

## Why partner with us at TAX26?

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 16-17, 2026

**Location:** Minneapolis Convention Center, Minneapolis, MN

**Expected number of in person attendance:** 450-500

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 TAX26?

TAX26 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
- AI tools

## What's the investment to showcase your company?

### Exhibitor booth fees—\$1,850\*

- 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.
- Post-conference attendee list, including emails.
- Plus, opportunity to have a virtual booth

#### Deadlines:

**Sept. 1, 2026** to be listed in conference brochure.

For company to be included in conference program, commitment and fees paid by **Oct. 1, 2026**.

*\*\$200 increase of exhibitor fee if signed up after **Sept. 15, 2026**.*

### Sponsored session—\$5,500 (Max. 4 available)

- 10' x 10' booth, plus electrical services
- Provide a CPE educational session.
- Full-page ad in conference program.
- Mention in pre-event emails (dependent on commitment date).
- Social media post promoting session
- Digital retargeting campaign to generate a guaranteed 15,000 impressions
- **Opportunity** to author an article to be posted on the MNCPA website and shared with members.
- 30-second pre-recorded commercial to be played during conference.
- Digital banner ad—conference streaming platform
- MNCPA to market and promote session in conference materials
- Pre-/post-conference attendee list
- Post session attendee list

#### Deadlines:

**July 1, 2026** 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—**SOLD**
- ◆ Lunch — \$2,000, includes a half-page ad in program. (Max. 2)
- ◆ Coffee break — \$2,500, includes a full-page ad in program.
- ◆ Happy hour — \$1,500, includes a quarter-page ad in program.
- ◆ Lanyard — \$500 (plus, company to provide lanyards). Includes half-page ad in program.
- ◆ Highlighter — \$500 (plus, company to provide highlighters). Includes quarter-page ad in program.
- ◆ Notepad — \$500 (plus, company to provide highlighters). Includes full-page ad in program.

*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 — October 1, 2026
- Artwork — October 1, 2026
- Send high-resolution (print-ready) PDF to be sent to Leslie Mueller at [lmuller@mncpa.org](mailto:lmuller@mncpa.org).

Ad size	Exhibitor/sponsor ad rate	Non-exhibitor ad rate
Quarter page — 3.625" x 4.875"	\$200	\$375
Half page — 7.5" x 4.875"	\$300	\$475
Full page — 8" x 11" with .25" bleed	\$500	\$675

**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 \_\_\_\_\_

Email address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

What does your company do/promote? \_\_\_\_\_

**Fees and additional marketing opportunities (select all that apply)**

\_\_\_\_\_ Exhibit booth— \$1,850 (\$2,050 if signed up after Sept. 15, 2026) \_\_\_\_\_ Sponsored session—\$5,500

**YES, I want to be an event sponsor!**

\_\_\_\_\_ Lunch—\$2,000 (select day) \_\_\_\_\_ Coffee breaks—\$1,500 \_\_\_\_\_ Happy Hour—\$1,500

\_\_\_\_\_ Monday \_\_\_\_\_ Tuesday

\_\_\_\_\_ Notepad— \$500 \_\_\_\_\_ Lanyard—\$500 \_\_\_\_\_ Highlighter—\$500 **SOLD**—Tote bag

**Conference program advertising**—ads due to the MNCPA by October 1, 2026.

\_\_\_\_\_ Quarter-page ad— \$200/\$375 \_\_\_\_\_ Half-page ad—\$300/\$475 \_\_\_\_\_ Full-page ad— \$500/\$675

**Registration and payment information:** Email form to Leslie Mueller at [lmuller@mncpa.org](mailto:lmuller@mncpa.org). Invoice will be submitted once form has been received. Sponsorship confirmation and booth location will be confirmed upon full payment.

**Questions?** Contact Leslie Mueller at 952-885-5520 or by email. Payment is due upon receipt. Non-payment could result is loss of exhibitor space and future participation at MNCPA events could result. *The MNCPA does not provide refunds upon confirmation.*