

FICPA 2024

Media Kit

PARTNERSHIP | SPONSORSHIP | ADVERTISING | EXHIBITING

Connect with the Largest
Network of CPAs, Accountants
and Financial Professionals
in the Sunshine State.



 @Florida Institute of CPAs (ficpa)

 @FICPA

 @FICPA

 @FloridaInstituteofCPAs

 @FICPA

Who is FICPA?

Founded in 1905, the FICPA has been working to advance the accounting profession in Florida for more than 115 years and now has more than 18,500 members. Continued membership growth and renewal has made the FICPA one of the largest CPA organizations in the United States.

In addition, FICPA plays a key role in protecting the interests of all CPAs throughout Florida. FICPA members — and all members of our profession — benefit from FICPA's advocacy efforts. **We are on a mission to enhance our members competency and professionalism; support professional standards; promote the value of our members and advocate on behalf of the profession.**

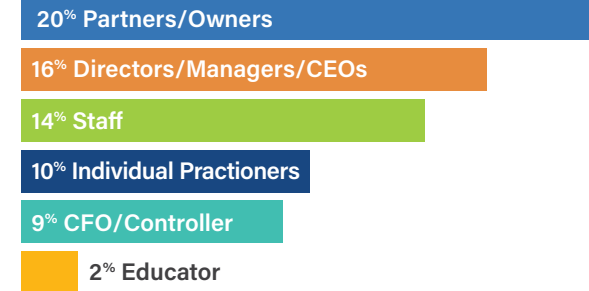


The FICPA's annual advocacy day on Jan. 17, 2024 - CPA Day at the Capitol.
Photo by Jennifer Powell Photography

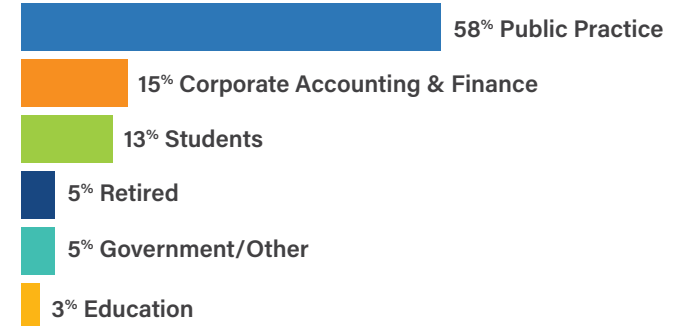
1820+ Firms
2000+ Companies

Serving 18,500+ Members in Public Accounting and Corporate Finance

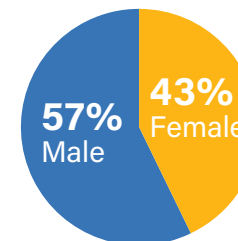
By Postions Held



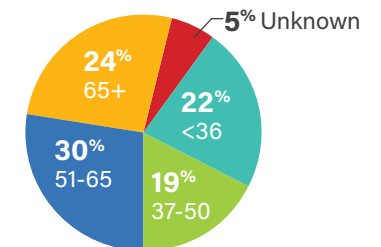
Where Members Work



By Gender



By Age



How to Get Involved

Connect with Decision Makers and Gain Recognition as a Leader in Your Industry



Strategic Partnership Program [learn more »](#)

The FICPA's Strategic Partnership Program offers a limited group of organizations the opportunity to maximize exposure to key decision-makers through a variety of marketing and sponsorship initiatives.

As a Partner, the highest level of involvement an organization can have with FICPA, Partners receive a customized plan, which allows a reach across a variety of platforms throughout the year. Participation in this program results in enhanced exposure, elevated status, and an increase in the value of your organization's brand.



Event Sponsorship & Exhibition [learn more »](#)

- CPE Conferences
- Governmental Affairs Events
- Scholarship Foundation Events
- Chapter Events



Print & Digital Advertising [learn more »](#)

- Florida CPA Today Magazine
- Knowledge Hub
- FICPA.org
- FICPA Career Center
- NewsFlash Newsletter
- Classifieds
- Retargeting Campaigns



To understand the full value of the above offerings, contact **Marjorie Stone**, marjories@ficpa.org

FICPA Event App



engagefully
Where connection happens

The FICPA Event App is designed to deliver event-related content, facilitate networking, enable a direct line of communication and amplify your event experience.

The best way to experience the FICPA Event App is to sponsor an event so you can capture leads and engage with attendees.



Interested in sponsoring the FICPA Event App?

Contact Marjorie Stone at
marjories@ficpa.org

FICPA Conference Sponsorships

At the FICPA, our Learning and Development team delivers top-notch, relevant, year-round virtual and in person CPE conferences that allow you to present and showcase your services and products. We're continuously updating, so be sure to check ficpa.org/conferences frequently.



January | South Florida
Est. Attendance: 400
In partnership with the Florida Bar.

[learn more »](#)

CFO SERIES

February - June | Virtual
5 sessions | 1 per month

[learn more »](#)



January | South Florida
Est. Attendance: 100



April | Orlando
Est. Attendance: 200-250
Emphasis on Corporate Finance, Healthcare, and Not-for-Profit.

[learn more »](#)



June | Orlando
Est. Attendance: 450
FICPA's annual conference.

[learn more »](#)



June | Orlando
Est. Attendance: 100
Typically held in conjunction with MEGA.

[learn more »](#)

SOUTH FLORIDA ACCOUNTING CONFERENCE

November | Ft. Lauderdale
Est. Attendance: 250
Business/Tax/Tech focus

[learn more »](#)

COMMON INTEREST REALTY ASSOCIATIONS CONFERENCE

November | Ft. Lauderdale
Est. Attendance: 100

[learn more »](#)

Topics of Interest

- Accounting & Auditing
- Assurance Services
- Business Valuation
- Controllership
- Construction
- Internal Audit
- Manufacturing
- Not-for-Profit
- Retirement Planning
- Taxation: Federal, Individual, International, Payroll and State
- Technology



Scan to learn more or visit ficpa.org/learning/conferences

Sponsored CPE Webinars

Generate leads, position your brand and engage highly-qualified registrants. Sponsored CPE Webinars are promoted on FICPA social media channels, in the NewsFlash and Premier CPE Newsletters. **\$2,000**

Visit ficpa.org/connect/sponsor-advertise to reserve your spot.

Meet the Team

Our Communications, Conferences and E-Learning teams have the experience and relationships in the industry to help you maximize your exposure.



Kim Robinson
Sr. Manager,
Conferences



Jen Johnson
Senior Manager
of Curriculum



Cherie Gannet
Learning Events
Specialist



David Leaf
Event Technology
Coordinator



Kiara Knopp
Learning
Coordinator



Charlie Needles
Event & Sponsorship
Coordinator



Nick Menta
Communications
Manager



Join us in our mission to provide support and foster success for current future CPAs. With your help, we'll attract new talent and cultivate the profession in Florida.

Make a difference today!

For more information about FICPA Scholarship Foundation events, please contact foundation@ficpa.org.

Scholarship Foundation Events

TOPGOLF

This exclusive three-night TopGolf event, with our partners Beta Alpha Psi, offers you access to some of Florida's most sought-after accounting students and has limited seating.

\$500 - \$10,000

Annual Retreat & Golf Tournament

Support the future of the profession in style at the Ocean Reef Club in Key Largo. This popular and prestigious gathering of accounting leaders gives you the opportunity to rest, relax, and forge new relationships in a gorgeous resort setting.

\$1,500 - \$25,000



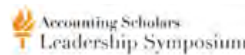
Each fall, we honor the year's FICPA Scholarship recipients during a slate of celebratory dinners. These nights are the perfect opportunity to support our efforts and meet the future leaders of the accounting profession as they begin their journey.

\$750 - \$10,000

Student Field Day

This is a unique and fun opportunity for accounting students to become acquainted with the "real world" and network with accounting firms in their local areas. Students sign up to visit select firms and network in groups. Firm staff members take them on tours, introduce them to partners and allow them to experience a "day in the life of a CPA."

\$500 - \$10,000



This two-day invitational program – held in June 2024 at Universal's Loews Sapphire Falls Resort in Orlando alongside the FICPA's MEGA Conference – strengthens accounting students' professional skills and teaches them about the limitless possibilities and benefits of earning the CPA credential.

\$500 - \$10,000



This annual event is the accounting profession's opportunity to lend our hearts and our hands to their communities. The Day of Service is spearheaded by the Young CPAs Committee, which sets up projects and gathers volunteers for a worthy cause.

\$500 - \$10,000



This Tampa-area tradition remains a staple on the Foundation calendar. This is a full day of golf alongside managing partners, directors and other key decision makers. Take to the golf course for a good cause, as the current leaders of the profession raise funds for its future leaders.

\$500 - \$5,200



The FICPA's Leadership Academy is a selective, high-impact program for CPAs 35 and under looking to grow as a leader and expand their professional network. It helps develop key skills necessary for enhancing their effectiveness and contributing to their successful career advancement.

Starting at \$2,500+

Chapter and Governmental Affairs Events

Chapter Events

The FICPA holds chapter and regional events around the state monthly. Visit ficpa.org/ChapterEvents to view chapter events near you.



Karen Dow
Regional Director of Membership
Broward & Palm Beach Counties
KarenD@ficpa.org | 850-251-5921



Kathryn Hernandez
Regional Director of Membership
Miami & The Keys
KatH@ficpa.org | 850-521-5951



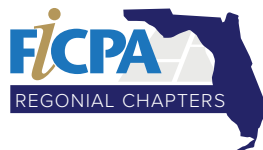
Alina Penjiyeva
Regional Director of Membership
North Florida
AlinaP@ficpa.org | 850.521.5930



Jay Propst
Regional Director of Membership
Tampa & Southwest Florida
JayP@ficpa.org | 850-521-5946



Ivey Rose Smith
VP of Membership & Corporate Relations
Central Florida
Ivey@ficpa.org | 850-521-5918



Not a member yet?
Contact one of the above Regional Directors about which membership level is best for you.

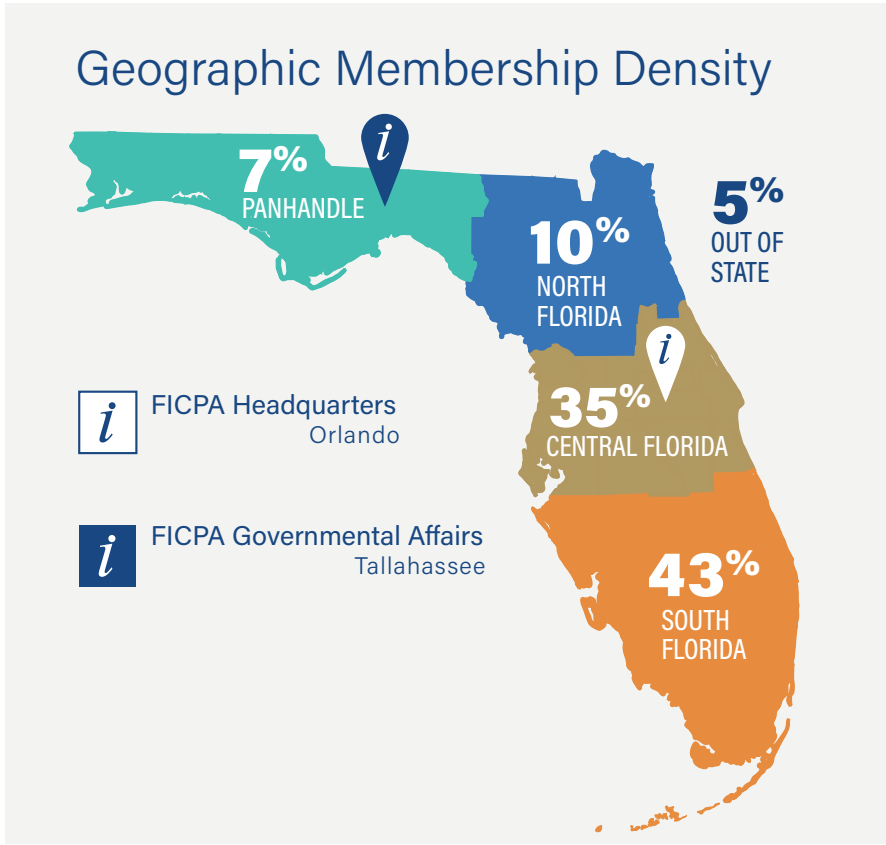
22
LOCAL
CHAPTERS

Governmental Affairs Events

FICPA members - and all members of our profession - benefit from the FICPA's advocacy efforts. Interested in Governmental Affairs Events? Contact marjories@ficpa.org to see how to get involved.



For more information on the Florida CPAPAC, please contact govaffairs@ficpa.org



Florida CPA Today Quarterly Magazine

Print & Digital

With a circulation of over 15,000, our members continue to tell us that the *Florida CPA Today* informs them about the latest issues and events in the accounting profession.

Florida CPA Today delivers:

- Technical articles written by member CPAs and other thought leaders
- Legislative updates
- DOR and IRS updates
- FICPA events



For demographic breakdown, editorial calendar, specs and advertorial guidelines, view the rate card.

[View FCT Rate Card](#)

Florida CPA Today Magazine "Sneak Peak"

Exclusive Email Feature \$1,000

FICPA | INSURANCE MARKETPLACE

UP TO \$10,000 OF MONTHLY LTD COVERAGE

Special FICPA group rates.

[INSTANT QUOTE >](#)

Up to \$10,000 in Monthly LTD Coverage for Members

Could your family afford for you to be out of work for an extended period of time? Long term disability insurance provides a monthly income in the event you become totally disabled as the result of a covered accident or illness (including pregnancy).

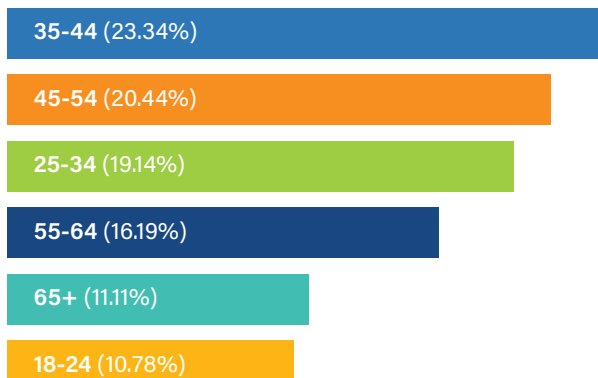
[Get an instant quote.](#)

SIZE	1x	4x
Advertorial	\$6,060	N/A
Back Cover	\$4,550	\$16,108
Inside Front Cover	\$4,205	\$14,884
Inside Back Cover	\$3,950	\$13,984
Full Page	\$3,830	\$13,460
Half Page	\$1,855	\$6,300
Quarter Page	\$1,550	\$5,488

FICPA.org has an average of 50,000 visitors each month with a 6.5% increase in traffic month-over-month and a 34.39% increase year-over-year.

Website Demographics

By Age



*Based on Dec. 2022 - Feb. 2023

CUSTOM MEDIA



CEO Conversations

FICPA creates monthly vlog interviews with host, Shelly Weir, FICPA President & CEO, and thought leaders in the industry. The Conversations are promoted in the FICPA NewsFlash, on FICPA.org and on social media. Your ad will run at the beginning of one CEO Conversation to provide you with exposure and brand awareness.



DURATION	RATE
1 Month	\$2,500
3 Months	\$5,500
12 Months	\$10,000

By Gender



Member Benefit Quarterly Webinar

As members join, we teach them how to take advantage of all the member-exclusive connections, knowledge, and savings available throughout the membership year. Your ad will run at the beginning of one quarterly webinar to provide you with exposure and brand awareness to our newest members! Approx. attendance: 200

NEWSFLASH

The Official Newsletter of the FICPA

Frequency: Weekly

Audience: 10,000+

Open Rate: 40% average

CTR: 10% average

Topics

- Professional Headlines
- Partner Deals and Savings
- News Impacting the Accounting Profession



[View Newsflash](#)

FREQUENCY	670 X 90 EXCLUSIVE BANNER
1x	\$1,000
3x	\$1,500
6x	\$2,500

For more information about custom media, contact **Marjorie Stone**, marjories@ficpa.org.

Retargeting Ad Campaign

Why it works

Approximately 92% of people who visit a website are not yet ready to commit to a product or service. This is where retargeting comes in. Traditionally, it takes 7 touch points with a brand before a customer commits.

How it works

Retargeting is the process whereby visitors who have visit the FICPA website are then shown your ads on other websites. As site visitors move about the Internet, partner sites will host your ads to the pages they visit, keeping you top of mind over time.

New to Retargeting?

First time with FICPA? Start with an introductory of \$1,100 for a one month campaign.

PLATINUM	50,000 Impressions	\$6,000
GOLD	25,000 Impressions	\$4,000
SILVER	15,000 Impressions	\$2,000



Reporting

The FICPA will track campaign progress and provide results, including:



Number of impressions



Clicks



Geographical locations

“

“We’re excited to offer new and enhanced opportunities that connect you with your target audience - our members.

This meaningful and strategic engagement results in WIN-WIN-WIN relationships for you, our members, and the FICPA.”

Carrie Summerlin
Chief Growth & Innovation Officer

“Let’s advance your presence and maximize your investment together.

It matters to me that you walk away satisfied. Let’s create opportunities that serve you and our members well.”

Marjorie Stone
Director of Strategic Relationships

How can we help you?



Carrie Summerlin

Chief Growth &
Innovation Officer
CarrieS@ficpa.org



Marjorie Stone

Director of Strategic
Relationships
marjories@ficpa.org
850-521-5950