

FICPA 2023-24

Media Kit

PARTNERSHIP | SPONSORSHIP | ADVERTISING | EXHIBITING

Connect with the Largest
Network of CPAs, Accountants
and Financial Professionals
in the Sunshine State.



 @Florida Institute of CPAs (ficpa)

 @FICPA

 @FICPA

 @FloridaInstituteofCPAs

 @FICPA

Who is FICPA ?

Founded in 1905, the FICPA has been working to advance the accounting profession in Florida for more than 115 years and now has more than 18,500 members. Continued membership growth and renewal has made the FICPA one of the largest CPA organizations in the United States.

In addition, FICPA plays a key role in protecting the interests of all CPAs throughout Florida. FICPA members — and all members of our profession — benefit from FICPA's advocacy efforts.

We are on a mission to enhance our members competency and professionalism; support professional standards; promote the value of our members and advocate on behalf of the profession.



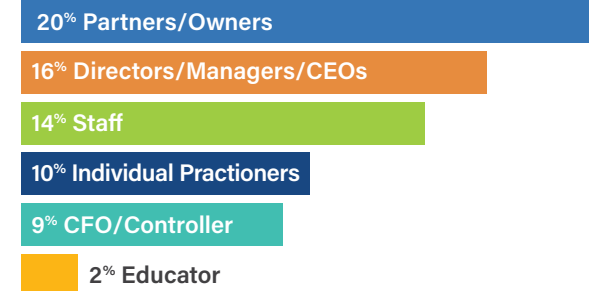
2023-24 FICPA Board

1820+
Firms

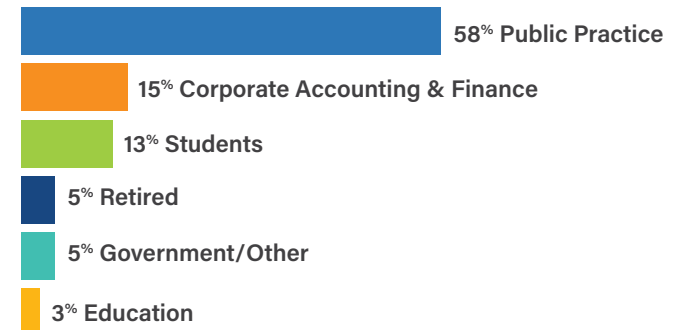
2000+
Companies

Serving 18,500+ Members in Public Accounting and Corporate Finance

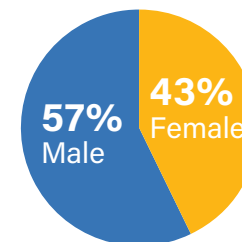
By Postions Held



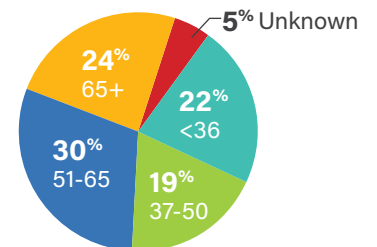
Where Members Work



By Gender



By Age



How to Get Involved

Connect with Decision Makers and Gain Recognition as a Leader in Your Industry



Strategic Partnership Program

[learn more »](#)

The FICPA's Strategic Partnership Program offers a limited group of organizations the opportunity to maximize exposure to key decision-makers through a variety of marketing and sponsorship initiatives.

As a Partner, the highest level of involvement an organization can have with FICPA, Partners receive a customized plan, which allows a reach across a variety of platforms throughout the year. Participation in this program results in enhanced exposure, elevated status, and an increase in the value of your organization's brand.



Event Sponsorship & Exhibition

[learn more »](#)

- CPE Conferences
- Governmental Affairs Events
- Scholarship Foundation Events
- Chapter Events



Print & Digital Advertising

[learn more »](#)

- Florida CPA Today Magazine
- Knowledge Hub
- FICPA.org
- FICPA Career Center
- NewsFlash Newsletter
- Classifieds
- Retargeting Campaigns



To understand the full value of the above offerings, contact **Marjorie Stone**, marjories@ficpa.org

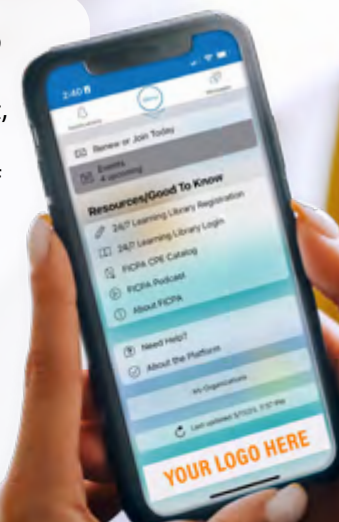


FICPA Event App

engagefully
Where connection happens

The FICPA Event App is designed to deliver event-related content, facilitate networking, enable a direct line of communication and amplify your event experience.

The best way to experience the FICPA Event App is to sponsor an event so you can capture leads and engage with attendees.



Interested in sponsoring the FICPA Event App?

Contact Marjorie Stone at
marjories@ficpa.org

FICPA Conference Sponsorships

At the FICPA, our Learning and Development team delivers top-notch, relevant, year-round virtual and inperson CPE conferences that allow you to present and showcase your services and products. We're continuously updating, so be sure to check ficpa.org/conferences frequently.

Topics of Interest

- Accounting & Auditing
- Assurance Services
- Business Valuation
- Controllershship
- Construction
- Internal Audit
- Manufacturing
- Not-for-Profit
- Retirement Planning
- Taxation: Federal, Individual, International, Payroll and State
- Technology



Scan to
learn more



January | South Florida
Est. Attendance: 300



January | South Florida
Est. Attendance: 100

Industry Insight Conference

April | Orlando
Est. Attendance: 300
Emphasis on Corporate Finance, Healthcare, and Not-for-Profit.



June | Orlando
Est. Attendance: 500
FICPA's annual conference.



June | Orlando
Est. Attendance: 100
Typically held in conjunction with MEGA.



August | Orlando
Est. Attendance: 80
Breakfast & Break Sponsorships only

State and Local Government Accounting Conference

August | Orlando
Est. Attendance: 100

SOUTH FLORIDA ACCOUNTING CONFERENCE

October | Ft. Lauderdale
Est. Attendance: 300
Business/Tax/Tech focus

CONSTRUCTION INDUSTRY CONFERENCE

November | Orlando
Est. Attendance: 100

COMMON INTEREST REALTY ASSOCIATIONS CONFERENCE

November | Orlando
Est. Attendance: 100

1 Hour Sponsored Webinar

Generate leads, position your brand and engage highly-qualified registrants. Sponsored CPE Webinars are promoted on FICPA social media channels, in the NewsFlash and Premier CPE Newsletters. **\$2,000**

Visit ficpa.org/connect/sponsor-advertise to reserve your spot.

Meet the Team

Our Communications, Conferences and E-Learning teams have the experience and relationships in the industry to help you maximize your exposure.



Kim Robinson
Sr. Manager, Conferences



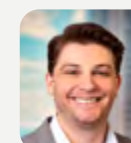
Cherie Gannet
Learning Coordinator



David Leaf
Event Technology



Jen Johnson
Virtual Learning Manager



Nick Menta
Communications Manager



Join us in our mission to attract and cultivate the accounting profession in Florida by providing support and fostering success for current and future CPAs.

Help us make a difference today!

For more information about FICPA Scholarship Foundation events, please contact foundation@ficpa.org.

Scholarship Foundation Events

TOPGOLF

Grab your clients, colleagues and friends and compete to see who has the highest TopGolf score across the State! Sponsor the tournament and make your brand a memorable part of the experience.

\$500 - \$10,000

Family Retreat & Golf Tournament

Nestled in one of the most natural and beautiful settings in the United States, the ultra-private 2500-acre Resort at Ocean Reef Club in Key Largo boasts five-star hotel accommodations and dining.

The Family Retreat's mission is to increase awareness and support for the FICPA Scholarship Foundation and provide a relaxed and luxurious experience for friendships to be made.

\$750 - \$20,000



Celebrate the future of the accounting profession by attending and mingling with FICPA Scholars, community leaders, area business leaders and the educational community. Gain brand recognition by aligning your company with a life-changing scholarship fund for FICPA's next generation. If you are looking to recruit within the pipeline or support the profession, this is a chance to meet the top talent in the State of Florida.

\$500 - \$10,000

Student Field Day

This is a unique and fun opportunity for accounting students to become acquainted with the "real world" and network with accounting firms in their local areas. Students sign up to visit select firms and network in groups. The firms take them on tours, introduce them to partners and allow them to experience what a "day in the life of a CPA" looks like.

\$500 - \$10,000



Building tomorrow's accountants today by seeing beyond the numbers, this invitation-only, two-day program helps accounting majors strengthen their professional skills and learn about the limitless possibilities and benefits of earning the CPA credential.

\$500 - \$10,000



This annual event is the accounting profession's opportunity to lend their hearts and their hands to their communities. Day of Service is spearheaded by the Young CPA committee who sets up projects and gathers volunteers for a worthy cause.

\$500 - \$10,000



Want to meet young professionals? Attend a Young CPA Meetup to socialize with your peers and get involved. Activities for networking range from Escape Rooms and Axe Throwing to Pedal Bars and Brewery Tours.

\$500 - \$10,000

Chapter and Governmental Affairs Events

Chapter Events

The FICPA holds chapter and regional events around the state monthly. Visit ficpa.org/ChapterEvents to view chapter events near you.



Karen Dow

Regional Director of Membership
Broward & Palm Beach Counties
KarenD@ficpa.org | 850-251-5921



Kathryn Hernandez

Regional Director of Membership
Miami & The Keys
KatH@ficpa.org | 850-521-5951



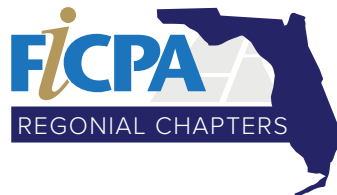
Jay Propst

Regional Director of Membership
Tampa & Southwest Florida
JayP@ficpa.org | 850-521-5946



Ivey Rose Smith

VP of Membership & Corporate Relations
Central and Northern Florida
Ivey@ficpa.org | 850-521-5918



Not a member yet?

Contact one of the above Regional Directors about which membership level is best for you.

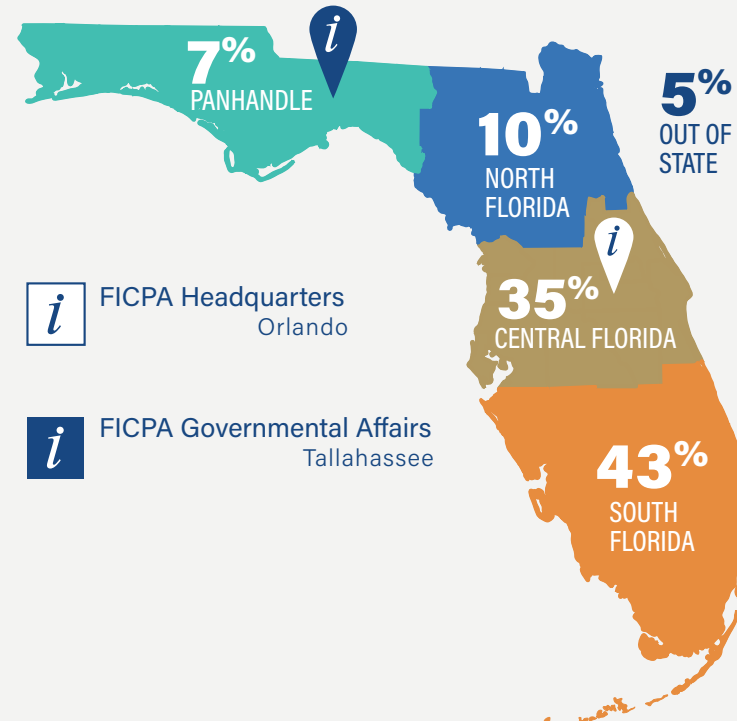
Governmental Affairs Events

FICPA members - and all members of our profession - benefit from the FICPA's advocacy efforts. Interested in Governmental Affairs Events? Contact marjories@ficpa.org to see how to get involved.



For more information on the Florida CPAPAC, please contact govaffairs@ficpa.org

Geographic Membership Density



Florida CPA Today Quarterly Magazine

Print & Digital

With a circulation of over 15,000, our members continue to tell us that the *Florida CPA Today* informs them about the latest issues and events in the accounting profession.

Florida CPA Today delivers:

- Technical articles written by member CPAs and other thought leaders
- Legislative updates
- DOR and IRS updates
- FICPA events



Florida CPA Today Magazine "Sneak Peak" Exclusive Email Feature \$1,000

FROM OUR PARTNERS

8 Reasons CPAs Get Sued

[Read Article](#)

Wait, I can get sued for that?

Whether you're a CPA who works for yourself or you run an accounting firm that employs a dozen people, getting hit with an accounting malpractice claim can be devastating. Here's a look at 8 reasons CPAs get sued and what you can do about it.

[Learn more.](#)

ISSUE	PUBLICATION MONTH
Summer	Aug.
Fall	Nov.
Winter	Feb.
Spring	May

All Ad Materials Due:
15th of prior month of publication

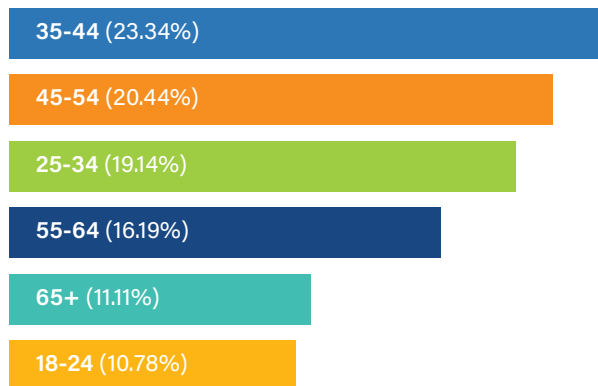
SIZE	1x	4x
Advertorial	\$6,060	N/A
Back Cover	\$4,550	\$16,108
Inside Front Cover	\$4,205	\$14,884
Inside Back Cover	\$3,950	\$13,984
Full Page	\$3,830	\$13,460
Half Page	\$1,855	\$6,300
Quarter Page	\$1,550	\$5,488

FICPA.org

Advertise on our homepage. An average of 50,000 people visit ficpa.org each month with a 6.5% increase in traffic month-over-month and a 34.39% increase year-over-year.

Website Demographics

By Age



*Based on Dec. 2022 - Feb. 2023



DURATION	RATE
1 Month	\$2,500
3 Months	\$5,500
12 Months	\$10,000

By Gender



CUSTOM MEDIA



CEO Conversations

FICPA creates monthly vlog interviews with host, Shelly Weir, FICPA President & CEO, and thought leaders in the industry. The Conversations are promoted in the FICPA NewsFlash, on FICPA.org and on social media. Your ad will run at the beginning of one CEO Conversation to provide you with exposure and brand awareness.



Member Benefit Quarterly Webinar

As members join, we teach them how to take advantage of all the member-exclusive connections, knowledge, and savings available throughout the membership year. Your ad will run at the beginning of one quarterly webinar to provide you with exposure and brand awareness to our newest members! Approx. attendance: 200

Exclusive 30-second advertisement opportunities

- \$500 per ad, per video placement.
- All ad materials due 14 business days prior to scheduled air date.
- Acceptable files: pre-produced .mp4 or .mov file video sized at 1920 W x 1080 H 264 and no larger than 1 GB.

NEWSFLASH

The Official Newsletter of the FICPA

Frequency: Weekly

Audience: 10,000+

Open Rate: 40% average

CTR: 10% average

Topics

- Professional Headlines
- Partner Deals and Savings
- News Impacting the Accounting Profession



[View Newsflash](#)

FREQUENCY	670 X 90 EXCLUSIVE BANNER
1x	\$1,000
3x	\$1,500
6x	\$2,500

Retargeting Ad Campaign

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time.

How does it work?

Ad Retargeting uses simple Javascript code to identify visitors of FICPA.org and reaches them with ads wherever they go online. By showing relevant, targeted ads to past FICPA.org visitors, you increase brand awareness and drive online engagement with your ideal customer.



Reporting

The FICPA will track campaign progress and provide results, including:



Number of impressions



Clicks



Geographical locations

PLATINUM	50,000 Impressions	\$7,000
GOLD	25,000 Impressions	\$5,000
SILVER	15,000 Impressions	\$3,000



“We’re excited to offer new and enhanced opportunities that connect you with your target audience - our members.

This meaningful and strategic engagement results in WIN-WIN-WIN relationships for you, our members, and the FICPA.”

Carrie Summerlin
Chief Growth & Innovation Officer

“Let’s advance your presence and maximize your investment together.

It matters to me that you walk away satisfied. I want to hear about your goals and experience. Let’s create opportunities that serve you and our members well.”

Marjorie Stone
Director of Strategic Relationships

Our FICPA team wants you to receive the most from your involvement.



Carrie Summerlin

Chief Growth &
Innovation Officer
CarrieS@ficpa.org



Marjorie Stone

Director of Strategic
Relationships
marjories@ficpa.org
850-521-5950