



OSCPA

2020 MARKETING KIT

SPONSOR

EXHIBIT

ADVERTISE



www.oscpa.com

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CONTACT US

For more information about reaching thousands of decision makers and financial experts across Oklahoma, visit www.oscpa.com or email communications@oscpa.com.

WHO WE ARE

6,000+

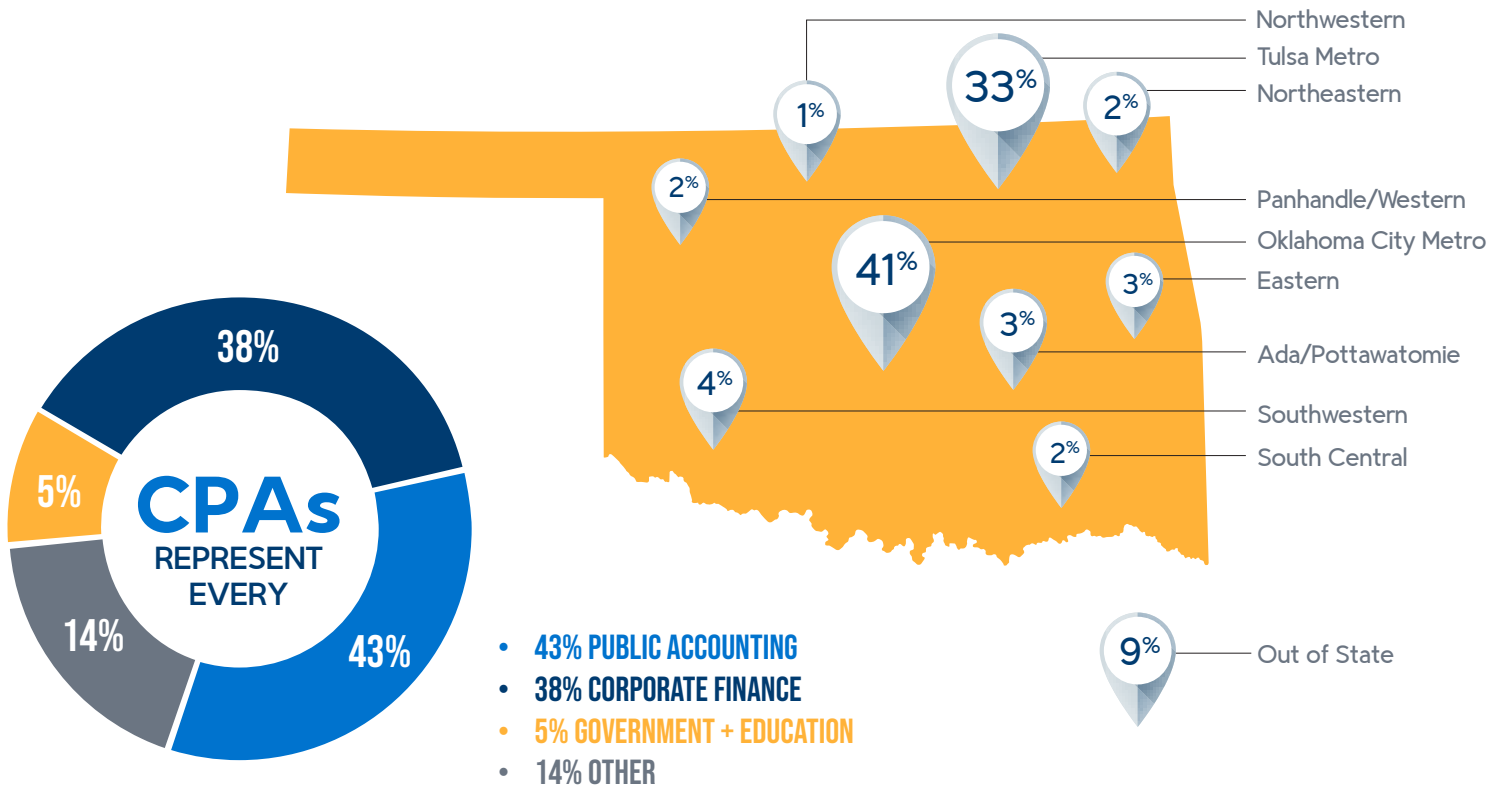
41%

of members are executives with decision making capacity.

MEMBERS STRONG + GROWING

The Oklahoma Society of Certified Public Accountants (OSCPA) is the only statewide professional organization for Oklahoma CPAs. Formed in 1918 with a charter membership of 31, we unite more than 6,000 members in public practice, corporate finance, government and education. We strive to maintain high ethical standards, promote a positive public image and enhance the professional competence of CPAs.

WE ARE DECISION MAKERS + STATEWIDE + DIVERSE



CUSTOM SPONSOR PACKAGES

The OSCPAs business development opportunities are designed to build recognition for your company and provide interaction with decision makers in the OSCPAs membership.

New: Bundle Savings!

Bundle your marketing package with options from the 2020-2021 Marketing Kit to create a customized package and automatically get savings!

Connect with key individuals, stand out from the competition and position yourself as a leader in the growth and innovation of Oklahoma businesses, as well as a trusted provider of goods and services to members statewide.

The OSCPAs has a long-standing relationship with some of Oklahoma's top CFOs, financial managers, partners and controllers. CPAs from the state's best firms look to the OSCPAs for advice and guidance.

Join forces with the OSCPAs and, together, we can help grow your business.

SPONSORSHIP LEVELS

IN ADDITION TO MARKETING BENEFITS WITH EACH ITEM, MEMBERS GET:	PARTNER SPONSOR \$10,000 OR MORE PER YEAR INVESTMENT	COMPANION SPONSOR \$7,500 OR MORE PER YEAR INVESTMENT	AFFILIATE SPONSOR \$5,000 OR MORE PER YEAR INVESTMENT
Special name tag ribbon at each event, for each rep.	X	X	X
Special logo for marketing materials (ads, fliers, signs)	X	X	X
Listing in OSCPAs online Buyer's Guide	X	X	X
Logo with Listing in OSCPAs online Buyer's Guide	X	X	
Special thank you in issue of CPAFOCUS	X	X	
Special signage at events where exhibiting	X	X	
One extra mailing list per quarter	X		
Logo included in event promotional emails	X		

CONFERENCE EXHIBIT + SPONSOR

Conference Exhibitor

Conferences are a unique, exciting opportunity to network with your target market, herald your name and interests and explain your products and services in a one-on-one atmosphere.

You can exhibit at **11 of our CPE conferences** for only **\$4,000** – a savings of more than **\$3,000!** Sign up for this option and save! (Does not include Leadership, Small Firms or Banking & Industry Summits.)

One-day Conference Exhibitor Cost: **\$549**

Two-day Conference Exhibitor Cost: **\$649**

As an **exhibitor**, you will receive the following benefits:

- An exhibit booth including one six-foot table, electricity and WiFi access;
- Logo inclusion in conference materials and on the conference registration page;
- Breakfast, lunch and snack breaks for up to two representatives (at most conferences);
- One copy of attendee addresses;
- The opportunity to distribute promotional materials while meeting with attendees at your booth; and
- Listing on exhibitor check sheet given to all conference attendees to increase booth traffic.

Interactive Event Platform Sponsorship

Sponsor the OSCPAs newest event platform, **Conferences i/o**, used for evaluations, audience Q&A, polling and attendance check-in. Feature your logo as the sole sponsor for all attendees to notice.

As a sponsor of **Conferences i/o**, you can choose one of three options:

- **Option One:** Feature your company's logo on our interactive conference platform.
Cost: \$250 per conference
- **Option Two:** Feature your company's logo on our interactive platform for Oklahoma City seminars (approximately 75 per year).
Cost: \$300 per quarter
- **Option Three:** Feature your company's logo on our interactive platform for Tulsa seminars (approximately 75 per year).
Cost: \$300 per quarter



Session Sponsorship Are you or your company a topic expert? If so, consider sponsoring a conference session. Get direct access to our members who register for your session and share your knowledge base. Presentation must be educational in nature and requires prior approval from the Learning Department. See registration form on page 7 for available conferences. *Limited availability.* Session Sponsorship is \$1,500 per session.








































Can't attend in person? Be a Table Sponsor! For only \$150, Table Sponsors can send collateral to be placed on a table at the conference for all attendees. (Please note, materials must be approved before the conference.) Table sponsors receive the option to purchase one copy of attendee addresses at the conference discounted rate of \$100 per event.

OSCPA EVENT CALENDAR

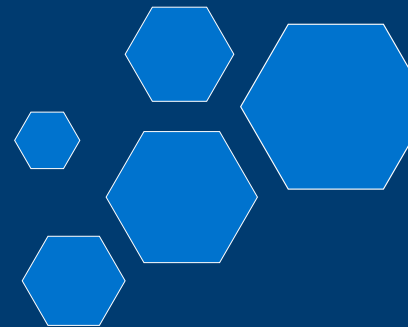
Find the best events for your company to build recognition among more than 6,000 OSCPAs members statewide. Contact the OSCPAs Communication team today at (405) 841-3800 or email communications@oscpa.com.

TARGET AUDIENCE KEY

CFOs/Controllers/Industry.....  Public Accounting..... 
 Government/NonProfit/Education.....  Tax/Financial Planning..... 

EVENT LIST*	DATE	LOCATION	TARGET AUDIENCE	AVERAGE ATTENDANCE	RATES
1. Governmental Accounting & Auditing Conference	May 7-8	Norman	 	300	\$649
2. Annual Members Meeting	June 5	Norman	  	250	\$549
3. Kurt Oestriecher Symposium	August 20	Tulsa	 	125	\$549
4. Kurt Oestriecher Symposium	August 21	Oklahoma City	 	150	\$549
5. Leadership Summit	August 27	Oklahoma City	   	50	\$200
6. Small Firms Summit	September 23	Oklahoma City	 	65	\$200
7. Oil & Gas Summit	October 26	Oklahoma City	  	75	\$200
8. One-Day Federal Tax Update	November 12	Broken Arrow	  	125	\$549
9. One-Day Federal Tax Update	November 13	Oklahoma City	  	125	\$549
10. Oklahoma Tax Institute	December 3-4	Norman	  	200	\$649
11. CPE Blowout	December 15-16	Tulsa	   	200	\$649
12. CPE Blowout	December 17-18	Norman	   	250	\$649
13. Two-Day Federal Tax Update	January 14-15, 2021	Oklahoma City	  	100	\$649
14. Banking & Industry Summit	April 20, 2021	Oklahoma City		40	\$200

*See www.oscpa.com for more details. Event dates and locations are subject to change; average attendance numbers are estimates.



OSCPA

1900 Northwest Expressway
 Suite 910
 Oklahoma City, OK 73118

www.oscpa.com
 (405) 841-3800

EXHIBITOR/SPONSOR REGISTRATION FORM

CHOOSE CONFERENCE AND MARKETING TYPE:

1. **Banking & Industry Summit
April 23, 2020**
 Exclusive Sponsorship \$300
2. **Governmental Accounting
& Auditing Conference
May 7-8, 2020**
 Table Sponsor \$150
 Exhibit \$649
 Session Sponsorship* \$1,500
3. **Annual Members Meeting
June 5, 2020**
 Table Sponsor \$150
 Exhibit \$549
 Session Sponsorship* \$1,500
4. **Kurt Oestriecher Symposium
(Tulsa)
August 20, 2020**
 Table Sponsor \$150
 Exhibit \$549
5. **Kurt Oestriecher Symposium
(Oklahoma City)
August 21, 2020**
 Table Sponsor \$150
 Exhibit \$549
6. **Leadership Summit
August 27, 2020**
 Exclusive Sponsorship \$300
7. **Small Firms Summit
September 3, 2020**
 Exclusive Sponsorship \$300
8. **Oil & Gas Summit
October 26, 2020**
 Table Sponsor \$150
 Exhibit \$549
9. **One-Day Federal Tax
Update (Broken Arrow)
November 12, 2020**
 Table Sponsor \$150
 Exhibit \$549
10. **One-Day Federal Tax
Update (Oklahoma City)
November 13, 2020**
 Table Sponsor \$150
 Exhibit \$549
11. **Oklahoma Tax Institute
December 3-4, 2020**
 Table Sponsor \$150
 Exhibit \$649
 Session Sponsorship* \$1,500
12. **CPE Blowout (Broken Arrow)
December 15-16, 2020**
 Table Sponsor \$150
 Exhibit \$649
13. **CPE Blowout (Norman)
December 17-18, 2020**
 Table Sponsor \$150
 Exhibit \$649
14. **Two-Day Federal
Tax Update
January 14-15, 2021**
 Table Sponsor \$150
 Exhibit \$649
15. **Banking & Industry Summit
April 20, 2021**
 Exclusive Sponsorship \$300

*CPE approval required.

All-conference exhibiting option (includes [11 conferences](#)): **\$4,000 - BEST DEAL!**

TO SIGN UP: Please mail this form with contact and payment information and the following:

- Your organization's logo (JPEG or PNG files)
- The URL to which you want your logo to link on our website
- Your organization's attendees to the event (for name badges)

Company Name _____ Contact Name _____ Title _____
Address _____ Phone _____
City/State/ZIP _____
Email _____ Website _____

Electricity and WiFi are included for all events. Please list any additional A/V requirements or specific dietary needs:

By signing up as an OSCPAs exhibitor or event sponsor, you are agreeing to the following conditions: Mailing labels are for one-time use only. They may not be duplicated, copied, sold or stored in any fashion. Mailings are to be completed within four weeks after the close of each event. Mailed pieces must be pre-approved by an OSCPAs vice president and may not contain the OSCPAs logo. Any drawings or giveaways must be completed at the event. Prizes must be presented at that time or mailed directly to the winning participant. Promoting non-OSCPAs sponsored CPE is strictly prohibited. All fees are nonrefundable.

We are not able to attend the event but would like to be Table Sponsors and receive an attendee mailing list - \$250!

Method of Payment: Check to OSCPAs Credit Card **Total Due:** _____

Credit Card # _____ Exp. Date _____

Cardholder's Name _____ Cardholder's Signature _____

Make checks payable to OSCPAs, 1900 NW Expressway, Ste. 910, Okla. City, OK 73118-1898 or fax with credit card information to (405) 841-3801. Please direct questions to (405) 841-3800 or communications@oscpa.com. Please do not email credit card information.

SPECIAL EVENT SPONSORSHIPS

The OSCPAs provides members with special events throughout the year. These events cater to our membership niches or provide special opportunities and benefits to our members. From young professionals to Society leaders, there will be a variety of chances to put your name in front of groups you may not see at our customary conferences.

Sponsorship for these opportunities is available on a first – come, first-served basis – so act fast and score your company a little added exposure this year!

CONTACT US

For more information about OSCPAs special event sponsorships contact the Communications team at (405) 841-3800 or email communications@oscpa.com.

BOARD OF DIRECTORS MEETINGS

The OSCPAs Board of Directors meetings are in February, April, July and December. Sponsor a Board of Directors meeting and network with our Board members prior to the meeting and have information available. Pricing starts at \$300.

BOARD RETREAT RECEPTION AND DINNER

Sponsor the welcome reception or dinner for the OSCPAs Board of Directors Retreat. Get in front of prominent CPAs and OSCPAs board members in a casual environment. Retreat locations change annually, but are usually out of state. Pricing starts at \$500.

EDUCATIONAL FOUNDATION

The OSCPAs Educational Foundation, a 501(c)(3), provides financial assistance to Oklahoma’s brightest accounting students. There are multiple opportunities throughout the year to contribute to this cause, including special events, raffles, silent auctions and more. To learn more and to be included, please email communications@oscpa.com.

LUNCH + LEARN PROGRAMS

The OSCPAs’s Members in Industry Committee sponsors a Lunch + Learn program dedicated to the current trends and issues affecting the corporate finance CPA. This series takes place in Oklahoma City on June 18, August 20, October 16, November 3, December 23, February 18, March 18 and April 22. Pricing starts at \$200.



PROFESSIONAL MIX & MINGLES

Enjoy mingling with CPAs across the state at one of this year’s Mix & Mingle events. Members take the opportunity to network and get to know each other while having happy hour drinks at both Oklahoma City’s and Tulsa’s trendiest restaurants and lounges. Pricing starts at \$300.

SPECIAL EVENT SPONSORSHIPS

SMALL FIRMS ROUNDTABLES

The OSCPAs Small Firm Practitioners Committee assists practitioners in improving the management and operation of their practices to increase efficiency and profitability. Each year, the committee sponsors seven roundtable events, once a month from May until November, which include lunch and topical discussions. Sponsor a Small Firms Roundtable for just \$100.

PROFESSIONAL ISSUES UPDATES

The OSCPAs president and CEO presents a program for CPAs throughout the state that addresses the profession's future and accounting trends. These town hall events allow members to ask questions and engage with each other and Society leadership. Sponsor a Professional Issues Update in your area. For pricing, contact the communications team at communications@oscpa.com.

YOUNG ACCOUNTING PROFESSIONALS AND PAST CHAIRMEN MIXER

In June, Young Accounting Professionals (YAP) and Past Chairmen's Council unite to sponsor a mixer for all OSCPAs members prior to the Annual Members Meeting. It brings together seasoned professionals and the future of our profession. This sponsorship includes a table at the event and an invitation for two representatives to attend. Pricing starts at \$300.



YOUNG ACCOUNTING PROFESSIONALS LUNCH + LEARN PROGRAMS

The OSCPAs Young Accounting Professionals (YAP) group consists of the future of the Society. They are Society leaders, professional advocates and community servants. Engage with these young professionals by sponsoring the OSCPAs 2019 YAP Lunch + Learn programs. These events will be May 21, July 16, September 18 and January 21 and focus on leadership skills, professional development and career issues. Pricing starts at \$200.

CONTACT US

For more information about special event sponsorships contact OSCPAs Communications at (405) 841-3800 or email communications@oscpa.com.

JOB SOURCE + CLASSIFIED ADVERTISING

The OSCPAs Job Source program* and classified advertising is designed to help OSCPAs members and employers connect and find the right fit for professional success.

Post positions for CPAs online and in the CPAFOCUS member magazine. Buy or sell a business and reap the benefits of this program by having the opportunity to advertise to thousands of CPAs across the state.

To post a job in Job Source, visit www.oscpa.com/careers. Job openings will be posted for 30 days online. To post

something in the OSCPAs online classified ads or in the CPAFOCUS magazine, email communications@oscpa.com.

*All Job Source postings both online and in the CPAFOCUS magazine are subject to approval by the OSCPAs, which reserves the right to decline postings considered unethical or unsuitable, regardless of contract. The OSCPAs does not guarantee the visit rate on any position within our website. The publisher retains the right to amend or discontinue any portion of this site at any time with appropriate credit to the advertiser.

JOB SOURCE

JOBS

Check back frequently to see the latest postings!

Search by keyword:

SEARCH →

Showing 1-3 of 3

Assistant Professor of Accounting

Oklahoma Christian University Company	\$60,001 - \$100,000 Salary	Full Commitment
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Financial Analyst

City of Temple, Texas Company	Full Commitment
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Tax Manager

James Farris Associates Company	Full Commitment
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CLASSIFIED ADS

CLASSIFIEDS

Office Space

2816 NW 57th Suite 101 OKC.
2390 SF of very nice office space with 8 rooms, storage, 2 bathrooms and kitchen. Close to 3 highways near by for easy commuting. Suite can be split to 1350 SF & 1040 SF. Search craigslist ad using the address for pictures and other details. Call (405) 426-7820

Practices: Wanted/For Sale



For Sale (Gross Revenues Shown):

Oklahoma Panhandle (CPA) \$615K
South OKC Rural (CPA) \$430K
Texoma Region (Acc & Tax) \$300K
Central OK (CPA) \$259K
Southwest OK (Tax) \$265K
Oklahoma Virtual (Tax) \$262K
Southeast Kansas (CPA) \$200K
South Central Kansas tax/acctg \$144K
Southeastern Kansas (tax) \$130K

We are the largest marketer of CPA firms in the US. The reason? Proven success! Contact us for a confidential, no-obligation discussion or to receive a FREE valuation. Buyers: For additional information on our listed practices, please visit our website at www.APS.net. You may also contact Wade Holmes or Chase McVabb at (888) 847-1040 or Holmes@APS.net.



Selling your CPA firm is complex. We can make it simple. Accounting Biz Brokers has offered quality business brokerage services to CPAs for over 14 years. Visit www.AccountingBizBrokers.com to request additional information about the sales process and a free market analysis. Completely risk-free and confidential.

Pricing for online and print listings:

\$1 per word / \$30 minimum

Logo inclusion: Additional \$50

Contact OSCPAs Communications today at (405) 841-3800 or email communications@oscpa.com.

ONLINE ADVERTISING

Online advertising is easy, inexpensive and reaches your best potential customer: the CPA.

With interactive links and modern graphics, a potential client or customer is not only exposed to your name in a way that associates you with cutting-edge technology but is also a click away from the comprehensive information available on your corporate website. By tracking click-through rates, you'll know exactly what the response is and what your ad dollars are buying.



	Ad Size	1 Month	3 Months	6 Months	12 Months
Banner Ads*	9 x .75 inches/32 dpi	\$200	\$500	\$750	\$1,200

*Limited page availability.

WIRE ADVERTISING

Leverage the OSCPAs popular e-newsletter, The Wire, to build critical brand awareness with our members. E-newsletter ads must be submitted in a .jpg format.

The Wire distributes news and information concerning the CPA profession to all OSCPAs members. Distribution: >6,300

Ad Sizes:

Banner - 600 x 150 pixels

Flag - 280 x 200 pixels

Ad Cost:

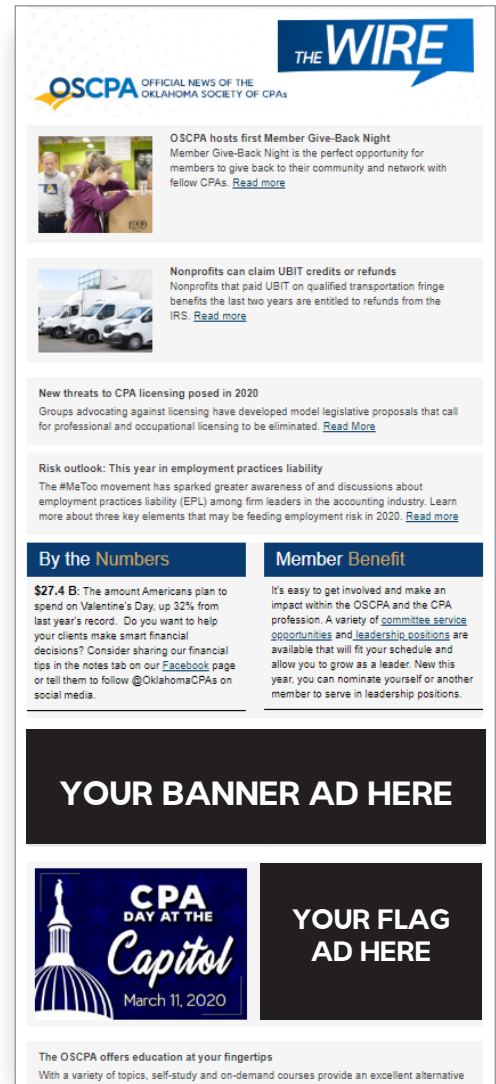
\$300 per issue for Flag Ads

\$500 per issue for Banner Ads

Sponsored Content*:

\$750, includes Flag Ad

Contact OSCPAs Communications today at (405) 841-3800 or email communications@oscpa.com.



MAGAZINE ADVERTISING

CPAFOCUS MEMBER MAGAZINE

The CPAFOCUS is the official membership publication of the Oklahoma Society of CPAs, produced for and about OSCPA members.

Published six times a year, this full-color magazine is the only professional publication for CPAs in the state of Oklahoma. CPAFOCUS is mailed to thousands of CPAs and accounting students throughout Oklahoma and surrounding states. The magazine is also distributed to other professionals interested in accounting issues.

When you advertise in the CPAFOCUS you are putting your company or business in front of more than 6,000 CPAs across the state! Keep in mind, display advertisers must complete an advertising contract with insertion orders. Ads must conform to mechanical requirements listed below.

We also have special printing options like fold-out covers, belly bands, half-flap covers, stitch-ins and tip-ins. Email communications@oscpa.com for descriptions and pricing.

March/April Issue
May/June Issue
July/August Issue
Sept/Oct Issue
Nov/Dec Issue
Jan/Feb Issue

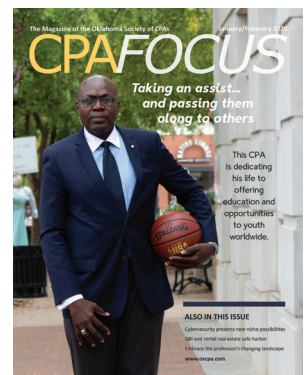
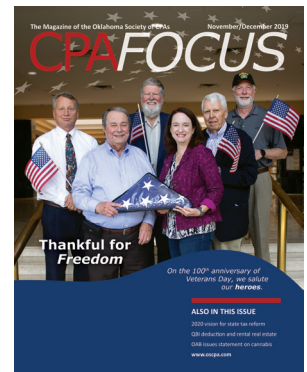
Deadline = December 20
Deadline = February 21
Deadline = April 23
Deadline = July 5
Deadline = August 21
Deadline = October 23

Display ads in the electronic version of CPAFOCUS that include website addresses also hyperlink to your company or business website.

Go to www.oscpa.com/resources/108-cpafocus and click on the latest issue to see it in action!

Contact OSCPA Communications today at (405) 841-3800 or email communications@oscpa.com.

Ad Type	Rate	Width x Depth (inches)
Double-Page Spread (800 word maximum sponsored article* plus full-page ad)	\$2,000	9 x 11.5 (with bleed) for Ad
Full Page/Back Cover	\$1,200	9 x 11.5 (with bleed)
Full Page/Inside Front Cover	\$1,075	9 x 11.5 (with bleed)
Full Page/Inside Back Cover	\$1,000	9 x 11.5 (with bleed)
Full Page	\$895	9 x 11.5 (with bleed)
Half Page w/Bleed	\$690	9 x 6
Half Page	\$625	8.5 x 5.5
Third Page w/Bleed	\$575	8.5 x 3.25
Third Page	\$500	8.5 x 3.25
Three-Quarter Page, One Column	\$345	2.5 x 7.5
Half Page, One Column	\$200	2.5 x 5
Quarter-Page, One Column	\$175	2.5 x 2.5



*Note: Unless specified in contract (e.g., Inside Front Cover), specific placement in publication cannot be guaranteed. Advertiser assumes liability for all content, claims and illustrations. OSCPA retains all editing rights and rights of refusal, specifically for conflict of interest.

OTHER PUBLICATION ADVERTISING

In addition to the member magazine, the OSCPAs offers publications that are open for advertising and sponsorship.

Pricing for sponsorship and advertising are below. Ad sizing information and deadlines are listed to the right.

FULL PUBLICATION SPONSORSHIP

PRICE: \$1,000

Sponsorship includes your logo on the front cover, ad on the back cover and byline in the footer indicating your sponsorship, giving you comprehensive recognition.

INSIDE FRONT COVER OR INSIDE BACK COVER AD

PRICE: \$400

Get preferred placing of your ad with this option.

BACK COVER AD

PRICE: \$500

In the event a publication is not sponsored, the back cover ad is open for anyone wishing to receive this prime spot.

FULL PAGE AD

PRICE: \$250

Ad space is available throughout each publication and may be determined by space and availability.

CONTACT US

To advertise or sponsor, contact OSCPAs Communications today at (405) 841-3800 or email communications@oscpa.com.

To purchase a firm listing in the OSCPAs Ultimate Guide, please call (405) 841-3800 or email membership@oscpa.com.

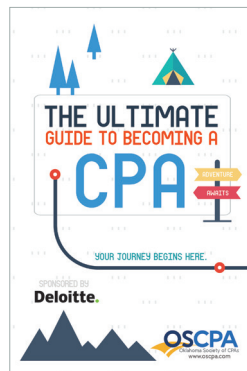
CPE CATALOG



The OSCPAs's printable CPE Catalog is provided online for all members and nonmembers to access a full calendar of continuing education seminars throughout the year. The catalog is posted at the top of the online CPE catalog page – the most visited page on www.oscpa.com – beginning in April of each year.

Size: 8.5 x 11 inches
Deadline: August 1

ULTIMATE GUIDE TO BECOMING A CPA



The OSCPAs's Ultimate Guide to Becoming a CPA is provided to students and pre-professionals across the state who are interested in exploring accounting careers, as well as the CPA designation. The guide features firm listings provided by participating firms across the state. It also features important CPA exam advice, career resources and step-by-step instructions to succeed in the profession. The Ultimate Guide

to Becoming a CPA is printed and distributed to student members as well as posted online at www.oscpa.com.

Price per firm listing: \$100 (\$75 for 100% VIP Firms)
Ad Size: 5.5 x 8.5 inches / 6 x 9 inches (with bleed)
Full-page Ad: \$500*

Deadline: June 29

**Firms that buy a full-page ad get a firm listing free!*

ADDITIONAL OPPORTUNITIES ADVERTISING + RENTAL

LEARNING CENTER RENTAL (MEMBERS ONLY)

The OSCPAs remodeled classroom and networking area are available for rent to OSCPAs members. Options include full and half day rates, Wi-Fi and customizable seating arrangements. This space is ideal for team building, corporate events, leadership luncheons and group training. You also have the opportunity to access the attached networking room free with your rental.

Rates start at \$100 for a half day and \$150 for a full day.

LEARNING CENTER POSTERS (LIMITED SPACE)

Hundreds of CPAs across the state filter into our Learning Center in Oklahoma City each year to receive their educational needs. The center has three displays for promotional posters that are sized 24 inches by 36 inches and are available for only \$400 per month. Complete artwork must be provided to the OSCPAs two weeks prior to the month chosen. The OSCPAs will have your poster printed for the display. This is a great way to keep your business in front of CPAs throughout the year.

LOBBY TV ADVERTISING

Place your ad or commercial on the OSCPAs lobby TV. Spots run on a loop all day, during business hours.

- 30-second spots: \$250 per month
- 60-second spots: \$350 per month

MAILING LISTS

Target your marketing efforts to the specific audience you need, whether that's by location, field of work or other division. Names and addresses are 25 cents each.

CONTACT US

For Learning Center advertising and rentals, contact the OSCPAs Education team today at (405) 841-3800 or email cpe@oscpa.com.

For lobby advertising and mailing lists, please call (405) 841-3800 or email communications@oscpa.com.



OSCPAs Learning Center

Seats: 44

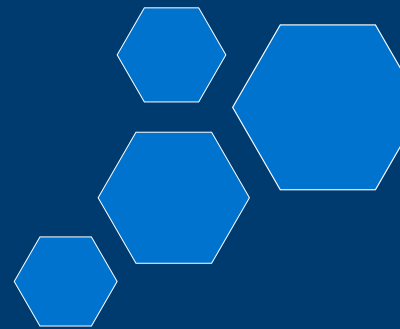
Includes two flat screen TVs and electrical connections at each table



OSCPAs Networking Room

Seats: 12

Includes flat screen TV, kitchenette and coffee maker



OSCPA

1900 Northwest Expressway
Suite 910
Oklahoma City, OK 73118

www.oscpa.com
(405) 841-3800