



Nearly 700 tax professionals from across the country attend this premier multi-day event for tax practitioners. Attendees are eager to earn National Tax Practice Institute™ (NTPI®) continuing education credits and NTPI Fellow® status, to get the most recent updates on taxpayer representation and tax preparation issues, to network with their peers, and to discover innovative products and services that can help them manage their businesses.

NAEA 2019 Sponsorship Levels

Platinum: \$10,000+

Gold: \$7,000 - \$9,999

Silver: \$5,000 - \$6,999

Bronze: \$2,000 - \$4,999

All sponsorship items include:

- Company logo on exhibit hall entrance unit signage and in general session opening PowerPoint presentations
- Highlighted in the mobile app
- Logo on NAEA National Conference 2019 website
- Sponsor ribbons for all company representatives.

Recognition type, whether text or logo recognition, depends on sponsorship level. Logos in conference publications and signage will be placed and sized according to sponsorship level.

Sponsorship Items Available:

Events/Functions:



Opening Keynote - One (1) Available

\$10,000

Education is the foundation of the NAEA National Conference. Show NAEA attendees that you value them and their education by sponsoring the highly-qualified and entertaining opening keynote speaker.

Sponsor Benefits:

- Name and logo on projection screen
- Company representative introduction of speaker



Monday Night Opening Reception - One (1) Available

\$10,000

The opening night reception sets the stage for mingling throughout the conference. Supporters are also welcome to address attendees after NAEA leadership speaks, and network among the crowd; your company is sure to be remembered long after the party is over. Music, heavy hors d'oeuvres, and a cash bar make this a popular event for all attendees.

Sponsor Benefits:

- Name and logo on event signage
- Company logo on napkins

**Lunch Sponsored in Hall (1 per day; 3 max)****\$10,000**

Fuel up the attendees for the afternoon sessions! Provide a good lunch to help keep them moving.

Sponsor Benefits:

- Name and logo on event signage
- Lunch table drop of literature on the day you sponsor

EXHIBITOR PRESENTED SEMINAR - LUNCH AND LEARN (1 per day; 3 max)**\$8,000 FOR ONE PRESENTATION**

This is your opportunity to present at the conference! Sponsors host their own speaker(s) and content for information and/or continuing education credit. Don't forget to bring special promotions, leave-behinds, and/or gifts of appreciation for the audience!

Sponsor Benefits:

- Room will be set with standard AV: Screen, projector, mic/speakers. Any additional AV is the responsibility of the sponsor.
- Lunch to be picked from the provided options from NAEA.
- Lunch and Learn Sessions listed in mobile app Schedule of Events with logo.

NAEA AWARDS AND NTPI FELLOW® GRADUATION CEREMONY - One (1) Available**\$7,500**

NAEA will honor our most experienced tax representation experts as they join the ranks of the prestigious Fellows of NTPI. Leave a lasting impression with NAEA's most esteemed attendees who will have you to thank for the commemoration. In addition to receiving recognition from the podium as the ceremony sponsor, you'll receive:

Sponsor Benefits:

- Your company logo on the official National Conference website with a link to your website.
- A public thank you at the event from one of NAEA's leaders.
- An opportunity to put promotional material/items in the tote bag every attendee receives, and your logo will appear throughout the large-screen slide presentation.
- Recognition in the conference welcome letter.
- Your company will be thanked in the *EA Journal* (spot TBD).

PRECONFERENCE EXHIBITOR PRESENTED SEMINAR - One (1) Available**\$5,000**

Many attendees arrive the day before educational sessions begin at 8:00 A.M. on the first day of the conference. This is an opportunity to host an attendee talk on registration day.

Sponsor Benefits:

- NAEA will provide a room and standard A/V for a 50-minute afternoon presentation.
- Sales presentations are not allowed.
- Any additional items above the standard AV set or any food and beverage are the responsibility of the sponsor.

MORNING AND AFTERNOON BREAKS IN EXHIBIT HALL - Six (6) Available

\$3,000 Per Day

Conference attendees always appreciate the morning and afternoon coffee breaks throughout the conference.

Sponsor Benefits:

- Name and logo on event signage.
- Company literature distributed in break area.
- Sponsors will have their logo and name displayed on all related digital and print communications and signage.
- Instructors also recognize sponsors from the classrooms to encourage attendees to visit them in the exhibit hall.

Attendee Essentials

Water Bottles - One (1) Available Deadline for production: June 14

\$6,750

Keep attendees hydrated and headache-free by sponsoring water stations and bottles. The reusable sport water bottles will have your logo on them and will be distributed from your booth. Attendees will be given a coupon with their registration materials and instructed to visit your booth to redeem the coupon for a bottle. This feature will help drive attendees to your booth.

Sponsor Benefits:

- Name and logo on signage
- Logo on reusable sport water bottles (environmentally friendly!)
- Water bottle coupon redemption from your booth (booth traffic builder!)

TOTE BAGS - One (1) Available Deadline for production: May 31

\$4,500

This is the sponsorship that keeps on giving. This essential bag will contain the course materials attendees carry throughout the conference. And your company's visibility won't stop at the end of the National Conference — attendees carry the bags home to use as a tote long after the conference has ended. **NOTE:** Our members love their tote bags!

Sponsor Benefits:

- Name and logo on tote bag
- Complimentary tote bag insert

BADGE HOLDERS OR LANYARDS - One (1) Available

\$3,500

Badge holders or lanyards that display the attendees' names must be worn throughout the conference. Sponsor these and your company logo and website will be included on each, guaranteeing your company visibility.

Sponsor Benefits:

- Logo on lanyard
- Lanyard will also have NAEA National Conference show logo

Conference Advertising and Displays



Show Floor Lounge - One (1) Available

\$10,000

New for 2019, this space will have comfy seating and a place for attendees to charge up before hitting the show floor.

Sponsor Benefits:

- Logo on lounge signage

- Opportunity to have marketing material on tables in lounge



Annual Meeting App - One (1) Available

\$6,500

Attendees create their own personal schedule, view maps, exhibitor info, photos, and more on their smartphones or tablets with the Annual Meeting App. Sponsor the Annual Meeting App and gain exposure before and during the meeting. Your company will receive exclusive recognition on the app home page, on site signage, and website.

Sponsor Benefits:

- Logo on the app home page
- Logo on app signage at the meeting



Registration Area Sponsor - One (1) Available

\$4,000

Welcome all the attendees by being the first impression. Your logo will be rotated on the registration area monitor and will be incorporated into the registration counters.



2020 NAEA National Conference Promo Item - One (1) Available

\$3,250

Help NAEA promote the 2020 National Conference to be held in Scottsdale, AZ. In addition to the 2020 National Conference logo and dates, the sponsor's logo will be printed on the item. The promotional item will be placed in each registration bag. Examples of items include luggage tags, magnets, and mouse pads.

Sponsor Benefits:

- Name and logo on promotional item



Cell Phone Charging Station - Two (2) Available

\$3,000

This is a great way to offer convenience to attendees. Your logo/graphics will be displayed on signage and on the cell phone charging station.

Sponsor Benefits:

- Name and logo on charging station



Opening Session Chair Drop - One (1) Available

\$3,000

Place your company information directly in the attendees hands by sponsoring the Opening Session Chair drop. This new sponsorship includes one flyer, supplied by the sponsor, to be placed on each of the chairs in the Opening Session. Give the attendees something to read while they wait for the session to kick off.

Sponsor Benefits:

- Company-supplied flyer placed on all chairs at the sponsored Opening Session



Directional Signage - Five (5) Available

\$1,100 each

Sponsors will have the entire back side of the sign for their graphics. These signs measure 1 meter wide x 3 meters tall.

Sponsor Benefits:

- Company logo on directional signage
- Company graphics on the backside of the sign

TOTE BAG INSERTS - Five (5) Available

\$500

Put your product information directly in the hands of attendees. NAEA will insert your promotional materials in every bag distributed at registration. (Vendors must provide the insert – flyer, tri-fold brochure, CDs, pens, postcards, and other small promotional items are authorized.)



NAEA National Conference 2019 • July 29 - August 2, 2019 • The Cosmopolitan of Las Vegas • Las Vegas, Nevada

COMPANY INFORMATION: Please list your company name EXACTLY how you wish it be listed in promotional materials.

Company: _____

Contact: _____

Title: _____

Phone: _____ Email: _____

Street Address: _____

City: _____ State: _____ Zip: _____

EVENTS/FUNCTIONS

- Opening Keynote.....\$10,000
- Monday Night Opening Reception.....\$10,000
- Lunch Sponsored in Hall.....\$10,000
- Exhibitor Presented Seminar - Lunch and Learn.....\$8,000 (each)
- NAEA Awards and NTPI Fellow® Graduation Ceremony.....\$7,500
- Preconference Exhibitor Presented Seminar.....\$5,000
- Beverage Break Tuesday (Morning or afternoon)..... \$3,000 (each)
- Beverage Break Wednesday (Morning or afternoon)..... \$3,000 (each)
- Beverage Break Thursday (Morning or afternoon)..... \$3,000 (each)

ATTENDEE-ESSENTIAL ITEMS

- Water Bottles \$6,750
- Tote Bags \$4,500
- Badge Holder/Lanyards..... \$3,500

CONFERENCE ADVERTISING & DISPLAYS

- Show Floor Lounge.....\$10,000
- Annual Meeting Mobile App..... \$6,500
- Registration Area Sponsor.....\$4,000
- 2020 Promotional Item.....\$3,250
- Cell Phone Charging Station.....\$3,000 (each)
- Opening Session Chair Drop.....\$3,000
- Directional Signage.....\$1,100 (each)
- Tote Bag Insert.....\$500

CANCELLATION POLICY: No refunds due to sponsorship cancellation will be granted. Sponsor will be obligated to pay any outstanding balance due on sponsorship as outlined in the sponsor application.

COMPANY LOGO: I agree to submit my company logo to the sponsorship manager via email within 1 business week of signing the sponsorship agreement. If my company logo changes at any point, I will notify the sponsorship manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs it is not guaranteed that the item can be printed with the new logo. Please check with the sponsorship manager for individual items’ production times.

AUTHORIZATION: By signing, I agree that I have read the above guidelines, and agree to abide by the terms and conditions set forth. This Agreement must be signed to confirm sponsorship.

AUTHORIZED SIGNATURE _____

DATE _____

STOP! PLEASE READ:

Credit card numbers are only accepted by
FAX: 703-964-1246

Do NOT submit credit card payment by email or standard mail.

PAYMENT INFORMATION: (due with form)

· Check (made to NAEA) is enclosed in the amount of \$_____

· Bill \$_____ to my:

Visa MasterCard American Express

Card #: _____

Exp Date: _____

CVV Code: _____

Authorized Signature: _____

Please complete this form and return to:

Melissa Charity, NAEA 2019 Sponsorship Manager
512 Herndon Parkway, Suite D, Herndon, VA 20170
Fax: 703-964-1246