



# 2025 NJCPA CONVENTION & EXPO

JUNE 4-5, 2025 | BORGATA, ATLANTIC CITY

Your application will be reviewed by the NJCPA and you will be notified of your application status.

Once accepted, a confirmation will be sent to you with links to the Contact Information form. Submission of exhibitor/sponsor application implies consent to agreement with show management.

Questions? Contact **Eileen Proven**, Senior Specialist, Partnerships & Business Development, at 862-702-5640 or [eproven@njcpa.org](mailto:eproven@njcpa.org).

## CONTACT INFORMATION

FIRM/COMPANY NAME\* \_\_\_\_\_

FIRM/COMPANY ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ WEBSITE \_\_\_\_\_

BILLING CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

ON-SITE CONTACT PERSON'S NAME (if different) \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

\*Note: Firm/Company name will appear on NJCPA website and convention mobile app.

## SELECTIONS

- STANDARD EXHIBIT BOOTH PACKAGE — \$2,500  
(includes two representatives)

BOOTH CHOICE: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### ADD-ONS:

- ADDITIONAL REGISTRANT (\$225 per person)
- CLOSING DINNER (\$149 per person)
- CONCURRENT SESSION SPONSORSHIP (\$750 per session)
- DIGITAL ADVERTISING - SPECIAL RATE (\$300 per month)
- NEW JERSEY CPA MAGAZINE EXHIBITOR AD (\$400)  
Early Bird: \$350 if reserved by February 28, 2025

TOTAL SPONSORSHIP/EXHIBITOR AMOUNT: \$ \_\_\_\_\_



Your exhibitor package includes a Standard Marketplace Listing, valued at \$695, offered at a courtesy price of \$400.

## PAYMENT

To pay by check, make check payable to NJCPA Education Foundation and mail to 105 Eisenhower Parkway, Suite 300, Roseland, NJ 07068. To pay by credit card, call the education department at 973-226-4494 or Eileen Proven at 862-702-5640.

## AGREEMENT

- I agree to the terms and conditions as outlined in the second page of this document.



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For more information, please contact:

**EILEEN PROVEN,**  
Senior Specialist, Partnerships &  
Business Development at  
862-702-5640 or [eproven@njcpa.org](mailto:eproven@njcpa.org).



## 1. SHOW MANAGEMENT

The term "Show Management" as used herein shall mean the NJCPA Education Foundation, Inc., its officers, committees, volunteers or employees.

## 2. DEFINITION OF SPONSORS

Any organization that pays the NJCPA Education Foundation, Inc. to exhibit or display.

## 3. ELIGIBLE SPONSORS

Show Management reserves the right to determine the eligibility of any company for inclusion as a Sponsor.

## 4. PROMOTION

Show Management and Sponsor agree to promote the 2025 NJCPA Convention & Expo through word-of-mouth and/or distribution of specified event promotional materials. Convention information may be downloaded from [njcpa.org/convention](http://njcpa.org/convention) or requested from the NJCPA Education Foundation, Inc. by calling 862-402-5640.

## 5. EXHIBITOR ATTENDANCE

Exhibit booth packages allow for two representatives to be present in a single booth at any one time. Included are two lunch registrations, two opening cocktail reception registrations and two After Dinner Party reception registrations on June 4 and two breakfast registrations and two lunch/networking registrations on June 5. Additional registrations are \$225 per person, subject to two representatives in booth rule. Larger exhibit spaces allow for four to 10 representatives, depending upon sponsorship level. Exhibitors are welcome to attend member sessions as space permits. Exhibitors and guests are also invited to attend the Closing Event Dinner on June 5 at an additional cost of \$199 per person. Pre-registration is required.

## 6. CHANGES TO FLOOR PLAN

Show Management may, at any time prior to the scheduled opening date of the convention, change the floor plan as necessary, without any liability to Exhibitor.

## 7. PRINTED MATERIALS

Exhibitor/Sponsor information and forms must be submitted to Show Management by April 28, 2025. Inclusion in convention printed materials cannot be guaranteed if submitted after that date.

## 8. REJECTED DISPLAYS

Show Management reserves the right to reject, eject or prohibit any materials displayed in connection with convention sponsorship in whole or in part, or any sponsor representative, with or without giving cause. If cause is not given, Show Management will return to the sponsor the amount paid to Show Management at the time of rejection. If a sponsor is ejected for violation of any rules or for any other stated reason, no return of sponsorship payments shall be made.

## 9. CHARACTER OF MATERIALS

Distribution of samples and printed matter of any kinds, or any promotional material, is restricted to the specific event sponsored. No sign, banner or display shall be affixed to any part of the hotel; and damages caused to the walls, fixtures or carpet in space assigned will be billed to Sponsor.

## 10. SECURITY

Show Management will not assume any responsibility for sponsor's property. It is recommended that the sponsor obtain adequate insurance coverage, at their own expense, against property loss or personal injury and for liability for property damage and personal injury to others.

## 11. FIRE SAFETY AND HEALTH

Federal, state and local laws covering fire, safety and health must be strictly observed. Only fireproof materials should be used in displays and the Sponsor must take all necessary fire precautions. Displays or signs must not block aisles and fire exits. Safety guards on equipment must be used where necessary. Sponsors must comply with all laws, rules, regulations and ordinances in force.

## 12. SHIPPING INSTRUCTIONS

All advance warehouse shipping for exhibition and sponsorship materials (including booth and accessories, promos, printed materials, signs, giveaway gifts, demos, etc.) must be shipped to arrive no later than April 28, 2025. Advance shipping is strongly encouraged.

AEX Convention Services  
NJCPA Convention & Expo,  
3093 English Creek Avenue,  
Egg Harbor Township, NJ 08234

Exhibiting Company Name \_\_\_\_\_  
Booth # \_\_\_\_\_ # of boxes \_\_\_\_\_

## 13. SET-UP

Exhibit Hall opens at 11:00 a.m. on Wednesday, June 4. Exhibitor move-in begins Wednesday, June 4 at 7:00 a.m. and must be completed by 11:00 a.m. Exhibitors must be present both days of the expo. Booth availability will not be guaranteed for exhibitors who are not set up by first day exhibit hall opening time.

## 14. HOTEL

Exhibitors may reserve a standard room at Borgata from the NJCPA room block, but reservations must be made by May 16, 2025 for the discounted rate of \$134. A dedicated booking website has been created for you to make, modify and cancel hotel reservations online, as well as take advantage of any room upgrades, amenities or other services being offered by Borgata. To register online, please visit the convention website, [njcpa.org/convention](http://njcpa.org/convention), and click on the "Hotel" link. If you prefer to call in your reservation, dial 1-609-317-1000 and use the group code GBNJA25. Please note that all guests registering into the hotel will be required to post a credit card and show identification. State and local taxes will be additional charges. Available on a first-come, first-served basis.

## 15. TEAR-DOWN

The Exhibit Hall will close at 2:00 p.m. on Thursday, June 5. All exhibits must remain intact until 2:00 p.m. and be taken down and removed by 4:30 p.m. All outbound shipping instructions should be given to AEX Convention Services during the event or immediately after its close. Freight remaining on the exhibit floor without proper instructions for disposition will be removed by AEX Convention Services and will be shipped with the information available at the time using a carrier of AEX Convention Services' choice, or brought to the warehouse where storage and handling will be charged. All limits and liabilities and terms and conditions as outlined by AEX Convention Services shall apply.

## 16. INTERPRETATION AND AMENDMENTS

Show Management reserves the right to interpret and amend these regulations, as it deems proper, to ensure the success of all Sponsors and further the educational purposes of attendees and members.

## 17. TERMINATION OF SPONSORSHIP

In the event the premises where the convention is to be held becomes unfit for occupancy or is substantially interfered with by reason of picketing; strike; embargo; injunction; curtailment of transportation services or facilities; act of war; act of God; fire; emergency declared by any governmental agency, or by virtue of any ordinance of law or any municipal, state or federal governmental agency; or any other act beyond the control of Show Management, either party may terminate or suspend its obligations under this agreement. In the event of such termination, Show Management will, after deducting all costs and expenses, refund to the sponsor his prorated amount of all funds paid.

## 18. INDEMNIFICATION

The sponsor agrees to the fullest extent permitted by law to hold harmless the NJCPA Education Foundation, Inc. from and against any liabilities, damages and costs (including reasonable attorney fees and the cost of defense) to the extent caused by the negligent acts, errors and omissions of the Sponsor.

## 19. CANCELLATION

Once payment for sponsorship of any kind is received and accepted by the NJCPA Education Foundation, Inc., any cancellation after May 1, 2025 will result in forfeiture of the entire sponsorship amount.

## 20. ADDITIONAL TERMS

- 20.1 The individuals executing this agreement represent that they have full authority to do so on behalf of their respective organizations.
- 20.2 This contract constitutes the entire understanding between the parties with respect to the subject matter herein and may be amended only upon written agreement signed by both parties.