

Why partner with us at TAX25?

We know personal interactions are critical for relationship-building.

The MNCPA Tax Conference is our largest event of the year, bringing attendees to the Minneapolis Convention Center from all over the world, in addition to an online component of the conference. Educational sessions include the latest tax developments, practice management, ethics and more across three days.

When?

Dates: November 17-18, 2025 (in person) November 19 (virtual only)

Location: Minneapolis Convention Center, Minneapolis, MN

Expected number of attendees: 450-500 in person, 650 virtual—total of around 1,150 attendees.

The MNCPA has allocated specific networking time for in-person conference attendees. In addition to some fun and games, here are some other areas where we have reserved time for attendee engagement:

- Morning and afternoon breaks
- Lunch
- Happy hour

Who attends?

Titles and positions of conference attendees:

- CPAs
- Tax advisers and preparers
- Tax professionals
- Enrolled agents
- Managing partners from a CPA firm
- Partners from a CPA firm
- Accounting staff
- Business owners
- Directors of tax departments
- Government accounting professionals

67% of conference attendees work at a small- to medium-sized CPA firm in Minnesota and 50% of those CPAs are owner or managers at those firms.

71% of all attendees have held a CPA certification for more than 10 years or more.

Is your company the right fit for TAX25?

TAX25 offers a unique opportunity for companies that provide solutions and services tailored to the needs of accounting and finance professionals. Here are some examples of the types of companies that will benefit from participating:

- Tax research technology software
- Cybersecurity services
- Employee benefit providers
- Law firms
- Documentation retention/shredding services
- Office supply companies
- Employee incentive companies
- Catering/food service providers
- Executive career coaches
- Staffing and recruiting firms
- Payroll providers
- Remote shopping services
- Staffing and recruiting companies
- Career coaches
- Business brokers
- Insurance providers
- Health and wellness providers
- Cyber liability insurance
- Commercial real estate companies
- Telecommunication providers
- Practice management software
- Expense reporting software
- Cost segregation and R&D tax services
- Firm marketing providers
- IT service providers
- Investment firms/services
- Business analytic software
- Tax software
- Tax preparation services
- 1031 exchange firms
- Accounting software
- PEOs

What's the investment to showcase your company?

Exhibitor booth fees—\$1,790*

- 10' x 10' exhibit booth, including table and two chairs. Electrical services are not included.
- Two passes for company representatives
- Opportunity to enjoy all breaks lunches (two staff members)
- Plus, two tickets to attend happy hour.
- Pre-/post-conference attendee list
- Plus, opportunity to have a virtual booth

Deadlines:

September 1, 2025 to be listed in conference brochure.

For company to be included in conference program, commitment and fees paid by **October 1, 2025**.

**\$200 increase of exhibitor fee if signed up after September 15, 2025.*

Sponsored session—\$3,000 (Four spots available)

- Provide a CPE educational session.
- Full-page ad in conference program.
- Mention in pre-event emails (dependent on commitment date).
- Opportunity to write an article to be posted on the MNCPA website and shared with members.
- 30-second commercial to be played prior to sessions.
- Banner ad within conference virtual platform.
- MNCPA to market and promote session in conference materials.
- Pre-/post-conference attendee list.
- Exhibit booth not included.

Deadlines:

July 23, 2025 to be included in conference schedule.

Note: Session topics must be approved by the MNCPA Tax Conference Task Force prior to commitment.

Advertising and more!

Receive recognition and exposure by becoming an event sponsor! All sponsors are listed on conference website, recognition in event marketing and additional signage at event. Purchase of an exhibit booth is not required to sponsor the following:

- ◆ Tote bag—\$3,000—Includes full-page ad in program
- ◆ Lunch — \$2,000, includes a full-page ad in program.
- ◆ Coffee break — \$1,500, includes a half-page ad in program.
- ◆ Happy hour — ~~\$1,500, includes a half page ad in program.~~ **SOLD**
- ◆ Lanyard — ~~\$500 (plus, company to provide lanyards). Includes half page ad in program.~~ **SOLD**
- ◆ Highlighter — \$500 (plus, company to provide highlighters). Includes half-page ad in program.
- ◆ Notepad — ~~\$500 (plus, company to provide highlighters). Includes half page ad in program.~~ **SOLD**

Have an idea for a sponsorship? Share your ideas and we will see if we can make it work for you and your business.

Expand your company's reach and promotion by advertising in our conference program.

- Reach a targeted audience of CPAs, managing partners, partners, tax professionals and other finance and accounting executives.
- Generate traffic to your trade show booth.
- Obtain more qualified leads.
- Promote your conference specials, add a QR code!!!
- Keep your company visible throughout the year as MNCPA members retain the program as a resource material.

Deadlines and specifications:

- Insertion — September 22, 2025
- Artwork — October 1, 2025
- Send high-resolution (print-ready) PDF to be sent to Leslie Mueller at lmueller@mncpa.org.

Ad size	Exhibitor/sponsor ad rate	Non-exhibitor ad rate
Quarter page — 3.625" x 4.875"	\$150	\$275
Half page — 7.5" x 4.875"	\$275	\$450
Full page — 8" x 11" with .25" bleed	\$450	\$575

Exhibitor and sponsorship registration

Exhibiting company _____ Today's date _____

Point of contact _____

Email address _____ Phone _____

Information to be included on website and in conference program

On-site company representative (s) _____

Website: _____ Phone: Number _____

Email address: _____

Address _____

City _____ State _____ Zip code _____

Door prize to be giving away at your booth: _____

What does your company do/promote? _____

Fees and additional marketing opportunities (select all that apply)

_____ Exhibit booth— \$1,790 (\$1,990 if signed up after Sept. 15, 2025)

~~SOLD Sponsored session—\$3,000~~

YES, I want to be an event sponsor!

_____ Tote bag—\$3,000

_____ Lunch—\$2,000

_____ Coffee breaks—\$1,500

~~SOLD Happy Hour—\$1,000~~

~~SOLD Notepad—\$500~~

~~SOLD Lanyard—\$500~~

_____ Highlighter—\$500

Conference program advertising—ads due to the MNCPA by October 1, 2025.

_____ Quarter-page ad— \$150

_____ Half-page ad— \$275

_____ Full-page ad— \$450

Registration and payment information: Email form to Leslie Mueller at lmuellet@mncpa.org. Registration will be confirmed upon receipt of payment. Questions? Contact Leslie Mueller at 952-885-5520 or by email. Payment is due upon receipt. Non-payment could result in loss of exhibitor space and future participation at MNCPA events could result. *No refunds after October 1, 2025.*