

## Sponsorship Program Summary 2020

The New York State Society of Enrolled Agents (**NYSSEA**) is the only professional association representing Enrolled Agents (EAs) in New York. Members are licensed by the U.S. Department of the Treasury to represent taxpayers before all administrative levels of the Internal Revenue Service (IRS), including examination, collection and appeals. Our NYS Chapter has over 650 members. The State is divided into various Regions with each of these Regions holding Chapter meetings throughout the year that are attended by both members and non-members. Our largest State-wide event is our Fall Conference. In 2020 our 33<sup>rd</sup> Annual NYSSEA Conference will be held at Turning Stone Resort Casino in Verona, NY from Friday, October 23<sup>rd</sup> to Monday, October 26<sup>th</sup>. To learn more information about NYSSEA, please visit our web site, <https://nyssea.org>.

### **Conference Participation Sponsor \$500 – Conference only:**

- Exhibit Space Area at our Annual Conference.
- You will receive a Full Page advertisement in our electronically published Conference Educational Program.
- Your marketing/promo materials inserted into Registration Bags.

### **Gold Sponsor \$1,000 – includes all benefits listed above PLUS:**

- Additional Annual Conference exposure:
  - Placement of promotional material/items at one general session.
  - Access to conference attendees through an email blast.
  - You will receive a Full Page advertisement in our electronically published Conference Educational Program.
- Full-year Program Offerings provided to you during your twelve-month sponsorship period.
- Semi-Annual email blast to the entire State membership on your product offering.
- You and your employees are invited to attend, at cost, one (1) Chapter meeting at each Regional Chapter during your sponsorship period. You will have the opportunity to give a 5-minute presentation of your product.
- Company logo placed on the Home page of our web site along with a direct link to your web site.

### **Platinum Sponsor \$2,000 – includes all benefits listed above PLUS:**

- **\*\*\*Exclusivity\*\*\*** You will be the only sponsor in your specific product category.
- Quarterly Email blast to entire State membership on your product offering.
- You and your employees are invited to attend, at cost, an unlimited number of Regional Chapter meetings during your sponsorship period. You will have the opportunity to give a 5-minute presentation of your product.
- Platinum Sponsorship designation at our Annual Conference: **This is a maximum visibility sponsorship.**
  - Receive one conference admission that includes the cost of all meals.
  - Conference Product Presentation, 10 minutes in length.
  - Placement of promotional material/items at one general session.
  - Access to conference attendees through an email blast.
  - You will receive a Full Page advertisement in our electronically published Conference Educational Program.

### **Additional Conference Advertising Options:**

- Full Page advertisement in our electronically published Conference Educational Program.
- Marketing/promo materials inserted in our Registration Bags.

*For more information please contact Daniel Coccia, Sponsorship Program Rep, at 585-292-1987  
or email at [dcocciacma@aol.com](mailto:dcocciacma@aol.com)*

**Sponsorship Program effective 01/01/2020**

*Various Options available for your participation in our State Sponsorship Program*

The New York State Society of Enrolled Agents (**NYSSEA**) is the only professional association representing Enrolled Agents (EAs) in New York. Members are licensed by the U.S. Department of the Treasury to represent taxpayers before all administrative levels of the Internal Revenue Service (IRS), including examination, collection and appeals.

Our NYS Chapter has over 650 members. The State is divided into various Regions with each of these Regions holding Chapter meetings throughout the year that are attended by both members and non-members. Some of the options of our Sponsorship Program provide you accessibility to attend these Chapter meetings and present your product/service. Our largest State-wide event is our Fall Conference. In 2020 our 33<sup>rd</sup> Annual NYSSEA Conference will be held at Turning Stone Resort Casino in Verona, NY from Friday, October 23<sup>rd</sup> to Monday, October 26<sup>th</sup>. To learn more information about our Chapters, please visit our web site, <https://nyssea.org>.

**Platinum Sponsor \$2,000**

*At the Platinum Sponsor level, you receive maximum exposure to our entire membership not only at Conference but throughout the year. Platinum Sponsorships are Exclusive to a specific product category.*

**Program Offerings provided to you during your twelve month sponsorship period:**

Quarterly Email blast to entire State membership on your product offering.

Employees of your company are able to attend, at cost, an unlimited number of Regional Chapter meetings to any of our NY State Chapters. You can set up an informational table at reception. You will be introduced at the beginning of the meeting as a State Sponsor and have an opportunity to say a few words. If you are unable to attend a meeting, you can coordinate directly with that Chapter's Representative to ship information to be passed out at the meeting or signage to be displayed.

Company logo placed on the Home page of our web site along with a direct link to your web site.

**Platinum Sponsorship designation our Annual Conference: This is a maximum visibility sponsorship.**

You are Welcome to be present for the entire Conference. At the Platinum level, you receive one conference admission that includes the cost of all meals and functions included with the standard attendee admission. In all Conference materials you will be noted as a Platinum Sponsor.

Friday Evening Opening Reception – The conference is kick-started into high gear by our Friday evening Opening Reception. All Attendees of the conference are invited to this networking session where light refreshments are served. As a Platinum Sponsor you will have the opportunity to display (free standing) signage as well as receive recognition from the Conference Chair during this Opening Reception which will put the focus on your company right from the start.

Saturday Morning Breakfast – This breakfast is included with the attendee's admission and typically draws the entire crowd. This will be another opportunity for you to sit at one or more of the breakfast tables and network directly with the attendees.

Exhibit Space Area – You will have a large space for displaying your product information and will be given priority selection. This area will be accessible to those in attendance during regular conference hours all day Saturday, Sunday

and Monday morning. Saturday and Sunday's morning and afternoon breaks will also occur in this same area, which should get the entire crowd, who are looking for their mid-morning coffee fix or afternoon snack, to mingle directly alongside the Exhibit Space area.

Sunday's Closing Dinner – This formal dinner always gets full attendance. As a Platinum Sponsor you will have the opportunity to display (free standing) signage. You will again be introduced to the audience and given a Thank You from our current State President. As stated above, the cost of attending this function is included with your Sponsorship.

Product Presentation: Available to Platinum Sponsors only, you will be able to make a short, ten-minute, Product Presentation during the Conference, at a time when all attendees will be in the same location. You can use this time to either present a short product demonstration or simply introduce yourself and your products or services. Use of technology will be made available to enable a short PowerPoint presentation or interactive product demo.

Other benefits of this sponsorship at the Conference are:

- An opportunity to put promotional material/items on every seat at one general session.
- Access to conference attendees through an email blast facilitated by our Chapter Administration the week prior to Conference.
- You will receive a Full Page advertisement in our electronically published Conference Educational Program.
- Registration Bag Inserts. We will insert your promotional materials in every bag distributed at registration.

### **Gold Sponsor \$1,000**

*At the Gold Sponsor level, you receive exposure to our membership not only at Conference but also at selected times throughout the year.*

#### **Program Offerings provided to you during your *twelve month* sponsorship period:**

Semi-Annual email blast to the entire State membership on your product offering.

Employees of your company are able to attend, at cost, one (1) Chapter meeting at each of our Regional State Chapters. You can set up an informational table at reception. You will be introduced at the beginning of the meeting as a State Sponsor and have an opportunity to say a few words. If you are unable to attend a meeting, you can coordinate directly with that Chapter's Representative to ship information to be passed out at the meeting or signage to be displayed.

Company logo placed on the Home page of our web site along with a direct link to your web site.

#### **Program Offerings at our Annual Conference:**

You are Welcome to be present for the entire Conference. At the Gold level, if you want to participate in any of the meals or functions included with an attendee's admission you will have to pay the cost of a Guest Conference Attendee.

Friday Evening Opening Reception – The conference is kick-started into high gear by our Friday evening Opening Reception. All Attendees of the conference are invited to this networking session where light refreshments are served. Your company will be recognized by our Conference Chair during this Opening Reception. If you purchased the Guest Conference Attendee package you will be formally introduced as well as have the ability to network with the attendees.

Exhibit Space Area – You will have a large space for displaying your product information. This area will be accessible to those in attendance during regular conference hours all day Saturday, Sunday and Monday morning. Saturday and Sunday's morning and afternoon breaks will also occur in this same area, which should get the entire crowd, who are looking for their mid-morning coffee fix or afternoon snack, to mingle directly alongside the Exhibit Space area.

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### **Conference Participation \$500**

Program Offerings at our Annual Conference:

Exhibit Space Area – You will have a large space for displaying your product information. This area will be accessible to those in attendance during regular conference hours all day Saturday, Sunday and Monday morning. Saturday and Sunday's morning and afternoon breaks will also occur in this same area, which should get the entire crowd, who are looking for their mid-morning coffee fix or afternoon snack, to mingle directly alongside the Exhibit Space area.

If you want to participate in any of the meals or functions included with an attendee's admission you will have to pay the cost of a Guest Conference Attendee.

Other benefits of this sponsorship are:

- You will receive a Full Page advertisement in our electronically published Conference Educational Program.
- Registration Bag Inserts. We will insert your promotional materials in every bag distributed at registration.

### **Additional Conference Participation Options:**

If traveling to Turning Stone and attending the Conference doesn't provide the most cost-effective option for you some other opportunities for you to consider to get your information in front of our organization:

Advertising in our Conference Educational Program: For our Fall Conference we only prepare and provide each attendee an electronic version of all of the course materials and conference information. You are able to purchase a full page (8" by 11") advertisement for \$150.

Marketing materials placed within our Registration Packets: A registration carry bag and packet is provided to all attendees. If you provide us with your company brochures or other forms of literature, pens or other marketing materials, we will insert these items into each of these registration packets. The cost for this service is \$125. As an add on to this service, if you want to send extras, this will be divided up among the Regional Chapter Reps to distribute at their next Chapter meeting.

*For more information please contact Daniel Coccia, Sponsorship Program Rep, at 585-292-1987 or email at [dcocciacma@aol.com](mailto:dcocciacma@aol.com)*