

INSPIRE. EMPOWER.  
ESTD

**MONTANA**  
SOCIETY *of* CPAs

1913  
IMPACT. EXCELLENCE.

Advertising  
Exhibitor  
Sponsorship  
**OPPORTUNITIES**

[www.montana.cpa](http://www.montana.cpa)

2024

# Interested in showcasing your business to our CPAs?

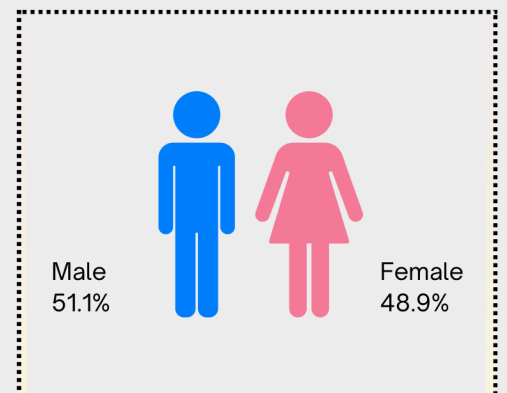
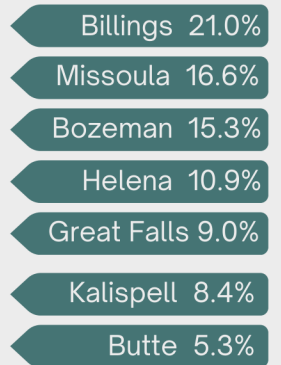
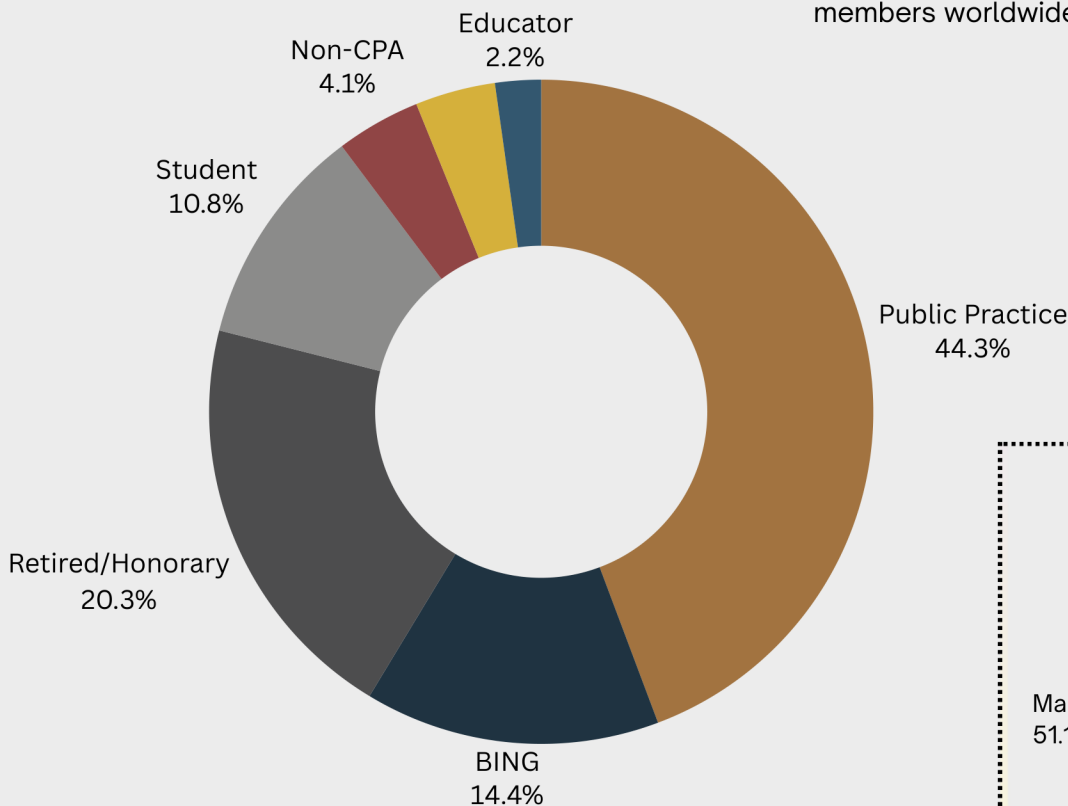
We have many options available to get you in front of our members.

- Digital Advertising
- Event Sponsorship & Exhibiting
- Webinars
- Retargeting Campaigns
- Student Sponsorships
- Job Board (Montana-centric)



## Our Numbers

The Montana Society of CPAs is a professional membership association with more than 1,600 members worldwide.



# Digital Advertising

## eNews Ad

Leverage MTCPA's highly targeted digital publications to build brand awareness with CPAs in our directory. Your banner ad will include a hyperlink to your desired page.

## eNews Advertorial

Want more visibility? Put your message in front of a targeted audience by placing an advertorial in one of our publications. We can make your ad look seamless and less sales-y. This includes a banner ad plus up to 125 words and hyperlinks in body of text and/or banner.

## Rates

prices per insertion

## eNews Ad

Graphic only

	Size	1x	2-5x	6+
Full Banner	600x150 pixels (px)	\$100	\$75	\$50
Square	250x250 pixels (px)	\$75	\$50	\$25

## Our Publications

**eConnect** is our weekly "smart" digital newsletter that is sent to more than 1,200 members. The content is customized weekly with information and updates that keep CPAs informed and ahead of the curve.

**Average open rate: 43%**  
(above industry average)

**Future CPAs** (student news) is a monthly digital publication helping over 200 Accounting students prepare for their future careers.

**Average open rate: 35%**

Advertorial example:

**Facing a curveball?**

When you're facing a curveball, you want a partner who's up for the challenge.

A claims situation — or even the potential for one — can be worrisome. During such times, you want the confidence that you have the right team on your side. Started by CPAs, for CPAs, **CAMICO** understands the importance of having a solid game plan when it comes to protecting your practice. We provide **Professional Liability Insurance and Risk Management** personalized for CPAs, so that you're always ahead of the next problem and all your bases are covered. Get a complimentary insurance quote by contacting Harris Hauptman, Senior Account Executive, at 800.652.1772, ext. 6727 or at [hhauptman@camico.com](mailto:hhauptman@camico.com). Let us help you hit a home run with the right insurance coverage for your firm!

You provide the graphic/artwork with your message and we'll do the rest! We can even help with design if needed.

Message us about available dates.

**Multi-issue specials!**

## eNews Advertorial

600x150px banner + text

eConnect	\$125/issue or \$100/issue for 6+	banner + 125 words	hyperlink
Future CPAs	\$100/issue or \$75/issue for 6+	banner + 125 words	hyperlink

# Event Exhibiting & Sponsorship

We have many sponsorship and exhibitor opportunities available. We can be flexible, so if you have an idea or budget, let us know and we will work with you!



## Industry Conference

*March - Helena (live & virtual)  
Average attendance: 50-70*

This conference targets accounting professionals including CFOs, CEOs, controllers and major decision makers who work in business, industry, nonprofit and government (BING). It is a great line-up of education offerings created at the request of our members.



## Governmental Conference

*May - Great Falls (live & virtual)  
Average attendance: 70-90*

This conference focuses on accounting, auditing, and reporting issues affecting Montana's local governments. This conference has been designed for auditors of local governments; representatives of city, county, town and district governing boards; and accountants from city, county, town and school district business offices.



## Fraud Conference

*September - Helena (live & virtual)  
Average attendance: 40-60*

This conference is comprised of attendees from public practice and industry. This two-day event is filled with ethics and fraud sessions.



## CPE Cluster Classes

*Variety of Dates & Locations  
Average attendance: 15-50 each class*

Clusters are 2-3 days of classes with instructors teaching concurrent sessions. It is a great way to get in front of CPAs from all aspects of accounting. Clusters will be held in Billings, Fairmont & Missoula. The Farm & Ranch Class will be held in TBD this year.



## Annual Conference

*June - Rotating Locations  
Average attendance: 80-120*

We invite you to be a part of our largest conference as we welcome CPAs from across the state, learn from fantastic speakers, participate in leading-edge forums and have fun in the process! We create the best possible experience for our attendees AND our exhibitors. This conference attracts a mix of CPAs: approximately 75% from public practice, 20% from business/industry, and the remaining 5% is comprised of accounting students and governmental CPAs.



# Sponsorship Levels



SPONSOR LEVELS	Silver Sponsor	Reception Sponsor	Gold Sponsor	Platinum Sponsor
	\$2,500	\$1,500-\$3,000	\$3,500	\$5,000
Announcement at event	★	★	★	★
Signage at event	★	★	★	★
Social media recognition	●	★	★	★
Logo on conference materials & website	●	★	★	★
Time to speak/address attendees	●	★	★	★
Sponsor a speaker or session			★	★
Complementary registrations (non-profit or education orgs only)				2

★ priority    ★ keynote

MORE SPONSOR LEVELS	Break Sponsor	Breakfast Sponsor	Lunch Sponsor	Exhibitor/ Vendor Booth
	\$750	\$1,250	\$1,750	\$1,250
Announcement at event	●	●	●	●
Signage at event	●	●	●	●
Logo on conference materials	●	●	●	●
Time to speak/address attendees		●	★	●
Attendees (includes 1 meal each, no sessions)		1 employee at breakfast	Up to 3 employees at lunch	Up to 3 employees in booth

Additional sponsorships are available at the **Industry Conference** and the **Annual Conference**.  
See [registration form online](#) for details.

**EXHIBITOR DISCOUNT:**  
Choose a second (or more!) conference and save \$200

# Other Ways to Advertise

# Webinars

True to our values of knowledge sharing and participation, this webinar sponsorship positions your organization as a valuable resource to our members.

## Sponsorship includes:

- A 50-minute webinar in which you provide an expert speaker and content
  - MTCPA handles webinar setup, registration and marketing of the webinar
  - Webinar content must be approved prior to marketing of the event
- Your logo on all marketing materials to our members
- A written profile or short 1-2 minute video you can develop for inclusion in webinar follow-up emails
- Attendee list which includes names and addresses
  - Lists do not include email addresses or phone numbers

Opportunities are limited and are on a first-come, first served basis.

## The cost:

1-25 attendees - \$250  
26-50 attendees - \$500  
51-100 attendees - \$750  
101+ attendees - \$1,000

A new way to advertise!

# Retargeting

What are you doing to get your message seen 50,000 times - and have measurable stats from these efforts? Reach your intended audience with access to our membership base of accountants and accounting firms.

## Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to MTCPA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Impressions are **GUARANTEED** with this marketing

## Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with MTCPA's uniquely qualified audience that will showcase your business to those who need you the most.

## Investment:

Basic - 15,000 impressions - 3 months - \$2,000  
Standard - 30,000 impressions - 3 months - \$3,000  
Premium - 50,000 impressions - 3 months - \$4,000



# Sponsorship & Advertising Registration Form

You can fill out this form digitally on our **website** ([www.montana.cpa/sponsorship-advertising](http://www.montana.cpa/sponsorship-advertising)) or contact us at [info@montana.cpa](mailto:info@montana.cpa)

Company \_\_\_\_\_

Contact name \_\_\_\_\_

Street/PO Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Conference Exhibitor

\$1,250 (1 conference); \$1,150 (per for 2 conferences) [\$200 total savings]

- Industry Conference [March]
- Governmental Conference [May]
- Annual Conference [June]
- Fraud Conference [Sept]
- Cluster class (Billings, Fairmont, Missoula) [variety dates]

## Conference Sponsor

- Platinum - \$5,000
- Gold - \$3,500
- Silver - \$2,500
- Lunch Sponsor - \$1,750
- Breakfast Sponsor - \$1,250
- Break Sponsor - \$750

## Additional Event Sponsorships

### Annual Conference

- Welcome/Past Presidents Reception (Wed) - \$2,000
- DSA Celebration/Reception (Thurs) - \$3,000
- Dessert Dash - \$1,000
- Book/Podcast Club - \$250

### Industry Conference

- Reception - \$1,500

## Retargeting Ads

- Basic - 15,000 impressions - 3 mo - \$2,000
- Standard - 30,000 impressions - 3 mo - \$3,000
- Premium - 50,000 impressions - 3 mo - \$4,000

## Webinars

Please contact [Connie@montana.cpa](mailto:Connie@montana.cpa) with webinar content

## Payment options

Contact us at 406.442.7301 to pay with credit card, or mail check to:  
MTCPA, PO Box 138, Helena MT 59624

Signature \_\_\_\_\_

## Digital Advertising - e-News Ad

### Full Banner (600x150 px)

- 1x \$100
- 2-5x \$75
- 6+x \$50

### Square (250x250 px)

- 1x \$75
- 2-5x \$50
- 6+x \$25

## E-News Advertorials

### eConnect

- Banner + 125 words + hyperlink - \$125/Issue

### Future CPA

- Banner + 125 words + hyperlink - \$100/Issue