18TH ANNUAL
TAX PLANNING STRATEGIES
U.S. AND EUROPE
HOTEL OKURA • AMSTERDAM
SPONSORSHIP INVITATION
ABOUT THE CONFERENCE

The annual U.S. and Europe Tax Planning Strategies Conference is one of the preeminent events for international tax professionals to discuss the latest on global tax developments and planning strategies, hear from leading tax experts representing industry, government and the legal profession and network with colleagues from around the world. The Conference draws more than 250 attendees, representing 30 countries and five continents.

Now in its 18th year, this year’s Conference in Amsterdam will focus on practical planning strategies for multinational corporations and their international advisors, as well as provide insight in how government tax officials may view the international tax landscape in light of important international developments that impact corporate taxpayers. While this will not be a BEPS-free conference, new, unanticipated developments have raised questions as to how BEPS will continue to dominate the international tax landscape.

Designed for international tax professionals from industry and private practice, sessions will cover debt equity issues including new 385 regulations and the resulting impact on cross-border transactions; technical issues related to BREXIT and State Aid; IP incentive regimes; transfer pricing dispute resolution including APAs, tax litigation, and MAP settlements; start-up companies, venture capital, and remuneration of investors; structuring deals in funds and cross-border real estate investment strategies; BEPS Action 7/PE issues; developments in transparency and exchange of information; M&A transactions and trends.

Panelists will include industry leaders, senior government officials, and leading tax practitioners from the United States and Europe.
WHY SPONSOR THE CONFERENCE?
Sponsorships are designed to provide maximum brand profile and interaction with all meeting participants from around the world, representing government, industry, law and academia. Your organization will receive high-profile recognition before, during and after the Conference. Our dedicated sponsorship team will work with you to ensure that your sponsorship will resonate with Conference attendees. This Conference is an opportunity for your firm to:

- **EXPAND YOUR REACH** • Connect with top corporate leaders, government officials and practitioners from around the world.
- **ENHANCE YOUR BRAND VISIBILITY** • Position your organization as an industry leader and leave a lasting impression with branding opportunities before, during, and after the Conference.
- **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 Conference-related marketing materials, visibility throughout the Conference with signage and recognition by the Conference Co-Chairs as well as the opportunity to display collateral materials.
PLATINUM LEVEL – 9500 euros (choose one of the options listed below)

- **LANYARDS** • Your company is visible consistently throughout the Conference as attendees will be wearing your brand. You provide the lanyards, designed with your logo, and we'll issue them, along with the attendee badges, at registration.

- **TOTE BAGS** • Maintain your brand visibility throughout the Conference and afterwards, as attendees take these bags back home and to their offices in their country. You provide the bags, pick the style and design (with ABA approval) and we’ll ensure all attendees receive one.

**PLATINUM LEVEL BENEFITS**

- 1 table top exhibit space
- 3 Complimentary Registrations
- Logo listed on website and linked to sponsor website
- Advance list of registered delegates
- Full page ad in printed program
- Logo on Conference marketing e-mail to all Section Members (approx. 14,000) and on registration website with link to sponsor website
- Logo recognition on final printed program, signage and presentation screen in all meeting rooms
- Use of designation as U.S. Europe Tax Planning Strategies Conference sponsor until November 1, 2018

**SOLD**
GOLD LEVEL – 6500 euros (choose one of the options listed below)

- **KEYNOTE LUNCH** • Scheduled in the middle of the day, the Keynote Lunch is an opportunity to get the attention of all Conference attendees. Your organization will welcome attendees with brief introductory remarks prior to the keynote address and with a reserved seat at the VIP table, you’ll have the opportunity to connect with lead Conference organizers and the keynote speaker.

- **CONFERENCE NETWORKING LUNCH** • You have the opportunity to provide brief welcome remarks at the start of the lunch and your company will be well represented with three additional complimentary conference lunch tickets. Promotional materials or an attendee gift may also be distributed.

- **NETWORKING COCKTAIL RECEPTION** • Attendees and speakers look forward to closing out the first day of the conference at the Networking Cocktail Reception. Typically held in a museum or historic landmark, this reception is your company’s opportunity to magnify your brand impact and extensively network with attendees. The sponsor is welcome to suggest additional branding elements.

- **CONFERENCE APP** • As the conference app sponsor your company will be indicated on the Home Page and Information Page as “Brought to you by your company name”. This is an excellent opportunity to connect your brand exclusively with the conference as delegates generally begin to review the agenda on the mobile app 10 days in advance.

- **PRE-CONFERENCE WORKSHOP** • Host the popular pre-conference workshops in your office, or a venue of your choice, near (or at) the host hotel, with this sponsorship. Attendees are private wealth planners from private equity firms and law firms and in-house tax executives. Your company will provide the venue, food & beverage and audio/visual equipment (pre-approved by ABA) for the half-day Private Wealth Management and Corporate Tax Executives Workshops. This sponsorship provides maximum exposure with opportunities to give remarks at the start of the workshop.

**GOLD LEVEL BENEFITS**

- 1 table top exhibit space
- 2 Complimentary Registrations
- Logo listed on website and linked to sponsor website
- Advance list of registered delegates
- 1/2 page ad in printed program
- Logo on Conference marketing e-mail to all Tax Section Members (approx. 14,000) and on registration website with link to sponsor website
- Logo recognition on final printed program, signage and presentation screen in all meeting rooms
- Use of designation as U.S. Europe Tax Planning Strategies Conference sponsor until November 1, 2018
SILVER LEVEL – 4500 euros (choose one of the options listed below)

- **BREAKFAST SYMPOSIUM SESSION** • Sponsor a breakfast symposium on Thursday morning in advance of the start of the formal program. You provide the speaker and topic (approved in advance by the Section of Taxation). Sponsor is responsible for all food & beverage and audio/visual costs.

- **NETWORKING REFRESHMENT BREAKS** • This is an opportunity to have a significant brand profile at the Conference at the refreshment break on either Thursday or Friday.

- **DELEGATE PENS** • Provide a delegate pen for each registrant that includes your company’s name/logo/tagline.

- **DELEGATE PADS** • Provide a delegate pad for each registrant that includes your company’s name/logo/tagline.

- **WIFI** • The sponsor will be recognized as the sponsor of the WIFI in the exhibit and meeting area. The sponsor’s name will be identified as part of the password that is listed on signage in the area. The sponsor’s logo will be linked to their website. Sponsor responsible for any related expenses.

- **CHARGING STATION** • The sponsor will be identified as the sponsor of the charging station area for mobile phones and laptops. The station will be located near the registration desk.

- **PROGRAM SPONSOR** • As the program sponsor your company will have the right to an exclusive 1 page four color ad on the back cover of the conference program.

**SILVER LEVEL BENEFITS**

- 1 Complimentary All-Access Pass
- Advance list of registered delegates
- Logo listed on website and linked to sponsor website
- Logo on Conference marketing e-mail to all Tax Section Members (approx. 14,000) and on registration website with link to sponsor website
- Logo recognition on final printed program, signage and presentation screen in all meeting rooms
- Use of designation as U.S. Europe Tax Planning Strategies Conference sponsor until November 1, 2018

**SOLD**
FRIENDS LEVEL SPONSORS – 3300 euros

Primarily designed for law firms, Friends sponsors will receive:

- One Complimentary Registration
- Advance List of Delegates
- Logo recognition on final printed program, signage and presentation screen in all meeting rooms

EXHIBIT TABLES

Companies are welcome to acquire an exhibit table if they are not allocated to Platinum and Gold sponsors. Each table top exhibit includes a 2-metre draped table and two chairs. The fee is 1200 euros.

Hotel Okura Amsterdam
Okura Foyer & Amstel Foyer

Key:
Exhibit Tables -