

LET YOUR VOICE BE HEARD.



ADVERTISING, SPONSORSHIP & EXHIBITOR **OPPORTUNITIES**

Partner with FICPA and connect
with over **19,500 FICPA members**
who are ready to **move your
business forward.**

3800 Esplanade Way, Suite 210, Tallahassee, FL 32311 • 800-342-3197 • ficpa.org



WHY REACH CPAs?



Dynamic. Diverse. Indispensable.

In virtually every sector of the economy, whether it's government, education, healthcare, or nonprofit work, CPAs are the foundation that businesses depend on. **Every day, they help clients of all sizes make crucial decisions and plan for the future.**

MEET THE FICPA

The FICPA has represented Florida's CPAs for over 110 years as the premier organization of its kind. Our 19,500 members are trusted and influential leaders from all industries, with a reach extending to every corner of the state and across the country. We're an unrivaled network of accounting's best and brightest, and we're growing every day.

HOW TO PARTNER WITH THE FICPA



Association
Partner
Sponsorship



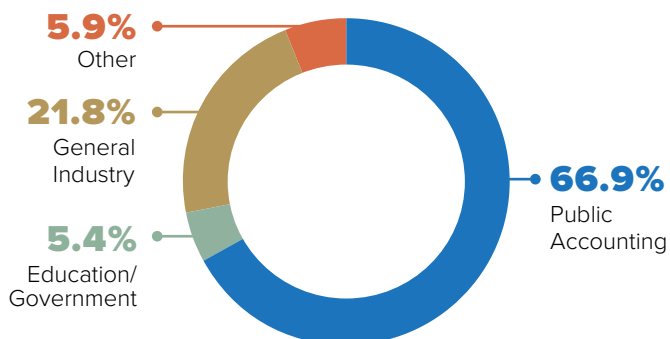
Event
Sponsorship
& Exhibition



Print &
Digital
Advertising

Reach our members through a variety of advertising and sponsorship opportunities. Our team will work with you to make sure your message is heard.

MEMBER DISTRIBUTION



ANNUAL PARTNERSHIP



Becoming a FICPA Annual Partner makes you a “partner of the CPA profession.” Your support directly helps our members succeed by improving their opportunities to grow and learn together.

FICPA members interact with our Annual Partners at every stage of their membership experience. Annual Partners have premier access to FICPA members.

Benefits

- Your logo on all main ficpa.org pages
- Your logo in all FICPA weekly digital publications (CPE Ahead, Featured Events, FICPA *NewsFlash*)
- Full page full color ad placement in year’s worth of quarterly *Florida CPA Today* magazine publications
- Sponsorship of all featured events, live and online (including logo on event marketing pieces)
- One 5-minute main-session speaking opportunity at any/all Featured Events (Sponsor must notify FICPA of speaking request 30 days before event)

The Annual Partner sponsorship gives you exclusive access to FICPA’s members at a premium price. **We can work with you to design custom packages that make sure your message gets heard.**



FOR MORE INFORMATION, CONTACT

Drew Miller, Sales Manager, at (800) 342-3197, ext. 270, or drew@ficpa.org

SPONSORSHIP PACKAGES



DIAMOND SPONSOR

\$20,000

Value Added Benefits

- 50 minute speaking opportunity at Mega CPE Conference
- 50 minute speaking opportunity at Accounting & Business Show
- Silver Sponsor Exhibitor booth package at Mega CPE Conference
- Silver Sponsor Exhibitor booth package at Accounting & Business Show
- Full page, full color ad in four issues of quarterly *Florida CPA Today* magazine
- Recognition as "Diamond Sponsor" of the FICPA's weekly *NewsFlash* e-newsletter for 12 months
- Digital ad in FICPA's weekly *NewsFlash* e-newsletter for 12 months
- Digital ad on home page of ficpa.org for 12 months

GOLD SPONSOR

\$9,500

Value Added Benefits

- 5 minute speaking opportunity at Mega CPE Conference or Accounting & Business Show
- Exhibitor booth package at Mega CPE Conference
- Exhibitor booth package at Accounting & Business Show
- Full page, full color ad in two issues of quarterly *Florida CPA Today* magazine
- Recognition as "Gold Sponsor" of the FICPA's weekly *NewsFlash* e-newsletter for 6 months
- Digital ad in FICPA's weekly *NewsFlash* e-newsletter for 6 months
- Digital ad on home page of ficpa.org for 6 months

PLATINUM SPONSOR

\$15,000

Value Added Benefits

- 50 minute speaking opportunity at Mega CPE Conference or Accounting & Business Show
- Silver Sponsor Exhibitor booth package at Mega CPE Conference or Accounting & Business Show
- Exhibitor booth package at Accounting & Business Show
- Full page, full color ad in three issues of quarterly *Florida CPA Today* magazine
- Recognition as "Platinum Sponsor" of the FICPA's weekly *NewsFlash* e-newsletter for 9 months
- Digital ad in FICPA's weekly *NewsFlash* e-newsletter for 9 months
- Digital ad on home page of ficpa.org for 9 months

SILVER SPONSOR

\$5,000

Value Added Benefits

- Exhibitor booth package at Mega CPE Conference
- Exhibitor booth package at Accounting & Business Show
- Full page, full color ad in one issue of quarterly *Florida CPA Today* magazine
- Recognition as "Silver Sponsor" of the FICPA's weekly *NewsFlash* e-newsletter for 3 months
- Digital ad in FICPA's weekly *NewsFlash* e-newsletter for 3 months
- Digital ad on home page of ficpa.org for 3 months



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EVENT SPONSORSHIP & EXHIBITION



Take the guesswork out of finding your customers.

Our organization hosts hundreds of conferences, webinars, seminars, and other events every year, each tailored to a specific industry and audience. Sponsoring an FICPA event doesn't just put you in touch with hundreds of potential customers – it puts you in front of those who care the most about your business.

As an event sponsor, you will work with members of our team to focus and define your message, then put it in front of the most relevant audience. Our event sponsors have several options when it comes to connecting with attendees, including hosting exhibit space, placement on signage and event materials, speaking opportunities, and access to networking opportunities.

FICPA OFFERS THREE TYPES OF EVENT SPONSORSHIP:



Event Partner

Sponsorship Includes:

- Four minute pre-keynote or pre-endnote address to the event's audience.
- Logo featured on event marketing pieces.
- Full-page ad in event program and materials.
- Logo featured on sponsor posters at event.
- Exhibition table space, including a table and drape, two chairs and admission to the event for up to two people. Meet and interact with customers directly.



Event Sponsor

Sponsorship Includes:

- Logo featured on event marketing pieces
- Full-page ad in event program and materials
- Logo featured on sponsor posters at event
- Exhibition table space, including a table and drape, two chairs and admission to the event for up to two people. Meet and interact with customers directly



Event Exhibitor

Sponsorship Includes:

- Exhibition table space, including a table and drape, two chairs and admission to the event for up to two people. Meet and interact with customers directly



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PRINT & DIGITAL ADVERTISING

The FICPA offers print and digital advertising placement that helps your business reach over 19,500 CPAs in Florida.

Our publications are read by a diverse array of business leaders looking to develop their careers and keep up with the latest news, trends, and analysis.

PRINT ADVERTISING

***Of Course* CPE Catalog**

A biannual print magazine with a comprehensive, statewide listing of upcoming CPE opportunities. Placement in *Of Course* gets your message in front of CPAs eager to learn, network and grow.

***Florida CPA Today* Magazine**

An award-winning, quarterly print & digital magazine offering updates on industry news, legislation, products, and job opportunities. Reach thousands of professionals at all stages of their careers.



DIGITAL ADVERTISING

***NewsFlash* e-Newsletter**

A weekly email summarizing the latest news affecting CPAs locally and nationally. Ads placed in *NewsFlash* reach CPAs at the forefront of their industries.

Native Advertising Opportunities

Choose a topic and write an article for our blog or one of our highly-respected publications like *Florida CPA Today*. Our team will make sure it reaches your target audience.

FICPA.org Banner Ad

Our website receives tens of thousands of hits per month. Place your ad with us and boost your business.

Online CPE Pre-Roll

Our members are always looking to advance their careers, which makes our online CPE pre-roll ad placements a perfect choice. With an online CPE pre-roll ad, your promotion will play before the CPE content, maximizing your company's exposure.



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FEATURED EVENTS



FICPA's Featured Events are the premier CPE events in Florida, covering a wide variety of specialized topics and attracting business leaders from virtually every sector of Florida's economy. By sponsoring or exhibiting at a Featured Event, you gain access to hundreds of CPAs and the opportunity to make a lasting, personal connection with your audience. Simulcasts make it easy to reach an even broader audience.

Accounting & Business Show

Multi-day event focused on business, tax, and tech

- Typically held in September
- Ft. Lauderdale and simulcast
- Attendance estimate: 600

CIRA Conference (Common Interest Realty Associations Conference)

Separate tracks for senior staff and training

- Typically held in November
- Ft. Lauderdale and simulcast
- Attendance estimate: 135

Construction Industry Conference

Designed for CPAs and finance professionals in construction

- Typically held in October
- Orlando
- Attendance estimate: 105

CPAs in Industry

Catered to corporate CPAs and CFOs

- Typically held in March
- Tampa, Ft. Lauderdale and simulcast
- Attendance estimate: 135

Emerging Leaders Summit

Multi-day leadership training for CPAs 35 and younger

- Typically held in December
- Tallahassee
- Attendance estimate: 35

Emerging Leaders Program

Professional development for young CPAs

- Multiple dates and regions across the state
- Attendance estimate: 40-50

FEATURED EVENTS

Florida Gulf Coast University Accounting & Tax Conference

Accounting & tax topics with a focus on the FGCU community

- Typically held in October
- Ft. Myers
- Attendance estimate: 110

Florida State University Accounting Conference

Accounting & tax topics with a focus on the FSU community

- Typically held in May
- Tallahassee and simulcast
- Attendance estimate: 110

Health Care Industry Conference

For CPAs, CFOs, and finance professionals in health care

- Typically held in April
- Orlando and simulcast
- Attendance estimate: 180

International Tax Conference & Boot Camp

Two events in two days for new and experienced professionals

- Typically held in January
- Miami and simulcast
- Attendance estimate: 350

Mega CPE Conference

FICPA's largest event of the year

- Typically held in June
- Orlando and simulcast
- Attendance estimate: 550

Not-for-Profit Organizations Accounting Conference

For CPAs in the nonprofit sector

- Typically held in May
- Tampa & Ft. Lauderdale
- Attendance estimate: 120

FICPA Scholarship Foundation Ocean Reef Retreat

Weekend retreat to fund scholarships for students

- Typically held in July
- Key Largo
- Attendance estimate: 225

State & Local Government Accounting Conference

Geared toward public sector professionals

- Typically held in August
- Orlando and simulcast
- Attendance estimate: 130

Summer Vacation Cluster

Wide-ranging topics in a unique setting

- Typically held in July
- Orlando
- Attendance estimate: 85

University of Florida Accounting Conference

Accounting & tax topics with a focus on the UF community

- Typically held in October
- Gainesville and simulcast
- Attendance estimate: 100

University of South Florida Accounting Conference

Accounting & tax topics with a focus on the USF community

- Typically held in October
- Tampa
- Attendance estimate: 170

Valuation, Forensic Accounting, & Litigation Services Conference

Covers issues relevant to novice and experienced professionals

- Typically held in January
- Ft. Lauderdale and simulcast
- Attendance estimate: 155

Women's Leadership Summit

Professional development & networking for women

- Typically held in January
- Kissimmee
- Attendance estimate: 100

International Companies
& Clients Trust **YOU**.
Global CPAs Trust **US**.

37TH ANNUAL
INTERNATIONAL
TAX CONFERENCE
& BOOT CAMP

JANUARY 9-11, 2019

MIAMI AND SIMULCAST 

CPE: UP TO 17

FICPA.ORG/ITC

With changes and developments happening in international finance every day, there's only one conference in Florida that you can trust to provide the knowledge needed for your multinational organization or clients.

The FICPA's International Tax Conference & International Boot Camp — Tax Reform Edition is tailored specifically for international tax professionals. Experts will equip attendees to take on a variety of challenges they will face in this ever-evolving field.

At this year's Boot Camp, dive deep into tax reform and learn how tax reform changes affects doing business internationally. Recommended to all levels of tax practitioners and advisors.





VFALS

VALUATION, FORENSIC ACCOUNTING
& LITIGATION SERVICES CONFERENCE

THE FUTURE IS NOW —
BE ANTICIPATORY IN VALUATION, FORENSIC
ACCOUNTING AND LITIGATION SERVICES

JANUARY 10-11, 2019

FT. LAUDERDALE AND SIMULCAST 

CPE: UP TO 16

FICPA's Valuation, Forensic Accounting, & Litigation Services Conference brings together the industry's leading experts to bring professionals up to speed on the latest issues and challenges facing our field. Attendees will be able to network and learn together as they discuss key topics in person or via Simulcast.

Join conference favorite speaker Cynthia Greene; and witness as our judge's panel deliberates on a variety of issues.



[FICPA.ORG/LC](https://www.ficpa.org/lc)



BECOMING A STRATEGIC ADVISOR FOR YOUR ORGANIZATION.

CPAs in Industry

March 21-22, 2019

Tampa & Simulcast 

CPE: Up to 17

**The strategic training to advance
your role...in one location!**

Collaborate in-person or online with fellow
CPAs from throughout Florida.

As a CPA or CFO in business and industry, you rely on more than your finance skills to succeed. You are also an integral part of a team charged with creating the financial health of your company. The annual CPAs in Industry Conference provides unique tools for corporate professionals, helping you to be the best in your profession.

CONFERENCE HIGHLIGHTS:

- FASB Accounting & Auditing Update
- Business Analytics: Including Dashboards, KPIs
- How to Deter & Detect Fraud
- Wayfair Session and much more!

FICPA.ORG/INDUSTRYCONFERENCE

DOCTORS

MEDICAL

FICPA

Health Care

INDUSTRY CONFERENCE



INNOVATION

PATIENTS



HEALING



Ongoing *change*. Ongoing *learning*.

• • • April 25-26, 2019 • • •

Orlando and Simulcast  • CPE: Up to 17

The FICPA Health Care Industry Conference is specifically designed for CPAs, CFOs, and other financial officers working in Florida's health care industry. We host this annual event because health care finance is constantly evolving, especially with new political leadership. New rules and regulations are introduced regularly. This event will help you keep pace.

Conference Highlights:

- Dedicated track for New/Young CPAs
- Dedicated A&A track
- Vendor exposition where you'll find the latest products and services to make your job easier

DON'T FORGET THE PRE-CONFERENCE ETHICS COURSE ON APRIL 24 (CPE: 4)!

ENDORSED BY:



REGISTER ONLINE AT FICPA.ORG/HCC



Florida State University Accounting Conference

LEARNING MADE LOCAL

MAY 9-10, 2019

UNIVERSITY CLUB CENTER AT FSU

TALLAHASSEE AND SIMULCAST 

CPE: UP TO 17

The Florida State University Accounting Conference brings together CPAs from around the region to learn and network together. Attendees can participate in-person or via an online simulcast as they discuss key issues and industry updates. Learning is tailored to give local CPAs and those connected to the FSU community the information they need to stay ahead of the game.

 [FICPA.ORG/FSUAC](https://www.ficpa.org/fsuac)





UNIQUE SKILLS

FOR

UNIQUE CPAs

NOT PROFIT ORGANIZATIONS

ACCOUNTING CONFERENCE

May 23-24, 2019 | Tampa + Simulcast  | CPE: Up to 17

CPAs working for the nonprofit sector face continuing changes in accounting standards. They also face the additional complexity of working with organizations whose missions serve unique stakeholders. This is why the annual Not-for-Profit Conference exists: to give you the skills, knowledge, and issues updates to prepare you for excellence.

CONFERENCE HIGHLIGHTS:

- ▶▶ Recognition rules changes for the nonprofit sector
- ▶▶ Legislative FASB update

FICPA.ORG/NPC

Four days. Disney magic.
An immersive experience.
Up to 40 hours of CPE.
IT'S MEGA!



C P E C O N F E R E N C E

LEARN. CONNECT. ACHIEVE.

June 12-15, 2019 | Disney's Contemporary Resort
Orlando and Simulcast  | CPE: Up to 40*

*Earn up to 32 live CPE Credits and get 8 bonus online CPE with your registration.

UNLIMITED LEARNING & NETWORKING

The Mega CPE Conference is FICPA's premier learning and networking experience. Network with over 500 accounting professionals and connect with more than 50 sponsors, vendors, and exhibitors. Choose from among **60+ sessions** in the following themes:

- State Tax
- Employee Benefits
- International Tax
- Hospitality
- Estate & Trust

and more!

"MEGA OPTIONS"

The Conference also hosts FICPA's annual Women's Leadership Summit and The Accounting Scholars Leadership Symposium (*separate registration required*). Plus, the event's keynotes and vendor showcase make this the best event for Florida's CPAs to learn, connect, and achieve.

FICPA.ORG/MEGACPE



Strengthening the profession **AND EACH OTHER**

Join FICPA at the Women's Leadership Summit to share knowledge, experience, and insight with our industry's most accomplished female leaders. Attendees will be able to participate in a unique networking activity designed to foster camaraderie & provide a lifetime of learning opportunities.

2019 SUMMIT SPEAKERS

- Christina Brodzik,
Diversity & Inclusion
- Maritza Coscarelli,
Whole Leadership
- Renee Dabbs,
Pull Push
- Julia Aquino-Serrano,
She Strategy

DON'T MISS THIS PRE-CONFERENCE EVENT!

3 Hour Round-table discussion on D&I with Christina Brodzik, National Lead of Diversity and Inclusion Center of Excellence at Deloitte on June 13, 2019.



FICPA WOMEN'S LEADERSHIP *Summit*

June 14, 2019 at the



CPE CONFERENCE

Located at Disney's Contemporary Resort, Orlando

FICPA.ORG/WLS



UNWIND WITH CPE

Summer Vacation

CLUSTER

9 SEMINARS UNDER ONE ROOF — UP TO 20 CPE HOURS
EARN BIENNIAL FLORIDA ETHICS CPE



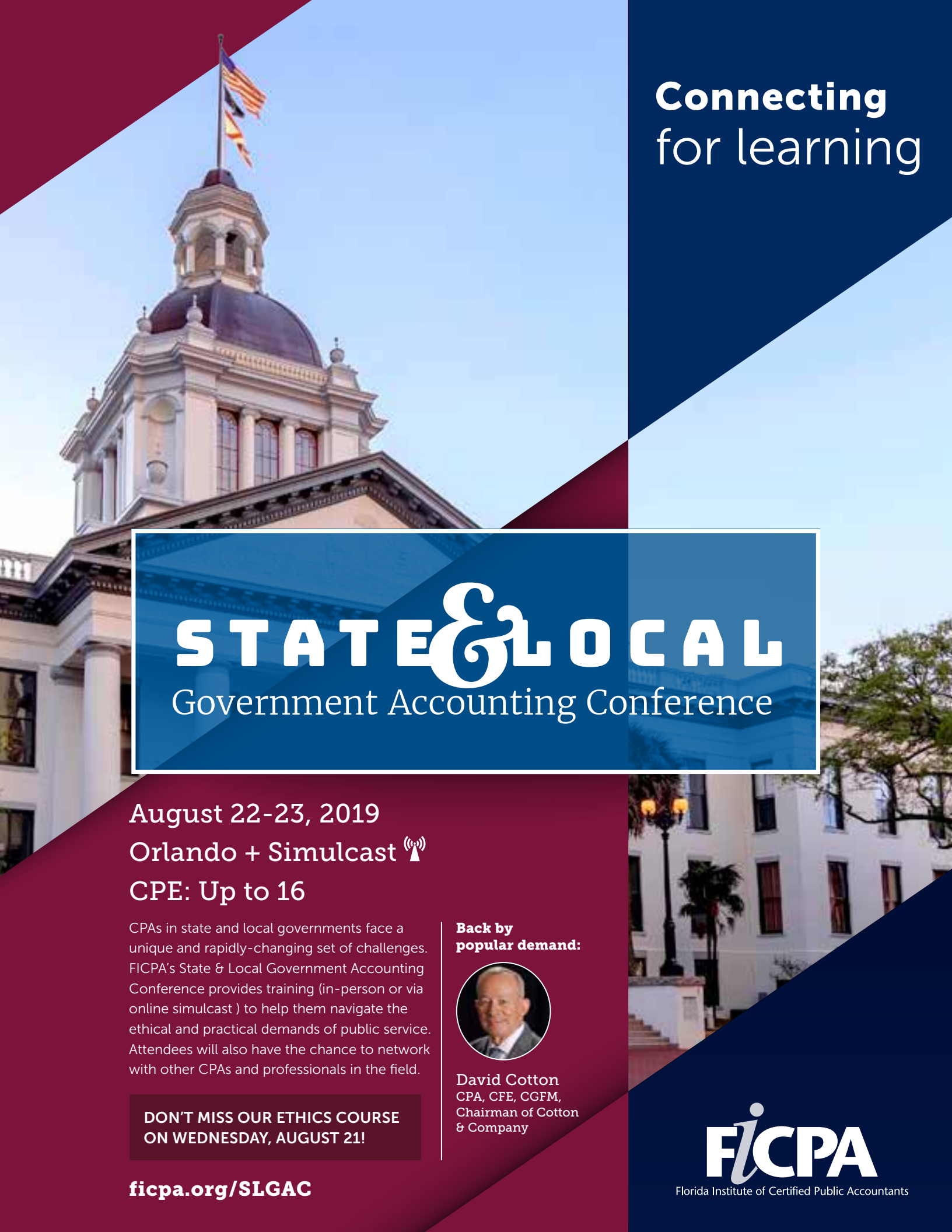
AUGUST 1-3, 2019 | DISNEY'S YACHT CLUB RESORT
ORLANDO | CPE: UP TO 20

At FICPA's Summer Vacation Cluster, experience cutting-edge CPE training in a resort setting.

Attendees will interact with and learn from leading industry experts as they enjoy a relaxing getaway.

Attend **Ethics - Protecting the Integrity of Florida CPAs (4980)** and fulfill the biennial ethics required of Florida CPAs.


FICPA.ORG/SVC

The background of the entire page is a photograph of the Florida State Capitol building in Tallahassee. The building features a large, ornate dome with a cupola on top, surrounded by classical columns and arches. A flagpole with the Florida state flag stands in front of the building. The sky is a clear, pale blue. The image is partially obscured by dark blue and maroon geometric shapes that frame the text.

**Connecting
for learning**

STATE & LOCAL

Government Accounting Conference

August 22-23, 2019
Orlando + Simulcast 
CPE: Up to 16

CPAs in state and local governments face a unique and rapidly-changing set of challenges. FICPA's State & Local Government Accounting Conference provides training (in-person or via online simulcast) to help them navigate the ethical and practical demands of public service. Attendees will also have the chance to network with other CPAs and professionals in the field.

**DON'T MISS OUR ETHICS COURSE
ON WEDNESDAY, AUGUST 21!**

ficpa.org/SLGAC

**Back by
popular demand:**



David Cotton
CPA, CFE, CGFM,
Chairman of Cotton
& Company

FICPA

Florida Institute of Certified Public Accountants



THE FICPA ACCOUNTING SHOW *NEXT ERA*

Technology, Transition &
Transforming Our Future

SEPTEMBER 25-27, 2019

FT. LAUDERDALE + SIMULCAST

CPE: UP TO 21

[FICPA.ORG/AS](https://www.ficpa.org/as)



Stretch your advertising dollars further by partnering with the FICPA.

Our network of over 19,500 members, from CPAs to students to executives is waiting to hear from you. We have pricing options for every budget, and our team will work with you to make sure you reach the potential customers you're looking for.

FICPA Partner Sponsor

Industry-Exclusive Partner Sponsor

Event Sponsorship

Event Exhibition

Call for details

Call for details

\$3,500 - \$11,975 / event

\$975 - \$1,500 / event

Florida CPA Today Magazine Advertising

	Black & White Rates		Color Rates	
	<u>1 Issue</u>	<u>4 Issues</u>	<u>1 Issue</u>	<u>4 Issues</u>
<i>Florida CPA Today Magazine Back Cover</i>	\$3,746	\$3,457	\$3,746	\$3,457
<i>Florida CPA Today Magazine Inside Cover</i>	\$3,190	\$2,764	\$4,056	\$3,510
<i>Florida CPA Today Magazine Full-Page</i>	\$2,496	\$2,192	\$3,415	\$2,999
<i>Florida CPA Today Magazine 2/3 Page</i>	\$1,792	\$1,550	\$2,454	\$2,122
<i>Florida CPA Today Magazine 1/2 Page</i>	\$1,208	\$1,025	\$1,655	\$1,403
<i>Florida CPA Today Magazine 1/3 Page</i>	\$956	\$720	\$1,308	\$988
<i>Florida CPA Today Magazine 1/6 Page</i>	\$635	\$552	\$873	\$751

FICPA Weekly NewsFlash E-newsletter Banner Ad

\$500 (1x rate); \$450 (3x rate); \$375 (6x rate)

FICPA.org Website Banner Ad

\$1,000 / month **OR** \$2,700 / 3 months
OR \$9,000 / 12 months

Sponsored Content —

Florida CPA Today Magazine or FICPA Blog

Please contact for details.



To make sure your partnership with the FICPA is as effective as it can be, we have a few guidelines for advertisements and sponsorships.

DISPLAY ADS

Florida CPA Today Magazine

FULL PAGE AD

W/ bleed: 8.625" w x 11.125" h
W/O bleed: 7.375" w x 9.125" h

BACK COVER AD

W/ bleed: 8.625" w x 9" h
W/O bleed: 7.95" w x 8" h

1/2 PAGE AD

Horizontal: 7.375" w x 4.5" h

1/3 PAGE AD

Vertical: 2.33" w x 9.125" h
Horizontal: 4.85" w x 4.5" h

2/3 PAGE AD

Vertical: 4.85" w x 9.125" h

1/6 PAGE AD

Horizontal: 4.85" w x 3" h
Vertical: 2.325" w x 4.875" h

**All print ads must be 300 dpi, CMYK.*

DIGITAL ADS

FICPA NewsFlash Email Banner Ad

SIZE

600 x 183 pixels

FICPA.org Website Banner Ad

SIZE

300 x 100 pixels

**All digital ads must be 72 dpi, RGB.*

Ads will be scaled based on user device.



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