

2010 NAEA

NATIONAL CONFERENCE

2010 NAEA National Conference Exhibit Information Mandalay Bay Hotel & Casino, Las Vegas, Nevada August 8-10, 2010

About the Conference and Attendees

The 2010 National Association of Enrolled Agents (NAEA) National Conference is an innovative educational experience for everyone who earns a living as a tax professional, including enrolled agents, CPAs and tax attorneys. The Conference includes the legendary National Tax Practice Institute (NTPI), a three-day program on representation before the IRS, as well as tax prep workshops, a review class for the Special Enrollment Exam (SEE), practice management workshops and the NAEA Annual Meeting. Tax preparers come from across the country to take advantage of this comprehensive course of study covering a wide range of topics that meet the needs of today's tax service professionals.

Why You Should Attend

As an exhibitor or sponsor, you will:

- ❖ Meet the professionals who make purchasing decisions;
- ❖ Educate potential customers about your products and services;
- ❖ Increase company visibility;
- ❖ Showcase your specialty with product demonstrations to hundreds of business practitioners;
- ❖ Shorten your sales cycle by getting closer to potential customers and selling products on site;
- ❖ Gain insight into the products and services used by practitioners; and
- ❖ Get ahead of your competitors!

Types of Participation

Exhibit - The Conference tradeshow is your opportunity to meet and greet hundreds of potential customers and educate them about your products and services. Attendees are professionals from the tax services arena and the vast majority of them are decision-makers. Our goal is connect you with your target market.

Sponsor – Whether you are introducing your company or reinforcing its name and product, sponsorship at the leading educational program for Circular 230 practitioners is a great way to build loyalty among your clients. Customers who see your support for NAEA have one more reason to purchase from your company.

The 2010 NAEA National Conference offers a variety of sponsorship opportunities. Please contact NAEA Marketing Coordinator, Jackie Gellner, for a full listing of opportunities, levels and costs.

Exhibit Hall Schedule

Saturday, August 7, 2010	Exhibit Setup	12:00pm
Sunday, August 8, 2010, Grand Opening	Breakfast	7:00am
	Break	9:40am
	Break	2:40pm
	Reception	6:00pm
Monday, August 9, 2010, Hall Open	Breakfast	7:00am
	Break	9:40am
	Break	2:40pm
Tuesday, August 10, 2010, Hall Open	Breakfast	7:00am
	Break	9:40am
	Break	2:40pm*
	Teardown	3:30pm

* Giveaway Drawing

Exhibitor Prize Giveaway

Prizes are always popular with conference attendees and are a good way to collect potential clients' business cards. If you are interested in participating in the giveaway program, please fill out the information on the Exhibitor Application Form. Drawings for prizes are held on the last day of the program.

Space Selection

Exhibitors must complete the Exhibitor Application Form and return with full payment. Exhibitors will be sent a confirmation letter and will be contacted to confirm logistics. Space assignments will be made on a first-come, first-serve basis, based on the date of receipt of the application and fees. (The floor plan will be provided at a later date.)

Important Dates

Space is limited! Don't miss out—reserve space for your company by signing up immediately!

July 1, 2010: Deadline to be included in the conference program and literature

July 24, 2010: Deadline to receive pre-registration list

July 16, 2010: Deadline to make hotel reservations to secure the NAEA room rate

Cancellation

All requests for cancellation must be received in writing.

Cancellation Deadlines:

June 1, 2010 Full refund, a \$100 processing fee will be charged.

June 2-June 30, 2010 50% refund

After July 1, 2010 No refund

Exhibit Booth Fee

The fee for a standard size booth is \$900/space until **May 29, 2010**. After that date, the rate increases to \$1,080/space. (See application for further details.)

Hotel Information

NAEA has arranged discounted hotel rates (\$124.00 single or double plus tax per night) for program participants who reserve their rooms prior to Friday, **July 16, 2010**. After that time, the rate rises to \$139.

Mandalay Bay Hotel & Casino

3950 Las Vegas Blvd. South

Las Vegas, Nevada 89119

1-877-632-7800 (toll-free)

www.mandalaybay.com

Exhibit Booth Staffing

We recommend exhibitors staff their booths during all "high-traffic" times including breakfasts, the grand opening, the Opening Reception and all breaks.

2010 NAEA National Conference Exhibitor Registration

Contact information

Company/Organization _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

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

Company Description - Please email a description (50 words or less) of your company/organization, including contact information and website address to Jackie Gellner at jgellner@naea.org.

Choice of Space - This will be assigned on a first-come, first-paid basis. Details regarding exhibit hall layout will be provided at a later date.

Company Representatives - Please list the names of the representatives who will be staffing your booth.

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

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

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

Utilities & Decorations - Utilities and decorations are the responsibility of the exhibitor. If you need any of the below, please check the applicable boxes and NAEA will send you the applicable order forms.

Electricity Extension cord
 Surge Protector Monitors Other _____

Payment Information - This application must be accompanied by full payment to secure exhibit space. Please indicate the number of booths and type of space you prefer:

Please reserve _____ booth(s) Pop Up (floor) exhibit Tabletop exhibit Total \$ _____

Payment Method - **Check (made payable to NAEA-2010)**
 VISA **MASTERCARD** **AMEX** **DISCOVER**

Card Number _____ Exp. Date _____

Print Name on Card _____ CVV _____

Signature _____

Mail Information - Please complete and submit the Exhibitor Application Form to:
NAEA-2010I, Jackie Gellner, Marketing Coordinator, 1120 Connecticut Ave, NW, Ste 460, Washington, DC 20036, Fax: 202-822-6270, jgellner@naea.org.