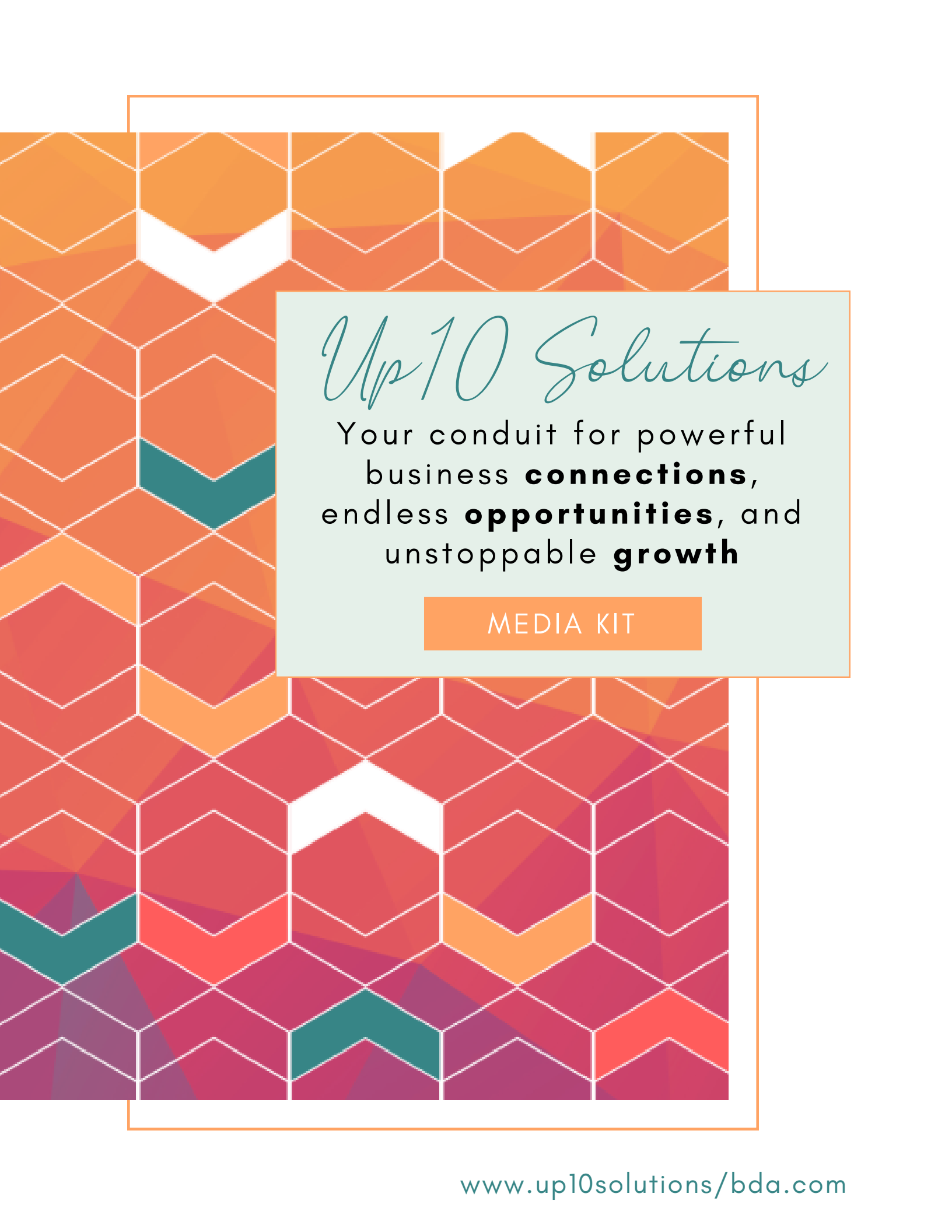




Up10 Solutions

Your conduit for powerful
business **connections**,
endless **opportunities**, and
unstoppable **growth**

MEDIA KIT

Hi. Up10 Solutions Here

Seamless Connections. Expanded Opportunities. Real Results.

Welcome to the **Up10 Business Development Alliance (BDA)** – your gateway to streamlined growth and expanded influence through multi-organizational collaboration. The BDA simplifies the process of securing new opportunities and fostering valuable partnerships across regions and verticals.

Our mission is to connect you with organizations eager to collaborate—creating a dynamic network that drives referrals, fuels innovation, and strengthens your organization's reach.



40+

Happy Up10 Clients



30+

years of expertise



22

BDA Alliance Members



100K+

Members



Endless

Potential Impact

WHY UP10'S BUSINESS DEVELOPMENT ALLIANCE?

✓ **One Agreement, Multiple Opportunities**

- **Efficiency at Scale** – Instead of negotiating separate deals with each organization, the BDA allows you to access multiple organizations through one streamlined process. This means faster implementation and broader reach.
- **Time Savings** – Eliminate the redundancy of multiple pitches, contracts, and onboarding processes. The BDA simplifies everything under one point of entry.

✓ **Expanded Reach, Minimal Effort**

- **Multi-State Access** – Gain immediate exposure across multiple regions, opening doors to a larger audience and more potential clients than a single-organization partnership could provide.
- **Consistent Messaging** – Ensure your value proposition is delivered uniformly across all participating organizations, creating a stronger, more cohesive market presence.

✓ **Proven Results with Less Risk**

- **Pre-Negotiated Agreements** – We handle the groundwork, securing pre-negotiated terms that benefit both partners and organizations. This reduces uncertainty and accelerates the onboarding process.
- **Established Trust** – The BDA has already built strong relationships with participating associations, creating a trusted environment where deals are more likely to close and thrive.

✓ **Strategic Collaboration, Not Competition**

- **Avoid Conflicts** – By working through the BDA, partners engage in a collaborative, non-competitive framework, preventing overlap and fostering stronger, more unified partnerships.
- **Long-Term Value** – Your relationship isn't limited to one-off transactions. The BDA positions you as a strategic partner across a network of associations, increasing the potential for repeat business and long-term growth.



The BDA doesn't just connect you with one organization—it connects you with a **network**, a **system**, and a **growth engine** that works across state lines and industries. Partnering with the BDA is the fastest, most effective way to expand your reach and secure lasting partnerships with minimal friction.

Over 100K members represented in the alliance

BDA MEMBERS



Members: 4,700



Members: 3,000



Members: 6,000



Members: 12,000



Members: 7,000



Members: 4,000



Members: 2,000



Members: 4,000



Members: 10,000



Members: 11,500



Members: 1,400



Members: 9,000



Members: 2,600



Members: 12,000



Members: 5,500



Members: 5,000



Members: 900



Members: 10,000



Members: 3,000



Members: 13,000



Members: 7,000



Members: 6,500

BDA Testimonials

The Alliance has been a huge help for us as a small society to gain access to vendors without having to do much actual work.

Montana Society of CPAs

TSCPA is very happy with our new partnership with Up10 Business Development Alliance. Over the past three months, we've secured three new partnerships, each tailored to fit our Society's unique rules and preferences. We especially value the flexibility to negotiate terms that work for us.

Tennessee Society of CPAs

Our partnership with Up10 has been a great way to expand our sponsorships, provide our members with CPE, while at the same time reducing the amount of staff time to vet these potential vendors/sponsors allowing our staff to focus their time in other areas.

Kentucky Society of CPAs

Partnership Opportunities

The BDA simplifies the process of securing new opportunities and fostering valuable partnerships across regions and verticals via opportunities like the ones below:



Sponsored Webinars

Sponsored webinars provide a powerful platform to highlight your expertise, drive meaningful engagement, and connect with key decision-makers in the industry.



Event Sponsorships

Take center stage at industry-leading events. Engage directly with attendees at in-person or virtual gatherings and build meaningful connections with a targeted, action-ready audience.



Advertising Opportunities

Maximize visibility with strategic advertising. Reach an engaged audience through opportunities that amplify your brand and drive meaningful connections.



Content Marketing/ Thought Leadership

Showcase your expertise through opportunities like Lead Marvels' Knowledge Hub and Vendor Directory. Share insights, build credibility, and connect with a highly targeted audience.

Sponsored Webinars

Maximize Your Reach

Showcase your expertise, engage your audience, and connect with top industry decision-makers through sponsored webinars—an impactful way to elevate your brand and spark meaningful conversations.



Whether you sponsor a standalone webinar or participate in a Member Appreciation Day, you'll gain nationwide access to valuable opportunities to engage with potential customers.



Event Sponsorships

Showcase Your Expertise

Stand out at premier industry events—whether in-person or virtual. Connect directly with engaged attendees and cultivate meaningful relationships with a highly targeted, action-ready audience.



Advertising Opportunities

Align Your Brand

Boost your brand's impact with strategic advertising. Connect with an engaged audience through opportunities designed to enhance visibility and foster meaningful relationships.



Innovation News

Helping you create a workplace of the future



Become future-forward

Use the Future of Work Report to craft a plan

In the 2022 Future of Work Survey, you let us know your thoughts on hybrid workplaces, flexible schedules, salary, and so much more. Now, read the full report and find seven ways on page 16 to craft strategies for your organizations in 2023.

teach old dogs new tricks

Create capacity using modern strategies

If you find older strategies aren't working for your organization to maintain capacity and get work done quickly and accurately, check out this four-part blueprint from VSCPA member Natalya Yashina, CPA, to help guide your tactics.



Virtual Roundtable: An Intro to Offshoring for Accounting Teams

Learn how to overcome the war for talent.

Nov. 23 | 1.5 CPE Credit

Register for free

MEMBER SECTION MONTHLY

Practice Management

Katie: This is your monthly Practice Management Member Section newsletter highlighting the additional, customized benefits above your traditional INCPAS membership. Be sure to take advantage of your exclusive CPE and new resources for this month!

CPE

NEW Staff Training Webinars

INCPAS has partnered with AHI Associates to bring you a 5-course series to help your team with whatever level they're at!

First seminar is [Level I: Basic Staff Training](#) on October 17-18.

FREE Digital Transformations for CPA Firms — Insights & Strategies from the 2024 CPA Firm Tech Report

September 20 @ 11 a.m. ET | 1 hour CPE | Virtual

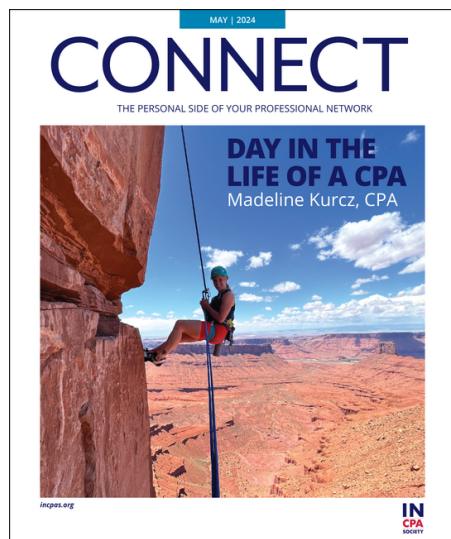
Bonus: Receive access to full whitepaper results after webinar.

JUST ADDED & FREE Succession Planning for Your Firm

October 24 @ Noon ET | 1 hour CPE | Virtual

JUST ADDED & FREE Resolving Conflict in the Workplace: What Young Accounting Professionals Need to Know

December 3 @ Noon ET | 1 hour CPE | Virtual



Experts in Merchant Service Fee Reduction

We are NOT a credit card processor or provider but an advocate to help businesses ensure they can negotiate the lowest cost with their existing payment processor. We are hired to negotiate, audit and optimize credit card processing fees for our clients without them switching or changing their current processor or software system.

Get a free audit & analysis

Lower processing fees:

We audit your accounts and negotiate lower credit card processing rates, driving down your merchant fees with your current payment processor.

We only make money when you save money:

We share a percentage of the savings we can find our clients. If there are no savings, we make no money.

Monthly monitoring:

When rates increase, our team works to get the rates back down and issue any applicable refunds.



Merchant Cost Consulting can lower credit card merchant fees for businesses without the need to switch the business's credit card processing company.



Upgrade Your Library with the 30% Off Year-End Books Sale

As the year comes to a close, it's an ideal time to secure the resources you need for the upcoming tax season. Explore exclusive member savings on all CCH® Publications, designed by industry experts to help you navigate the evolving tax landscape with confidence.

Top Titles Available:

- U.S. Master Tax Guide® (2025)
- Internal Revenue Code (Winter 2025)
- Income Tax Regulations (Winter 2025)
- GAAP Guide® (2025)
- U.S. Master Depreciation Guide (2025)

Take advantage of this limited-time opportunity to invest in these essential resources.

Explore More Titles



Get qualified talent with VSCPA Career Center

Explore packages

Content Marketing & Thought Leadership

Be Subject Matter Experts

VENDOR DIRECTORY

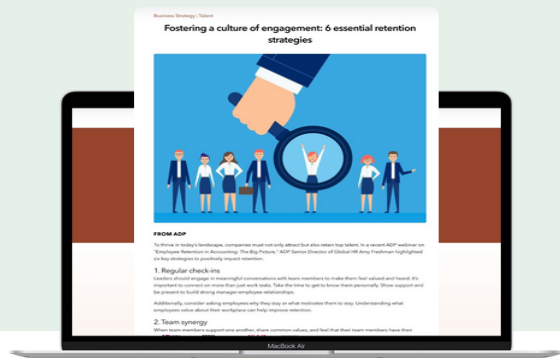
These opportunities have been created for your experts and thought leaders to reach prospects through award-winning media.

CONTENT

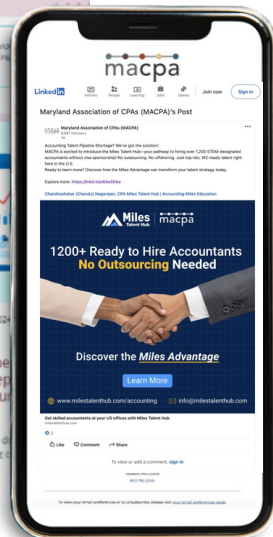
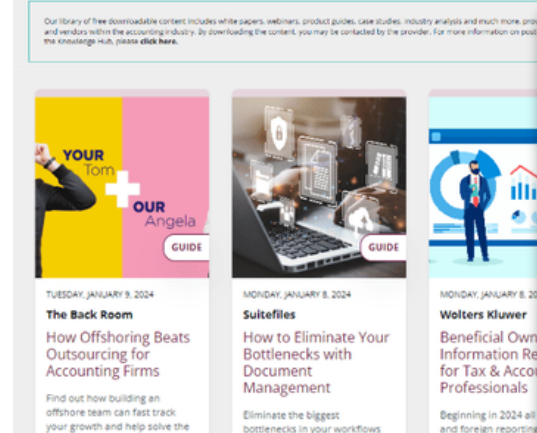
Provide articles for magazines to position yourselves as subject matter experts among a trusted network of accounting and finance professionals

KNOWLEDGE HUB

Knowledge Hub library and e-newsletter syndicate content to a highly engaged audience of professionals, delivering high-quality, intent-based, 100% exclusive leads. This is a no-risk investment—you only pay for the leads you receive.



VSCPA Knowledge Hub



Learn More: lmdashboard.com/solutions/plans/cpa



THANK YOU FOR CONSIDERING US!

The Up10 Business Development Alliance is designed to help vendors and partners like you expand your reach, increase business opportunities, and connect with a thriving network of like-minded professionals. We appreciate your interest in becoming part of this powerful ecosystem.

GROW YOUR BUSINESS WITH US

By joining the Up10 Business Development Alliance, you gain access to exclusive business development opportunities, strategic partnerships, and a platform to showcase your expertise. Let's work together to drive success and innovation in our industries.



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919.999.7165



GET IN TOUCH

Connect with us today to discover how the Up10 Business Development Alliance can drive your success! We're excited to support your growth and help your business thrive.

The Up10 Team