

2018

MIDYEAR MEETING

HILTON BAYFRONT SAN DIEGO • SAN DIEGO, CA

FEBRUARY 8-10, 2018



SPONSORSHIP INVITATION



ABOUT THE CONFERENCE

The Midyear Meeting is one of the premier events for lawyers interested in all aspects of tax law. Over 1,100 practitioners are expected to attend the 2018 Midyear Meeting being held in San Diego. Attendees can take advantage of high-level panel discussions on tax policies, regulations and procedures presented by government officials and industry experts. Attendees will also be able to take advantage of CLE and ethics programming presented by over 40 Section of Taxation Committees. In addition to programming, the meeting offers multiple opportunities for participants to network, exchange ideas, and build new business relationships.

WHY SPONSOR THE CONFERENCE?

Sponsorships are designed to provide maximum brand profile and interaction with meeting participants representing government, industry, law and academia from all around the world. Your organization will receive high-profile recognition before, during and after the Meeting. Our dedicated sponsorship team will work with you to ensure your sponsorship resonates with Meeting attendees. This Meeting is an opportunity for your firm to:

- **EXPAND YOUR REACH** • Connect with top corporate leaders, government officials and practitioners from around the country.
- **ENHANCE YOUR BRAND VISIBILITY** • Position your organization as an industry leader and leave a lasting impression with branding opportunities before, during, and after the Meeting.
- **GROW YOUR NETWORK** • Build relationships with key figures in the industry, with networking events.

Depending on your organization's marketing objectives, sponsorship packages are customizable to provide maximum return on your investment. Standard benefits for all levels of sponsorship include complimentary registration(s), visibility on all Meeting-related marketing materials, visibility throughout the Meeting with signage and recognition by leadership.

PLATINUM

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL — \$15,000 (select one of the options listed below)

- **REGISTRATION BADGE LANYARDS** — A custom lanyard with the Sponsor's logo will be provided to all meeting attendees at registration. This Sponsorship opportunity has high visibility throughout the meeting.
- **SECTION RECEPTION** — The Section reception is a dynamic ticketed event held on Friday evening. The reception provides attendees an opportunity to network with colleagues, friends, Section leadership, government speakers and other industry leaders. The Sponsor will receive recognition during the Tax Section Chair's opening remarks. The Sponsor will also have the opportunity to indicate to attendees why they value their relationship with the Section of Taxation.



PLATINUM LEVEL BENEFITS

- Logo on Conference Website
- Recognition and Logo Placement in Pre-Conference Marketing Promotions
- Full Page Ad in the Printed Conference Program
- Prominent Placement on Sponsor Banners
- Premium Placement of Exhibit Table in Exhibit Area
- Custom Signage with Logo
- Four Complimentary Conference Registrations (\$3620 value)
- Two Complimentary Tickets to the Section Reception
- Two Complimentary Tickets and VIP table seating at the Plenary Luncheon
- Recognition from Tax Section Chair during Opening Remarks at Plenary Events

GOLD LEVEL — \$10,000 USD (select one of the options listed below)

- **WELCOME RECEPTION** — The Welcome Reception is a complimentary reception open to all attendees and is held on Thursday evening. The Sponsor will receive recognition during opening remarks by the Tax Section Chair. The Sponsor will also have the opportunity to indicate to attendees why they value their relationship with the Section of Taxation. The event will feature the Sponsor's logo on a custom slide presentation on large screens as well as custom signage prominently placed at the entrance of the event.
- **SECTION PLENARY LUNCHEON** — The Section Plenary Luncheon is the final event of the conference where the Sponsor will have a large captive audience. The Sponsor will receive recognition during opening remarks by the Tax Section Chair. The Section Plenary Luncheon features a high-profile keynote speaker. The Sponsor will have an opportunity to introduce the keynote speaker at the event. The sponsor will receive premium seating at a VIP reserved table and may provide printed collateral that can be placed on the seat of each attendee. This Sponsorship will also include custom signage with the Sponsor's logo.
- **MOBILE APPLICATION** — The Sponsor of the Tax Section Mobile App will have great visibility by being featured on the mobile meeting app used onsite by attendees. The Sponsor will receive a banner ad on the homepage of the Mobile App and have the option of sending mobile alerts during the meeting.
- **WIFI** — The Sponsor will be recognized as the Sponsor of the conference wireless internet and will have the opportunity to customize the log-in information and password that attendees will use throughout the meeting. This Sponsorship will also include custom signage and flyers with the Wi-Fi log-in information throughout the meeting space for all attendees.
- **PREMIUM BANNER** — Welcome attendees as they enter the main conference ballroom with a massive custom banner that prominently spotlights your sponsor logo/message. This sponsorship also includes graphic clings on doors leading out to terrace. The Sponsor will be responsible for all costs associated with design, production and installation of the banner.

GOLD LEVEL BENEFITS

- Logo on Conference Website
- Recognition and Logo Placement in Pre-Conference Marketing Promotions
- Full Page Ad in the Printed Conference Program
- Prominent Placement on Sponsor Banners
- Premium Placement of Exhibit Table in Exhibit Area
- Custom Signage with Logo
- Three Complimentary Conference Registrations (\$2715 value)
- Two Complimentary Tickets to the Section Reception
- Two Complimentary Tickets and VIP table seating at the Plenary Luncheon
- Recognition from Tax Section Chair during Opening Remarks at Plenary Events

SILVER LEVEL — \$7,500 USD (select one of the options listed below)

- **MOBILE CHARGING STATION** — The mobile charging station or locker is a creative way of increasing your visibility throughout the meeting. The Sponsor would provide an invaluable service to attendees, as they rely heavily on mobile devices throughout the conference. The charging station provides attendees with an easy and secure way to charge their handheld devices, tablets and laptops. The mobile charging station would include custom branding and will be placed in a high traffic area in the exhibit area adjacent to the Sponsor's exhibit booth. This Sponsorship will also include custom signage with the Sponsor's logo.
- **FINAL PROGRAM** — The Sponsor will be recognized on the front cover of the conference printed program which all attendees receive at registration. The program is also available on the conference website. The Sponsor will receive a one-page ad on the back exterior cover of the conference program.
- **CUSTOM REFRESHMENT BREAK** — The Hospitality and Exhibit Area is the main networking hub of the conference for all attendees. There are four breaks during the Midyear Meeting that are available for Sponsorship (Friday AM, Friday PM, Saturday AM, Saturday PM). The sky is the limit for menu options available to customize a refreshment break (i.e. barista coffee, oatmeal bar, old fashioned popcorn machine, ice cream station, etc.). Each refreshment break lasts for two hours. This is a great way to make a positive and lasting impression on attendees. The Sponsor will have the option to provide custom cocktail napkins, and cups. The Sponsor will be responsible for all food & beverage costs associated with customizing the refreshment break. This Sponsorship will also include custom signage with the Sponsor's logo.

SILVER LEVEL BENEFITS

- Logo on Conference Website
- Recognition and Logo Placement in Pre-Conference Marketing Promotions
- Prominent Placement on Sponsor Banners
- Premium Placement of Exhibit Table in Exhibit Area
- Custom Signage with Logo
- Two Complimentary Conference Registrations (\$1810 value)
- One Complimentary Ticket to the Section Reception
- One Complimentary Ticket to the Plenary Luncheon

BRONZE LEVEL — \$5,000 USD (select one of the options listed below)

- **HOTEL KEY CARD** — You hold the key! The hotel key card will feature the Sponsor's logo. This is a great opportunity to be at everyone's fingertips. The Sponsor will be responsible for all costs associated with design, production, and shipping of the key cards.
- **CONFERENCE NOTEBOOK** — The Sponsor would provide custom notebooks with the Sponsor's logo to all attendees. The Sponsor will be responsible for all costs associated with design, production, and shipping of the notebooks. The custom notebooks would be displayed near the conference registration for maximum visibility.
- **EXECUTIVE PENS** — The Sponsor would provide custom executive pens with the Sponsor's logo to all attendees. The Sponsor will be responsible for all costs associated with design, production and shipping of the executive pens. The executive pens would be displayed near the conference registration for maximum visibility.
- **PRINT KIOSK** — The print kiosk allows attendees to access and print conference materials. The Sponsor's logo will be visible on the kiosk computers and they will have an opportunity to provide ABA approved paper with the Sponsor's logo. This Sponsorship will also include custom signage with the Sponsor's logo.
- **COLUMN BRANDING** — The Sponsor's logo will be visible on column wraps (sold in pairs) in high traffic areas at the conference. The Sponsor will be responsible for all costs associated with design, production and installation of the wraps.
- **ESCALATOR BRANDING** — This is a terrific way to place your brand in front of all attendees as they make their way throughout the conference. The Sponsor's logo/message will be featured on the main, high-traffic escalators. The Sponsor will be responsible for all costs associated with design, production and installation of the clings.

BRONZE LEVEL BENEFITS

- Logo on Conference Website
- Recognition and Logo Placement in Pre-Conference Marketing Promotions
- Prominent Placement on Sponsor Banners
- Custom Signage with Logo
- One Complimentary Conference Registration (\$905 value)
- One Complimentary Ticket to the Section Reception
- One Complimentary Ticket to the Plenary Luncheon

SOLD

BRONZE LEVEL BENEFITS

- Logo on Conference Website
- Recognition and Logo Placement in Pre-Conference Marketing Promotions
- Prominent Placement on Sponsor Banners
- Custom Signage with Logo
- One Complimentary Conference Registration (\$905 value)
- One Complimentary Ticket to the Section Reception
- One Complimentary Ticket to the Plenary Luncheon

BRONZE LEVEL — \$5,000 USD (select one of the options listed below)

- **LAW STUDENT REGISTRATION BOOTH** — A custom registration booth specifically designed for law students to check-in the conference, ask questions, and serve as a hub for students throughout the conference. The registration booth is staffed by the Tax Section. The Sponsor will have the opportunity to provide collateral, materials, or giveaways that would be distributed to law students upon check-in. The Sponsor will also receive recognition on a sign directly adjacent to the booth. Please inquire with us about upgrading your branding options for this booth.
- **CAREERS IN TAX DINNER** — The Careers in Tax Dinner is an invitation-only, complimentary dinner held on Thursday evening and is open to law students and young lawyers. The Sponsor will receive recognition during opening remarks by the Tax Section Chair and will have the opportunity to address this captive audience. The Sponsor may provide printed collateral that can be placed on the seat of each attendee. This Sponsorship will also include custom signage and program with the Sponsor's logo.
- **BREAKFAST FORUM** — The Breakfast Forum is a complimentary breakfast session held on Friday (peak day) for attendees who have accepted the invitation to attend from the Sponsor. The Sponsor will have the opportunity to create their own content for the forum and provide their own keynote speaker for the event. The content will be reviewed by the Tax Section to ensure that there is no conflict with the topic on the meeting agenda. The Sponsor will be responsible for the cost of food & beverage, audio-visual, and room set-up requirements for the event. The Sponsor may provide printed collateral that can be placed on the seat of each attendee. This Sponsorship will also include custom signage with the Sponsor's logo.

CONFERENCE SUPPORTER SPONSORSHIP OPPORTUNITIES

CONFERENCE SUPPORTER — \$3,000 USD (select one of the options listed below)

CONFERENCE SUPPORTER BENEFITS

- Logo on Conference Website
 - Recognition and Logo Placement in Pre-Conference Marketing Promotions
 - Prominent Placement on Sponsor Banners
 - Premium Placement of Exhibit Table in Exhibit Area
 - Custom Signage with Logo
 - One Complimentary Conference Registration (\$905 value)
 - One Ticket to the Section Reception
 - One Ticket to the Plenary Luncheon
- **LAW STUDENT PROGRAM** — The Sponsor will be recognized on the front cover of the law student conference program which is printed for distribution to all law student attendees at registration. The Sponsor will receive a one-page ad on the back cover of the law student conference program. For maximum exposure, we would recommend pairing this option with the sponsorship of the law student registration booth.

EXHIBIT TABLES — \$1,900 USD (\$1,500 for non-profit and academic institutions) Companies are welcome to acquire an exhibit table if they are not allocated to Platinum and Gold sponsors. Each table top exhibit include 2 six-foot draped tables and two chairs. This Sponsorship includes one “exhibit area only” badge for each exhibit table.



LUNCHEONS

SPONSORSHIP OPPORTUNITIES

COMMITTEE EVENT SPONSORS

Sponsoring a committee event is an effective way to gain exposure with the committees relevant to your organization or area of practice. This is a great opportunity to network with a targeted audience. Each event may be supported by more than one company or firm.

MIDYEAR MEETING (only) - \$1,750 for each luncheon

MIDYEAR, MAY AND FALL (all) - \$4,500 (Sponsor a committee event at all three meetings and save 15%)

- Administrative Practice and Court Procedure & Practice Luncheon
- Affiliated & Related Corporations and Corporate Tax Luncheon
- Banking & Savings Institutions, Financial Transactions, Insurance Companies, Investment Management & Tax Exempt Financing Luncheon
- Civil & Criminal Tax Penalties Luncheon
- Diversity Committee Luncheon
- Employee Benefits Networking Reception
- Estate & Gift Taxes and Fiduciary Income Tax Luncheon
- Exempt Organizations Committee Cash Bar or Exempt Organizations Luncheon
- FAUST, Transfer Pricing and USAFTT Luncheon
- Low Income Taxpayer Clinic Reception
- Partnerships & LLCs and Real Estate Luncheon
- State & Local Taxes Luncheon

FRIENDS OF THE SECTION — \$500 - \$3,000 USD

This Sponsorship level is specifically designed for those who would like to support the Section's mission and all that we do. This is a great opportunity to support the "work on the ground." This Sponsorship includes name-only recognition in digital and on-site marketing materials. This Sponsorship does not include any complimentary meeting registrations or discounts.



SPONSORSHIPS AT A GLANCE

SPONSORSHIP OPPORTUNITY	FEE
PLATINUM SPONSOR	
Registration Badge Lanyards or Section Reception	\$15,000
GOLD SPONSOR	
Welcome Reception, Section Plenary Luncheon, Mobile Application, Wifi or Premium Banner	\$10,000
SILVER SPONSOR	
Mobile Charging Station, Final Program or Custom Refreshment Break	\$7,500
BRONZE SPONSOR	
Hotel Key Card, Conference Notebook, Executive Pens, Print Kiosk, Column or Escalator Branding, Law Student Registration Booth, Careers in Tax Dinner or Breakfast Forum	\$5,000
CONFERENCE SUPPORTER	
Law Student Program	\$3,000
EXHIBITOR	
Exhibitor	\$1,900 (\$1,500 Academic Rate)
LUNCHEONS	
<ul style="list-style-type: none"> • Administrative Practice and Court Procedure & Practice Luncheon • Affiliated & Related Corporations and Corporate Tax Luncheon • Banking & Savings Institutions, Financial Transactions, Insurance Companies, • Investment Management & Tax Exempt Financing Luncheon • Civil & Criminal Tax Penalties Luncheon • Diversity Committee Luncheon • Employee Benefits Networking Reception • Estate & Gift Taxes and Fiduciary Income Tax Luncheon • Exempt Organizations Committee Cash Bar or Exempt Organizations Luncheon • FAUST, Transfer Pricing and USAFTT Luncheon • Low Income Taxpayer Clinic Reception • Partnerships & LLCs and Real Estate Luncheon • State & Local Taxes Luncheon 	<p style="text-align: right;">\$1,750 2018 Midyear Meeting</p> <p style="text-align: right;">\$4,500 2018 Midyear, May and Joint Fall Meetings</p>
FRIEND OF THE SECTION	
Friend of the Section	\$500 - \$3,000



LAST YEAR'S SPONSORS AND EXHIBITORS:

BRONZE SPONSORS:



Hawkins Law



EXHIBITORS:



FOR MORE INFORMATION CONTACT MICHAEL DAVIS: EMAIL: michaeld@linksgroup.ca TELEPHONE: 604-739-4653