



EXHIBITOR PROSPECTUS

NAEA

NATIONAL CONFERENCE
LAS VEGAS 2017



Monday, July 31 – Wednesday, August 2

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Why NAEA?

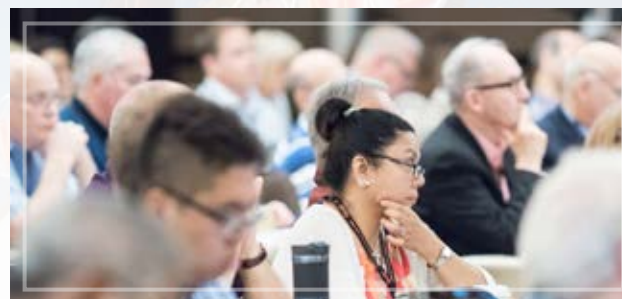
The NAEA National Conference is the premier event for more than 700 tax experts. This is your opportunity to make valuable contacts and develop relationships with the industry's top practitioners:

- 1 **Enrolled agents and prospective enrolled agents**
- 2 **Certified public accountants**
- 3 **Tax attorneys**

The conference includes the National Tax Practice Institute™ (NTPI®), an intensive three-part program on representation before the IRS; Graduate Level in Representation for NTPI Fellows, a Tax Preparation Issues track; a plenary session presented by a US Tax Court judge and an **exhibitor showcase**.

- ✓ Meet *new* people who make purchasing decisions for their businesses. Every year, newcomers begin the road to become an NTPI Fellow®
- ✓ Renew relationships with existing customers who attend each year
- ✓ Educate potential customers about your products and services and increase your company's visibility
- ✓ Showcase your specialty with product demos
- ✓ Gain insight into the products and services used by practitioners

For questions or to reserve exhibit space please contact Alison Bashian, alisonb@bashian.com or 440-232-0108.



PAST EXHIBITORS INCLUDE:

- Affordable Checks
- Audit Detective
- Automated Tax Offer Manager
- Burnett & Associates, Inc.
- CalSurance E & O Insurance
- CCH, a Wolters Kluwer business
- CCH Small Firm Services
- CFS Tax Software, Inc.
- College for Financial Planning
- Drake Software
- eFile Cabinet
- EPS Financial
- ExamMatrix
- GetNetSet
- Gleim
- Golden State University
- H&R Block
- Intuit
- IRS Help, Inc.
- IRS LogicsNewkirk Products
- Office Tools Professional
- Pascal Workflow
- Paychex
- Pinnacle Payroll Solutions
- PitBull Tax Software
- Placer Insurance
- Santa Barbara Tax Products Group
- Spidell Publishing
- TASC
- Tax Materials, Inc.
- TaxSlayer Pro
- The Tax Institute at H&R Block
- Thomson Reuters
- TimeValue Software

...and more!

What's Included?

- ✓ One 8'x10' space; one 6' draped table; one wastebasket; two chairs
- ✓ Two (2) complimentary exhibitor registrations
- ✓ Complimentary booth sign with company name and booth number
- ✓ Complimentary 50-word or less description of your company, product or service on the mobile conference app and online (includes link to your website)
- ✓ Post-show opt-in attendee email list
- ✓ Complimentary continental breakfast and breaks in the exhibit hall each day

WHAT'S NOT INCLUDED?

- ✗ Electricity requests must be handled through the hotel.
- ✗ Additional booth staff registrations are \$250/per person

Contact Alison Bashian at
alisonb@bashian.com or (440) 232-0108

Schedule

The exhibit hall will be open 7:00 am – 5:30 pm on Monday and Tuesday, and 7:00 am – 3:00 pm on Wednesday. High-traffic times are listed below. **Exhibitors and exhibit booths are required to remain until the 3:00 pm breakdown time.**

Date/Event	Time
Sunday, July 30 Setup	12:00 pm – 6:00 pm
Monday, July 31: Grand Opening	
Breakfast	7:00 am – 8:00 am
Break	9:40 am – 10:00 am
Lunch (on your own)	11:40 am – 1:00 pm
Break	2:40 pm – 3:00 pm
Welcome Reception	4:40 pm – 5:30 pm

Date/Event	Time
Tuesday, August 1	
Breakfast	7:00 am – 8:00 am
Break	9:40 am – 10:00 am
Lunch (on your own)	11:40 am – 1:00 pm
Break	2:40 pm – 3:00 pm
Wednesday, August 2	
Breakfast	7:00 am – 8:00 am
Break	9:40 am – 10:00 am
Lunch (on your own)	11:40 am – 1:00 pm
Break + Giveaway Drawing	2:40 pm – 3:00 pm

Prize Giveaway

Prizes are a good way to collect potential clients' business cards. In addition to individual company offering prizes, NAEA will offer a grand prize if the

grand prize sponsorship is sold. One company will be the sponsor of the prize and in order to enter, attendees must visit all exhibitors and have their prize giveaway list signed at each booth.

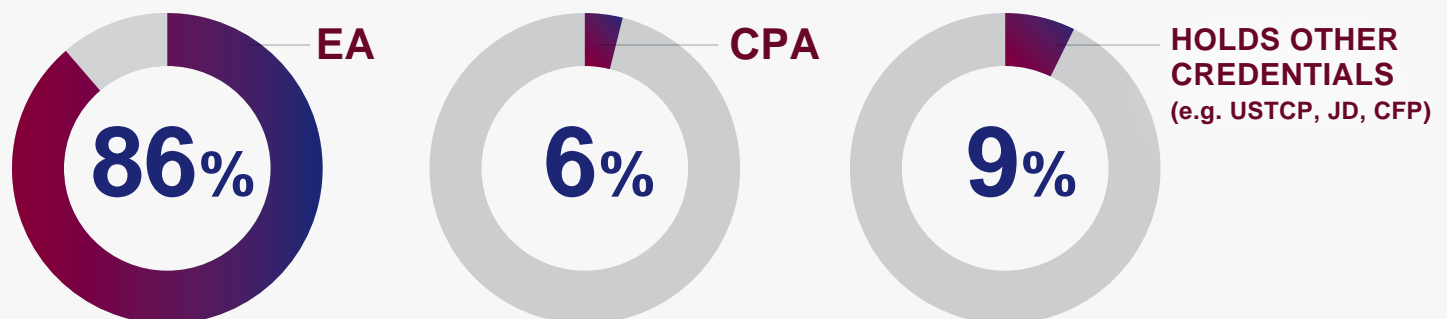
To participate in the individual giveaway program, please complete that section of the application. **Drawings for individual prizes and the grand prize will be held during the last break on the final day of the program.**



HERE'S WHAT 2016 SURVEY RESPONDENTS HAD TO SAY ABOUT NAEA'S NATIONAL CONFERENCE



OUR ATTENDEES



Space Selection

Exhibitors must complete the application form at the end of this package and return with full payment. You will be sent a confirmation letter and contacted to confirm logistics. **Space assignments will be based on the date of receipt of the application and fees.** NAEA will make every effort to assign requested booth spaces, however, specific assignments are not guaranteed. The floor plan, shipping information and order forms for exhibitor services will be provided at a later date. You will have the opportunity to request your top three booth spaces once the floor plan is available.



Important Dates

July 5, 2017: Deadline to be included in the conference materials and deadline to make hotel reservations at the NAEA rate. Please note that there is no guarantee that rooms will still be available. NAEA encourages exhibitors to book rooms as soon as they secure a space.

July 20, 2017: Deadline to receive pre-registration list.



Cancellation

All requests for cancellation must be received in writing. Please send requests to contact Alison Bashian at alisonb@bashian.com or (440) 232-0108.

Before May 29, 2017	Full refund; a \$100 processing fee will be charged
From June 1-June 26, 2017	50% refund
After June 26, 2017	No refund



Fees

Tax industry rates per standard-sized booth:

Before May 5	\$1,225
After May 5	\$1,500

A limited number of booths are available to non-tax industry exhibitors for \$2,500.



Hotel

All events will take place at the Cosmopolitan of Las Vegas.

% To receive the conference discount, mention group code SNMNN7 NAEA or the 2017 NAEA National Conference.

The room rate is \$154 single or double occupancy plus 13% tax for program participants. A mandatory resort fee of \$10 per night will be charged that includes internet access throughout the property, domestic long-distance, fitness center and tennis court access.

🔗 Booking link: <https://aws.passkey.com/go/SNMNN7>

☎ Call (855) 435-0005 to reserve by phone.

Reservations must be made by July 5, 2017 or before availability in the block is exhausted. A deposit of the first night room and tax will be charged to your credit card immediately.

CANCELLATION POLICY

If you need to cancel, please do so 48 hours prior to arrival for a full refund of the first night room and tax. Reservations canceled within 48 hours of arrival are subject to a penalty of the first night room and tax.



HOTEL INFO:

The Cosmopolitan of Las Vegas
3708 S. Las Vegas Blvd.
Las Vegas, NV 89109

702-698-7575 / 855-435-0005

www.cosmopolitanlasvegas.com

Sponsorships

See separate Sponsor brochure or contact Alison Bashian at alisonb@bashian.com or (440) 232-0108.



NEW FOR 2017
LOYALTY LEVEL PROMOTION PACKAGES

NAEA | NATIONAL ASSOCIATION OF ENROLLED AGENTS | FINANCING ENROLLMENT TAX SERVICES

Crafted especially for our most loyal promotion partners, including sponsors, exhibitors, and advertisers, NAEA would like to streamline and further integrate your marketing plan to connect with Enrolled Agents (EAs) — an unique target solely to confirm your sponsorship level.

EVENT & DIGITAL PROMOTION	REACH	EA COLLABORATION	EA SUPPORTER	EA CONTRIBUTOR	EA FRIEND
2017 Digital Lead Prices					
100% Network of Connections (EAs)	250,000	✓	✓	✓	✓
100% Email List	250,000	✓	✓	✓	✓
100% Social Media	250,000	✓	✓	✓	✓
100% Mobile App	250,000	✓	✓	✓	✓
100% Direct Mail (Postcard/Pamphlet/Postcard)	250,000	✓	✓	✓	✓
NAEA Events					
100% Registration	250,000	✓	✓	✓	✓
100% Exhibitor	250,000	✓	✓	✓	✓
100% Sponsor	250,000	✓	✓	✓	✓
100% EA & EA Supporter	250,000	✓	✓	✓	✓
100% EA Contributor	250,000	✓	✓	✓	✓
100% EA Friend	250,000	✓	✓	✓	✓
100% EA & EA Supporter	250,000	✓	✓	✓	✓
100% EA Contributor	250,000	✓	✓	✓	✓
100% EA Friend	250,000	✓	✓	✓	✓
Workshops					
100% Monthly EA Membership	250,000	✓	✓	✓	✓
EA Annual EA Monthly Adm (EAs)					
100% EA Monthly	250,000	✓	✓	✓	✓
100% EA Supporter	250,000	✓	✓	✓	✓
100% EA Contributor	250,000	✓	✓	✓	✓
100% EA Friend	250,000	✓	✓	✓	✓
100% EA & EA Supporter	250,000	✓	✓	✓	✓
100% EA Contributor	250,000	✓	✓	✓	✓
100% EA Friend	250,000	✓	✓	✓	✓
EA & EA Supporter Adm					
100% EA Monthly	250,000	✓	✓	✓	✓
100% EA Supporter	250,000	✓	✓	✓	✓
100% EA Contributor	250,000	✓	✓	✓	✓
100% EA Friend	250,000	✓	✓	✓	✓
EA & EA Supporter Adm					
100% EA Monthly	250,000	✓	✓	✓	✓
100% EA Supporter	250,000	✓	✓	✓	✓
100% EA Contributor	250,000	✓	✓	✓	✓
100% EA Friend	250,000	✓	✓	✓	✓
EA & EA Supporter Adm					
100% EA Monthly	250,000	✓	✓	✓	✓
100% EA Supporter	250,000	✓	✓	✓	✓
100% EA Contributor	250,000	✓	✓	✓	✓
100% EA Friend	250,000	✓	✓	✓	✓

Exhibitor Registration Form

CONTACT INFORMATION

COMPANY/ORGANIZATION _____

EXHIBIT ORGANIZER CONTACT NAME _____

TITLE _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

EMAIL _____

PHONE _____

YES! We will be participating in the Exhibitor Prize Giveaway.

PRIZE: _____

LOGO AND COMPANY DESCRIPTION

Please email a description (50 words or less) of your company/ organization, including contact information and website address to Alison Bashian at alisonb@bashian.com. Please include an art file version of your logo in your email. DEADLINE: June 15, 2017.

COMPANY REPS

Please list names of those who will be staffing your booth by July 1, 2017:

(1) Name as it should appear on the badge _____

(2) Name as it should appear on the badge _____

UTILITIES AND DECORATIONS

Utilities and decorations are the responsibility of the exhibitor. An exhibitor services kit will be forwarded to the exhibit organizer prior to the show date which will include order forms for utilities, electricity and decorations.

CHOICE OF SPACE

Booth spaces will be assigned on a first-come, first-paid basis. Details regarding the exhibit hall layout will be provided at a later date.

CHOICE 1: _____

CHOICE 2: _____

CHOICE 3: _____

BOOTH RESERVATION

This application must be accompanied by full payment to secure exhibit space. Please indicate the number of booths you would like to purchase:

Please reserve _____ booth(s)

Total \$ _____ (\$1,225 early early bird by May 5 / 8' x 10' booth)
(\$1,500 after May 5 / 8' x 10' booth)
(Non-industry: \$2,500)

VISA MASTERCARD AMEX

CARD NUMBER _____

EXP. DATE _____

CVV _____

PRINT NAME ON CARD _____

SIGNATURE _____

DATE _____

Check (made payable to NAEA-2017)
NAEA – Attn: Accounts Receivable 1730 Rhode Island
Ave Suite 400, Washington DC 20036

Please complete and submit this form to Alison Bashian at alisonb@bashian.com.

Rules and Regulations

1. All activity (including solicitations, flyers, and display signs) must be confined to the limits of the exhibit space purchased and assigned. No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the consent of NAEA. Exhibitor must keep exhibit open and staffed at all “high-traffic” times during show hours. Exhibitor expressly agrees to do all installation and dismantling of exhibits during designated hours. No exhibit shall be dismantled before the official closing time.
2. All exhibits must fit in the space provided and cannot exceed the height of the 8’ backdrop. Display units may not obstruct exhibit space to the right or left of the booth. Corner exhibits cannot obstruct the aisles. If there are multiple parts to the display, these must not exceed the depth of the booth or project beyond the space allotted. No part of an exhibit and no signs should be taped, nailed, or otherwise affixed to walls, doors, etc., in a way that might cause defacement. Damage from failure to observe this notice is payable by the exhibitor.
3. Advertising, canvassing, solicitation of business, and conference programs in the interest of business, etc., are not permitted except by firms that have engaged space to exhibit and then only in the exhibit space assigned or within special session program presentations.
4. All exhibits must serve the interests of members of NAEA and shall be operated in a way that will not detract from other exhibits or the conference as a whole. NAEA also reserves the right to require the withdrawal of any exhibit which management believes to be injurious to the purpose of the organization. The appropriateness of an exhibit includes persons, things, conduct, printed materials being distributed, or anything that management deems to be objectionable to the exhibition or NAEA.
5. The exhibitor assumes full responsibility for complying with local city and state laws regarding sales tax; and regulations concerning fire, safety, electrical wiring, and health standards. Flammable fluids, substances or materials, the use of which is in violation of city, county, or state laws or regulations, may not be used in any booth.
6. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of NAEA, conduct themselves unethically, may be dismissed from the exhibit hall without refund or appeal for redress.
7. Exhibitors are NOT allowed to offer reusable cups to attendees. Other promotional materials, such as pens, are permitted. If you have any questions, please contact Alison Bashian at alisonb@bashian.com or (440) 232-0108.

Floor Plan

THE FLOOR PLAN IS SUBJECT TO CHANGE. INDICATE YOUR TOP 3 PREFERRED LOCATIONS WITH REGISTRATION.

