOGY CONFERENCE

June 13-14, 2024 | Virtual | Live Stream

GSCPA and K2 join forces to present cutting-edge topics impacting accounting and finance and how to implement these approaches successfully. Receive tools that can be immediately put into practice. Sessions are designed for a deep dive into a practical application of the information.

Expected Attendance: 40 live stream

Attendance Demographics: CPAs at all levels and from all areas of the profession, as well as firm administrators and IT professionals associated with CPA firms

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
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The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



ESTATE PLANNING CONFERENCE

July 22-24, 2024 | The Ritz-Carlton Reynolds | Lake Oconee

Led by national experts, discussed at the local level, attendees will receive an in-depth understanding of issues and trends to maximize understanding of current estate planning developments through examining resources and tactics designed for quick implementation to help clients achieve their goals.

The hotel rate will be \$389 plus tax, per night and the resort fee is \$40 plus tax, per night. Room block registration will open soon.

Expected Attendance: 110 in person

Attendance Demographics: CPAs, financial advisors, and anyone looking to further their estate planning knowledge to best advise their clients

Keynote Speaker Sponsorship: \$3,500

Limited to one per conference

Lunch Sponsorship: \$3,000

Premier Sponsorship: \$2,000

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$1,500

Breakfast Sponsorship: \$1,500/day

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Add-On: \$500

Provide a five-minute company overview presentation to attendees.

Keynote Speaker Sponsorship

Limited to one per conference

- Entire exhibitor package
- Opportunity to introduce the speaker
- Signage with company logo displayed at event
- Two complimentary conference registrations allowing full-time company employees to earn CPE credit (\$958 value); to register as a conference attendee, call the GSCPA CPE Department at 404-504-2985
- Company logo on conference website with a link to company website

Lunch Sponsorship

- Entire exhibitor package
- Opportunity to provide a company overview (5 minutes maximum)
- Signage with company logo displayed at event
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Two lunch tickets

Premier Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a participant, call the GSCPA Registrar at 404-504-2985
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- Welcome announcement/brief company overview (3 minutes maximum)
- List of attendees; labels are available upon request (one time mailing)



SOUTHEASTERN ACCOUNTING SHOW

August 21-22, 2024 | Atlanta | Cobb Galleria Centre

The Southeastern Accounting Show (SEAS) is GSCPA's premier event, providing a high-quality education in multiple interest areas. Explore all of the newest standards, issues and questions at one event. Don't miss discussions with local and national leaders on everything from tax to auditing to technology to best business practices.

Expected Attendance: 600 in person

Attendance Demographics: CPAs and financial professionals from across the southeastern region

Gold Sponsorship: \$5,000

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

App Sponsorship: \$5,000

Silver Sponsorship: \$3,000

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Lanyard Sponsorship: \$3,000

Limited to one per conference

Exhibitor Package: One Booth - \$1,500 by 4/30/24; \$2,000 after 4/30/24

Break Sponsorship: \$1,000 per break

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website

App Sponsorship

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- List of attendees; labels are available upon request (one time mailing)

Lanyard Sponsorship

Limited to one per conference

- Lanyards imprinted with the company name or logo will be available at registration.
- Lanyards are produced by sponsoring company (with GSCPA approval).

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Break Sponsorship (one sponsor per break)

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



GEORGIA TAX FORUM

November 1-2, 2024 | Atlanta | GSCPA Learning Center

Georgia's leading taxation event brings CPAs up-to-date on changing tax legislation and critical issues impacting their clients. Day one will provide an update and lessons learned in the past year. Day two takes a deeper dive into trending topics to prepare for the coming year.

Expected Attendance: 30 in person | 80 live stream

Attendance Demographics: CPAs practicing in all areas of tax

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



BUSINESS & INDUSTRY CONFERENCE

November 15-16, 2024 | Atlanta | GSCPA Learning Center

CPAs in business and industry help create the financial health of their business. Learn how to deliver value to your organization in a world with a new workforce structure. Respond as a leader with better, more strategic decisions to help your company adapt to the ever-changing business environment and plan for an uncertain future. Discuss technical and professional issues facing finance executives.

Expected Attendance: 45 in person | 65 live stream

Attendance Demographics: CPAs working in business and industry and CPAs with corporate clients

Gold Sponsorship: \$1,650

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,150

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$950

Breakfast Sponsorship: \$500

Limited to one per day

Exhibit Concierge Package: \$350

Break Sponsorship: \$250

Limited to one per day

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a conference attendee, call the GSCPA CPE Department at 404-504-2985.
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference website with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference website with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Breakfast Sponsorship

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)

Exhibitor Concierge Package

- Everything included in the exhibitor package
- Items are shipped to conference, and GSCPA staff takes care of set up and tear down.

Break Sponsorship

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference website
- List of attendees; labels are available upon request (one time mailing)



Don Farmer's Tax Seminars

GSCPA Learning Center, Atlanta

December 11, 2024	Don Farmer's 2024 Federal Tax Update
December 12, 2024	Don Farmer's 2024 Individual Income Tax Workshop
December 13, 2024	Don Farmer's 2024 Corporate/Business Income Tax Workshop

Expected Attendance: 200-400/day

Attendance Demographics: CPAs who practice in industry and public accounting

Conference Specifics: Don Farmer brings special insights to this exceptional event. The record number of attendees makes this an excellent opportunity to speak with potential buyers prior to tax season.

Gold Sponsorship: \$2,200 (3 days)

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Silver Sponsorship: \$1,800 (3 days)

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

Exhibitor Package: \$1,500 (3 days)

Breakfast/Lunch Sponsorship: \$1,000

Limited to one per conference

Exhibit Concierge Package: \$500

Break Sponsorship: \$750 per break

Exhibitor Package

- One 8' table and two chairs
- Meals and events for two representatives (includes breakfast and lunch each day)
- Company listing (text only) on conference webpage
- List of attendees; labels are available upon request (one time mailing)

The exhibitor package DOES NOT include: identifying signage, telephone/Internet connection, electrical connection, additional easels or tables, shipping/freight, or conference registrations

Keynote Speaker Sponsorship

Limited to one per conference

- Entire exhibitor package
- Opportunity to introduce the speaker
- Signage with company logo displayed at event
- Two complimentary conference registrations allowing full-time company employees to earn CPE credit (\$958 value); to register as a participant, call GSCPA CPE Department at 404-504-2985
- Company logo on conference webpage with a link to company website

Lunch Sponsorship

- Entire exhibitor package
- Opportunity to provide a company overview (5 minutes maximum)
- Signage with company logo displayed at event
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a participant, call the GSCPA Registrar at 404-504-2985
- Two lunch tickets

Speaker Dinner Sponsorship

Limited to one per conference

- Entire exhibitor package
- Opportunity to bring two representatives to network at the reception with speakers and GFTC Trustees
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a participant, call the GSCPA Registrar at 404-504-2985
- Signage with company logo displayed at event
- Two dinner tickets

Conference Manual Sponsorship

Limited to one per conference

- One page of company literature included in conference attendee manual
- Company listing (text only) on conference webpage
- Signage with company logo displayed at event
- List of attendees; labels are available upon request (one time mailing)

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package
- One complimentary conference registration allowing one full-time company sponsor employee to earn education credit (CPE, CLU, CLE and CFP®). To register as a participant, call the GSCPA Registrar at 404-504-2985
- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 2)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual

Silver Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Signage with company logo displayed at event
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- Option to purchase the exhibitor package at half price
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

Breakfast Sponsorship (one sponsor per day)

Limited to one per conference

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) on conference webpage
- List of attendees; labels are available upon request (one time mailing)

Break Sponsorship (one sponsor per day)

Between CPE sessions, the attendees enjoy a short break for beverages and networking

- Meals for one representative (includes breakfast, morning break and lunch each day)
- Signage with company logo displayed at event
- Company listing (text only) in conference material
- Company listing (text only) on conference webpage
- List of attendees; labels are available upon request (one time mailing)

The Georgia Society of CPAs

SPONSOR & EXHIBITOR APPLICATION

CONTACT AND COMPANY INFORMATION

Marketing Contact Name* _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

On-site Contacts

Name _____ Phone _____

Email _____

Company Information***

Web Site Address _____

Product/Service _____

**Marketing contact is the person who GSCPA staff will work with to obtain the exhibitor/sponsor application, payment, booth selection, signed contract, company description and logo.*

***On-site contact is the person who will be attending the event and who GSCPA staff will work with on the day-of details, such as set-up/tear down details, travel arrangements and additional services needed during the show.*

****FOR SEAS ONLY: Your company's 50-word description is required to accompany this application before it can be processed. GSCPA reserves the right to edit your company's description.*

CANCELLATION POLICY

Cancellations are fully refundable if submitted in writing 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 days prior to the conference will receive a 50 percent refund.

No refunds will be given to cancellations received 30 days or less prior to the conference.

SPONSORSHIP/EXHIBITOR OPPORTUNITIES

Conference Name & Sponsorship

Amount

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

GRAND TOTAL

\$ _____

PAYMENT INFORMATION

Check enclosed payable to The Georgia Society of CPAs

Visa MasterCard AmEx Discover Personal Card OR Company Card

Card# _____ Exp. Date _____

Cardholder Name _____ Signature _____

*Your signature below indicates that you understand and agree to the terms printed on the following pages.
Space will not be reserved without the company representative's signature.*

Company Representative's Signature

Date

Please complete application and fax or mail with payment to:

Emily Smith, Manager, Strategic Relationships

The Georgia Society of CPAs

Six Concourse Parkway, Suite 800 | Atlanta, GA 30328

Fax: 404-237-1291 | Phone: 404-504-2947 | esmith@gscpa.org

The Georgia Society of CPAs

Terms of the Contract

1. Each single booth at each GSCPA conference will have a booth space rental fee per booth.

2. Payment must accompany the application/contract. Exhibitors will not be allowed access to the conference until all fees are paid in full.

3. Exhibitors are required to have an attendant at their exhibit at all times during show hours.

4. List and mailing labels of attendees for a one time mailing. Labels are available upon request. Exhibitors and sponsors will not be permitted to electronically reproduce attendees' contact information from hard copy lists and mailing labels.

5. This agreement is for exhibit space only; course materials are not included. Exhibitors may attend the program only if they formally register as a participant by paying the registration fee in addition to the exhibit fee.

6. GSCPA management reserves the right to approve the character of any exhibit, any goods therein and the attendant advertising and sales promotion and to prohibit anything which in its judgment because of noise or other objectionable features may detract from the show in general.

7. All sound equipment must be regulated so that it does not disturb neighboring exhibits. GSCPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the conference, either live or recorded.

8. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.

9. GSCPA management reserves the right to require any exhibitor to move his/her exhibit to another location if it is in the best interest of the show.

10. No exhibitor is to begin dismantling prior to the close of the conference. Any exhibitor dismantling prior to the close of the conference will forfeit his company's right to exhibit at future meetings of the GSCPA.

11. Advertising materials cannot be distributed outside of the exhibitor's booth.

12. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.

13. The use of promotions, premiums, lotteries or giveaway contests must be approved by GSCPA management. Such approval may be granted or withheld with or without cause at the discretion of GSCPA management.

14. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.

15. Objectionable practices by exhibitors or official suppliers should be reported immediately and not after the conference is completed.

16. No children under 16 years of age will be allowed in the exhibit area at any time.

17. It is agreed that GSCPA and the host facilities shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.

18. The exhibitor agrees to indemnify and hold harmless GSCPA and the host facilities or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.

19. GSCPA will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, shortage of materials, governmental authority or other circumstances beyond reasonable control of either party.

20. Insurance, if desired by the exhibitors, must be obtained at their own expense.

The Georgia Society of CPAs

Terms of the Contract

21. Exhibitors will not offer educational/training or other programs within the event facility simultaneous to GSCPA-related programs.

22. GSCPA is not responsible for monitoring the proximity of competitors' booths.

Booth Construction

23. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshall's Office.

24. No construction will be allowed at the sides or above the booth which may obscure the view of any adjacent booths.

25. All materials used for decorating must be flameproof.

26. Construction and signs that are above 8 feet in height are to be approved by GSCPA management.

27. All applicable city, county and state codes and ordinances must be complied with, as well as those of the host facilities.

28. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.

ADA Requirements

29. In accordance with ADA requirements, if you are disabled and require special services, please contact our office.

Interpretation of Rules

30. The interpretation of all rules and regulations is the responsibility of GSCPA Board of Directors or their designated representative. All decisions of said group or representatives are final.

Cancellation Policy

31. Cancellations are fully refundable if submitted in writing at least 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 calendar day prior to the conference will receive a 50 percent refund. No refunds will be given to cancellations received 30 days or less prior to the conference.