

Why Should You Sponsor VSCPA Events?

A.  **Attract professionals in a position to use your product or service and recommend your product or service to their clients**

CPAs are trusted by companies and consumers every day for their financial expertise. **If your product or service makes an impression on CPAs, you can be sure their clients will hear about it as well.**

B.  **Reach a well-educated and financially savvy audience**

CPAs have met stringent education and experience requirements to earn their titles, and they must attend continuing professional education events each year to maintain their coveted rank. **VSCPA events are well attended, giving you exposure to a valuable, targeted audience.**

C.  **CPAs are responsible, loyal decision-makers**

Used to doing extensive due diligence before making decisions, **when CPAs choose your product or service, you can bet they will be loyal customers.**

D.  **CPAs are respected for their knowledge by clients, colleagues and employees**

In addition to the sole practitioners who are trusted by many consumer and companies, CPAs who attend VSCPA events include CFOs, controllers, CEOs, partners, owners — in other words, **the decision makers you want to see attend VSCPA events.**

Get valuable exposure to a targeted audience of CPAs and financial professionals, and take advantage of the opportunity to introduce them to your product or service. **The VSCPA offers a variety of events** throughout Virginia at which to sponsor or exhibit.

Plus, **receive additional discounts** by sponsoring or exhibiting at multiple events!

Sign up to become a VSCPA Sponsor and Exhibitor!

We market all VSCPA events well in advance, so sign up now to take full advantage of the opportunity — if you act now, your company will be included in all marketing efforts leading up to the event (that means **exposure to 4,000 – 10,000** Virginia CPAs depending on the event)!

Plus, **receive additional discounts** by sponsoring or exhibiting at multiple events!

Sign up to sponsor or exhibit at VSCPA events or get more information by contacting VSCPA Marketing Consultant Kathleen Cunningham at kcunningham@vscpa.com or (804) 274-9102.

The VSCPA prohibits exhibition and sponsorships for the purpose of recruiting event attendees unless the primary or a reasonably anticipated purpose of the event is for employee recruitment. Approval of all exhibitors and sponsors will be at the sole discretion of the VSCPA.