



# Marketing Guide 2025



MISSISSIPPI SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

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## About Us

### *Mississippi Society of Certified Public Accountants*

Founded in 1920, the Mississippi Society of Certified Public Accountants (MSCPA) is the largest professional organization serving the needs of Mississippi CPAs and aspiring CPAs. With a membership of more than 2,600, the MSCPA represents the majority of Mississippi CPAs in public practice, business & industry, government and education. We support our members through a variety of education, networking, leadership and volunteer initiatives.

The MSCPA offers more than 150 continuing education programs annually to help members increase their value to their clients, companies or organizations and to help CPAs meet their continuing education requirements. Nine chapters and numerous committees and interest groups made up of CPA volunteers develop programs and address issues to help all members be successful professionals.



We also represent the profession's interests before lawmakers and regulatory bodies. The MSCPA is active in the state legislature, and works closely with outside groups to monitor and respond to issues that affect CPAs and their clients.

Additionally, we're committed to promoting public confidence in the integrity, objectivity, competence and professionalism of CPAs and the quality of their services.



*The Mission of the Mississippi Society of Certified Public Accountants is to serve as the Mississippi advocate for the accounting profession providing members with resources (including education, information, and leadership) for the benefit of clients, employees, and the public.*





# 2025 Event Calendar

## *Sponsorship & Exhibitor Opportunities*

### Young CPA Leadership Conference

April 23 (Wednesday)

Gold \$600 Silver \$400 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Business & Industry Management Development Conference

May 20-21 (Tuesday-Wednesday)

Gold \$600 Silver \$400 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Accounting & Auditing Conference

May 22 (Thursday)

Gold \$600 Silver \$400 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Annual Convention

June 18-22 (Wednesday-Sunday)

Sponsorship Opportunities

Exhibitor Booth \$750

Sandestin Golf & Beach Resort, Destin, FL

### Agricultural & Farm Activities Conference

August 19 (Tuesday)

Gold \$600 Silver \$500 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Banking & Finance Conference

August 21 (Thursday)

Gold \$1,000 Silver \$500 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Governmental Accounting & Auditing Conference

September 11 - 12 (Thursday - Friday)

Gold \$1,000 Silver \$500 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Health Care Services Conference

September 18 (Thursday)

Gold \$600 Silver \$400 Bronze \$300

### Not-For-Profit Conference

September 25 (Thursday)

Gold \$1,000 Silver \$500 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Industry Conference

October 22 (Wednesday)

Gold \$600 Silver \$400 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Accounting Education Conference

November 7 (Friday)

Gold \$600 Silver \$400 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Business Valuation & Litigation Conference

November 20 (Thursday)

Gold \$600 Silver \$400 Bronze \$300

MSCPA Training Center, Ridgeland, MS

### Mississippi Tax Institute

December 8-9 (Monday-Tuesday)

Premier \$1,500 Gold \$1,000 Silver \$600

Bronze \$400 Exhibitor Only \$350

Sheraton - Flowood, MS

# Conferences

## *Sponsorship Benefits*

### Gold Sponsor

- Podium time to address attendees about your company
- 1/3 page ad in MSCPA Newsletter, supplied and scheduled by sponsor
- Exhibitor table at conference\*
- Social media recognition
- Announcement as gold sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

### Silver Sponsor

- Exhibitor table at conference\*
- Social media recognition
- Announcement as silver sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

### Bronze Sponsor

- Announcement as bronze sponsor
- Signage on screen during breaks
- Logo on conference promotion materials, website, and emails

### Exhibitor\*

- Personally interact with CPAs
- Opportunity to offer a drawing/prize for attendees
- Table with two chairs\*

**\*\*Sponsors and exhibitors needing CPE/CLE credits must register for the conference and pay the fee.**







# Mississippi Tax Institute

## *Sponsorship & Exhibitor Opportunities*

December 8-9, 2025 • Sheraton • Flowood, MS

### **Premier Sponsor - \$1,500**

*Breakfast (Monday / Tuesday), Lunch (Monday / Tuesday), Break (Monday / Tuesday; Morning / Afternoon), or Reception (Monday)*

- Exclusive signage placed at the event sponsored
- Podium time to address attendees about your company
- 1/3 page ad in MSCPA Newsletter, supplied and scheduled by sponsor
- Exhibitor booth at conference\*
- Social media recognition
- Announcement as premier sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

### **Gold Sponsor - \$1,000**

- 1/3 page ad in MSCPA Newsletter, supplied and scheduled by sponsor
- Exhibitor booth at conference\*
- Social media recognition
- Announcement as gold sponsor
- Signage on screen during breaks/lunch Logo on conference promotion materials, website, and emails

### **Silver Sponsor - \$600**

- Exhibitor booth at conference\*
- Social media recognition
- Announcement as silver sponsor
- Signage on screen during breaks/lunch
- Logo on conference promotion materials, website, and emails

### **Bronze Sponsor - \$400**

- Announcement as bronze sponsor
- Signage on screen during breaks
- Logo on conference promotion materials, website, and emails

### **Exhibitor - \$350**

- Personally interact with hundreds of CPAs
- Opportunity to offer a drawing/prize for attendees
- Skirted 6' table with chairs with a limit of 2 representatives \*

**\*\*Sponsors and exhibitors needing CPE/CLE credits must register for the conference and pay the fee.**

# Annual Convention

## *Sponsorship & Exhibitor Opportunities*

June 18-22, 2025 • Sandestin Golf & Beach Resort • Destin, FL

The MSCPA Annual Convention takes place in a resort setting with extracurricular activities so you have the opportunity to connect with attendees on a different level than at one of our traditional events.

Sponsors mingle with a diverse audience of decision-makers from public accounting and industry in both a formal educational setting and during social activities. It is a unique opportunity to forge lasting business relationships and potentially lifelong friendships.

To learn more about sponsorship opportunities, contact Rachel Shirley at [rshirley@ms-cpa.org](mailto:rshirley@ms-cpa.org).

**Average Attendance:** 200+

**Exhibitor Fee:** \$750

**Limited space. Reserve early.**



*Photo Credit: Sandestin Golf and Beach Resort*



### QUESTIONS?

# Advertising Opportunities

## MSCPA Newsletter

### DISPLAY ADVERTISING

The MSCPA Newsletter is the official publication of the MSCPA, published in print and digital versions 10 times a year (January / February and November / December combined issues) and provides information about activities, members, upcoming events, and news and developments in the profession. Circulation: 2,600+

To reserve display ad space, complete the contract form and send your ad to [rshirley@ms-cpa.org](mailto:rshirley@ms-cpa.org).

- Format: PDF or PNG
- Resolution: 300 DPI or higher

### Display Ad Rates (Full Color)

	Size (in)	1X	3X	6X	10X
FULL PAGE	7.5 x 9.625	\$585	\$535	\$485	\$450
1/2 PAGE	7.5 x 4.75	\$400	\$370	\$340	\$325
1/3 PAGE	7.5 x 3.5 or 2.375 x 9.625	\$295	\$275	\$255	\$240



### CLASSIFIED ADVERTISING

Need to fill a position at your organization? Looking to buy or sell a firm? Want to promote your practice? Get the word out through the classifieds in the MSCPA Newsletter!

### Classified Ad Rates

- **Members:** \$0.25 per word with a \$35 minimum purchase.
- **Non-members:** \$0.50 per word with a \$50 minimum purchase.

To place a classified ad, complete the contract form and send your ad copy in a Word document to [rshirley@ms-cpa.org](mailto:rshirley@ms-cpa.org).



### DEADLINES & INVOICING

The **2nd** of the publication month for all Display Ads and Classified Ads.  
(Additional time may be given for artwork creation if needed.)  
You will be invoiced following publication.

### QUESTIONS?



# Advertising Opportunities

## MSCPA CPE Catalog

The MSCPA Continuing Professional Education (CPE) Catalog is a popular resource and contains information on our 150 courses. Members look for this handy publication to make final decisions about their CPE selections for the year.  
 Circulation: 2,600+

Ads should be submitted to [rshirley@ms-cpa.org](mailto:rshirley@ms-cpa.org) by March 1, 2025. To reserve your ad space, complete the contract form.

### MSCPA CPE Catalog Display Ad Rates

	Size (in)	Rate
FULL PAGE FULL COLOR (inside covers)	7.5 x 9.625	\$750
FULL PAGE BLACK & WHITE	7.5 x 9.625	\$650



### ▶ ▶ ▶ BONUS EXPOSURE FOR PRINT ADVERTISERS ◀ ◀ ◀

MSCPA Newsletter and CPE Catalog print advertisers enjoy **double** the exposure when published online. Each issue is archived on our website – giving you an unlimited number of views and a lasting reach!

### Career Center

Whether you're looking for a seasoned CPA or a summer intern, your ad in MSCPA's Career Center will put you in front of the right people.

Visit [www.careers.ms-cpa.org](http://www.careers.ms-cpa.org) for details.





## For More Information:

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