



2021 SPONSORSHIP OPPORTUNITIES

*“Creating lasting relationships that benefit
our profession and your organization”*

The Florida Society of Enrolled Agents (FSEA) is the professional society representing Enrolled Agents (EAs) in Florida. 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 appeal functions.

We live in the world of tax everyday... not just during tax season.

The 2021 Annual Convention of the Florida Society of Enrolled Agents is an innovative educational experience for everyone who earns a living as a tax professional, including Enrolled Agents, CPAs and Tax Attorneys.

Tax preparers throughout the state of Florida and the Nation attend the convention to take advantage of a comprehensive course of study covering a wide range of topics that meet the needs of today's tax service professionals.

Hotel Information

Hotel: Westin Cape Coral Resort at Marina Village
5951 Silver King Blvd
Cape Coral, FL 33914

Reservations: To make a reservation by phone, call 321-249-8027 and mention you are with the FSEA convention

Rate: \$ **134/night** (plus tax). Wi-Fi is complimentary in the hotel

Deadline: Reservation deadline is **May 12, 2021**. A no-show fee of one night and tax will apply if guest does not cancel their reservation by 6 P.M. the day before arrival.

Please bring an electrical cord with you as the hotel charges for use of their AV equipment

What is in it for you?

As an FSEA Convention Sponsor, you will:

- Meet the professionals who make purchasing decisions or potential referrals to clients
- Have access to a vast network of potential referrals *and receive a contact list of the event attendees*
- Educate potential customers about your products and services
- Increase your company visibility on the FSEA website, www.fseaonline.org, and in the FSEA Newsletter
- Showcase your specialty with product demonstrations to business practitioners
- Shorten your sales cycle by getting closer to potential customers and selling products on site
- Gain insight into the products and services used by practitioners
- Get ahead of your competitors

Types of Participation

Sponsor – Whether you are introducing your company or reinforcing its name and product, sponsorship at the leading educational program in Florida for Circular 230 practitioners is a great way to build loyalty among your clients. Customers who see your support for FSEA have one more reason to do business with your company. Attendees are professionals from the tax services arena and many of them are decision-makers. Our goal is to connect you with your target market.

Advertising Opportunities – There are a variety of marketing/advertising opportunities available to highlight your products and services on the FSEA website, www.fseaonline.org the FSEA Newsletter and in email blasts, which reaches over 700 Enrolled Agents throughout Florida. Contact Elizabeth Barnes, EVP at evp@fseaonline.org for more information.

Previous Sponsors

Roz Strategies • Pension Specialists • Herbert H. Landy Insurance Agency • Tax Help Software • Canopy Tax Software • Pitbull Tax Software • Cetera • Office Tools • Drake Software • Legal Shield • Gleim • GetNetSet • TASC
• CFS Tax Software • Tax Risk Management • 1040 Bridge

Levels of Sponsorship

Due to the limited number of sponsor's space available, we need to receive your reservation as soon as possible.

Exhibits will be visited during breaks, mealtime and you are invited to attend the President's Reception on Friday evening

LUNCH AND LEARN SPONSOR \$2,197.00 (Only 1 spot available) 50-minute presentation on Thursday, June 10, 2021 at 12:00 -12:50

- Recognized as the Lunch and Learn Sponsor for the Annual Convention
- 12 months' FREE banner ad on the FSEA website and in the FSEA Newsletter
- The opportunity to write a company article(s) for the FSEA Newsletter
- Page Listing on the www.FSEAonline.org website
- Contact information for all Convention attendees
- Registration for up to two (2) representatives at the President Reception and Installation Banquet
- A 12-month listing in the FSEA Member Benefits directory
- Company Recognition – The opportunity to display your corporate banner, provide promotional items to the attendees and distribute your company literature.
- Prime Exhibit Space at 2021 Convention (June 10 – June 12, 2021) with a 6' exhibit table

DIAMOND LEVEL \$1,500.00 (ONE SPOT AVAILABLE) Installation Banquet Dinner Sponsor on Friday, June 11, 2021 10-minute presentation at the Installation Banquet Dinner

- Recognized as a Diamond Level Convention Sponsor at the Annual Convention
- 12- months banner ad on the FSEA website and in the FSEA Newsletter
- The opportunity to write a company article for the FSEA Newsletter
- Page Listing on the www.FSEAonline.org website
- Contact information for all Convention attendees
- Registration for up to two (2) representatives at the President Reception and Installation Banquet
- A 12- month listing in the FSEA Member Benefits directory
- Company Recognition – The opportunity to display your corporate banner and distribute your company literature.
- Prime Exhibit Space at 2021 Convention (June 10 – June 12, 2021) with a 6' exhibit table

EMERALD LEVEL SPONSOR \$500.00

20-minute presentation on bus to Wicked Dolphin Cruise on Thursday, June 10, 2021

- Recognized as Convention Sponsor at the Annual Convention
- Opportunity to put additional marketing material on each table
- 12- month FREE banner ad on the FSEA website and 12 months in the FSEA Newsletter
- The opportunity to write a company article for the FSEA Newsletter
- Page Listing on the www.FSEAonline.org website
- Contact information for all Convention attendees
- Registration for up to one (1) representatives at the Silver Dinner
- A 12- month listing in the FSEA Member Benefits directory after becoming an Affinity Partner
- Company Recognition – The opportunity to display your corporate banner and distribute your company literature.
- Exhibit Space at 2021 Convention (June 10 – June 12, 2021) with a 6' exhibit table

GALA TABLE SPONSOR \$1,250

Gala dinner & installation on Friday, June 11, 2020

- Recognized as Convention Sponsor at the Annual Convention
- Opportunity to put additional marketing material on each table
- 12- month FREE banner ad on the FSEA website and 12 months in the FSEA Newsletter
- The opportunity to write a company article for the FSEA Newsletter
- Page Listing on the www.FSEAonline.org website
- Contact information for all Convention attendees
- Registration for up to one (1) representative at the Silver Dinner
- A 12- month listing in the FSEA Member Benefits directory after becoming an Affinity Partner
- Company Recognition – The opportunity to display your corporate banner and distribute your company literature.
- Exhibit Space at 2021 Convention (June 10 – June 12, 2021) with a 6' exhibit table

GALA CHAIR SPONSOR (Executive Committee Table) \$250

(ONLY 7 SPOTS AVAILABLE)

Gala dinner & installation on Friday, June 11, 2020

- Recognized as Convention Sponsor at the Annual Convention
- Opportunity to put additional marketing material on each table
- 12- month FREE banner ad on the FSEA website and 12 months in the FSEA Newsletter
- The opportunity to write a company article for the FSEA Newsletter

Why not get a jump on your competitors?

Sign up now and begin advertising today!!

CONVENTION SPECIAL

- ~~\$200~~ **\$150** Business card size ad in the 2021 Convention handout pdf
- ~~\$250~~ **\$200** Insertion of marketing material in handout bag

For more information, please contact Elizabeth Barnes, EVP

Email: evp@fseaonline.org or Call: 440-759-0597 (cell)

2021 Society Resource Partnership Agreement

**The Westin Cape Coral Resort at Marina Village
5951 Silver King Blvd
Cape Coral, Florida 33914**

Set-up begins at 7:00 A.M. on Thursday, June 10, 2021

Breakdown at 3:00 P.M. on Saturday, June 12, 2021

You will have the opportunity to meet with individual members during and prior to/or after meals, breaks and after each day's sessions.

Please provide the following information along with your completed agreement and payment:

- 1. JPG Logo**
- 2. The page you wish to be hyperlinked to the site**
- 3. A brief description of the company**
- 4. Correct company contact information**

Please complete the following information:

Level: _____ **Price:** _____

Company & Attendee Information

Company Name _____

Primary Representative _____

Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Web Site _____

Secondary Representative _____ **Title** _____

Phone _____ Fax _____

Email _____

Billing Information:

Contact Name _____ **Title** _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Payment Options:

1. Check Enclosed – make checks payable to FSEA

Mail copy of completed registration and check to:

FSEA
Convention-Vendor/Sponsor Registration
16115 SW 117th Avenue #24
Miami, FL 33177

2. We prefer to pay by credit card # _____ Exp. _____ CVV _____

Email a copy of the completed form and credit card information

evp@fseaonline.org