

Why participate

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 and where

November 18-19, 2024 (in person), November 20 (virtual only)

Location: Minneapolis Convention Center, Minneapolis, MN

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

- Conference bag
- Coffee breaks
- Lunch
- Monday happy hour
- Lanyards
- Note pad
- Highlighters and more...

Do you have an idea of something you would like to sponsor? Let us know. **No idea is a bad idea!**

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.

Expected attendance:

In total—1,100

In person: 450—500 (based on 2023 event)



Who exhibits

These are the types of businesses who typically exhibit or sponsor at our Tax Conference.

- 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

THANK YOU TO OUR 2023 PARTNERS AND SPONSORS



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 on Monday, November 18, 2024.
- Pre-/post-conference attendee list
- Plus, opportunity to have a virtual booth

Deadlines:

September 1, 2024 to be listed in conference brochure.

For company to be included in conference program, commitment and fees paid by October 1, 2024.

**\$200 increase of exhibitor fee if signed up after September 1, 2024.*

Sponsored session—\$3,000 (4 spots available)

- Provide a CPE educational session.
- Full-page ad in conference program.
- Mention in pre-event emails (dependent on commitment date).
- 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 22, 2024 to be included in conference schedule.

Session topic must be approved by MNCPA 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.
- ◆ Lanyard — \$500 (plus, company to provide lanyards). Includes half-page ad in program.
- ◆ 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.

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 24, 2024
- Artwork — October 1, 2024
- Send high-resolution (print-ready) PDF to be sent to Leslie Mueller at lmuller@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 received after Sept. 1, 2024) Sponsored session—\$3,000**YES, I want to be an event sponsor!** Tote bag—\$3,000 Lunch—\$2,000 Coffee breaks—\$1,500 Happy Hour—\$1,000 Notepad— \$500 Lanyard—\$500 Highlighter—\$500**Conference program advertising—ads due to the MNCPA by October 1, 2024.** Quarter-page ad— \$150/275 Half-page—\$275/450 Full-page ad— \$450/575

Registration and payment information: Email form to Leslie Mueller at lmueller@mncpa.org. Registration will be confirmed upon receipt of payment. Questions? Contact Leslie Mueller at 952-885-5520 or by email.

