ENROLLED AGENTS ARE AMERICA'S TAX EXPERTS

2023 Event Sponsorship Prospectus

National Association of Enrolled Agents
Why partner with NAEA? We have been setting the standard since 1972.

Enrolled agents are the IRS-designated professional representing taxpayers before the IRS on today’s most challenging tax issues.

NAEA knows that enrolled agents and tax practitioners are the lifeblood of the tax practicing community as the IRS designated professionals to appeal to the IRS on the taxpayer’s behalf. Getting in front of these tax professionals is the best way to get your product or service noticed!
Two things are certain in life: death and taxes. The tax code is constantly changing. That’s why EAs will always be in demand.
Join us!

Save the date for these upcoming events

**NAEA Fly-In**  
**Washington, DC**  
**May 23 - 24, 2023**  
Over the course of this two-day event, participants will hear from policymakers, IRS staff, and DC thought leaders on the latest with Congress and its impact on enrolled agents. Learn more by visiting naea.org/2023-naea-fly-in

**2023 Tax Summit**  
**Scottsdale, AZ**  
**July 29 – August 1, 2023**  
This is our largest, live event of the year. This year, we convene in Scottsdale to engage with our experts, offer the best in education from the elite in the community, and to showcase the best tech, tools and resources available in the industry to empower our members to do exceptional business.

**Winter LEARN Event**  
**Baltimore, MD**  
**December 3 - 6, 2023**  
This educational event is hosted annually each winter focused on tax, practice and representation. Don't miss your chance this year to engage with our highly active community of tax pros in and around the Baltimore Harbor.
NAEA Fly-In
Sponsorship Options

Take advantage of these sponsorship opportunities to get in front of tax experts from across the country.

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Additional events will be listed on our event page: https://www.naea.org/naea-in-person-events/
Platinum Sponsor

$8,000

Gain recognition for being a sponsor for NAEA’s 2023 Fly-In.

Sponsor benefits:
- Logo displayed in reception, at each table, and at registration and the education powerpoints
- Logo placed in prime spot on conference agenda
- Inclusion of logo on onsite printed materials and on the screen in the main education room
- Inclusion of logo and link to sponsor’s website on email messages promoting the event to NAEA’s membership and constituents of over 50,000 tax professionals and on all attendees communication.
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Gold Sponsor

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Silver Sponsor

$2,500

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Bronze Sponsor

$1,500

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2023 Tax Summit
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https://www.naea.org/naea-in-person-events/
Platinum Sponsor

$10,000

Gain recognition for being a sponsor for NAEA’s 2023 Tax Summit.

Sponsor benefits:
- Logo displayed in reception, at each table, and at registration and the education powerpoints
- Logo placed in prime spot on conference agenda
- Includes a tabletop booth in the exhibit space at the event
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- Five complimentary registrations to the event + two booth staff
- Registration list sent to sponsor in advance of the event. Sent again after for any additional registrants.
Gold Sponsor

$8,000 (3 available)

Gain recognition for being a sponsor for NAEA’s 2023 Tax Summit.

**Sponsor benefits:**
- 30-50 minute presentation during one of the lunch slots
- Logo displayed in the meal room
- Logo placed in prime spot on conference agenda
- Includes a tabletop booth in the exhibit space at the event
- Inclusion of logo on onsite printed materials and on the screen in the main education room
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Silver Sponsor

$5,000

Gain recognition for being a sponsor for NAEA's 2023 Tax Summit.

**Sponsor benefits:**

- Logo placed at tables during breakfast or breaks.
- Logo placed in prime spot on conference agenda
- Includes a tabletop booth in the exhibit space at the event
- Inclusion of logo on onsite printed materials and on the screen in the main education room
- Inclusion of logo and link to sponsor’s website on event website
- **Two** promotional posts across NAEA social media channels, reaching an average of 17,000 tax professionals through Facebook and LinkedIn.
- **Three** complimentary registrations to the event + two booth staff
- Registration list sent to sponsor after the event.
Bronze Sponsor

$2,500

Gain recognition for being a sponsor for NAEA’s 2023 Tax Summit.

Sponsor benefits:
- Includes a tabletop booth in the exhibit space at the tax summit
- Inclusion of logo on onsite printed materials and on the screen in the main education room
- **One** promotional posts across NAEA social media channels, reaching an average of 17,000 tax professionals through Facebook and LinkedIn.
- **Two** complimentary registrations to the event + two booth staff
- Inclusion of logo and link to sponsor’s website on event website
- Registration list sent to sponsor after the event.
Tabletop Booth

$1,500

Gain recognition for your product or service by speaking directly to the consumers at our 2023 Tax Summit.

Booth Includes:

- NAEA will provide a six-foot table, linens, wastebasket, black backdrop, and 2 chairs for the tabletop booths.
- Wifi to booth included. Additional power and upgrades coordinated with expo services at venue.
- Meals and breaks included for two booth staff
- **One** complimentary registration to the event + two booth staff
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# Tax Summit Sponsorship Options

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2023 LEARN Event Sponsorships

Meet your new clients in an intimate environment by taking advantage of these regional educational opportunities with our tax experts.

LEARN Baltimore
December 3 - 6
Baltimore, MD
This educational event is hosted annually each winter focused on tax, practice and representation. Don't miss your chance this year to engage with our highly active community of tax pros in and around the Baltimore Harbor.

Additional events will be listed on our event page: https://www.naea.org/naea-in-person-events/
Platinum Sponsor

$7,500

Gain recognition for sponsoring a NAEA LEARN event. Mingle with 150-250 of the nation’s best EA’s and tax professionals. Kick off the reception and then stick around for networking, light fare, and beverages.

**Sponsor benefits:**
- Logo displayed in reception, at each table, and at registration and the education powerpoints
- Includes a tabletop booth in the exhibit space at the LEARN event
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<td>• General Silver</td>
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<td>• General Bronze</td>
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<td>• General Exhibitor</td>
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NAEA Sponsorship Add-Ons

Take advantage of these sponsorship add-ons to get in front of tax experts from across the country.

Events will be listed on our event page: https://www.naea.org/naea-in-person-events/
Add-on: Tote Bag Insert
$500
Include a flyer to be distributed onsite to all attendees. Materials must be appropriate to either handout at registration, insert into a conference bag or packet, or placement at a table seat.

Add-on: Choice Booth Location
$500
Includes choice location of your booth within your sponsor zone in the exhibit hall.
Add-on: Advance Dedicated Email Blast
$1000
Dedicated email blast sent by sponsor in advance of the event

Add-on: 1-hour Education Session
$1000
Get your product or service on the agenda and in front of attendees with this add-on. Session time slot confirmed by NAEA on a mutually agreed upon topic and speaker.
Add-on: Wifi Sponsor

$1000

Sponsor complimentary wifi for all attendees in meeting spaces and hotel rooms. Get your brand featured as a leader in technology and on all conference wifi signage and inserts.

Add-on: Welcome Gift

$1500

Greet the attendees when they check-in with a welcome gift with your brand on it! Each attendee staying at the hotel receives a welcome gift from this sponsor!

Add-on: Lanyard Sponsor

Sponsor the lanyards for events by providing them, at your cost, to NAEA with your logo. Design must be mutually agreed upon by sponsor and by NAEA.
CONFIRMING YOUR SELECTION

To confirm your sponsorship selection, fill out the sponsorship reservation form. Once reviewed, you will receive a confirmation by email to the contact listed on the form.

CUSTOM SPONSORSHIP

If you are looking for something specific to sponsor or create a custom sponsorship package, please contact Erin Mosher, emosher@naea.org, to discuss. If you are looking for an annual partnership package contact Kelli Comegys, kcomegys@naea.org, to discuss.