## Conference Information

### Sponsorship Opportunities

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ABOUT THE CONFERENCE

The annual U.S. and Latin America Tax Practice Trends Conference is one of the preeminent venues 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 5 continents.

In its 12th year, the Conference focuses key tax issues for in-house and outside tax and finance personnel doing business in the U.S. and Latin America. Case studies underscore the effect of treaties, court decisions and domestic laws to provide insight into local planning opportunities. Panels will feature industry speakers, leading practitioners and government representatives offering the latest perspectives from the U.S. and Latin America. To view the meeting brochure, visit the meeting registration site.
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
PLATINUM LEVEL – $9,500 USD (choose one of the options listed below)

- **REGISTRATION BADGE 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. Sponsor responsible for any related costs.

- **DELEGATE 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. Sponsor responsible for any related costs.

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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. and Latin America Tax Practice Trends Conference sponsor until November 1, 2019
GOLD LEVEL – $6,500 USD (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** • We are fortunate to have an unique environment for this reception--the hotel’s exclusive beach. This location gives delegates a chance to relax, unwind and mingle. As the sponsor we work with you to activate this event to magnify your brand impact and “own” this event through branding elements that you would like to offer.

- **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. and Latin America Tax Practice Trends Conference sponsor until November 1, 2019
SILVER LEVEL – $4,500 USD (choose one of the options listed below)

• **THURSDAY EVENING NETWORKING DINNER (4 AVAILABLE)** • This is a new event for the conference! Immediately following the Networking Reception we will be holding a second outstanding networking opportunity at a dinner to be staged at the Mandarin Hotel. Sponsors will have a reserved table enabling them to invite both existing and targeted client delegates attending the conference to their table. This is a great chance to capture the attention of delegates that are vital to the growth of your business relationships.

• **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 BREAKFAST** • This is an opportunity to greet delegates as they arrive in the morning for breakfast on either Thursday or Friday morning.

• **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.

• **MEETING AREA 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 and the sponsor’s logo will be linked to their website. The sponsor is responsible for any related expenses.

• **DEVICE 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.

• **DELEGATE PENS** • Provide a delegate pen for each registrant that includes your company’s name/logo/tagline. Sponsor responsible for any related costs.

• **DELEGATE NOTE PADS** • Provide a delegate pad for each registrant that includes your company’s name/logo/tagline. Sponsor responsible for any related costs.

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**SILVER LEVEL BENEFITS**

• 1 Complimentary Registration
• 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. and Latin America Tax Practice Trends Conference sponsor until November 1, 2019
FRIENDS LEVEL SPONSORS – $3,000 USD

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 TABLE – $1,200 USD

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-meter draped table, two chairs and one “exhibitor only” badge for the individual working the table.
PAST SUPPORT PROVIDED BY:

Baker McKenzie
BARAONA FISCHER & CIA
Chevez Ruiz Zamarripa
COVINGTON
D'EMPAIRE
DLA PIPER
FASKEN MARTINEAU
FOLEY
FOLEY & LARDNER LLP
INVEST BARBADOS
KLA
LOYENS & LOEFF
MACHADO ASSOCIADOS
Machado Meyer
Mariz de Oliveira e Siqueira Campos
MATTOS FILHO
Mayora & Mayora, S.C.
Pereyra Alati, Grondona, Benites & Arntsen
Pinheiro Neto Advogados
RAA
d'czañez devanny
Skadden
STEEVENSZIECKERS
Tax Lawyers
Levin College of Law
Graduate Tax Program
UNIVERSITY of FLORIDA
VEIRANO

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