

National Association of Tax Professionals Expo & Sponsorship Opportunities

NATP 2009 TOP Conference

Technology and Office Productivity
for today's tax professional

September 23-24, 2009
Crowne Plaza Philadelphia
Cherry Hill, New Jersey





The Opportunity

As technology continues to change and expand rapidly, our members often turn to NATP for guidance as they upgrade their offices. In 2009, we will proudly offer an incredible opportunity to our more than 19,000 members, to thousands of nonmember tax professionals across the country, and to you, the vendor, as we host the first-ever NATP Technology and Office Productivity (TOP) Conference.

At the TOP Conference, attendees can experience your products and services in a variety of ways. You can exhibit in the vendor hall **and** conduct educational sessions. This is a win-win for both attendees and vendors. You can meet and greet attendees in the Expo Hall and attendees get the first-hand expertise that only you can provide during the breakout sessions. We will also coordinate face-to-face sessions for you with potential clients after the Expo Hall is closed.

Excitement is building.

The technology needs for our attendees will be endless. The majority will be small business owners working in tax preparation and/or accounting. The goal of this Conference is to provide not only technology education, but also introduce them to the products that are currently available to make their offices as efficient and productive as possible.

Give them what they ask for.

At our recent 2008 National Conference, 91 percent of respondents who visited the Expo Hall said they want more information about products and services like:

- Accounting software
- Hardware vendors
- Tax software
- Office supplies
- Reference materials

Additionally, attendees said they are most interested in non-tax topics such as marketing, computers, paperless office, and office procedures. This information is what drives us to host a TOP Conference and to feel confident that this event will draw more than 400 attendees who are ready to purchase.



You have the opportunity to promote your business in a variety of ways.

Exhibiting

- One full Conference registration
- Four Expo-only staff badges
- Unlimited complimentary Expo-only passes to give to your customers and prospects
- Complimentary publicity on the NATP website for two months before and two months after the TOP Conference
- Publicity in the on-site Program Guide
- Identification sign

Booth Size	Your Cost
8' x 10'	\$1,550

All exhibitor fees, along with your signed application, must be received by April 15, 2009.

Presenting

As part of the Conference, all exhibitors that have signed up for a booth will present at one of the three concurrent breakout sessions. Each session is 90 minutes in length and the focus is on how your products or services can help tax professionals in their business.

Signing up for this great event is easy! On the registration form at the back of this brochure, please provide at least three possible sessions you could present. We will only select one, so be sure to list them in order of your preference.

Sponsorship

We have a variety of sponsorship opportunities sure to fit your budget. You don't need to be an exhibitor to be a sponsor; however, you will need to be an exhibitor to be a speaker.

If you don't see a sponsorship opportunity that fits your needs, call Greta Zeimet at 800.558.3402, ext. 1174, and ask for a customized package.

Platinum Sponsor

- Price: \$8,000
- Deadline: May 1, 2009
- Color logo in pre-Conference attendee brochure
- Two NATP *TAXPRO Journal* magazine full-page color ads
- Tote bag insert (vendor provides the insert)
- Three full Conference and four exhibitor registrations (in addition to booth registration, if applicable)
- Full-page color ad in the Conference Program Guide*
- Color logo and company name on NATP website
- Official sponsorship signage in high-traffic area of the Conference

Gold Sponsor

- Price: \$5,000
- Deadline: May 1, 2009
- Color logo in pre-Conference attendee brochure
- One NATP *TAXPRO Journal* magazine full-page color ad
- Tote bag insert (vendor provides the insert)
- Two full Conference and two exhibitor personnel registrations (in addition to booth registration, if applicable)
- Quarter-page color ad in the Conference Program Guide*
- Color logo and company name on NATP website
- Official sponsorship signage in high-traffic area of the Conference



EXPO Refreshment Breaks

- Price: \$3,000 per co-sponsored break or \$6,000 per exclusive break
- Deadline: August 1, 2009
- Benefits include logo on signage associated with the refreshment break and napkins with company logo (optional, provided by sponsor)

Name Badge Holders

- Price: \$1,500 (NATP provides the name badge holders)
- Deadline: May 1, 2009
- Badges must be worn at all times and your company's name will be highly visible on attendees' badge holders
- Benefits include company name and/or logo imprinted on badge holders (sponsor provides artwork)

Totebags

- Price: \$3,000
- Deadline: May 1, 2009
- Benefits include company name and/or logo imprinted on totebags (sponsor provides artwork) along with NATP information

Totebag Inserts

- Price: \$1,000 (vendor to provide insert)
- Deadline: August 1, 2009
- Items will be inserted into attendees' totebags

Conference Program Guide*

- Price:
 - Quarter-Page - \$400 (3.75" wide x 5" long)
 - Half-Page - \$750 (7.75" wide x 5" long)
 - Full-Page - \$1,300 (7.75" wide x 10.25" long)
- Deadline: August 1, 2009

*Quark Xpress version 6, Adobe Illustrator version 10, or Adobe Photoshop version 7 documents for all ads are preferred. Submit all support files and fonts with design.

800.558.3402 ext. 3 • www.natptax.com

Location / Show Hours / Floor Plan

Location

Our host hotel is the Crowne Plaza Philadelphia located in Cherry Hill, NJ, just outside of Philadelphia. The Crowne Plaza is offering a sleeping room rate of \$159 for single or double occupancy. To reserve your room, call the Crowne Plaza at 800.227.6963. When calling, be sure to request the group rate for the National Association of Tax Professionals (NATP). There is a limited number of sleeping rooms available for NATP exhibitors and attendees. Be sure to make your reservations by **August 21, 2009**, to receive the special group rate.

Contractor / Shipping Information

Advantage Conference & Expo is our service contractor for the show. Their phone number is 410.789.5000 and their fax number is 410.789.5564. You'll be receiving an Exhibitor Service Kit directly from Advantage Conference & Expo.

The Crowne Plaza allows exhibitors to set up their own booths. For additional help in setting up your display, contact Advantage Conference & Expo.

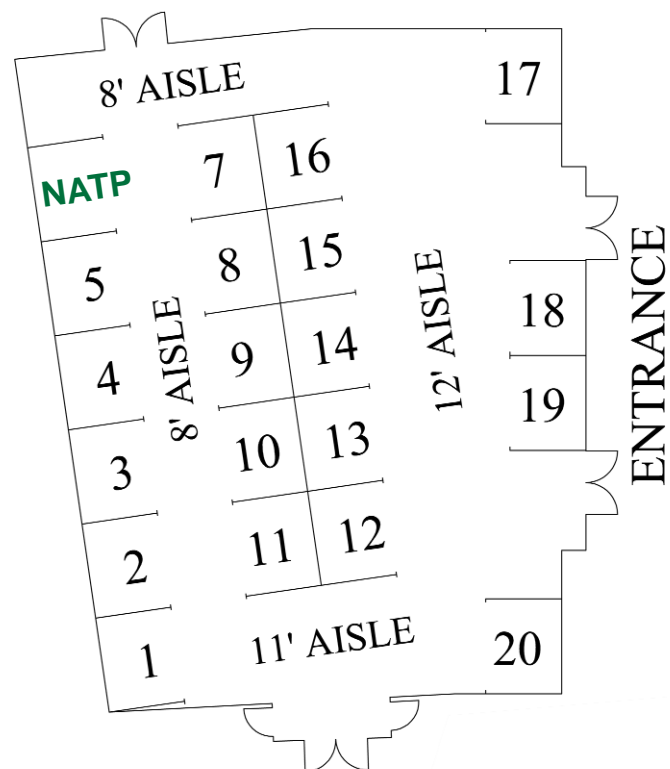
Show Hours

- Move-in is Tuesday, September 22, 3:00 p.m. - 6:00 p.m.
- Wednesday, September 23, 9:00 a.m. - 5:00 p.m. with face-to-face time from 5:00 p.m. - 6:00 p.m.
- Thursday, September 24, 7:00 a.m. - 4:00 p.m.
- Move-out is Thursday, September 24, 4:00 p.m. - 6:00 p.m.

Note: Tearing down before 4:00 p.m. on Thursday will result in a \$300 penalty fee.

Floor Plan

Choose your booth space from the chart. For current booth availability, visit www.natptax.com.



TOP Conference EXPO Registration Form

Company Information

Company Name: _____
Contact Person: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____
E-Mail: _____ Website: _____

Promotional Information

This information will be used on our website and in our Conference program.

Company Name: _____
City/State/Zip: _____
Phone: _____ Fax: _____
Web Address: _____

30 Word Description: _____

Booth Selection

Booth Number	Price
	\$1,550

Sponsorship Topics

Sponsorship Package/Name: _____ Price: _____
Total Fees: _____

Presentation Topics

Preference #1

Name of session: _____ Number of presenters? _____
Description of session: _____

Benefits this session provides attendees: _____

Preference #2

Name of session: _____ Number of presenters? _____
Description of session: _____

Benefits this session provides attendees: _____

Preference #3

Name of session: _____ Number of presenters? _____
Description of session: _____

Benefits this session provides attendees: _____

Vendor Acceptance

This document, when signed, constitutes a binding, irrevocable, legal agreement. By signing this document you agree to apply for the reservation of space at the NATP 2009 TOP Conference. By signature below, the individual signing this document warrants that he/she is duly authorized to execute this binding contract on behalf of the exhibiting company. The exhibiting company also agrees to be bound by the contract and all policies, procedures, or regulations issued prior to the Expo.

Policies & Procedures

For NATP's Policies and Procedures, visit www.natptax.com/Education/TOPConference.html.

Vendor Authorized Representative: _____ Date: _____

Gain access to tax professionals who are business owners and decision makers! We expect attendees who represent more than 600,000 tax, accounting, bookkeeping, and securities clients to join us.

Benefit from a captive audience, and advance awareness of your company at NATP's TOP Conference!

Call: 800.558.3402, ext. 1174 • Fax: 800.839.0001

Web: www.natptax.com • E-Mail: gzeimetz@natptax.com

Mail: NATP, PO Box 8002, Appleton, WI 54912-8002



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