

MSCPA

Here's an opportunity to
be part of something

BIG!

**SPONSORSHIP
EXHIBITOR
ADVERTISING
OPPORTUNITIES**

Opportunities

A program designed to help promote your
company to the next generation of
accounting professionals and help you
fill your job vacancies with the
best and brightest.

Advertising, Sponsoring & Exhibiting

These are all great ways to get your name in front of our CPAs. Advertising in our weekly eConnect newsletter, Sponsor or Exhibit at one of our Conferences or sponsor a webinar of your choice.

Montanaconnection.org was founded with the idea of helping Montana graduates find their way back home to fill the great jobs you are offering.

Montana-connection is a success story with hires across the state of both new and experienced CPAs. We invite you to be part this success story as you plan for the future of your organization.

Over 10,000 people visited Montana in 2018 and a third of those took the time to review all the job postings available.



Opportunities

Student Membership

Help the next generation of Montana accounting professionals get a jump start on their career with a membership in MSCPA. Student members of MSCPA receive:

- eConnect weekly enewsleter
- future CPA a monthly student enewsletter
- preference for each of MSCPA's eight \$1,000 scholarships
- access to the Student Resources page at mscpa.org
- discounts on Exam review products
- opportunities to network with leaders in the profession

Opportunities are available for all our events. Please see information included, if you have any questions call 406-442-7301 or email mscpa@mscpa.org

All About Us

The Montana Society of CPAs is a professional membership association with more than 1,700 members worldwide.

The demographics of the accounting profession are changing. Here's the breakdown of our membership—your target audience:

Men	50.8%
Women	49.2%
CPAs in Public Practice	41.8%
Men	49.7%
Women	50.3%
CPAs in Industry	18.2%
<i>(includes government & not-for-profit)</i>	
Men	42.7%
Women	57.3%
Accounting Professionals <i>(not CPAs)</i>	6.2%
CPAs Retired or Inactive	15.4%
Students	14.1%
Out of State/Country	4.3%

If you would like more information about this prospective customer base please contact us.

Sponsor & Exhibit | Conferences & Clusters

Industry Conference

March 18-19, 2020 - Best Western Great Northern Hotel, Helena (average attendance 80-120)

This conference targets accounting professionals including CFOs, CEOs, controllers and major decision makers who work in business, industry, non-profit and government. It is a great line-up of education offerings created by request of our members.

Governmental Conference

May 21, 2020 - Best Western Great Northern Hotel, Helena (average attendance 90-120)

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.

Annual Conference

June 18-19, 2020 - Holiday Inn Missoula Downtown, Missoula (average attendance 80-120)

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

Fraud Conference

September 21-22, 2020 - Best Western Great Northern Hotel, Helena (average attendance 80-125)

The Fraud Conference has between 80-125 attendees from Public Practice and Industry. This conference is 2-days filled with ethics and fraud sessions.

CPE Bundle Classes *(average attendance 15-50)*

Clusters are 2-3 days of classes, with 2-instructors teaching concurrent sessions. It is a great way to get in front of CPAs from all aspects of accounting. This years clusters will be held in Billings, Bozeman, Great Falls, Fairmont and Missoula.

You may also sponsor a evening of fun for our CPE attendees at our Cluster Classes, which can be drinks, appetizers or just a game of your choosing. Cost depends on the activity. Please contact [Jean](#) for more information.

Conference Sponsor & Exhibitors

Platinum Sponsor (\$5000)

- Sponsor a **KEYNOTE SPEAKER/SESSION**
- Announcement as event **PLATINUM** Sponsor
- Event signage
- Logo on front cover of conference marketing materials and website
- Social media recognition

Gold Sponsor (\$2500)

- Sponsor a **KEYNOTE SPEAKER/SESSION**
- Announcement as event **GOLD** Sponsor
- Event signage
- Logo on conference marketing materials and website
- Social media recognition

Silver Sponsor (\$1500)

- Sponsor a **SPEAKER/SESSION**
- Announcement as event **SILVER** Sponsor
- Event signage
- Logo on conference marketing materials and website
- Social media recognition

Lunch Sponsor (\$1000)

- Announcement as event **FOOD** Sponsor
- Event signage
- Logo on conference marketing materials and website

Breakfast Sponsor (\$750)

- Announcement as event **FOOD** Sponsor
- Event signage
- Logo on conference marketing materials and website

Break Sponsor (\$500)

- Announcement as event **FOOD** Sponsor
- Event signage
- Logo on conference marketing materials and website

Reception/Celebration Sponsor (\$1500 - \$3000)

- Announcement as event **RECEPTION** Sponsor
- Event signage
- Logo on conference marketing materials and website
- Social media recognition

Exhibitor (\$1000 per event, discounts apply for multiple events)

Exhibit space including skirted six foot table, chairs, electric and wifi (where accessible at facility)

- We like our vendors to interact so we've created an opportunity for you that includes a booth space and participation in a vendor game.
- 2 - full conference registration
- One free ad in eConnect (valued at \$80), our weekly newsletter, to be used within the next year
- Announcement as event **EXHIBITOR**
- Event signage
- Logo on conference marketing materials and website
- Social media recognition

Exhibit at any 2 Conferences - Take \$200 off if you participate in any 2 Conferences. Contact MSCPA for other discounts if interested in doing more than 2.

Additional sponsorships are available for the Industry Conference and Annual Conference, please see the Pricing | Registration Form for more information.

Jean Rieden

Professional Development/Membership Director

jean@mscpa.org

Molly Holahan

Communications Director

molly@mscpa.org



Montanaconnection.org was founded with the idea of helping Montana natives find their way back home to fill the great jobs you are offering. Montanaconnection is a success story with profitable hires across the state of both new and experienced CPAs. We invite you to be part this success story as you plan for the future of your organization. This job site consistently ranks high in the number of hits and views for each job posting and we can “boost” your job posts on social media to provide even more exposure to the positions you have available. Montanaconnection sponsorship dollars enable MSCPA to promote this job site across US to reach more potential candidates.

Costs:

- \$325 4 weeks run time. (\$200 for members).
- \$1,500 provide unlimited job postings each year, a sponsorship listing on the Montanaconnection page along with a link to your website plus targeted marketing of your positions through social media boosts.

We are happy to help write ads for jobs that will get noticed.

The sponsorships are only available to organizations with MSCPA member employees and only Montana-based jobs may be advertised.

Post an internship on MontanaConnection at no-cost.



Montana Society of CPAs
PO Box 138
Helena MT 59624
mscpa.org
406-442-7301

Montana Accounting Student Sponsorships

Student sponsorship is very affordable and will provide not only MSCPA membership for accounting students but will also help support the activities and events put on by the accounting clubs/organizations at each school.

Levels of support:

- \$100 Sponsor 5 student memberships
- \$200 Sponsor 10 student memberships
- \$500 Sponsor 25 student memberships
Sponsors at this level will receive a sponsorship listing on the Student page at mscpa.org
- \$1,000 Sponsor 50 student memberships
Sponsors of 50 student members or more will receive a company listing on the Student webpage at mscpa.org and in the monthly Student eConnect edition.

The sponsorships are only available to organizations with MSCPA member employees.

Campus Ambassador Program

MSCPA is researching a Campus Ambassador Program to support students and promote the profession on Montana college and university campuses. If you are interested sponsoring or helping to design the program content please contact molly@mscpa.org.

Digital Advertise

maximize your visibility | build relationships | grow your business

e-News Ads

Leverage MSCPA's popular and highly targeted e-publications to build brand awareness with CPAs.

Your ad includes a hyperlink.

eConnect is a weekly publication newsletter from the MSCPA that is sent to more than 1,700 members. The content of eConnect is customized weekly with information and updates that keep CPAs informed and ahead of the curve.

Future CPA (Student News) is a monthly publication helping over 300 accounting students prepare for their future careers.

The Climb (Young Professional News) this publication is sent monthly to our young professionals, aged 25-35, reaching over 450 members, to help them grow in their careers.

BING (Business, Industry, Nonprofit, Government) monthly publication sent to over 330 of our industry CPAs to keep them informed of trends, hot topics and relevant trainings.

Rates & Specs

Position	Size	1x	2-5x	6+
Full Banner	640x200	\$250	\$200	\$150
Half Banner	640x90	\$200	\$150	\$100

*Prices are per insertion

e-News Advertorials

Put your message in front of a targeted audience of CPA readers by placing an advertorial article in eConnect, Future CPA, The Climb or BING.

eConnect

\$300 Issue

125 words and hyperlink

Future CPA, The Climb, or BING

\$250 per issue

125 words and hyperlink

For more information about Digital Advertising please contact molly@mscpa.org or call 406-442-7301



Webinars

maximize your visibility | build relationships | grow your business

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:

- Provide an expert speaker and content for one 50-minute webinar (MSCPA handles webinar setup, registration and marketing and MSCPA must approve webinar content prior to marketing)
- Create brand recognition by providing your logo for inclusion on marketing materials
- Leave your mark by developing a short, 1-2 minute video or written profile for inclusion in webinar follow-up emails
- Continue marketing after the event with the webinar attendee list

Attendee lists include name and address. Lists do not include email address and phone number.

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

The cost:

- \$250 1-25 attendees
- \$500 26-50 attendees
- \$750 51-100 attendees
- \$1000 101 + attendees

Please contact jean@mscpa.org or call 406-442-7301 for more information.



Pricing | Registration Form

Contact name _____
Email _____
Company _____
Street/PO Address _____
City _____ ST _____ Zip _____
Phone _____

- Exhibitor** \$1000
- Industry Conference
 - Governmental Conference
 - Annual Conference
 - Fraud Conference
 - Cluster class (Billings, Bozeman, Fairmont, Great Falls, Missoula)

- Joint Vendor** (2 conferences) \$1800 (\$200 savings)
- Industry Conference
 - Governmental Conference
 - Annual Conference
 - Fraud Conference
 - Cluster class (Billings, Bozeman, Fairmont, Great Falls, Missoula)

- Platinum Sponsor \$5000
- Gold Sponsor \$2500
- Silver Sponsor \$1500
- Lunch Sponsor \$1000
- Breakfast Sponsor \$750
- Break Sponsor \$500

Additional opportunities

Industry Conference

- Reception Sponsor \$1500

Annual Conference

- The Celebration \$3000
- The Dessert Dash \$1000

Montana Accounting Student Sponsorships

- \$100 Sponsor 5 student memberships
- \$200 Sponsor 10 student memberships
- \$500 Sponsor 25 student memberships
- \$1000 Sponsor 50 student memberships

Digital Advertising - e-News Ads

Full Banner

- \$250 1x \$200 2x \$150 3x

Half Banner

- \$200 1x \$150 2x \$100 3x

E-News Ardvertorials

eConnect

- \$300 Issue - 125 words

Future CPA, The Climb, Bing

- \$250 Issue - 125 words

Webinars

- Please contact Jean with webinar content

Payment options

Contact [MSCPA](#) at 406-442-7301 to pay with credit card or mail check to:
MSCPA, PO Box 138, Helena MT 59624

Signature _____

Customize your sponsor | Exhibitor package

For more information on sponsor or exhibitor package discounts or to customize a plan that works for your organization, contact Jean Rieden, at jean@mscpa.org.

Terms and Conditions

Agreement to Conditions - If applicable, each exhibitor, for him/herself and his/her employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with Montana Society of CPAs (MSCPA).

Payment - Full fee must accompany sponsor or exhibit form, and be received no less than 30 days before event.

Cancellation - Should exhibitor be unable to occupy and use the exhibit space contracted for and notifies MSCPA at least **two weeks** prior to the opening of the event, all sums paid by the exhibitor, less \$200, will be refunded. No refund will be made if notice of cancellation is received less than two weeks prior to event.

Liability - MSCPA undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, his/her officials, agents or employees, or the protection of the property of the exhibitor or his/her representatives, or of property used in connection with the exhibit, from the or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by MSCPA shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor. The exhibitor agrees to indemnify and hold MSCPA harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his/her representatives or from the property of the exhibitor. MSCPA shall not be liable for the fulfillment of this agreement as to delivery of space, if no delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control. MSCPA will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by MSCPA for advertising, administration, etc.

Insurance - In all cases, exhibitors wishing to insure their goods must do so at their own expense.

Protection of Facility - Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the event exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas.

Installation and Dismantling - The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor for that particular event. All displays must be in place and set up by the time of the official opening of the event. Exhibitors will be expected to be set up and tear down according to MSCPA's schedule of events. MSCPA will not be responsible or liable for any materials or equipment left behind after tear down time.

Default Occupancy - Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and MSCPA shall have the right to use such space as it sees fit to eliminate unused space in the exhibit hall, provided such booth space is not occupied by the official event opening.

Use of Space - Exhibits shall be shown only in the official exhibit area as established by MSCPA. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment, or information concerning services, or video of such articles, equipment or services in private suites or rooms during the event. No exhibitor shall permit any other corporation or firm or its representatives to use the space allowed to him/her, nor shall he/she display articles not manufactured or sold normally by him/her.

Conflicting Meetings and Social Activities - In the interest of the success of the event, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the event during the official hours of the event.

Drawings or prize giveaways - these are encouraged at MSCPA events. Any drawings or giveaways must be completed at the event. Prizes must be presented at that time or mailed directly to the winning participant by the sponsor or exhibitor.

Promoting CPE - Promoting any non-MSCPA CPE or an event where non-MSCPA CPE is offered is strictly prohibited.