

Market & Grow Your Organization

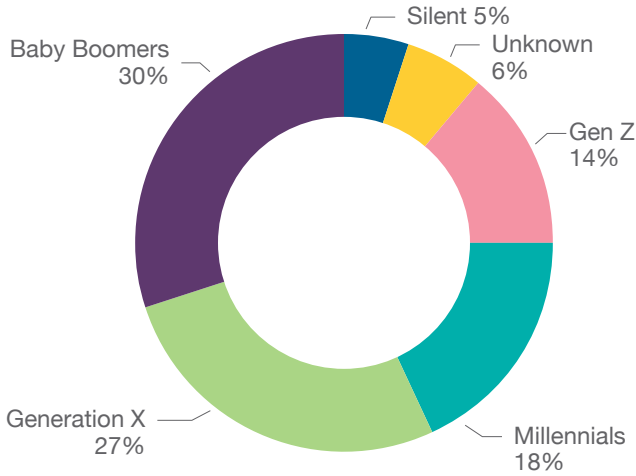
with The Ohio Society of CPAs

Organization Awareness | Thought Leadership | In-person Networking

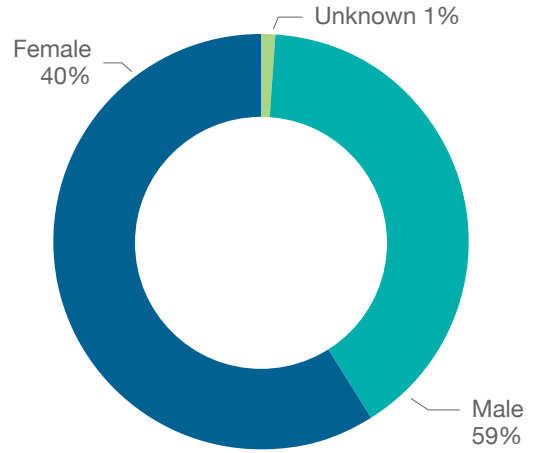


About Us

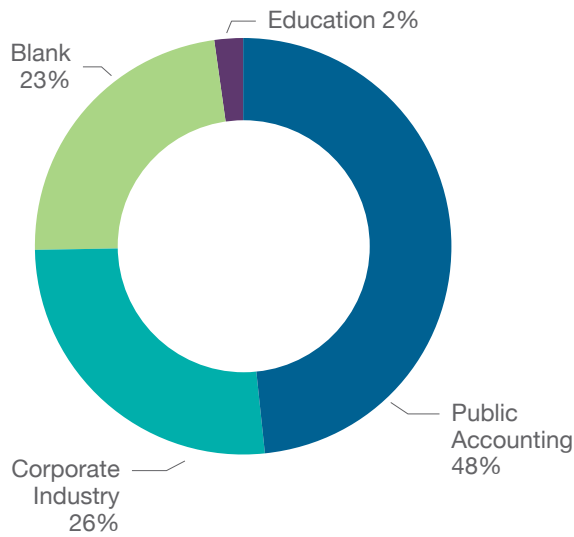
Generation



Gender



Company Type



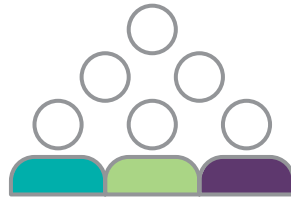
Top Ways to Get Involved



Engagement Marketing

OSCPA offers multiple opportunities to test the waters, without a hefty price tag, to gauge our members' needs for your services.

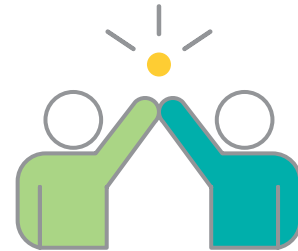
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Thought Leadership

Become a trusted advisor for our members by bringing them relevant and timely information and resources to help them with their careers or to help their organizations.

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In-person Opportunities

Interested in meeting potential clients face-to-face? Check out our sponsorship packages for 2023 in-person events.

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Engagement Marketing

The three most popular opportunities to introduce your products and services to our audience are:

OSCPA's Vendor Directory | \$1,080 (\$125/month)

Add your company's name to a comprehensive list of service providers and vendors who tailor their products and services to the changing needs of CPAs and business professionals in their organizations. The directory also includes our Corporate Partners, which are companies actively supporting OSCP and working closely with our members.

***Available beginning April 2, 2023*

12-month program

The Vendor Directory will be searchable and can be filtered by category, location and company name. The premium Vendor page will feature:

- Company info
- Location
- Business info (logo, social media listings, website URL, contact information)
- About us video (optional)
- Member benefits (up to 500 words describing additional offerings such as: discounts, dedicated support desk, hotline, waived fees, etc.)
- Testimonials/references (up to 500 words)
- Resources: Up to one per quarter and can include PDFs, articles, sales/marketing collateral, product guides, press releases, case studies, other.

Knowledge Hub Led Gen Program

Building relationships and powering sales. Lead generation and content syndication solutions that invite deep engagement! Our Knowledge Hub will generate real-time, high-quality sales leads on a risk-free, cost-per lead basis throughout the year. You set the rules, the limits, and the budget! It's as easy as that. Learn more about this option today!

Customized Marketing

Custom E-Blast | \$2,250

Send an e-blast to our entire membership base of CPAs, accounting professionals and those that support their roles. You provide the content (e-books, thought leadership articles, one-pagers, etc.), and we send it out!

- Audience: 10,000 subscribed members
- Limited availability: Friday dates only
- Content due Monday prior to send date

OSCPA Custom Webinar | \$4,500

Showcase your organization's expertise to a captive audience! OSCPAs custom webinars provide your organization the opportunity to be an exclusive presenter for a 60-minute session that educates and engages your target audience on a hot topic, while also promoting your products and services.

- OSCPAs and sponsor will agree upon topic.
- OSCPAs requires 6 weeks turnaround time to successfully promote the event.
- Educational content for 50 minutes (10 minutes can be used for Q&A or demo)
- OSCPAs will send out two e-blasts on your behalf to target audience to promote the event
- OSCPAs will host the event on our platform and take care of registrations and CPE reconciliation
- Members can attend free of charge and receive 1 hour of free CPE
- OSCPAs will send out e-blast on your behalf after event
- OSCPAs handles all webcast logistics, promotion and moderation management
- Receive list of attendees pre- and post-webinar

Conferences & Events

2023 OSCP A Conference Calendar

Tier 1 events:
Over 325 attendees

Tier 2 events:
125-325 attendees

Tier 3 events:
50-125 attendees

Event Name	Dates	Format	Tier
Town Hall	January	Virtual	1
Town Hall	February	Virtual	1
Town Hall	March	Virtual	1
Spring Ethics	March 22, 2023	Virtual	3
Strategic Finance and Accounting Summit	April 20, 2023	Virtual	3
Employee Benefit Plan Audit	April 28, 2023	Virtual	2
CORECon – Core Skills Conference (Columbus)	May 23, 2023	In-Person	2
Advance (Spring Series)	May	Virtual	1
Town Hall June	June	Virtual	1
Summer Ethics	June 15, 2023	Virtual	3
Women, Wealth & Wellness	July 20, 2023	Virtual	1
Fraud and Forensic Conference	August 29, 2023	Virtual	3
Town Hall	August	Virtual	1
CORECon – Core Skills Conference (Cleveland)	September 22, 2023	In-Person	2
Town Hall	September	Virtual	1
Fall Ethics	September 28, 2023	Virtual	3
Town Hall	October	Virtual	1
October Accounting Show	October 25-26, 2023	Virtual	1
Advance (Fall Series)	November	Virtual	1
November Accounting Show	Nov. 15-16, 2023	Virtual	1
CoreCon - Core Skills Conference (Virtual)	December 7, 2023	Virtual	2
Winter Ethics	December 9, 2023	Virtual	3
MEGA Tax	December 12-14, 2023	Hybrid	2

Engagement Marketing Virtual Conferences

Available for all conferences and events.

Virtual Conference Sponsor Opportunity	Organization Awareness	Thought Leader	Presenting
Tier 1: Expected attendees 325+	\$1,500	\$3,500	\$5,500
Tier 2: Expected attendees 125-325	\$750	\$2,000	\$3,500
Tier 3: Expected attendees 50-125	\$500	\$1,000	\$2,500
Complimentary registration(s) for staff or clients	1	3	6
Company logo and link on event marketing	Logo only	Yes	Yes
Verbal acknowledgement during event	Acknowledged as "all sponsors"	Acknowledged as "all sponsors"	Special sponsor callout
Digital ad featured in show welcome powerpoint	Acknowledged on sponsor slide	Larger logo on sponsor slide	Full slide promo
Video to run during sponsor breaks	–	:15 seconds	:30 seconds
Sponsored email sent to attendees via OSCPA	–	Attendees in session	All attendees
E-newsletter feature	–	Possible interview/article or ad	Possible interview/article or ad
Event registration list	–	Attendees in session	Full attendees
Speaker opportunity (if content applies) or speaker intro	–	Yes, see thought leader pg 0	Yes, see thought leader pg 0
Listed as presenting sponsor on all marketing assets	–	–	Yes

Thought Leader Opportunities

Make your mark as a thought leader through in-person or virtual speaking events.

- Topic must be approved and agreed upon by sponsor and OSCP.
- Sponsors also receive benefits of professional awareness package.

CI= corporate/industry; PA= public accounting firm

Event Name	Dates	Format	Opportunity	Price	Tier
Town Hall	January/ Virtual	-1,000 attendees	20-min. presentation with (interview, Q&A)	\$2,000	54% CI, 25% PA
Town Hall	February/ Virtual	-1,000 attendees	20-min. presentation with (interview, Q&A)	\$2,000	54% CI, 25% PA
Town Hall	March/ Virtual	-1,000 attendees	20-min. presentation with (interview, Q&A)	\$2,000	54% CI, 25% PA
Strategic Finance and Accounting Summit	April/Virtual	-50 attendees	50 or 75-minute presentation	\$1,000	89% CI
Employee Benefit Plan Audit	April/Virtual	-175 attendees	50 or 75-minute presentation	\$1,000	90% PA, 5% CI
CORECon – Core Skills Conference (Columbus)	May/In-Person	-75 attendees	50 or 75-minute presentation	\$1,000	71% CI, 17% PA
Advance (Spring Series)	May/Virtual	Over 2,500 attendees in series	Slides and video on topic of expertise	\$3,500	56% CI, 26% PA
Town Hall	June/Virtual	-1,000 attendees	20-min. presentation with (interview, Q&A)	\$2,000	54% CI, 25% PA
Fraud and Forensic Conference	August/Virtual	-50 attendees	50 or 75-minute presentation	\$1,000	70% CI, 16% PA
Town Hall	August/Virtual	-1,000 attendees	20-min. presentation with (interview, Q&A)	\$2,000	54% CI, 25% PA
CoreCon – Core Skills Conference (Cleveland)	September/In-Person	-75 attendees	50 or 75-minute presentation	\$1,000	71% CI, 17% PA
Town Hall	September/Virtual	-1,000 attendees	20-min. presentation with (interview, Q&A)	\$2,000	54% CI, 25% PA
Town Hall	October/Virtual	-1,000 attendees	20-min. presentation with (interview, Q&A)	\$2,000	54% CI, 25% PA
Accounting Shows	October/Nov/Virtual	-1,000 attendees	50 or 75-minute presentation	\$2,000	57% CI, 32% PA
Advance (Fall Series)	November/Virtual	-2,500 attendees	Slides and video on topic of expertise	\$3,500	56% CI, 26% PA
CORECon – Core Skills Conference (Virtual)	December/Virtual	-100 attendees	50 or 75-minute presentation	\$1,000	71% CI, 17% PA
MEGA Tax	December/Virtual	-300 attendees	50 or 75-minute presentation	\$2,000	29% CI, 59% PA

In-person Conference Opportunities

Educational Focus: CORECon

Columbus: May 23, Grandview Yard

Cleveland: September 22, location TBD

Professional Awareness Opportunities – Conferences & Events

Available for all conferences and events.

In-Person Conference Sponsor Opportunity	Organization Awareness	Thought Leader	Presenting
Tier 1: Expected attendees 325+	\$1,500	\$3,500	\$5,500
Tier 2: Expected attendees 125-325	\$750	\$2,000	\$3,500
Tier 3: Expected attendees 50-125	\$500	\$1,000	\$2,500
Complimentary registration(s) for staff or clients	1	2	6
Company logo and link on event marketing	Logo only	Yes	Yes
Verbal acknowledgement during event	Acknowledged as “all sponsors”	Acknowledged as “all sponsors”	Special sponsor callout
Sponsored email sent to attendees via OSCPA	–	Attendees in session	All attendees
E-newsletter feature	–	Possible interview/article or ad	Possible interview/article or ad
Event registration list	–	Attendees in session	Full attendees
Speaker opportunity (if content applies) or speaker intro	–	Yes, see thought leader pg 8	Yes, see thought leader pg 8
Listed as presenting sponsor on all show material	–	–	Yes

In-Person Add-ons	Columbus	Cleveland
Breakfast sponsor	\$24/person	TBD
Lunch sponsor	\$36/person	TBD
Break sponsor (if applicable)	\$17/person	TBD
Reception sponsor	TBD	TBD

In-person Networking Events



Accounting Appreciation Night: December with Columbus Blue Jackets, Date TBD

Attendance: Between 100 and 150 in previous years

Cleveland Indians Game: Summer 2023

Cincinnati FC (soccer): May 17 VIP Tailgate Space pre-game

Columbus Clippers (baseball): May 18: Pepsi Party Deck

Dayton Dragons (baseball): June 1, Party deck

Columbus Blue Jackets Accounting Appreciation Night (hockey): Date TBD Fall/Winter 2023

Networking Sponsor | \$750

- One ticket to event
- Logo on all event promotional material (e-blasts, website, social, etc.)

Drink/Bar Sponsor (Exclusive) | \$1,500

- Two event tickets **plus all benefits of networking sponsor**
- Sponsor signage on bar (only sponsor to be promoted at the open bar)
- Social media shout-out to our drink sponsor

Food Sponsor (Exclusive) | \$1,500

- Four event tickets **plus benefits of networking sponsor**
- Social media shout-out to our food sponsor
- Sponsor signage on food displays/tables (only sponsor to be promoted at food areas)

Presenting/Title Sponsor (Exclusive) | \$3,000

- Six event tickets **plus all benefits of networking sponsor**
- Opportunity to place organization signage at welcome table
- Opportunity to welcome the audience
- Ad in OSCPAs e-newsletter the Thursday prior to event

Additional Print & Digital Advertising Opportunities



CPA Voice Magazine

Print and Digital Options | CPA Voice | 11,000 subscribers per issue

1,300+ readers take the CPA Voice self-assessment. A quiz that covers the content within the publication. Sponsored content is included in the self-assessment and qualifies for 1 Hour of CPE. Meaning readers must read your content to pass the exam.

Issue	Art Date	Delivery	Theme
Jan/Feb	Dec. 15	Third week of Jan	The new CPA exam
March/April	Feb. 15	Third week of March	Neurodiversity in the profession
May/June	April 15	Third week of May	Becoming a destination workplace/employer of choice
July/Aug	June 15	Third week of June	Transitioning out of the profession
Sept/Oct	August 15	Third week of September	Detecting fraud & ethics
Nov/Dec	October 15	Third week of November	TBD

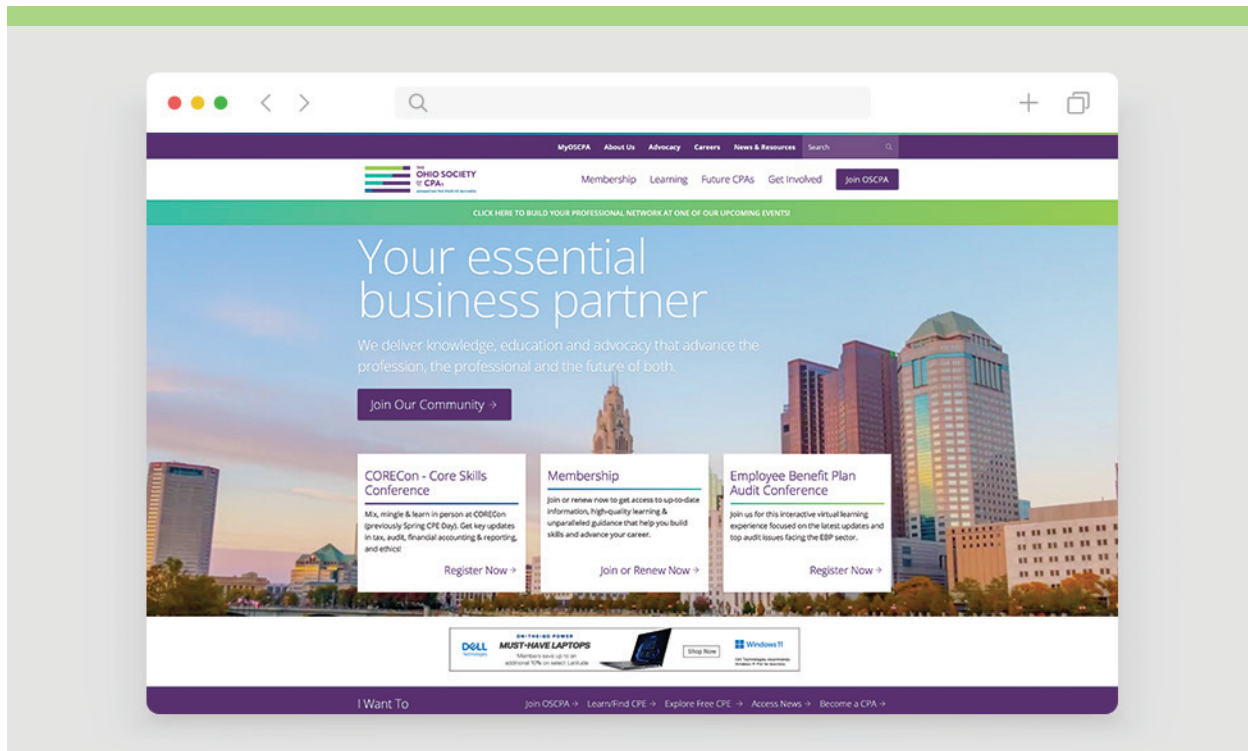
CPA Voice Ad Sizes and Dimensions

<p>FULL PAGE 8.125" x 10.75" plus .125" bleed</p>	<p>HALF PAGE (horizontal) 8.125" x 4.7" plus .125" bleed</p>	<p>BUSINESS CARD (horizontal) 3.5" x 2" no bleed</p> <p>QUARTER PAGE (vertical) 3.75" x 4.75" no bleed</p>
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CPA Voice Ad Specs & Rates

Four-Color Ad Sizes	Investment
Full page (outside back cover)	\$2,750
Full page (inside back cover)	\$2,550
Full page editorial content	\$2,500
Full page	\$2,300
Half page	\$1,450
Quarter size (vertical only)	\$1,050
Business card (horizontal only)	\$300
Classified ad (150 words)	\$250

Investment listed is per issue of CPA Voice.



Digital Newsletter, CPA Takeaways

\$750 prime placement | \$500 best available location

Circulation: 16,000 subscribers

Frequency: Every Thursday (excluding holidays)

330x330 JPEG plus link to article/website

Web advertisements Ohio CPA.com

Average monthly users: 105,000 viewers

Any other data we know about our web users: xxx

Banner ad on OSCPAs home page above digital fold \$750/month

Banner ad on OSCPAs homepage below digital fold \$500/month

