



**Connect. Engage. Impact.**

1200 G Street NW, Suite 300  
Washington, D.C. 20005  
P: 202.638.5601 • F: 202.638.5607  
Email: asktei@tei.org

# 2021

## Annual Conference Sponsorship Opportunities

**VIRTUAL & HYBRID SPONSORSHIP CATEGORIES!**

## The Value

Founded more than seven decades ago, Tax Executives Institute is the preeminent association of in-house tax professionals worldwide. According to Tax Business magazine, TEI represents "the biggest, richest, and most influential group of taxpayers in the world." The Institute's 7,000 members work for 3,000 of the largest companies in North America, Latin America, Europe, and Asia, and they participate in a wide array of educational, networking, and advocacy activities.

TEI members are a prime market for most tax-service providers. Firms can "make their mark" and place themselves in front of TEI members in many ways, including speaking, partnering with TEI on webinars, writing articles for Tax Executive magazine, and advertising in the magazine (which ensures that their name and message are never far from TEI's 7,000 members). Conference sponsorship combines these opportunities and adds many benefits at a significant savings.

The continuing effects of COVID-19 have only heightened the imperative for you, leaders of the tax advisory community, to have your firm's name, its support for, and its commitment to TEI's educational, networking, and advocacy efforts always on display. We are thrilled to be offering a hybrid Annual Conference experience, with both in-person and virtual components. Sponsors will be recognized in both events, with many benefits for both environments.

## 2021 Midyear Conference Sponsors

Fifty-eight firms participated in our Virtual Midyear Conference in March 2021. They took advantage of, and capitalized on, the opportunity to have an international platform with decision makers in the business tax space:

### THOMSON REUTERS

#### TEI's Exclusive Affinity Partner

#### PLATINUM

ADP	Ernst & Young LLP
Andersen	Eversheds Sutherland LLP
Avalara	Grant Thornton LLP
Baker McKenzie	KPMG LLP
Bloomberg Tax & Accounting	Mayer Brown LLP
Crowe LLP	PricewaterhouseCoopers LLP
CSC Corptax	Vertex, Inc.
Deloitte Tax LLP	

#### GOLD

Dixon Hughes Goodman LLP	Morgan, Lewis & Bockius LLP
Fenwick & West LLP	RSM US LLP
Forte International Tax LLC	Skadden, Arps, Slate, Meagher & Flom LLP
Latham & Watkins LLP	XCM Solutions

#### SILVER

Alvarez & Marsal Taxand, LLC	Reed Smith LLP
Baker & Hostetler LLP	Sidley Austin LLP
Crowell & Moring LLP	Weil, Gotshal & Manges LLP
DST Advisory Group	

#### BRONZE

Alston & Bird LLP	McDermott Will & Emery LLP
Blank Rome LLP	Miller & Chevalier
Covington & Burling LLP	Osler, Hoskin & Harcourt LLP
DLA Piper LLP (US)	Steptoe & Johnson LLP
Holland & Hart LLP	Thompson & Knight LLP
Ivins, Phillips & Barker, Chartered	Troutman Pepper Hamilton Sanders LLP
Jones Day	True Partners Consulting LLC
King & Spalding LLP	

#### EXHIBITING

Notice Ninja Inc  
PM Business Advisors  
Tax Analysts, Inc.  
Tax Credit Co.  
Workiva, Inc.

#### ENDORISING

CFO Services  
Kean Miller LLP

## The Benefits

	Platinum	Gold	Silver	Bronze	Virtual Exhibit
Full-page, color advertisements in every issue of Tax Executive	✓				
Preliminary attendee list provided 2 weeks before the Conference (including email addresses) with permission to send one mass email before each Conference	✓				
One email (distributed by TEI, at timing to be determined) to the TEI membership	✓				
Five tickets to in-person conference Tuesday evening networking event	✓				
Rotating ad in left navigation of virtual platform	✓	✓			
Full list of all participants that visit your virtual booth and downloaded assets and record of all booth chats	✓	✓	✓		✓
Virtual exhibit (Key: ★ Premium Placement, \$ Additional Cost)	✓★	✓	✓\$		✓
In-person exhibit (Key: ★ Premium Placement, \$ Additional Cost)	✓★	✓	✓\$		
One full-page, color advertisement in Tax Executive plus 15% discount on additional paid advertisements		✓			
Opportunity to register firm's in-house tax professionals for selected Institute courses and seminars	✓	✓			
One half-page, color advertisement in one issue of Tax Executive for each Conference			✓		
Acknowledgment in one issue of Tax Executive for each Conference	✓	✓	✓	✓	✓
Opportunity to purchase "official sponsor" discounted advertising in Tax Executive	✓	✓	✓	✓	
Listing of TEI's 57 Chapter Presidents, 11 Regional Vice Presidents, and Committee Chairs	✓	✓	✓	✓	
Acknowledgment and link (with sponsor logo) on www.tei.org	✓	✓	✓	✓	
Logo and link to website of your choice on TEI's Conference microsite	✓	✓	✓	✓	
Final attendance list (including email addresses) with permission to send one email to participants within one month of the conference (with advance approval of content)	✓	✓	✓	✓	

All benefits are subject to certain terms and conditions. Please contact Pilar Mata (pmata@tei.org; 202.464.8346) or Lisa Samuels (lsamuels@tei.org; 202.464.8340) for details.

## TERMS & CONDITIONS

TEI will host a Hybrid Annual Conference in 2021 given the uncertainties of COVID-19, and is pleased to offer its sponsors the benefits associated with our in-person and virtual events for this event. It is uncertain whether TEI will host a Hybrid 2022 Midyear Conference or whether TEI will return to a fully in-person meeting for future events.

### VIRTUAL EXHIBITS

Platinum and Gold Sponsors, as well as Silver Sponsors that purchased exhibits and Virtual Exhibit-only Sponsors, are encouraged to set up a virtual exhibit space during the Hybrid Annual Conference. There will be dedicated exhibit hours where sponsors are encouraged to have live staff supporting the virtual booth.

Your virtual exhibit booth will include the following features:

- ▶ Customizable design, allowing integration of branded graphics.
- ▶ Welcome/Product/Services video to greet visitors.
- ▶ Product and sales materials to share with attendees visiting your booth.
- ▶ One-on-one video and text capabilities to create engagement for you and your booth visitors.
- ▶ Data analytics detailing booth visitation, tracking user downloads, and other information.

### IN-PERSON EXHIBITS

Platinum and Gold Sponsors are eligible to set up a table-top exhibit during the sponsored event. Silver sponsors may exhibit, subject to availability and the payment of an additional fee.

- ▶ Each sponsor's exhibit will consist of a 6' x 30" banquet-skirted table. The precise location of the exhibit, as well as the color of the skirting, will be determined at a later time. Two chairs, a trash can, and a sign with your firm's name will be included.
- ▶ Exhibits may feature any type of material (brochures, CDs, food items, etc.), and computer demonstrations are permitted. Large portable booth exhibits and large displays are not permitted. Displays must sit on the table and not extend beyond the sides of the table. Sponsors may hold drawings, but giveaways may not feature TEI's name or logo without advance written approval.
- ▶ Arrangements may be made with the official decorating company for equipment rental, telecommunications services, and shipping. Order forms will be provided at a later date. The cost of these services will be at the sponsor's expense.
- ▶ Exhibits may be set up for the Hybrid Annual Conference any time after 11:00 am on Sunday, October 24, and must be complete by 5 pm that day. Exhibits must remain set through to the conclusion of the exhibit program on Tuesday, October 26. Details for the 2022 Midyear Conference will be provided at a later date.
- ▶ Sponsors may have no more than two representatives at their exhibit at any time.

### ATTENDANCE POLICIES

To ensure the optimal networking experience for our members, sponsors may not register for or attend any Conference session.

### LIABILITY

The aggregate liability of each party will not exceed the amount of fees paid by Sponsor to TEI under this agreement.

### CANCELLATION

If TEI cancels or reschedules the event, TEI will refund to Sponsor all prepaid fees.

## 2021 RATES & RESERVATIONS

Prices guaranteed until October 3, 2021; for instructions on paying via wire transfer or sponsoring subsequent conferences, please contact TEI at asktei@tei.org.

		(mark your choice(s))
<b>PLATINUM</b>	<b>2021 Annual &amp; 2022 Midyear Conferences (Bundled) \$88,500</b>	<input type="checkbox"/>
	<i>\$5,000 Appreciation Discount available to firms that have been continuous sponsors since October 2016 – call for confirmation of eligibility.</i>	
<b>GOLD</b>	<b>2021 Annual &amp; 2022 Midyear Conferences (Bundled) \$60,000</b>	<input type="checkbox"/>
	2021 Annual Conference \$34,000	<input type="checkbox"/>
	2022 Midyear Conference \$34,000	<input type="checkbox"/>
<b>SILVER</b>	<b>2021 Annual &amp; 2022 Midyear Conferences (Bundled) \$37,000</b>	<input type="checkbox"/>
	2021 Annual Conference \$21,500	<input type="checkbox"/>
	▶ In-Person Exhibit Space Upgrade (additional) \$ 9,000	<input type="checkbox"/>
	▶ Virtual Exhibit Space Upgrade (additional) \$ 5,000	<input type="checkbox"/>
	2022 Midyear Conference \$21,500	<input type="checkbox"/>
<b>BRONZE</b>	<b>2021 Annual &amp; 2022 Midyear Conferences (Bundled) \$25,000</b>	<input type="checkbox"/>
	2021 Annual Conference \$15,000	<input type="checkbox"/>
	2022 Midyear Conference \$15,000	<input type="checkbox"/>
<b>VIRTUAL EXHIBIT ONLY</b>	<b>2021 Annual Conference \$ 5,000</b>	<input type="checkbox"/>

## PAYMENTS

Send completed form and payment. For ACH Transaction/Wire Transfers please call for instructions. For Credit Card payments please call to request an invoice.

By mail

Tax Executives Institute, Lockbox 9407 PO Box 70280, Philadelphia, PA 19176-0280.  
Payable to Tax Executives Institute.

## SPONSOR INFORMATION

Primary Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Zone \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Does the firm have a preference for how it is referred to in acknowledgments, educational programs, etc. (i.e., a "brand name" or legal entity name that TEI should use for all purposes)? In the absence of a stated preference, TEI will use the sponsor's formal name.

If yes, please list: \_\_\_\_\_

## ADDITIONAL INFORMATION

Please provide additional contact information. These names should be the individual in your firm (or outside consultant) who will have responsibility for managing the area indicated.

**For Advertisements**  
(Tax Executive or Program Book)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

**For Exhibits** (if applicable)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

**General Sponsorship Matters**  
(Secondary contact information)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_