

# NAEA

NATIONAL ASSOCIATION  
OF ENROLLED AGENTS

POWERING AMERICA'S TAX EXPERTS®



# EXHIBITOR PROSPECTUS

2018 NATIONAL TAX PRACTICE INSTITUTE, ORLANDO

**Wednesday, November 7 – Friday, November 9**

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## WHY NTPI?

The National Tax Practice Institute™ (NTPI®) Conference is known for leading face-to-face continuing education of IRS representation for enrolled agents, CPAs and tax attorneys. With top-notch, nationally recognized instructors and the most relevant, applicable representation topics, this conference is a substantive tax education experience that you can't afford to miss!

This November 7–9, NAEA will offer NTPI Levels 2, 3 and the new SuperGrad track, a combined program featuring Graduate Level in Representation, Tax Preparation Issues and TCJA update courses, in conjunction with the November NAEA Board of Directors meeting and the semi-annual Affiliate Presidents Exchange (APEX) Meeting. We are expecting 200 NTPI and 80 APEX attendees, in addition to NAEA Board Members.

### AS AN EXHIBITOR, YOU WILL:

- ✓ Meet *new* people who make purchasing decisions for their businesses. Every year, newcomers begin the road to become an NTPI Fellow®—achieving the highest level of distinction in tax representation.
- ✓ 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.

To reserve exhibit space, please contact Alison Bashian, [alisonb@bashian.com](mailto:alisonb@bashian.com) or (440) 232-0108.



### WHAT'S INCLUDED?

- Table and two chairs close to the NTPI classrooms (unsecured)
- Post-show opt-in attendee email list.
- Complimentary continental breakfast and breaks in/near the exhibit area each day.

### WHAT'S NOT INCLUDED?

- The hotel manages electricity requests. Details will be provided in the exhibitor kit.

### UNABLE TO ATTEND?

- Show your support.
- Attract new customers.
- Increase awareness of your brand.

Download the Sponsorship Brochure at [www.naea.org/advertise](http://www.naea.org/advertise).



## 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 tabletop 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 exhibit spaces once the floor plan is available.

## FEES

Tax and related industry rates per tabletop space:

### TABLETOP EXHIBIT SPACE

**\$950 (15 available)**

### MOBILE APP BANNER AD

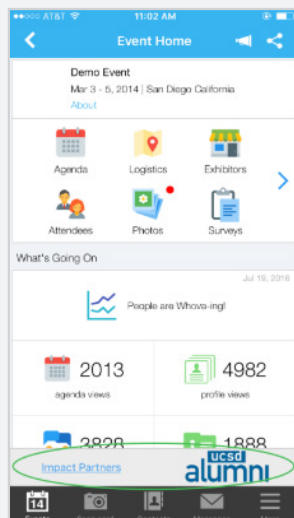
**\$150 each**

## MOBILE APP BANNER SPECIFICATIONS

Attendees will use an event app to navigate the conference and attest to CE credits. Grab their attention by reserving an ad. When users click your ad, they'll be taken to your listing on the app where they can find more information about your products and services.

Recommended image dimensions: 750px x 300px.  
**Art deadline is October 10.**

See sample ad on right.



## EXHIBIT SCHEDULE

Date/Event	Time
<b>Wednesday, November 7</b>	
Exhibitor Setup	6:00 AM – 7:00 AM
Breakfast	7:00 AM – 8:00 AM
Exhibitor Setup (if unable to make earlier time)	11:10 AM – 11:50 PM
Break	9:40 AM – 10:10 AM
Break	2:50 PM – 3:20 PM
Welcome Reception	5:00 PM – 6:30 PM
<b>Thursday, November 8</b>	
Breakfast	7:00 AM – 8:00 AM
Break	9:40 AM – 10:10 AM
Break	2:50 PM – 3:20 PM
<b>Friday, November 9</b>	
Breakfast	7:00 AM – 8:00 AM
Break	9:40 AM – 10:10 AM
Break	2:50 PM – 3:20 PM
Teardown	3:20 PM – 5:00 PM



## HOTEL

All events will take place at The Hilton Bonnet Creek Resort in Orlando, Florida.

## RESERVATIONS

For online reservations, go to the event page [www.naea.org/ntpi-orlando](http://www.naea.org/ntpi-orlando).

To make reservations by phone, call 888-353-2013 and mention HNAE.

Check-in is 4:00 PM and check-out is 11:00 AM.



**Booking link:** [www.hiltonbonnetcreek.com](http://www.hiltonbonnetcreek.com)



**Call 888-353-2013 to reserve by phone.**

**Room Rate:** \$156 per night, plus 13.5% tax. WiFi is complimentary in hotel rooms.

## DEADLINE

**Wednesday, October 17.** If necessary, reservations must be canceled five days prior to arrival.

## TRANSPORTATION:

The hotel is 25 minutes away from the airport. Self-parking is available for NAEA participants at a discounted rate of \$20 per night. Valet parking is available for \$35 all day or overnight.



## HOTEL INFO:

The Hilton Bonnet Creek Resort  
14100 Bonnet Creek Resort Lane  
Orlando, FL 32821

[www.hiltonbonnetcreek.com](http://www.hiltonbonnetcreek.com)

## SPONSORSHIPS

Download the 2018 NAEA Sponsorship brochure for details at [www.naea.org/advertise](http://www.naea.org/advertise) or contact Alison Bashian at [alisonb@bashian.com](mailto:alisonb@bashian.com) or (440) 232-0108.

**Event Sponsor** – \$4,500

**Attendee Packet Inserts** – \$350 each (4 available)

**Reception** – \$2,500

**Continental Breakfast** – \$750/day, \$2,000 for all 3 days

**AM & PM Breaks** – \$700

**Lunch Presentation** – \$5,000 each (3 available)



# EXHIBITOR REGISTRATION FORM

Please return to Alison Bashian at [alisonb@bashian.com](mailto:alisonb@bashian.com)

## CONTACT INFORMATION

**COMPANY/ORGANIZATION** (Please list company name EXACTLY as you would like it to appear in publication.)

PRIMARY CONTACT NAME

PRIMARY CONTACT JOB TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

### EXHIBIT RESERVATION

This application must be accompanied by full payment to secure exhibit space. Please indicate the number of spaces you would like to purchase. If paying by credit card we will call you for credit card payment information.

Please note we are not able to book exhibitors that do not directly serve the Tax Representation marketplace. There will be an additional \$250 cost per rep for booths exceeding 2 reps.

Exhibit(s)=\$950 \_\_\_\_\_

Banner Ad=\$150 \_\_\_\_\_

Total \$ \_\_\_\_\_

#### Payment:

☐ CHECK

☐ ACH

☐ CREDIT CARD

## ON-SITE EXHIBIT REPRESENTATIVES

(Two reps are included with each table-top, additional reps may be added for a \$250 fee per person)

NAME

EMAIL

NAME

EMAIL

Please complete and submit this form to Alison Bashian at [alisonb@bashian.com](mailto: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-foot backdrop. Display units may not obstruct exhibit space to the right or left of the exhibit. Corner exhibits cannot obstruct the aisles. If there are multiple parts to the display, these must not exceed the depth of the exhibit 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 that 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 exhibit.
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](mailto:alisonb@bashian.com) or (440) 232-0108.