

Sponsored Learning is Heading to the Next Level. Get In on the Ground Floor.

What Is AccountingCred?

AccountingCred is a new online education platform created by Insightful Accountant and Surgent. It delivers innovative, high-quality, technology-focused webinars to accounting, tax, and bookkeeping professionals, completely free of charge to the attendee. Beta launched in the spring of 2017, AccountingCred courses were attracting over 250 registrations per webinar, on average, by December of 2017.

Why Choose AccountingCred?

We all know there are other free CPE options in the market. But, frankly, they leave both the attending professionals and the providers dissatisfied. Webinar attendees complain that the content quality is poor and often irrelevant, and that they are frequently overwhelmed by follow-up from multiple sponsors. Sponsors complain that the leads are over-contacted by other sponsors (and not high enough quality to begin with). AccountingCred works differently – and far more effectively.

The screenshot shows the AccountingCred website interface. At the top, the logo 'AccountingCred' is displayed with 'POWERED BY INSIGHTFUL ACCOUNTANT AND SURGENT' below it. Navigation links include 'ABOUT', 'FREE CPE', 'ONDEMAND COURSES', 'BLOG', and 'JOIN/LOGIN'. A banner features a smiling woman and the text: 'Accounting Education with a Tech-Focus. Top Courses, Great Companies, All-Star Speakers. Earn CPE Credit. Oh Yeah, and it's FREE!' Below this is a 'Join for Free' button and a 'GET UP TO 5 CPE COURSES FREE!' message. A row of logos for Citrix, Certify, SmartVault, and Kabbage is shown. A ShareFile advertisement is present with the text 'Secure for audits, easy for your clients'. Below is a table of courses:

COURSE	PRESENTED BY	CREDITS	DATE
Top 10 Things You Need to Know About Tax Reform This program focuses on the most important changes under the Tax Cuts and Jobs Act that will impact most businesses and individuals. VIEW DETAILS REGISTER	Dominique Molina	1 credits	02/20/2018 @2:00 PM EST
Best Practices for Cloud-Based File Sharing Join Citrix ShareFile's Will Almand to learn the key features your file sharing service should provide. VIEW DETAILS REGISTER	Will Almand	1 credits	02/23/2018 @2:00 PM EST

On the right side of the course table, there is a 'Want More CPE Choices?' advertisement for Surgent with the Surgent logo. Below the advertisement, it states 'SURGENT IS APPROVED AS A PROVIDER OF CONTINUING EDUCATION' with the CPE logo.

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Here's How It Works... Better!

Surgent is the premier provider of high-quality CPE for CPAs, having delivered well over 5.8 million CPE credits to CPAs and accounting professionals. Surgent partners with nearly all CPA state societies, hundreds of CPA firms, educators, and many related associations and organizations to further amplify reach. Additionally, Surgent has a rapidly-growing presence in the exam preparation market, with online courses that help prospective candidates become CPAs and earn EA, CMA, CIA, and CISA designations up to two times faster than national averages.

Insightful Accountant is an independent news and information source written specifically for the small business advisor who needs to stay current on the latest news and offerings in accounting technology. Its leaders have well over 20 years of experience writing about, consulting, and teaching within the accounting industry.

InsightfulAccountant™

Surgent
EDUCATION
FOR PROS **cpe**

These two partners' category leadership and market penetration into all types of accounting professions fuels the AccountingCred difference. But that's not all that sets this venture apart. Here are other ways it's better:

- AccountingCred's 2018 curriculum—which runs from May through December—will feature high-quality, informative online courses, sponsored by a select group of highly respected organizations.
- Surgent will provide account management for all sponsors, handling webinar production in our state-of-the-art platform, ensuring that all webinars adhere to NASBA guidelines, supporting the curriculum with additional thought leadership, and providing technical content to enhance the educational experience.
- AccountingCred will be marketed to nearly half a million engaged prospects.
- Participants will select from a range of one- and two-hour live webinars, carefully planned to maximize participation, and thus *results* for sponsors.
- CPAs will be limited to earning **five** CPE credits per calendar year. There are two key reasons for this limit. By limiting credits, AccountingCred customers will select their top courses of interest, making them more qualified leads for our sponsors. Additionally, as a top provider of premium paid CPE, Surgent has invested millions in content. Through AccountingCred, we provide top-quality courses that match our customers with sponsors' products and services—while also serving as a great introduction to Surgent's paid content.
- Non-CPE learning will be available for bookkeepers and other non-credentialed tax and finance professionals. These attendees do not have a credit motivation, so they only attend courses in which they have genuine interest.
- Continuing Education courses for Enrolled Agents (EAs) and Exam Preparation courses for six accounting-based exams will also be available.

Sponsorship Bundles for 2018

Gold Level (Maximum of 5 Available)

<p>AccountingCred (ACRED) Gold \$15K – or -- \$7500 +\$3/Registration</p>	<p>ACRED + Insightful Accountant Gold Bundle \$30K (Bundle Discount 33%)</p>
<p>15 Webinar Events on ACRED</p> <ul style="list-style-type: none"> • May – Dec 2018 • 1 in May; 2 per month (on average) thereafter • Dedicated account management • NASBA CPE fulfillment 	<p>15 Webinar Events on ACRED</p> <ul style="list-style-type: none"> • May – Dec 2018 • 1 in May; 2 per month (on average) thereafter • Dedicated account management • NASBA CPE fulfillment
<p>Plus: Surgent / ACRED Advertising</p> <ul style="list-style-type: none"> • Advertising slide will display for 1-month period during Surgent CPE training breaks (Surgent CPE hosts ~120k webinar attendees per May-Dec season) • 1 dedicated e-blast to 80k Surgent CPE contacts • 1 Surgent blog article; up to 2 ACRED blog articles 	<p>Plus: Surgent / ACRED Advertising</p> <ul style="list-style-type: none"> • Advertising slide will display for 1-month period during Surgent CPE training breaks (Surgent CPE hosts ~120k webinar attendees per May-Dec season) • 1 dedicated e-blast to 80k Surgent CPE contacts • 1 Surgent blog article; up to 2 ACRED blog articles
	<p>PLUS: Approximately \$30K Advertising with <i>Insightful Accountant</i></p> <ul style="list-style-type: none"> • 8 months of banner ads • 4 months of video ads • 1 Newsletter takeover • 12-month FREE Lead Gen program* • 1 month of side panels • All 2 CPL promotional options**

Silver Level (Maximum of 7 Available)

<p>AccountingCred (ACRED) Silver \$10K – or -- \$5000 +\$3.50/Registration</p>	<p>ACRED + Insightful Accountant Silver Bundle \$20K (Bundle Discount 33%)</p>
<p>10 Webinar Events on ACRED</p> <ul style="list-style-type: none"> • May – Dec 2018 • Dedicated account management • NASBA CPE fulfillment 	<p>10 Webinar Events on ACRED</p> <ul style="list-style-type: none"> • May – Dec 2018 • Dedicated account management • NASBA CPE fulfillment
<p>Plus: Surgent / ACRED Advertising</p> <ul style="list-style-type: none"> • Advertising slide will display for 2-week period during Surgent CPE training breaks (Surgent CPE hosts ~120k webinar attendees per May-Dec season) • 1 dedicated e-blast to 20k Surgent CPE contacts • 1 Surgent blog article; 1 ACRED blog article 	<p>Plus: Surgent / ACRED Advertising</p> <ul style="list-style-type: none"> • Advertising slide will display for 2-week period during Surgent CPE training breaks (Surgent CPE hosts ~120k webinar attendees per May-Dec season) • 1 dedicated e-blast to 20k Surgent CPE contacts • 1 Surgent blog article; 1 ACRED blog article
	<p>PLUS: Approximately \$20K Advertising with <i>Insightful Accountant</i></p> <ul style="list-style-type: none"> • 4 months of banner ads • 2 months of video ads • 6-month FREE Lead Gen program* • 1 Month of side panels • Choose from any 4 CPL promotional options**

Sponsorship Bundles for 2018

Bronze Level (Maximum of 10 Available)

AccountingCred (ACRED) Bronze \$5K – or -- \$2500 +\$4/Registration	ACRED + Insightful Accountant Bronze Bundle \$10K (Bundle Discount 33%)
5 Webinar Events on ACRED <ul style="list-style-type: none"> • May – Dec 2018 • Dedicated account management • NASBA CPE fulfillment 	5 Webinar Events on ACRED <ul style="list-style-type: none"> • May – Dec 2018 • Dedicated account management • NASBA CPE fulfillment
Plus: Surgent / ACRED Advertising <ul style="list-style-type: none"> • 1 Surgent blog article; 1 ACRED blog article 	Plus: Surgent / ACRED Advertising <ul style="list-style-type: none"> • 1 Surgent blog article; 1 ACRED blog article
	PLUS: Approximately \$10K Advertising with <i>Insightful Accountant</i> <ul style="list-style-type: none"> • 2 months of banner ads • 1 month of video ads • 3-month FREE Lead Gen program* • Choose from any 2 CPL promotional options**

***Lead Gen Level (Maximum of 10 Available)**

AccountingCred (ACRED) LG \$2500 – or -- \$1500 +\$5/Registration	ACRED + Insightful Accountant LG Bundle \$5K (Bundle Discount 33%)
3 Webinar Events on ACRED <ul style="list-style-type: none"> • May – Dec 2018 • Dedicated account management • NASBA CPE fulfillment 	3 Webinar Events on ACRED <ul style="list-style-type: none"> • May – Dec 2018 • Dedicated account management • NASBA CPE fulfillment
Plus: Surgent / ACRED Advertising <ul style="list-style-type: none"> • 1 ACRED blog article 	Plus: Surgent / ACRED Advertising <ul style="list-style-type: none"> • 1 ACRED blog article
	PLUS: Approximately \$5K Advertising with <i>Insightful Accountant</i> <ul style="list-style-type: none"> • 3-month FREE Lead Gen program • Choose from any 2 CPL promotional options**

**CPL Promotional Options include a listing in Insightful Accountant’s APP directory, a First Look white paper, an APP Academy demo, a Niche APP Academy, an Advisor Alliance Reseller Referral Program, a case study interview and an APP comparison.

To learn more about sponsorship opportunities, please contact Bob Allard, at ballard@insightfulaccountant.com