

**The Georgia Society**  
*of CPAs*

## **2021 MARKETING OPPORTUNITIES**

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**Emily Smith, Manager, Strategic Relationships**

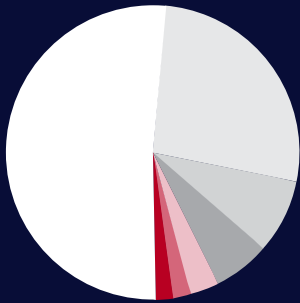
The Georgia Society of CPAs

Six Concourse Parkway, Suite 800 | Atlanta, GA 30328

Fax: 404-237-1291 | Phone: 404-504-2947 | [esmith@gscpa.org](mailto:esmith@gscpa.org)

# membership SNAPSHOT

## PRACTICE AREA



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

## GENERATION



## GENDER

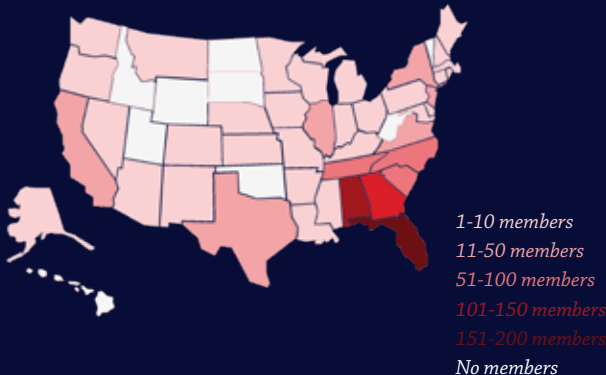


## AVERAGE AGE

50

## MEMBERSHIP NATIONWIDE

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



## THE GEORGIA SOCIETY OF CPAS

The Georgia Society of CPAs is the premier professional organization for CPAs in the state of Georgia. With almost 13,000 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 2021 are scheduled to run as indicated at the time of printing. However, the schedules may need to be adjusted throughout the year, depending on COVID-19 guidelines.

## 2021 EDUCATIONAL EVENTS



# ANNUAL PARTNERSHIP PROGRAM



**Silver Partnership: \$10,000.00**

**Gold Partnership: \$15,000.00**

**Platinum Partnership: \$20,000.00**

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

The goal of this year long Partnership is to create value for our members, opportunity for your company and to provide maximum value for your company. In order to ensure that this program is the best fit for you, we offer three different levels to choose from; our Silver Partnership at \$10,000.00, our Gold Partnership at \$15,000.00 and our Platinum Partnership at \$20,000.00. Each of these include different levels of advertising, Exhibitor opportunities at our conferences and conventions, newsletter advertising, a mailing to our members and so much more. Please contact Emily Smith for more information at 404-504-2947 or [esmith@gscpa.org](mailto:esmith@gscpa.org) .



# VIRTUAL HEALTH CARE CONFERENCE

February 25, 2021 | Virtual | Online from your computer

The 2021 Health Care Conference presents industry leaders discussing a wide range of issues in the legal, regulatory, audit and operational realms of financial health care. Enhance best practices and change your business approach.

**Average Attendance:** 135 in-person, 25 live stream (for 2021, attendance will be approx 150 live stream)

**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: \$1650**

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

## **Silver Sponsorship: \$1150**

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

## **Exhibitor Package: \$950**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL DECISION MAKERS CONFERENCE

April 21-22, 2021 | Virtual | Online from your computer

Ongoing changes require you to have the most up-to-the-minute knowledge. Designed for top-level business and industry CPAs, the 2021 Decision Makers Conference brings local and national experts to you, diving into critical issues corporate finance professionals are tackling.

**Average Attendance:** 190 in-person, 55 live stream

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

## **Gold Sponsorship: \$1600**

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

## **Silver Sponsorship: \$1450**

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

## **Exhibitor Package: \$1000**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
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- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL EMPLOYEE BENEFIT PLAN CONFERENCE

May 13, 2021 | Virtual | Online from your computer

The 2021 Employee Benefit Plan Conference will review unique developments pertaining to employee benefit plans. Meet with local and national experts to address the largest concerns you're facing, including legal and regulatory issues.

**Average Attendance:** 60 in-person, 80 live stream

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

## **Gold Sponsorship: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**



## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
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- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL SPRING GOVERNMENT WORKSHOP

May 14, 2021 | Virtual | Online from your computer

The Spring Government Workshop is a one-day, in-depth workshop focuses on one issue in governmental accounting in a 8-hour session that is led by a speaker who is a expert in the field.

**Average Attendance:** 70

**Attendance Demographics:** CPAs and financial professional who work in federal, state and local government and practitioners with government clients

## **Gold Sponsorship: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL NOT-FOR-PROFIT CONFERENCE

May 18, 2021 | Virtual | Online from your computer

Mastering the latest regulatory and governmental changes is vital for not-for-profit organizations. At the 2021 Not-for-Profit Conference, local and national leaders will discuss how recent legislation will affect not-for-profits in a variety of areas. Designed by industry and public accounting professionals, this conference will help you address these challenges and prepare for the year ahead.

**Average Attendance:** 110 in-person, 45 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: \$1450**

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

## **Silver Sponsorship: \$950**

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

## **Exhibitor Package: \$750**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# GSCPA ANNUAL CONVENTION

June 13-16, 2021 | SandPearl Resort | Clearwater Beach, Florida

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.

**Average Attendance:** 100

**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: \$3500

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

## Silver Sponsorship: \$2000

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

## Exhibitor Package: \$1200

<b>Breakfast Sponsorship:</b>	\$1200 per day; \$3000/3 days
<b>Break Sponsorship:</b>	\$400 per break
<b>Welcome Cocktail Sponsorship:</b>	\$1500 <i>Limited to one per conference</i>
<b>Dessert Social Sponsorship:</b>	\$2500 <i>Limited to one per conference</i>
<b>Opening Reception &amp; Dinner Sponsorship:</b>	\$3000 <i>Limited to one per conference</i>
<b>Hospitality Bar Sponsorship:</b>	\$1000 <i>Limited to one per conference</i>
<b>Chairman's Reception &amp; Dinner Sponsorship:</b>	\$3000 <i>Limited to one per conference</i>
<b>Lanyard Sponsorship:</b>	\$3500 <i>Limited to one per conference; lanyard provided by sponsor</i>
<b>Wi-Fi Sponsorship:</b>	\$1200/1 day; \$4000/4 days <i>Limited to one per conference</i>
<b>Exhibit Concierge Package:</b>	\$500



# VIRTUAL REAL ESTATE CONFERENCE

June 17, 2021 | Virtual | Online from your computer

How has tax reform affected real estate over the past year? The 2021 Real Estate Conference will discuss changes to the market, new technologies, and how these changes affect your business. Industry leaders will discuss a wide range of issues in the legal, regulatory, audit, and operational realms of real estate.

**Average Attendance:** 155 in-person, 25 live stream

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

## **Gold Sponsorship: \$1650**

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

## **Silver Sponsorship: \$1450**

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

## **Exhibitor Package: \$950**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)





# VIRTUAL TECHNOLOGY CONFERENCE

July 15-16, 2021 | Virtual | Online from your computer

The Technology Conference is one of the largest technology conferences for CPAs. K2 leaders provide attendees with tools that can be immediately put into practice. Longer sessions allow for a deeper dive into practical application of the information.

**Average Attendance:** 40 in-person, 35 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: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL ESTATE PLANNING CONFERENCE

July 29-30, 2021 | Virtual | Online from your computer

Maximize your understanding of current estate planning developments through the examination of resources designed to help you accommodate your client's needs in achieving their goals. Experts who specialize in the field will provide strategies for an in-depth understanding of the industry and regulatory issues and trends.

**Average Attendance:** 100

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

## **Keynote Speaker Sponsorship: \$3500**

*Limited to one per conference*

## **Gold Sponsorship: \$2000**

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

## **Silver Sponsorship: \$1500**

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

## **Exhibitor Package: \$1200**

## 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

## 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)



# VIRTUAL SOUTHEASTERN ACCOUNTING SHOW

August 25-26, 2021 | Virtual | Online from your computer

The Southeastern Accounting Show (SEAS), GSCPA's premier annual event, features sessions focused on the hottest topics in the accounting profession today. Customize your CPE experience based on six tracks of study from accounting and auditing to technology to professional development. Taught by leaders in their field, each session offers the education and training necessary to stay on top of issues affecting the careers of CPAs and accounting professionals in all stages of their careers and in all fields of the profession.

**Average Attendance:** 1100

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

## **Gold Sponsorship: \$5000**

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

## **Silver Sponsorship: \$3000**

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

## **Exhibitor Package: One Booth - \$1300 by 4/30/21; \$1700 after 4/30/21**

**Support Chat Sponsorship:** \$1500 logo display only  
\$2000 with optional virtual booth

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)

## **Support Chat Sponsorship**

- Company logo displayed in support chat area
- Company listing (text only) on conference webpage
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- List of attendees; labels are available upon request (one time mailing)
- Optional virtual booth; Live chatroom and document upload



# VIRTUAL FRAUD & FORENSIC ACCOUNTING CONFERENCE

September 23, 2021 | Virtual | Online from your computer

You provide your expertise to a variety of clients and organizations from government agencies to law firms to large corporations. The 2021 Fraud and Forensic Accounting Conference provides an opportunity for you to learn best practices from local and national experts on a variety of topics from forensic technologies, ethics, interviewing skills, fraud compliance, and cyber-attacks.

**Average Attendance:** 70 in-person; 50 live stream

**Attendance Demographics:** CFOs, controllers, sole practitioners, financial managers in business and industry, fraud and litigation practitioners and business valuation analysts

## **Gold Sponsorship: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**



## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
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- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)





# VIRTUAL FINANCIAL INSTITUTIONS CONFERENCE

October 21, 2021 | Virtual | Online from your computer

CPAs working in or with all segments of the banking industry will benefit from detailed discussions at the Financial Institutions Conference with industry leaders regarding recent developments affecting financial institutions. Nationally recognized speakers will get to the heart of local and national banking outlooks and concerns. Now is the time to get the latest information that you need to navigate upcoming changes and challenges.

**Average Attendance:** 30 in person; 40 live stream

**Attendance Demographics:** CPAs with banks and savings institution clients, preparers, and/or auditors of financial statements, financial executives, regulators, controllers and CFOs working in financial institutions of all sizes

## **Gold Sponsorship: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL PERSONAL FINANCIAL PLANNING CONFERENCE

October 27, 2021 | Virtual | Online from your computer

National and local speakers will discuss the latest trends and changes at the Personal Financial Planning Conference. Your clients rely on you for estate, tax, retirement, risk management and investment planning advice. Receive the tools and guidance on the latest laws and planning implications to effectively assist your clients.

**Average Attendance:** 40 in-person; 30 live stream

**Attendance Demographics:** CPAs, CFOs, investment advisors, controllers and finance managers

## **Gold Sponsorship: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

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- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL ACCOUNTING & AUDITING CONFERENCE

October 28, 2021 | Virtual | Online from your computer

The auditing and accounting landscape is changing. From lease accounting to fraud, to peer review and cybersecurity – CPAs need to stay sharp and get the most eminent updates possible. Thought leaders and experts will provide thorough updates on current issues and developing trends. Discuss critical changes pertaining to recent standards updates and audit quality.

**Average Attendance:** 40 in-person; 60 live stream

**Attendance Demographics:** CPAs in all areas of the profession seeking to enhance their audit knowledge

## **Gold Sponsorship: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
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- One page of company literature to be included in conference manual

## **Silver Sponsorship**

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- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL GEORGIA TAX FORUM

November 4-5, 2021 | Virtual | Online from your computer

The Georgia Tax Forums provides you with the knowledge and skills you need to survive the upcoming tax season. Georgia's leading taxation events bring you the most up-to-date information on changes in tax law that impact you and your clients.

**Average Attendance:** 100 in-person, 20 live stream

**Attendance Demographics:** CPAs practicing in all areas of tax

## **Gold Sponsorship: \$1850**

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

## **Silver Sponsorship: \$1450**

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

## **Exhibitor Package: \$1000**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# Don Farmer's Virtual Tax Seminars

**Federal Tax Update** - December 7, 2021

**Pre-Tax Season Review for Individual Returns** - December 8, 2021

**Pre-Tax Season Review for Corporate Returns** - December 9, 2021

Virtual | Online from your computer

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**Average Attendance:** 200-500/day depending on location

**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.

**Virtual Gold Sponsorship: \$2200 (3 days)**

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

**Virtual Silver Sponsorship: \$1800 (3 days)**

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

**Virtual Exhibitor Package: \$1500 (3 days)**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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.)*

- Company logo displayed within virtual event platform
- Company logo listed in conference welcome video through the virtual platform
- Option to attend the conference at half price (limit 1)
- Company logo on conference webpage with a link to company website
- One page of company literature to be included in conference manual
- List of attendees; labels are available upon request (one time mailing)



# VIRTUAL BUSINESS & INDUSTRY CONFERENCE

November 18-19, 2021 | Virtual | Online from your computer

CPAs in business and industry have unique skills that go beyond finance and accounting. You are helping create the financial health of your business. At the Business and Industry Conference, arm yourself with information and tools that will allow you to think fast, respond quickly, and be aware of the many changes that lie ahead.

**Average Attendance:** 120 in-person; 50 live stream

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

## **Gold Sponsorship: \$1600**

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

## **Silver Sponsorship: \$1450**

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

## **Exhibitor Package: \$1000**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
- Company name and logo displayed on main page of the virtual event platform
- Company name and logo listed in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- Option to attend the conference at half price (limit 2)
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## **Silver Sponsorship**

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



# VIRTUAL GOVERNMENTAL ACCOUNTING & AUDITING CONFERENCE

December 10, 2021 | Virtual | Online from your computer

Financial professionals working for and with government entities are continually addressing changes. Make sure you are up-to-date and understand the recent issues that face federal, state and local governments, as well as their auditors. The Governmental A&A Conference will provide practical knowledge and direction, which will allow you to apply these skills directly to your daily responsibilities.

**Average Attendance:** 30 in-person, 90 live stream

**Attendance Demographics:** CPAs and financial professionals who work in federal, state and local government and practitioners with government clients

## **Gold Sponsorship: \$950**

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

## **Silver Sponsorship: \$750**

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

## **Exhibitor Package: \$500**

## **Exhibitor Package**

- Company listing (text only) on conference webpage
- Company listing (text only) in conference welcome video through virtual platform
- Commercial video slot, live chatroom and document upload
- 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
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# The Georgia Society of CPAs

## SPONSOR & EXHIBITOR APPLICATION

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### CONTACT AND COMPANY INFORMATION

**Marketing Contact Name\*** \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

#### **On-site Contacts**

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

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](mailto: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.

. 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.