



SPONSOR PACKET
vscpa.com/Showcase

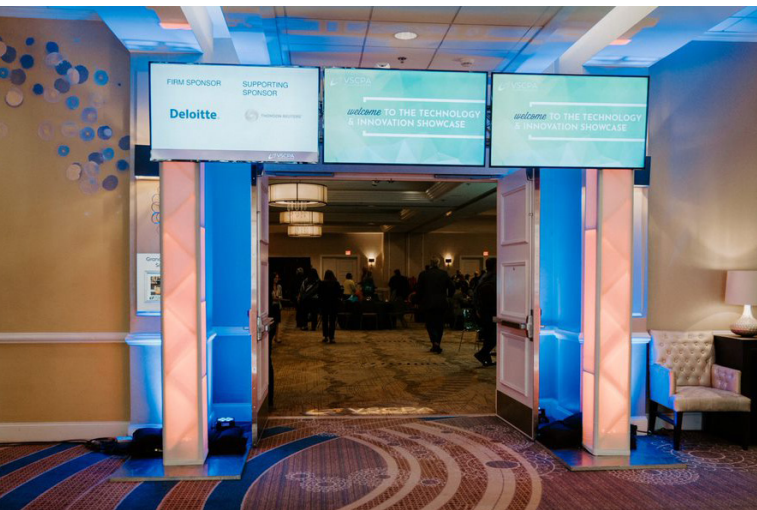
TECHNOLOGY *and* INNOVATION SHOWCASE

DECEMBER 14-15, 2020
WILLIAMSBURG LODGE

about the 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. Our vision for the profession is that it will be known for its dynamic culture of innovation, visionary leadership, professional experience and stellar reputation.

Founded in 1909, VSCPA membership consists of **13,500+ members** who actively work in public accounting, private industry, government agencies or at educational institutions.



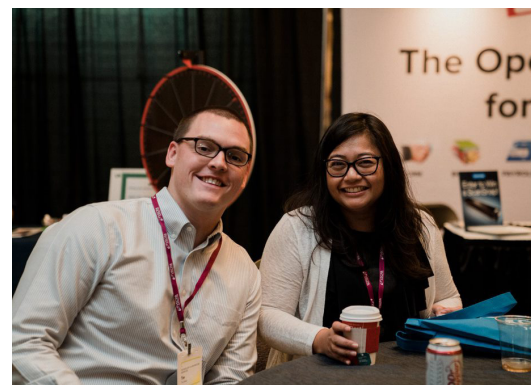
“There was a lot of energy and a lot of great people at the Showcase It was good opportunity to get in front of all the forward-thinking CPAs who were looking to improve their businesses. It was such a great event!”
– Byron Patrick, CPA, Event Sponsor

about the TECHNOLOGY & INNOVATION SHOWCASE

The Technology & Innovation Showcase is a signature program of the VSCPA Center for Innovation that provides members the learning, engagement and resources to help them become future-ready.

The Technology and Innovation Showcase attracts more than 200 CPAs and finance professionals interested in industry trends, innovation, product launches and networking with others within specific industry markets. Our members prefer to view products, services and demos in person, allowing them to make the most knowledgeable business purchases for their companies and employees.

Be seen as our partner and an industry thought leader by becoming a sponsor at our 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

sponsorship OPPORTUNITIES

YOU DON'T WANT TO BE LEFT OUT! RESERVE YOUR BOOTH TODAY!

Platinum Sponsor: \$5,500 *(Limited availability)*

Pre-event marketing:

- Your company promoted in all event marketing
- Social media promotion: Thank you to our Platinum sponsors, with your company logo
- Company listing on the Technology and Innovation Showcase website with link to your company website
- Full company profile on mobile app
- "Tech Tip" provided by your company included in marketing emails
- Exclusive pre-showcase email created by sponsor, deployed by VSCPA to all registered attendees
- Discount code offering a \$100 discount off registration for your clients and prospects
- Pre- and Post-event attendee lists, including the names and postal addresses of participants (no email addresses or phone numbers)

Onsite Presence:

- 8' wide x 10' deep booth in standard location, 6' draped table, 2 chairs and wastebasket with back/side drape
- Complimentary Wi-Fi
- Up to four tickets for your team to participate, including networking reception and Busch Gardens Christmas Town
- Ad in printed, on-site showcase program (1/4 page)
- Present a 50-minute session on an educational topic, eligible for 1 CPE credit.
- Session recognition listed on event website agenda, event mobile app and the printed program. Session attendee list provided post-showcase. Presentations subject to committee approval
- Sponsor Interview/Clip Reel (on-site session commercial)
- Banner ad on the conference mobile app with link to your website
- Mobile event app push notification onsite
- Thank you to our Platinum sponsors, on-site recognition
- Promotional item in swag bag given to all participants

Post-event marketing:

- Recognition in one issue of Disclosures Magazine (circulation 13,500+)

Additional à la carte options available

sponsorship OPPORTUNITIES

YOU DON'T WANT TO BE LEFT OUT! RESERVE YOUR BOOTH TODAY!

Gold Sponsor: \$3,750

Pre-event marketing:

- Your company promoted in all event marketing
- Social media promotion: Thank you to our Gold sponsors, with your company logo
- Company listing on the Technology and Innovation Showcase website with link to your company website
- Full company profile on mobile app
- Pre- and post-event attendee lists, including the names and postal addresses of participants (no email addresses or phone numbers)

Onsite Presence:

- 8' wide x 10' deep booth in standard location, 6' draped table, 2 chairs and wastebasket with back/side drape
- Complimentary Wi-Fi
- Up to three tickets for your team to participate, including networking reception.
- Get personalized access to attendees by offering a hands-on demo at the Innovation Demo Theatre (15 minutes) located in the expo hall - *(limited opportunity)*
- Session recognition listed on event website agenda, event mobile app and printed program.
- Session attendee list provided post-showcase
- Thank you to our Gold sponsors, on-site recognition
- Mobile event app push notification onsite
- Promotional item in swag bag given to all participants

Additional à la carte options available

Silver Sponsor: \$2,250

Pre-event marketing:

- Company listing on the Technology and Innovation Showcase website with link to your company website
- Full company profile on mobile app
- Pre- and post-event attendee lists, including the names and postal addresses of participants (no email addresses or phone numbers)

Onsite Presence:

- 8' wide x 10' deep booth, 6' draped table, 2 chairs and wastebasket with back/side drape
- Up to two tickets for your team to participate, including networking reception
- Thank you to our Silver sponsors, on-site recognition
- Complimentary Wi-Fi
- Promotional item in swag bag that is given to all participants

Additional à la carte options available

sponsorship OPPORTUNITIES

Firm Sponsor: \$2,500

Highlight your firm's dedication and commitment to innovation in the profession.

- Introduce one of the speakers
- 4 complimentary tickets, includes meals, reception Busch Gardens Christmas Town, and CPE credit
- Company recognition as a supporter of the VSCPA Technology & Innovation Showcase and dedication to innovation in our industry
- Company logo and link included in email promotions and on the VSCPA website
- Sponsor acknowledgment during the event
- Social media promotion: Thank you to our Firm sponsors, with your company logo
- Provide an on-site interview for VSCPA Featured Innovator video series or the event recap and promo for next year

*Optional exhibit space is available upon request.

À La Carte Add-Ons:

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.

- Demo recognition listed on the agenda within the event website, event mobile app and the printed program. Demo attendee list provided post-showcase (emails and phone numbers not included)

50-minute CPE session: \$650

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

- Session recognition listed on the agenda within the event website, event mobile app and the printed program. Session attendee list provided post-showcase (emails and phone numbers not included). Presentations subject to committee approval.

sponsorship OPPORTUNITIES

Activities Sponsorship Add-Ons:

Christmas Town at Busch Gardens (2 opportunities available): \$4,000

Attendees will be taking a trip to Christmas Town at Busch Gardens.

- Sponsor signage and acknowledgment in event marketing (time sensitive)
- Company listing on the Technology and Innovation Showcase website with link to your company website
- Social media promotion: Thank you to our Christmas Town at Busch Gardens sponsor, with your company logo
- Tickets for your group to attend Christmas Town at Busch Gardens

Reception (exclusive): \$2,000

- Signature cocktail named using company name
- Signage on drink menu at bar
- Spoken recognition at event
- Two (2) tickets to the reception to network and connect with attendees
- Thank you to our Reception sponsor, on-site recognition at reception
- Company listing on the Technology and Innovation Showcase website with link to your company website under reception details

Official Tote Bag (exclusive): \$1,000

- Each attendee will receive a tote bag containing show information. Exclusive to one sponsor, VSCPA-provided bags are imprinted with sponsor logo (one color) on one side and VSCPA logo on the reverse side

Charging Station Lounge (exclusive): \$1,000

- Signage at lounge comprised of 2 sofas & coffee table with charging units

QUESTIONS?

...or for the most recent updates, contact Veronica Boyett, partnership & events specialist
The Virginia Society of CPAs | Phone: 804-612-9406 | vboyett@vscca.com