



ENROLLED AGENTS ARE  
AMERICA'S TAX EXPERTS

# 2024 Event Sponsorship Prospectus

National Association of Enrolled Agents





# 2024 Event Sponsorship Prospectus

**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!



A photograph of St. Paul's Cathedral in London at night. The cathedral's large dome and ornate architecture are illuminated against a dark blue sky. The city lights are visible in the background.

**FOOD FOR THOUGHT**

Two things are certain in life: death and taxes. The tax code is constantly changing. That's why EAs will always be in demand.





**Erin Mosher**

Director of Education and Events

## 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.



**Kelli Comegys**

Director of Membership and  
Business Development

## 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.



# Event Options

**Check out these upcoming opportunities!**

## **2024 Fly-In Day on Capitol Hill**

**Washington, DC**

**May 20 - 22, 2024**

Join us from May 20-22, 2024, in the Nation's Capital for a two-day event where our members play a crucial role in enhancing our nation's tax administration and the taxpayer experience.

## **NAEA 2024 Tax Summit**

**JW Marriott Bonnet Creek Orlando**

**July 14 - 17, 2024**

This three-day educational event is your opportunity to connect and network with the decision makers, small business owners, and tax practitioners on the ground. Learn more by visiting [naea.org/tax-summit](https://naea.org/tax-summit).



JW MARRIOTT ORLANDO BONNET CREEK RESORT & SPA  
Orlando, Florida





# NAEA Fly-In Sponsorship Options

Take advantage of this regional event to get in front of tax pros across the country.

**NAEA Fly-In**  
**Washington, DC**  
**May 20 - 22, 2024**

Over the course of this three-day event, you will hear from policymakers, IRS staff, and DC thought leaders on the latest with Congress and its impact on enrolled agents.

Additional event details will be listed on our event page:  
<https://www.naea.org/naea-in-person-events/>





# NAEA Fly-In Sponsorship Options

ALL SPONSORS will be recognized by SPONSORSHIP LEVEL

SPONSOR BENEFITS	PLATINUM \$5,500	GOLD \$4,500	SILVER \$2,500	EXHIBITOR \$1,000
ATTENDEE LIST - PRE EVENT	✓	✓		
ATTENDEE LIST - POST EVENT	✓	✓	✓	
DEDICATED SOCIAL POSTS	2	1		
DEDICATED EMAIL BLAST - PRE EVENT OR POST EVENT	2	1		
INCLUDES A TABLETOP BOOTH IN THE EXHIBIT SPACE AT THE EVENT	✓	✓	✓	✓



# NAEA Fly-In Sponsorship Options

ALL SPONSORS will be recognized by SPONSORSHIP LEVEL

SPONSOR BENEFITS	PLATINUM \$5,500	GOLD \$4,500	SILVER \$2,500	EXHIBITOR \$1,000
WEBSITE RECOGNITION *LOGO HYPERLINKS TO YOUR WEBSITE	✓	✓	✓	✓
ONSITE LOGO DISPLAY	✓	✓	✓	✓
LOGO ON PRINTED MATERIALS	✓	✓	✓	✓
Specific event selections within your sponsor level (choose one)	<ul style="list-style-type: none"><li>• Receptions Sponsor – Welcome or Closing</li><li>• Lunch and Learn</li><li>• Breakfast</li><li>• Coffee Break</li><li>• General Platinum</li></ul>	<ul style="list-style-type: none"><li>• Breakfast</li><li>• Lunch and Learn Sponsor</li><li>• Coffee Break</li><li>• General Gold</li></ul>	<ul style="list-style-type: none"><li>• Breakfast Sponsor</li><li>• Coffee Break</li><li>• General Silver</li></ul>	





# Platinum Sponsor

**\$5,500**

Gain recognition for being a sponsor for NAEA's 2024 Fly-In.

## **Sponsor benefits:**

- Choice of reception, lunch and learn, breakfast or coffee break sponsor
- Includes a tabletop booth in the exhibit space at the event – see details below
- Logo displayed reception, welcome or closing. 5 minute speaking time at reception.
- 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 event website
- **Two** dedicated email blast sent to attendee list in advance of event – sent by NAEA
- **Two** promotional posts across NAEA social media channels
- Registration list sent to sponsor **in advance** of the event. This list will be resent after any additional registrants.





# Gold Sponsor

**\$4,500**

Gain recognition for being a sponsor for NAEA's 2024 Fly-In.

## **Sponsor benefits:**

- Choice of breakfast, Lunch and Learn, or coffee break sponsor
- Includes a tabletop booth in the exhibit space at the event – see details below
- Logo displayed specific event selection. 5 minute speaking time at lunch.
- 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 event website
- **One** dedicated email blast sent to attendee list in advance of event – sent by NAEA
- **One** promotional posts across NAEA social media channels
- Registration list sent to sponsor in advance of the event. Sent again after for any additional registrants.





# Silver Sponsor

**\$2,500**

Gain recognition for being a sponsor for NAEA's 2024 Fly-In.

## **Sponsor benefits:**

- Choice to sponsor the breakfast or coffee break
- Includes a tabletop booth in the exhibit space at the event – see details below
- 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 event website
- Registration list sent to sponsor after the event.



# Exhibitor

**\$1,000**

Gain recognition for your product or service by speaking directly to the consumers at an NAEA in-person event.

## **Sponsor benefits:**

- NAEA will provide a six-foot table, linens, wastebasket, and 2 chairs for the tabletop booths
- Two complimentary registrations to the 50th anniversary celebration
- Inclusion of logo and link to sponsor's website on event website
- Registration list sent to sponsor after the event

# 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.







# 2024 Tax Summit Sponsorships

Seize the opportunity to connect directly with industry thought leaders, tax experts, and tax vendors from across the country during the only tax education event tailored exclusively for enrolled agents.

**2024 Tax Summit**  
**Orlando, FL**  
**July 14 - 17, 2024**











Our Tax Summit event is the largest, live event of the year for NAEA members and for the enrolled agent community. This year, we convene in Orlando, Florida 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.

*Additional events will be listed on our event page:  
<https://www.naea.org/tax-summit/>*



# NAEA 2024 Tax Summit Sponsorship Options
























ALL SPONSORS will be recognized by SPONSORSHIP LEVEL

SPONSOR BENEFITS	PLATINUM \$12,500	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	EXHIBITOR \$2,500
EVENT APP - FRONT PAGE FEATURED SPONSOR LISTING					
EVENT APP - PROMOTIONAL PUSH NOTIFICATION	1				
ATTENDEE LIST - PRE EVENT					
DEDICATED EMAIL BLAST - SENT PRE OR POST EVENT TO EVENT ATTENDEES BY NAEA	2	1			
DEDICATED SOCIAL POSTS	3	2	1		
EVENT APP - BANNER AD					
EVENT APP - LEAD CAPTURE					



# NAEA 2024 Tax Summit Sponsorship Options

ALL SPONSORS will be recognized by SPONSORSHIP LEVEL

SPONSOR BENEFITS	PLATINUM \$12,500	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	EXHIBITOR \$2,500
ATTENDEE LIST POST EVENT					
EVENT APP - VIRTUAL BOOTH					
WEBSITE RECOGNITION *Logo hyperlinks to your website					
LOGO ON PRINTED MATERIALS					
INCLUDES A TABLETOP BOOTH IN THE EXHIBIT SPACE *See exhibit booth sponsor for what is included in the booth					
Specific event selections within your sponsor level (choose one)	<ul style="list-style-type: none"><li>• Reception</li><li>• Keynote - Sold out!</li><li>• Lunch and Learn - Sold out!</li><li>• Breakfast</li><li>• Daily Coffee Break</li><li>• Choice Location</li><li>• Bag Insert</li><li>• General Platinum</li></ul>	<ul style="list-style-type: none"><li>• Reception</li><li>• Daily Coffee Break</li><li>• Breakfast</li><li>• Choice Location</li><li>• Bag Insert</li><li>• General Gold</li></ul>	<ul style="list-style-type: none"><li>• Daily Coffee Break</li><li>• Breakfast</li><li>• Choice Location</li><li>• Bag Insert</li><li>• General Silver</li></ul>	<ul style="list-style-type: none"><li>• Choice Location</li><li>• Bag Insert</li><li>• General Bronze</li></ul>	





# Tax Summit Platinum Sponsor

**\$12,500**

## Sponsor benefits:

- Choice of specific event selection included in sponsorship: Keynote Speaker, Lunch and Learn, Reception or meal/break sponsor (as available)
- Logo placed in prime spot on conference agenda
- Includes a tabletop booth in the exhibit space at the event – see details below
- 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 to attendees
- Inclusion of logo and link to sponsor's website on event website
- **Two** dedicated email blast sent to attendee list in advance of event – sent by NAEA
- **Three** promotional posts across NAEA social media channels,
- Two complimentary booth staff, additional tickets at discounted rate
- **One** event app push notification
- Event app front page featured listing, banner ad, lead retrieval, and virtual booth included
- Registration list sent to sponsor **in advance** of the event names and emails; sent again after for any additional registrants





# Tax Summit Gold Sponsor

**\$10,000**

## Sponsor benefits:

- Choice of specific event selection included in sponsorship: Reception, Breakfast, daily coffee break, bag insert, or choice location within sponsor level (all as available)
- Logo placed in prime spot on conference agenda
- Includes a tabletop booth in the exhibit space at the event – see details below
- 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.
- Inclusion of logo and link to sponsor's website on event website
- **One** dedicated email blast to attendees – sent by NAEA
- **Two** promotional posts across NAEA social media channels.
- Two complimentary booth staff, additional tickets at discounted rate
- Event app banner ad, lead retrieval, and virtual booth included
- Registration list sent to sponsor **in advance** of the event names and emails. Sent again after for any additional registrants.





# Tax Summit Silver Sponsor

**\$7,500**

## **Sponsor benefits:**

- Choice of specific event selection included in sponsorship: Breakfast, daily coffee break, bag insert, or choice location within sponsor level (all as available)
- Includes a tabletop booth in the exhibit space at the event – see details below
- 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
- **One** promotional posts across NAEA social media channels.
- **Two** complimentary booth staff, additional tickets at discounted rate
- Event app lead retrieval and virtual booth included
- Registration list sent to sponsor **after** the event with names and emails





# Tax Summit Bronze Sponsor

**\$5,000**

**Sponsor benefits:**

- Choice of specific event selection included in sponsorship: Bag insert, or choice location within sponsor level (all as available)
- Includes a tabletop booth in the exhibit space at the event – see details below
- 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 complimentary booth staff, additional tickets at discounted rate
- Event app lead retrieval and virtual booth included
- Registration list sent to sponsor **after** the event with names and emails .



# 2024 Tax Summit Tabletop Booth

**\$2,500**

Gain recognition for your product or service by speaking directly to the consumers during NAEA's Tax Summit event.

## **Booth Includes:**

- NAEA will provide a six-foot table, linens, wastebasket, black backdrop, and 2 chairs for the tabletop booths.
- Two complimentary booth staff, additional tickets at discounted rate
- Meals and breaks included for two booth staff
- Wifi to booth included. Additional power and upgrades coordinated with expo services at venue.
- Inclusion of logo and link to sponsor's website on event website
- Event app virtual booth included





# 2024 Tax Summit Add-On Sponsorship Opportunities

## WiFi Sponsor

**\$1,000 | Sold Out!**

Sponsor the conference wifi and be featured on all instruction handouts to each attendee.

## 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. Sponsor provides materials in advance to NAEA.

## Partner Event

**\$1,000**

Secure a room in the meeting venue and host your own reception or event in conjunction with the NAEA conference.

## Choice Booth Location

**\$500**

Includes choice location of your booth within your sponsor zone in the exhibit hall.





# 2024 Tax Summit Add-On Sponsorship Opportunities

## Lunch and Learn Sponsor

**\$7,500 | Sold Out!**

Gain recognition for your product or service by sponsoring a lunch and learn at an NAEA in-person event.

## New Member Welcome Reception Sponsor

**\$5,000 | 1 available**

Gain recognition to future or new EA's and tax professionals by sponsoring the reception for new members, VIPs, and Board of Directors.

## Daily Coffee Break Sponsor

**\$4,500 | 4 available**

Gain recognition for your product or service by sponsoring breakfast or a break at an NAEA in-person event.

## Keynote Sponsor

**\$2,500 | Sold Out!**

Sponsor a breakfast and get your logo on the coffee sleeves at breakfast as well as signage around the breakfast buffet.





# 2024 Tax Summit Add-On Sponsorship Options

## New Member/Board of Directors Breakfast

**\$4,500 – One Available**

Be the featured sponsor for the new member and board of directors' breakfast. Get in front of the group with 10 minutes speaking time and two representatives' complimentary attendance.

## Key Card Sponsor

**\$2,500 | Sold Out!**

Be featured on every keycard for attendees staying at the sponsor hotel.

## Tote Bag Sponsor

**\$1,500 | One Available**

Put your logo next to NAEA's on the tote bag given to all conference attendees at registration.

## Lanyard Sponsor

**\$1,000 | Sold Out!**

Sponsor the conference wifi and be featured on all instruction handouts to each attendee.





# 2024 Tax Summit Add-On Sponsorship Options

## Activity Sponsor: Disney After Dark

**\$5,000 | One Available**

Sponsor the group activity on Tuesday, July 16th at 6:00pm. Two of your companies' representatives will join the group in experiencing the magic of Disney in less time! Enjoy 3 extra hours at one of Disney's theme parks or Water Park, lower wait times for attractions, refuel with ice cream novelties, popcorn and select beverages—included with the cost of admission.

## Board of Directors Meeting Sponsor

**\$2,000 | One Available**

Be the featured sponsor for the board of directors' meeting. Get in front of the group with 10 minutes formal speaking time on the agenda and two representatives can join them for breakfast or lunch. Two representatives can join the group.

## Board of Directors Dinner Sponsor

**\$2,500 | One Available**

Be the featured sponsor for the board of directors' dinner. Two representatives of your company can join the Board of Directors and Staff in this exclusive dinner opportunity. Mingle with the decision makers at the NAEA.





# 2024 Tax Summit Add-On Opportunities

## Welcome Reception Entertainment Sponsor

**\$2,500 | One Available**

Have your logo featured by the welcome reception entertainment. Get 5 minutes of speaking time at the welcome reception.

## Breakfast Sponsor

**\$2,500 | Four Available**

Sponsor a breakfast and get your logo on the coffee sleeves at breakfast as well as signage around the breakfast buffet.

## 1-hour Education Session

**\$2,500 | Two Available**

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.

## Signature Cocktail Sponsor

**\$1500 - One Available**

Sponsor the signature cocktail at a reception. Company name and logo on the cocktail station.





# NAEA Event Wrap Options

## Main Entrance Header Wrap

**\$3,000 | Sold Out!**

Get your logo/content in front of attendees by sponsoring the header leading into the main education room. This is the only entrance into the room where the keynotes and main education sessions will be held.



## Exhibit Hallway Entrance Header Wrap

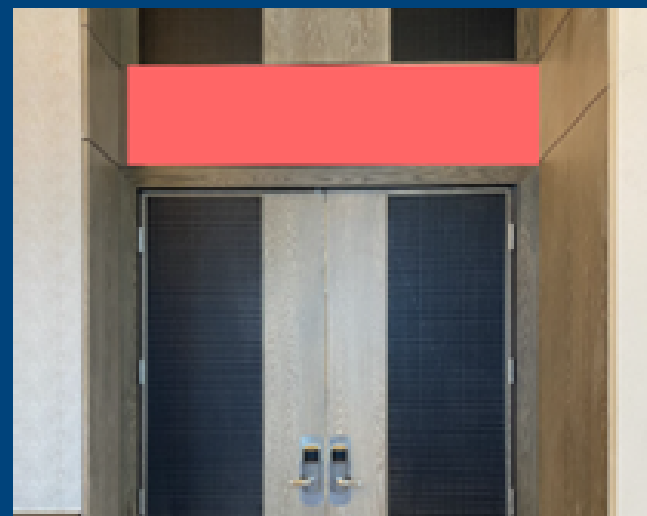
**\$3,000 | One Available**

Get your logo/content in front of attendees by sponsoring the header leading into the exhibit hall.

## Education Room Header Wraps

**\$2,000 | Two Available**

Get your logo/content in front of attendees by sponsoring the header leading into the education rooms.



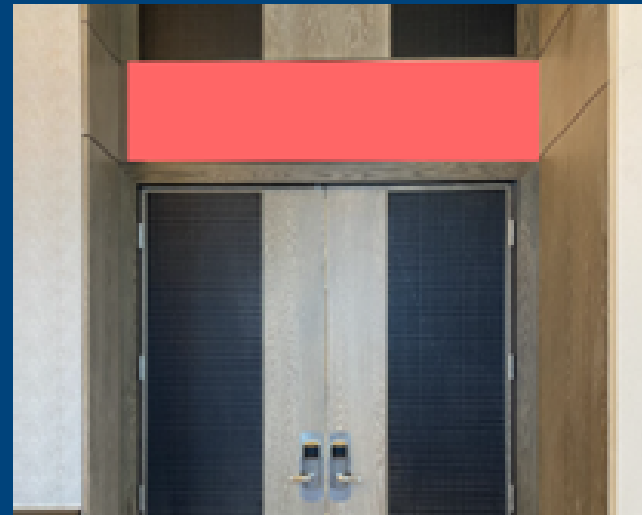


# NAEA Event Wrap Options

## Exhibit Hall Room Header Wraps

**\$2,000 | Three Available**

Get your logo/content in front of attendees by sponsoring the header leading into the exhibit hall room.



## Event Hub Column Wrap

**\$1,000 | Four Available**

Get your logo/content in front of attendees by sponsoring a section of the column wrap in the event hub.





# Tax Summit Event App Sponsorship Options

## Event App Promotional Push Notification

**\$1,000 Each Push**

Send a message to all attendees directly through the event app. These are scheduled in advance and go directly to each attendee's phone with the app downloaded in real time!

## Event App Lead Retrieval

**\$500**

Scan attendee's page to be instantly linked and gain access to their attendee information. Download the list from your sponsor page after the conference. Take notes right in the app on your conversation with the attendee and any follow-up you want to do after.

## Event App Front Page Banner Ad

**\$750 | Two Available**

Place your ad on the front page of the Event App throughout the conference. Ad links to your company profile within the app. The image will be scaled to a 6:1 ratio depending on placement and screen size (Recommended minimum dimension: 800px x 133px).

## Event App Rotating Banner Ad

**\$250**

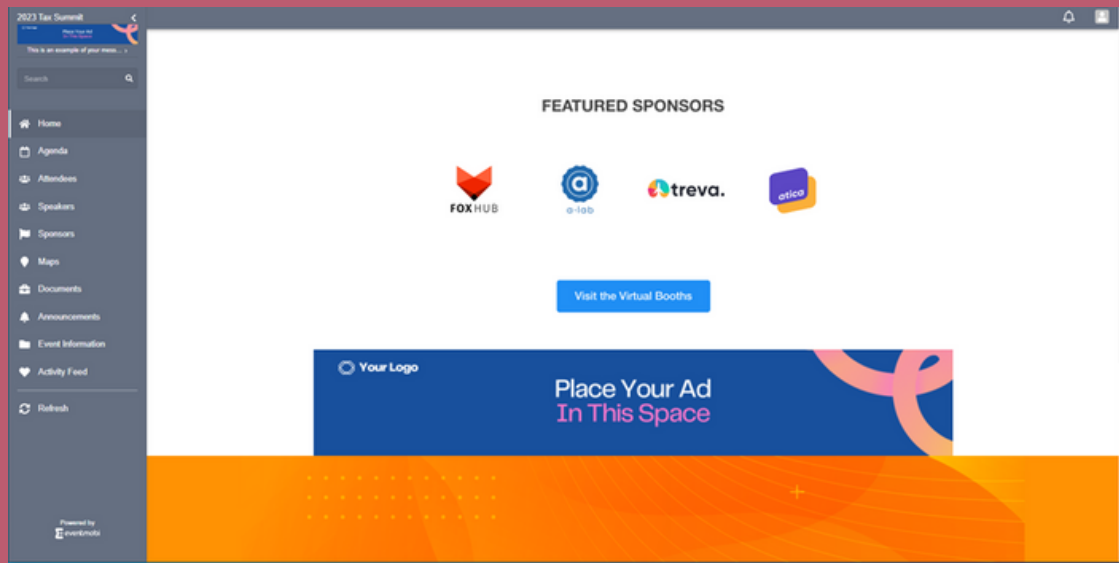
Place your ad on the Menu, Agenda, Attendee List, and Sponsor Page rotating throughout the conference. Ad links to your company profile within the app. The image will be scaled to a 6:1 ratio depending on placement and screen size (Recommended minimum dimension: 800px x 133px). A pop-up window can be included with additional information and a call-to-action button.



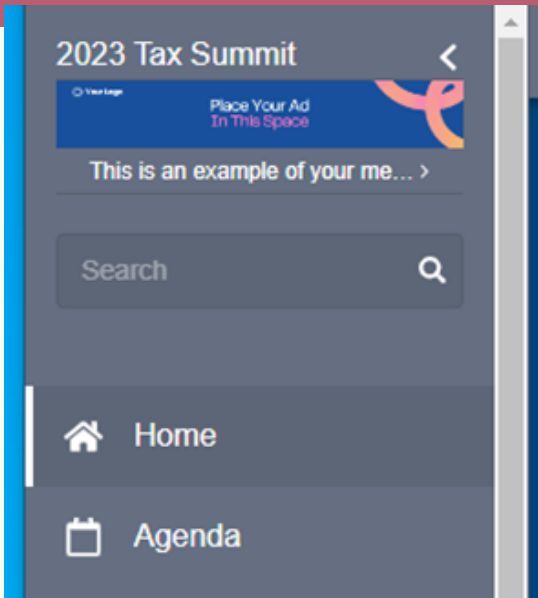


# Examples of Event App Layout

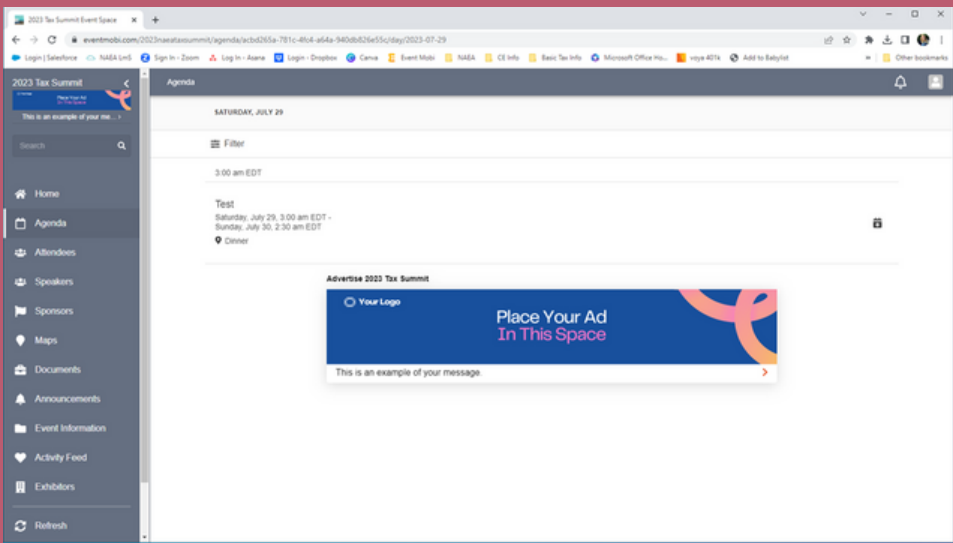
Banner Ad: Font Page



Banner Ad: Menu



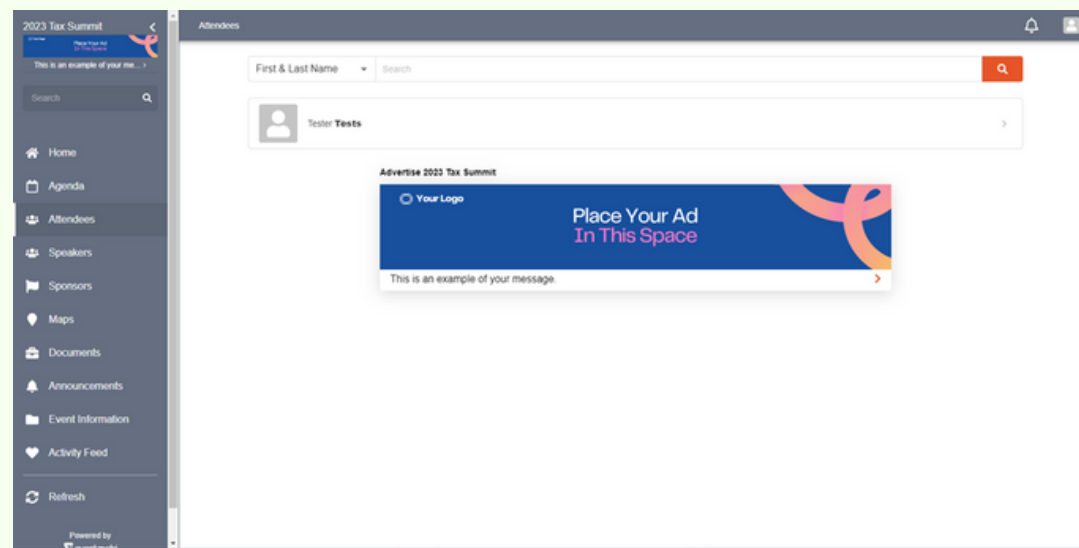
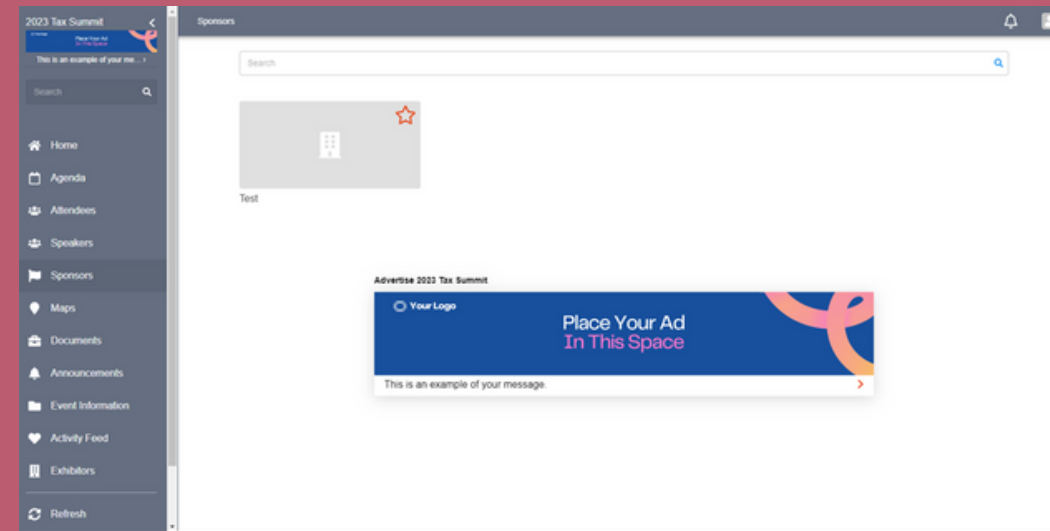
Banner Ad: On the Agenda



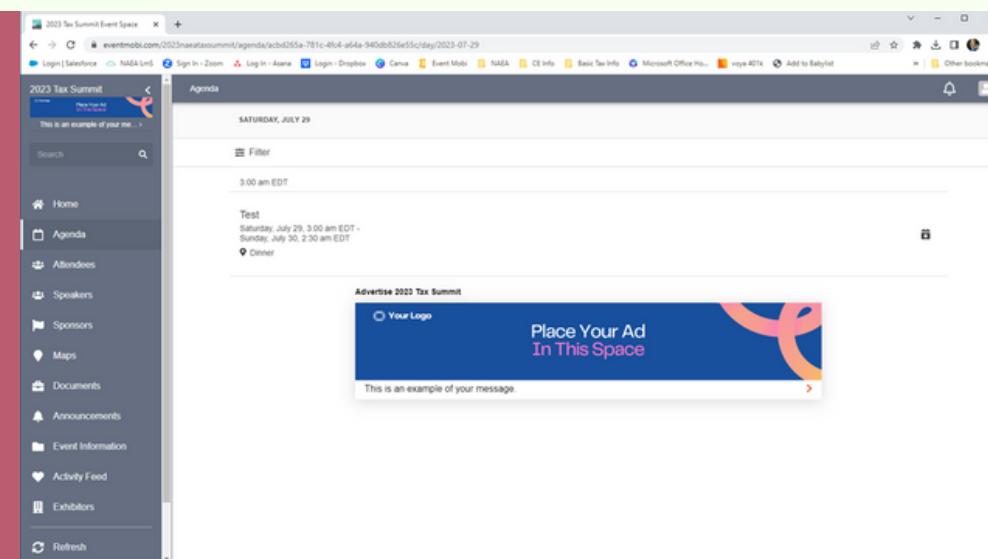


# Examples of Event App Layout

## Banner Ad: Sponsors Page



## Banner Ad: Attendee Page



## Virtual Booth

Sponsors will create their own virtual booth through the system, adding in their own information. These can be as robust as the sponsor cares to input. All sponsors and exhibitors receive a virtual booth.







**Erin Mosher**

Director of Education and Events

## CONFIRMING YOUR SELECTION

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**Kelli Comegys**

Director of Membership and  
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