2020 MIDYEAR TAX MEETING
BOCA RATON RESORT AND CLUB • BOCA RATON, FL
January 30 - February 1, 2020

SPONSORSHIP INVITATION
# Sponsorship Opportunities at a Glance

## Platinum Sponsor
- **FEE**: $9,000
  - Registration Badge Lanyards

## Gold Sponsor - Three Options, Choose One
- **FEE**: $6,000
  - Welcome Reception
  - Section Reception
  - Section Plenary Luncheon

## Silver Sponsor - Nine Options, Choose One
- **FEE**: $4,000
  - Mobile Charging Station
  - Final Program
  - Mobile App
  - WiFi
  - Hotel Key Card
  - Conference Notebook
  - Executive Pens
  - Meeting Materials Print Kiosk
  - Law Student Registration Booth
  - Employee Benefits Committee Networking Reception

## Silver Sponsor - Two Options, Choose One
- **FEE**: $4,000 + Food, Beverage & A/V Costs
  - Breakfast Symposium
- **FEE**: $3,000 + Food, Beverage & A/V Costs
  - Custom Refreshment Break

## Exhibitor
- **FEE**: $1,500 ($1,200 Academic Rate)
  - Exhibitor
  - Additional Exhibitor Only Badge
- **FEE**: $300

## Committee Luncheons
- **FEE**: $1,750 (2019 Midyear Tax Meeting)
  - 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
  - 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
- **FEE**: $5,000 (ALL THREE SECTION MEETINGS - 2020 Midyear, May and Fall)

## Friends of the Section
- **FEE**: $3,000
  - Friend of the Section
  - Mobile Charging Station
  - Final Program
  - Mobile App
  - WiFi
  - Hotel Key Card
  - Conference Notebook
  - Executive Pens
  - Meeting Materials Print Kiosk
  - Law Student Registration Booth
  - Employee Benefits Committee Networking Reception
  - First Time Attendees, Young Lawyers & Law Student Networking Reception
  - Executive Pens
  - Meeting Materials Print Kiosk
  - Law Student Registration Booth
  - Employee Benefits Committee Networking Reception
  - First Time Attendees, Young Lawyers & Law Student Networking Reception
  - Executive Pens
  - Meeting Materials Print Kiosk
  - Law Student Registration Booth
  - Employee Benefits Committee Networking Reception
  - First Time Attendees, Young Lawyers & Law Student Networking Reception
  - Executive Pens
  - Meeting Materials Print Kiosk
  - Law Student Registration Booth
  - Employee Benefits Committee Networking Reception
  - First Time Attendees, Young Lawyers & Law Student Networking Reception
MEETING INFORMATION

ABOUT THE MEETING
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 2020 Midyear Tax Meeting being held in Boca Raton. 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 MEETING?
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 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.

• **ENGAGE WITH IN-HOUSE CORPORATE ATTORNEYS**
  Interact with this growing market segment and make new connections.

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 LEVEL — $9,000

• 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.

PLATINUM LEVEL BENEFITS

• Logo on meeting website
• Recognition and logo placement on pre-meeting marketing promotions
• Full page ad in the printed meeting program
• Prominent placement on sponsor signage and banners
• Priority placement of 1 exhibit table in the exhibit area
• Custom signage with logo
• Three complimentary meeting 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

Please note that complimentary registration cannot be forfeited for monetary value, all packages are all-inclusive and cannot be dismantled to reduce sponsorship cost.
GOLD LEVEL — $6,000 (select one of the following options)

- **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 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 and have an opportunity to indicate to attendees why they value their relationship with the Section of Taxation.

- **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.

**GOLD LEVEL BENEFITS**

- Logo on meeting website
- Recognition and logo placement in pre-meeting marketing promotions
- Full page ad in the printed meeting program
- Prominent placement on sponsor signage and banners
- Priority placement of 1 exhibit table in the exhibit area
- Custom signage with logo
- Two complimentary meeting registrations ($1810 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

Please note that complimentary registration cannot be forfeited for monetary value, all packages are all-inclusive and cannot be dismantled to reduce sponsorship cost.
SILVER LEVEL — $4,000 (select one of the following options)

- **FINAL PROGRAM** — The Sponsor will be recognized on the front cover of the printed meeting 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.

- **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.

- **MOBILE APP** — 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 up to one mobile alert per day during the meeting.

- **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.

- **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.

**SILVER LEVEL BENEFITS**

- Logo on meeting website
- Recognition and logo placement in meeting Marketing promotions
- Prominent placement on sponsor signage and banners
- Custom signage with logo
- One complimentary meeting Registration ($905 value)
- One complimentary ticket to the Section Reception
- One complimentary ticket to the Plenary Luncheon

Please note that complimentary registration cannot be forfeited for monetary value, all packages are all-inclusive and cannot be dismantled to reduce sponsorship cost.
SILVER LEVEL — $4,000 USD (select one of the following options)

- **FIRST TIME ATTENDEES, YOUNG LAWYERS & LAW STUDENT NETWORKING RECEPTION** — This popular reception is held prior to the Welcome Reception on Thursday and is designed for first time attendees, young lawyers and law students. The sponsor’s logo will appear on a sign outside of the reception room and a representative of your firm or company will have an opportunity to welcome the audience.

- **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.

- **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.

- **EMPLOYEE BENEFITS NETWORKING RECEPTION** — The Employee Benefits Networking Reception is a complimentary reception open to all attendees of the Employee Benefits subcommittee meetings and is held on Friday directly following the fireside chat. The Sponsor will have the opportunity to make brief remarks during the reception and provide materials and/or giveaways directly to attendees.

**SILVER LEVEL BENEFITS**

- Logo on meeting website
- Recognition and logo placement in mre-meeting Marketing promotions
- Prominent placement on sponsor signage and banners
- Custom signage with logo
- One complimentary meeting Registration ($905 value)
- One complimentary ticket to the Section Reception
- One complimentary ticket to the Plenary Luncheon

Please note that complimentary registration cannot be forfeited for monetary value, all packages are all-inclusive and cannot be dismantled to reduce sponsorship cost.
BREAKFAST SYMPOSIUM — The Breakfast Symposium 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 symposium 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.

SILVER LEVEL — $4,000 + Additional Costs

- 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 the refreshment break. This Sponsorship will also include custom signage with the Sponsor’s logo.

SILVER LEVEL BENEFITS

- Logo on meeting website
- Recognition and logo placement in mre-meeting Marketing promotions
- Prominent placement on sponsor signage and banners
- Custom signage with logo
- One complimentary meeting Registration ($905 value)
- One complimentary ticket to the Section Reception
- One complimentary ticket to the Plenary Luncheon

Please note that complimentary registration cannot be forfeited for monetary value, all packages are all-inclusive and cannot be dismantled to reduce sponsorship cost.
EXHIBITOR

EXHIBIT TABLES — $1,500 USD ($1,200 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 1 six-foot draped table and two chairs. This Sponsorship includes one “exhibit area only” badge for each exhibit table.

Additional “exhibit area only” badges can be purchased for $300/ea.

Please note that complimentary registration cannot be forfeited for monetary value, all packages are all-inclusive and cannot be dismantled to reduce sponsorship cost.
LUNCHEON 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 — $5,000 (Save 15% when you sponsor a committee event at all three Section Meetings)
- 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
- 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 — $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 educational mission of the Tax Section. This Sponsorship includes name-only recognition in digital and on-site marketing materials. This Sponsorship does not include any complimentary meeting registrations or discounts.

Please note that complimentary registration cannot be forfeited for monetary value, all packages are all-inclusive and cannot be dismantled to reduce sponsorship cost.
RECENT SPONSORS AND EXHIBITORS

GOLD SPONSOR:
LAW360 Tax Authority
a LexisNexis® company

SILVER SPONSOR:
Morgan Lewis

BRONZE SPONSORS:
Northwestern PRITZKER SCHOOL OF LAW
Tax Program
taxanalysts
UCI Law
Graduate Tax Program

CONFERENCE EVENT SPONSORS:
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Practical Law
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EXHIBITORS:
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LAW360 Tax Authority
a LexisNexis® company
UCI Law
Graduate Tax Program
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Tax Program
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