

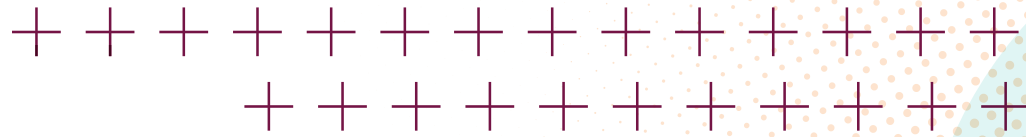
# *Partner* with the VSCPA:

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## 2020 Opportunities



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# About VSCPA



The Virginia Society of Certified Public Accountants (VSCPA) is the leading professional association in the Commonwealth dedicated to empowering our members and all Certified Public Accountants (CPA) to thrive.

As the premier organization for CPAs and accounting professionals in Virginia, **the VSCPA is looking for exclusive partners** that have shared values and commitment to driving innovation, enhancing our member value and supporting the VSCPA2025 strategic plan.

The accounting landscape is changing rapidly. New opportunities and challenges are fundamentally changing how businesses operate. Businesses are rethinking their strategies for tax, accounting and finance departments. Engaging with the VSCPA will enable you to offer solutions to decision makers in all industries.



# About VSCPA

The VSCPA is committed to the success of our members and the CPA profession. Our members trust us to work with organizations committed to the same values and principles.

## Our **Mission:**

The VSCPA empowers our members to thrive.

## Our **Vision for the VSCPA:**

The VSCPA is the essential, strategic partner for CPAs, their profession and their communities.

## Our **Vision for the CPA Profession:**

The CPA profession is known for its dynamic culture of innovation, visionary leadership, professional experience and stellar reputation.

To meet those goals, we launched our VSCPA2025 strategic plan that is centered on four bold strategies that are the bedrock of all we do.



### ➤ Create a *culture* of learning

- Continuous learning
- Enhance leadership skills and technical competencies of CPAs
- Elevate their ability to provide the highest value, influence and impact
- Future-forward professional education for our members



### ➤ Drive *innovation* and *vision*

- Understand and embrace the latest innovations
- Empower members with the knowledge needed to grow their innovative and visionary leadership
- Help members adapt to rapidly changing technologies
- Show how to best leverage trends to remain indispensable in the business climate of the future



### ➤ Influence *students* to become CPAs

- Educating and motivating the best and brightest to enter the CPA profession
- Collaborating with colleges to foster a CPA culture on campus
- Promoting accounting careers to younger students



### ➤ Advocate for CPAs' *interests*

- Advocate for Virginia CPAs in legislative and regulatory arenas
- Protect their longstanding reputation
- Provide a unified voice to eliminate unnecessary challenges and barriers



# About VSCPA

## *Trust* = INFLUENCE

VSCPA members are **50% MORE LOYAL**  
to VSCPA vs. industry average



**30%** of members have been a  
VSCPA member for **20+** years

## *Audience*

**17,000+** members & customers

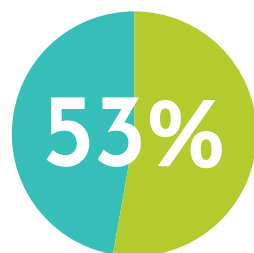
**65%** of members own or work for  
employers of 50 employees or less

**65%** of members are influencers  
or decision makers

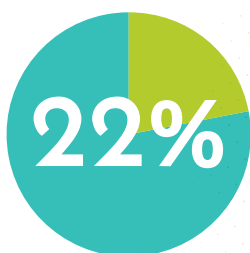
- 50% members are decision makers in executive  
or management level positions  
(CEOs, CFOs, partners, business owners, managers)
- 15% members are influencers in decision making process  
(firm administrators, human resources, senior staff, consultants)



## REACH *in all* INDUSTRIES IN VIRGINIA



PUBLIC  
ACCOUNTING



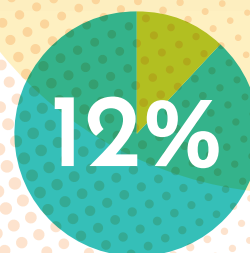
CORPORATE  
FINANCE



EDUCATION



GOVERNMENT

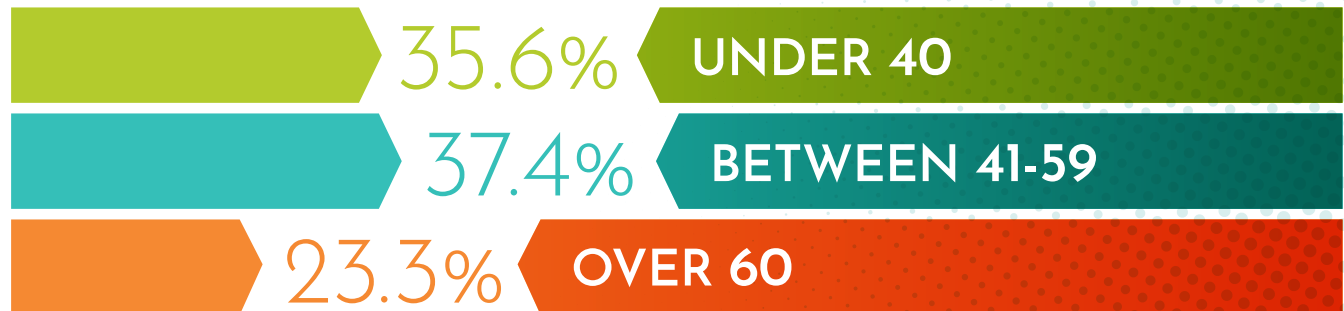


OTHER



# About VSCPA

## AGE *of* VSCPA MEMBERS



## *Top Locations*



## *Top Titles*





# About VSCPA

## Strategic Partnerships

Strategic Partners benefit from various incentives and recognition opportunities, including hyperlinked logos on the VSCPA website and promotion as thought leaders. Partners are subject to vetting and approval to ensure goals align with VSCPA priorities.

Our partners offer their leadership through reach, retention, revenue, ROI, relevance and reputation. By becoming a VSCPA partner, you will be promoted as a top resource for Virginia CPAs. Strategic partnerships offer the highest visibility to VSCPA members and customers through thought leadership, networking, advertising, event sponsorship and participation.

## VSCPA Partners

*must* commit to the following values:

- Member Value:** Provide VSCPA member value in the form of learning, engagement, resources or discounts.
- Reputation:** Client references must be provided during the application process.
- Risk Management:** Disclose any current or previous civil, criminal or regulatory matters to the VSCPA.
- Innovation:** Have a culture of innovation and drive to impact the future of the CPA profession.
- Talent:** Workplace culture, leadership development, organizational development
- Technology:** Emerging and disrupting technologies; provide efficiencies for members
- Solution-Driven:** Your product or service must be a solution to a member need or industry challenge.
- Shared Investment:** We are both working together for a goal. Win, win, win.

Partnership packages start at \$10,000.

*Thank you* to our current Partners!





# Hot Topic Targeted Packages

Interested in reaching a particular audience? **Position yourself as an industry leader supporting one of the priority areas in the CPA profession.** Each year the VSCPA produces a variety of programs and events to deliver our 2025 strategic priorities, target specific audiences and advance special areas of interest in the profession. Becoming a sponsor in these areas allows you to support the profession and gain access to members with the same priorities and goals.

## Innovation Package:

The accounting landscape is changing rapidly. New opportunities and challenges are fundamentally changing how businesses operate. The VSCPA launched our Center for Innovation to help our members be future-ready and drive the CPA profession forward. It offers cutting-edge learning, engaging programming and a wealth of resources in technology and talent development.

Our Innovation Package shows your commitment to innovation, positions you as a change agent and helps the VSCPA drive the profession and our members forward.

### Package highlights include:

- Recognition as a premier VSCPA Innovation Partner
- Sponsorship opportunities to connect you with attendees at signature programs like our Technology & Innovation Showcase, Leaders' Summit, regional member roundtables and our IMPACT Award
- Thought leadership opportunities like being featured in our VSCPA Leading Forward podcast, hosting a VSCPA innovation webinar, providing sponsored content in our magazine and on-line publications



## Diversity, Equity & Inclusion Package:

Diversity, equity and inclusion is one of the VSCPA's core organizational values as we strive to foster an environment that respects and reflects a diversity of people, cultures and perspectives. The evidence is clear that businesses with diverse talent are far more innovative and achieve greater financial results, and it's a critical focus for future relevancy of the CPA profession.

Our Diversity & Inclusion Package shows your commitment to diversity, driving this important initiative in the CPA profession and helps the VSCPA and our members make an impact.



# Hot Topic Targeted Packages

## Package highlights include:

- Sponsorship opportunities to connect you with attendees at signature programs like our Women's Leadership Forum (sold out last year), Virtual Career Showcase for students and the Ruth Coles Harris Advancing Diversity & Inclusion Award
- Thought leadership opportunities like hosting a VSCPA diversity and inclusion webinar and providing sponsored content in our magazine and online publications
- Recognition as a VSCPA Diversity, Equity & Inclusion Partner

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## Students & Future CPAs Package:

A strong pipeline of future CPAs is critical to the profession's success. The VSCPA will strive to ensure the profession remains viable in a highly competitive global workforce.

Our Student & Future CPAs Package provides you exposure to Virginia accounting students and educators and demonstrates your commitment to ensuring a strong pipeline of future CPAs.

## Package highlights include:

- Sponsorship opportunities to connect you with attendees at signature programs like our Accounting Educators' Exchange, CPA Ready Workshops for college students, CPAs in the Classroom for middle and high school students, CPA LEADx for new and emerging CPAs and our Virtual Career Showcase
- Thought leadership opportunities like providing sponsored content in our magazine and online publications and/or specific content targeting educators and students
- Volunteer opportunities like serving the VSCPA Educational Foundation Scholarship Committee to help select recipients of over \$55,000 in accounting scholarships
- Opportunity to join the VSCPA on college and university visits
- Recognition as a VSCPA Student & Future CPAs Partner

For more information about  
our partnership packages  
visit [vscpa.com/partnership](https://vscpa.com/partnership)

# Sponsorship Opportunities

## VSCPA Event Sponsorships

Connect directly with hundreds of accounting professionals at our premier learning events by becoming an event sponsor. Expand your impact with options to introduce a speaker and to distribute branded materials to all conference attendees.

### All Event Sponsorship Packages include:

- Logo on all marketing and communications
- Verbal recognition
- Exhibit table at conference
- Complimentary registrations (2)
- Post-event attendee mailing list

**Sponsorship  
Packages  
start at \$1,000**

\* Customized sponsor packages are available.



## Join us at one of our Featured Signature VSCPA events:

### Business & Industry Conference

MAY 18 – 19 | WILLIAMSBURG, VA



Advertise



Sponsor



Network

This two-day signature conference addresses important issues facing CPAs and the future of corporate finance including technical skills, current affairs, innovation, and talent development.

**Audience:** 250+ CPAs working in or with clients in business and industry

**Investment starts at \$1,500**

*New!* Ask us about the eSponsorship package!



# Sponsorship Opportunities

## Virginia Accounting & Auditing Conferences

SEPTEMBER 21 – 22 | ROANOKE, VA

SEPTEMBER 24 – 25 | FALLS CHURCH, VA

NOVEMBER 19 – 20 | VIRGINIA BEACH, VA



Advertise



Sponsor



Write



Network

Co-sponsored by the VSCPA and Virginia Tech, this popular conference features industry-leading speakers providing updates on auditing, tax, accounting and more. The event is trusted by more than 1,000 accounting professionals each year for timely and quality CPE.

**Audience:** 230 – 400+ CPAs in public accounting, industry, government, and education

**Investment starts at \$1,500**

## KnowledgeNOW

OCTOBER 26 – 27 | FAIRFAX, VA



Advertise



Sponsor



Write



Network

The KnowledgeNow Conference features sessions on technology and innovation; talent and leadership; and technical knowledge to keep up-to-date on the latest pronouncements and happenings in the CPA profession.

**Audience:** 140+ CPAs in industry or public practice

**Investment starts at \$1,500**

## Don Farmer Tax Seminars

NOVEMBER 30 – DECEMBER 2 | GLEN ALLEN, VA



Advertise



Sponsor



Write



Network

Don Farmer Tax Seminars is one of the VSCPA's premier events with more than 800 attendees (600+ in-person and 200+ online) over the three-day event. CPAs and tax professionals from all over the state attend this annual event.

**Audience:** CPAs in industry and private practice

**Investment starts at \$2,000**

# Sponsorship Opportunities

## Technology & Innovation Showcase

DECEMBER 14 – 15 | WILLIAMSBURG, VA



Advertise



Sponsor



Exhibit



Speak



Write



Network

As part of VSCPA's Center for Innovation, the Technology and Innovation Showcase attracts over 200 CPAs from every segment of the profession. Connect and gain access to individuals eager to sit in on product demos, exchange ideas, talk with solution providers, test the latest products and learn new processes. Attendees will learn technical, strategic and real-world knowledge to help facilitate growth, increase productivity and keep connected in their business.

**Audience:** 200+ CPAs  
in public accounting and  
industry

**Investment starts  
at \$2,250**

## Women's Leadership Forum

DECEMBER 16 | WILLIAMSBURG, VA



Sponsor



Network

The Women's Leadership Forum is VSCPA's signature event promoting female empowerment in and out of the workplace. An interactive forum designed to educate, inspire and champion change on behalf of women. A one-day event designed to cultivate high-potential and high-performing female employees.

**Audience:** 100+ female CPAs  
and financial professionals  
who are leading the way in  
the accounting profession.

**Investment starts  
at \$1,000**



# Sponsorship Opportunities



## Full VSCPA Sponsorship Calendar

### › May

Leaders' Summit  
Business and Industry Conference

### › June

Accounting Educator's Exchange

### › July

Virginia Beach Retreat

### › September

Virginia Distinguished Awards  
Business Valuation, Fraud, and Litigation  
Services Conference  
Virginia Accounting & Auditing Conference  
(Roanoke)  
Virginia Accounting & Auditing Conference  
(Falls Church)

### › October

KnowledgeNOW

### › November

Don Farmer Federal Tax Update Fairfax  
(Fairfax)  
Virginia Accounting & Auditing Conference  
(Virginia Beach)  
Don Farmer Tax Seminars

### › December

Technology and Innovation Showcase  
Women's Leadership Forum  
Don Farmer Federal Tax Update (Roanoke)

### › January

C3: Caps, Corks & Cannabis  
Online Summit

*\*Dates and events subject to change.*

Visit [vscpa.com/Sponsor](https://vscpa.com/Sponsor) for a full list  
of sponsorship and exhibitor opportunities.

# Technology & Innovation Showcase



**DEC. 14-15, 2020 | WILLIAMSBURG LODGE**

As part of the VSCPA's Center for Innovation, the Technology & Innovation Showcase offers educational opportunities, interactive demos and time to engage with the solution providers who are shaping the future of accounting technology.

The Showcase attracts more than 200 CPAs and finance professionals interested in industry trends, innovative solutions, product launches and networking with others within specific industry markets. The Showcase exhibit hall provides an opportunity for attendees to view products, services and demos in person, allowing them to make the most knowledgeable business purchases for their companies and employees. Products and services featured at the event range from artificial intelligence and cloud computing to client management and more.

Be seen as our partner and an industry thought leader by becoming a sponsor and exhibitor at this signature event.

## Showcase attendees include:

- 43% Public Accounting (Partner/Principal/Shareholder, Manager/Supervisor, Director, Staff)
- 41% Corporate Finance (Manager/Supervisor, Controller, CFO, Director, Staff)
- 7% Other
- 5% Education
- 4% Government

## Top Interests:

- Technology
- Taxation
- Leadership
- Fraud
- Practice Management
- Financial Planning



# Technology & Innovation Showcase

All sponsors get:

| PRICE   | Platinum Sponsor<br>\$5,500   | Gold Sponsor<br>\$3,750   | Silver Sponsor<br>\$2,250   |
|---|---|---|---|
| <b>PRE-EVENT EXPOSURE</b>   |   |   |   |
| Your company promoted in all event marketing  |    |    |    |
| Company listing on the event website with link to your company website  |    |    |    |
| Full company profile on event mobile app  |    |    |    |
| Attendee list, including the names and postal addresses of participants (no email addresses or phone numbers)       |    |    |    |
| <b>ON-SITE PRESENCE</b>   |   |   |   |
| 8' wide x 10' deep booth  | Premium location (your choice)  |  |  |
| Tickets for your team to participate, including networking reception and Busch Gardens Christmas Town               | Up to four tickets  | Up to three tickets   | Up to two tickets   |
| Complimentary Wi-Fi   |  |  |  |
| Thank you recognition   |  |  |  |
| Promotional item in attendee swag bag   |  |  |  |
| <b>POST-EVENT FOLLOW-UP</b>   |   |   |   |
| Final attendee list, including the names and postal addresses of participants (no email addresses or phone numbers) |  |  |  |

# Technology & Innovation Showcase

## Next level benefits for Gold & Platinum sponsors:

- Social media promotion
- Mobile event app push notification on site
- Lead a hands-on demo or Showcase educational session

## Exclusive benefits for Platinum sponsors:

- Exclusive pre-event email from sponsor to attendees
- \$100 off registration discount code for your clients and prospects
- Premier recognition throughout the event
- Post-event recognition in VSCPA Disclosures magazine

## À la Carte Add-Ons:

### Educational Session: \$650

- Gain personalized access to attendees by presenting a 50-minute session on a technology related or innovative educational topic, eligible for 1 CPE credit.

### Technology Demo: \$350 (limited availability)

- Get one-on-one access to attendees by featuring your technology as a 15-minute demo at our Innovation Demo Theatre located in the expo hall.

### Activities Sponsorship Add-Ons:

- Christmas Town at Busch Gardens (2 opportunities available): \$4,000
- Reception (exclusive): \$3,500
- Official Tote Bag (exclusive): \$1,000
- Charging Station Lounge (exclusive): \$1,000



# Award Sponsorships

## VSCPA Distinguished Awards

September 29, 2020 / Richmond, Virginia

Our Virginia Distinguished Awards celebrate the hard work, dedication and accomplishment of becoming a CPA and honor our annual award winners, like our Outstanding Member, Top 5 Under 35, Ruth Coles Harris Advancing Diversity & Inclusion, and Impact award winners. Don't miss this exciting opportunity to support the CPA profession and connect with leaders in the industry by becoming a sponsor.

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### **Premier Event Sponsor | \$5,000 (*one opportunity*)**

Our exclusive sponsorship opportunity, the Premier Event Sponsor level gives your organization the maximum exposure to industry leaders and key decision makers.

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### **Dessert Sponsor | \$2,000 (*one opportunity*)**

With over 150 attendees, the pre-event reception is the gathering place for all award nominees and distinguished guests. The reception includes an open bar and hors d'oeuvres. We invite you to stay through dinner and continue making connections. There will be an entire evening to network and promote your products and services to industry leaders and decision makers.

---

### **Ruth Coles Harris Advancing Diversity & Inclusion Supporting Sponsor | \$1,500 (*multiple opportunities*)**

Recognize a VSCPA member who champions diversity and inclusion in the field of accounting.

---

### **Impact Award Supporting Sponsor | \$1,500 (*multiple opportunities*)**

Recognize a VSCPA member who has made a recent contribution to the advancement of the profession with innovation & disruption in the areas of technology, talent, learning, advocacy or student activities.



# Award Sponsorships

## **NEW: Women to Watch Awards**

**Presented at the Women's Leadership Forum  
December 16, 2020 / Williamsburg Lodge**

The VSCPA, together with the American Institute of CPAs (AICPA), is pleased to announce the first annual Women to Watch Awards that will be presented during our Women's Leadership Forum. These awards recognize women who promote a work environment that provides opportunities for the successful integration of their personal and professional lives and the advancement of women to positions of leadership within the accounting profession.

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### **Women to Watch Award Sponsorship: \$3,500**

Show your support of female leadership and professional development while gaining exposure to potential customers by becoming a sponsor.

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### **Floral Centerpieces for Awards Lunch: \$2,000**

Centerpieces will be raffled, and the proceeds go to a charity of choice.



# Advertising Opportunities

## Multi-Channel Advertising Bundles

The VSCPA offers a wide variety of advertising opportunities in our print and digital publications to make sure your business is part of the conversation among industry leaders. If you're interested in extending your reach and maximizing your exposure to our audience, we offer discounted multi-channel advertising bundles that provide multiple touchpoints to increase your return on investment. These include:

- Disclosures Magazine
- Biweekly E-Newsletter
- Sponsored Content
- VSCPA Website
- Connect Members-Only Online Community
- Leading Forward Podcast

## Sponsored Content

The VSCPA understands that companies have valuable content that is important to CPAs. Choose a topic and provide articles in Disclosures bi-monthly magazine and/or bi-weekly e-newsletter to showcase your thought leadership and expertise to our accounting professionals. Your organization name will be included as a content provider and all sponsored content will be clearly marked as paid content.

| Page   | 6x      | 3x      | 1x      |
|--|---------|---------|---------|
| <b>DISCLOSURES 1 PAGE**</b><br>Article length approximately 400–500 words  | \$1,615 | \$1,825 | \$2,035 |
| <b>DISCLOSURES 2 PAGES**</b><br>Article length approximately 800–1,000 words   | \$2,480 | \$2,760 | \$3,070 |
| <b>BIWEEKLY E-NEWSLETTER<br/>SPONSORED CONTENT**</b><br>Block will include title and link to the article online.<br>No word limit. | \$450   | \$500   | \$550   |

More than two full pages in Disclosures are available; contact the VSCPA for more information.

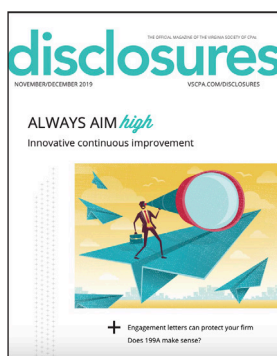
*\*\* VSCPA reserves the right to review and approve all content before program launch.*



# Advertising Opportunities

## Disclosures Magazine Advertising

The official member magazine of the Virginia Society of CPAs, Disclosures focuses on timely professional content of interest to CPAs, accounting firm managers and executives, management consultants and business professionals. With a focus on Virginia-specific issues, the bi-monthly magazine promotes innovation and explores trends affecting today's future-forward accountants.



## STATISTICS

- Led by an Editorial Task Force of CPAs and staff
- Full-color, 40-48 page magazine sent bi-monthly
- Circulation: 13,500
- Readership: 45% public accounting  
21% corporate finance

## Magazine Issue Focus

| ISSUE | January/<br>February | March/April       | May/June                      | July/August           | September/<br>October                        | November/<br>December |
|-------|----------------------|-------------------|-------------------------------|-----------------------|--|-----------------------|
| FOCUS | Technology           | Corporate Finance | Recruiting & Retaining Talent | Accounting & Auditing | Mergers & Acquisitions / Succession Planning | Taxation              |

## Cover and Inside Pages

| AD SIZE      | 6X      | 3X      | 1X      |
|--------------|---------|---------|---------|
| Back cover   | \$1,615 | \$1,825 | \$2,035 |
| Inside cover | \$1,550 | \$1,750 | \$1,940 |
| Full page    | \$1,350 | \$1,520 | \$1,695 |
| 1/2 page     | \$1,010 | \$1,135 | \$1,260 |
| 1/3 page     | \$805   | \$915   | \$1,010 |

# Advertising Opportunities

## Digital Advertising

### E-Newsletter

VSCPA's bi-weekly digital eNewsletter reaches more than 11,000 subscribers and boasts an average open rate of 21%. Content includes feature articles from Disclosures magazine, timely professional news, important legislative updates and articles tailored specifically to recipients' interests.



### STATISTICS

- Twice-monthly distribution to more than 11,000
- 21% open rate
- 14% clickthrough rate

E-Newsletter Rates

| NUMBER OF MONTHS | 6+    | 2-5   | 1     |
|------------------|-------|-------|-------|
| RATE PER MONTH   | \$450 | \$500 | \$550 |

# Advertising Opportunities

## Website

1200 x 100 Advertisement



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Virginia Society of CPAs  
4305 Lee Road  
Glen Allen, VA 23060  
Local: (804) 270-5344  
Toll Free: (800) 793-8272  
Email: [vscpa@vscpa.com](mailto:vscpa@vscpa.com)  





**Important Links**  
[Contact Us](#)  
[My CPE](#)  
[Join or Renew](#)  
[Connect](#)  
[Contribute](#)  
[Career Center](#)  
[Privacy Policy and Terms](#)

**Help Center**  
 Questions? We're here to help.  
[Frequently Asked Questions](#)  
[Ask Us a Question](#)  
[Contact VSCPA Staff](#)

**Menu**   **Log In**      **Cart**   **Search**

## Advertising, Partnerships & Sponsorship

Home / Advertising, Partnerships & Sponsorship

The rapidly changing accounting landscape is fundamentally changing the way businesses operate, creating new opportunities for CPAs and the businesses that serve them. The VSCPA's 13,000 members drive purchasing decisions at their organizations and recommend products and services to their clients.

Get your name out in front of this dynamic group of professionals by sponsoring a VSCPA event or program, advertising in our publications or partnering with the VSCPA to work toward our mission of empowering our members to thrive. View our [2019 media kit \(PDF\)](#) or get more information about specific opportunities at the links below.

300 x 250 Advertisement

## Audience

Virginia CPAs and finance professionals from all types of industries, including public accounting, corporate finance, consulting, government, nonprofit/association and education, as well as public visitors.

## STATISTICS

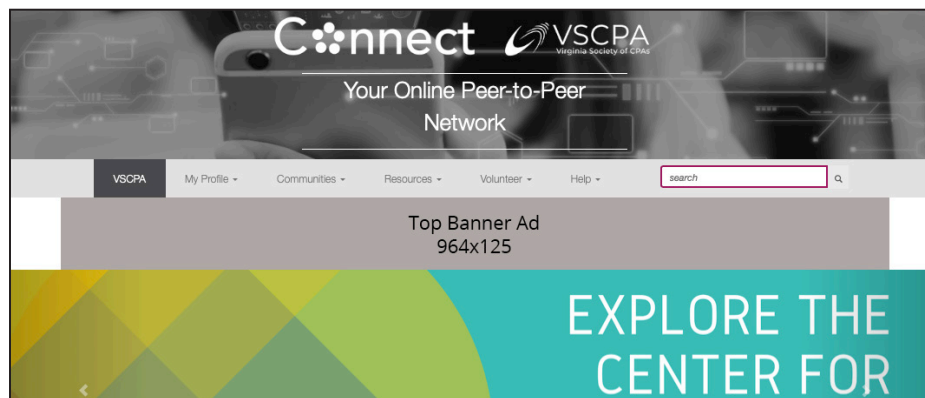
- 21,000 monthly visitors
- 100,000 page views each month

### Ads and Rates

| Placement            | Rate Per Month |       |       |
|----------------------|----------------|-------|-------|
|                      | 6+             | 2-5   | 1     |
| <b>HOMEPAGE</b>      | \$450          | \$500 | \$550 |
| <b>INTERNAL PAGE</b> | \$400          | \$450 | \$500 |

# Advertising Opportunities

## Connect Online Community



Connect, [connect.vscpa.com](http://connect.vscpa.com), is the VSCPA's premier online community, where members discuss tax and accounting issues with each other, offer solutions to member questions and more. Connect is a great way to directly reach CPAs in Virginia, right where they're having real conversations.

Advertising on Connect provides you with exposure on the most active pages our members visit daily, allowing you to target over 13,500+ CPAs and accounting professionals.

## STATISTICS

- 12,420 subscribers to open forum community
- 13,300 posts
- 4,107 subscribers to tax community
- 375,000 views
- 100,000 page views each month

## Connect Ad Packages and Rates

| Placement   | Rate Per Month |       |       |
|---|----------------|-------|-------|
|   | 6+             | 2-5   | 1     |
| <b>HOMEPAGE PACKAGE</b><br>Ad appears at the top of the Connect homepage, on thread pages and in email digest, and links to your website. | \$450          | \$500 | \$550 |
| <b>FORUM PACKAGE</b><br>Ad appears at the top of each Connect forum page, on thread pages and in email digest, and links to your website. | \$400          | \$450 | \$500 |

Visit [vscpa.com/advertise](http://vscpa.com/advertise) for a full list of advertising opportunities, specs and deadlines.

\*Rates are per ad. Members receive a 10 percent discount.

**Interested in learning more? Contact Partnership & Event Specialist Veronica Boyett at [vboyett@vscpa.com](mailto:vboyett@vscpa.com) or (804) 612-9406.**

\* All advertising, partnership and sponsorship package offerings are based on availability.  
The VSCPA will work to find a comparable replacement if a specific offering is unavailable.