



Connect. Engage. Impact.

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Email: asktei@tei.org

2021

Midyear Conference Sponsorship Opportunities

VIRTUAL 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. COVID-19 has only changed the methods by which you stay connected with our members. By creating a sophisticated virtual environment, TEI offers you numerous ways to connect and remain connected with our members, even though you are not in the same physical location.

Now is the ideal time to take advantage of our virtual sponsorship opportunities to either establish or enhance your connection with TEI and its members.

2020 Annual Conference Sponsors

Fifty-eight firms participated in our first Virtual Annual Conference in October 2020. They took advantage of, and capitalized on, the opportunity to have an international platform with decision makers in the business tax space:

Exclusive Affinity Partner

Thomson Reuters

PLATINUM

ADP
Andersen
Baker McKenzie
Bloomberg Tax & Accounting
Crowe LLP
CSC Corptax
Deloitte Tax LLP

Ernst & Young LLP
Eversheds Sutherland LLP
Grant Thornton LLP
KPMG LLP
Mayer Brown LLP
PricewaterhouseCoopers LLP
Vertex, Inc.

GOLD

Dixon Hughes Goodman LLP
Fenwick & West LLP
Forte International Tax LLC
Latham & Watkins LLP

Morgan, Lewis & Bockius LLP
RSM US LLP
Skadden, Arps, Slate, Meagher & Flom LLP
XCM Solutions

SILVER

Alvarez & Marsal Taxand, LLC
Avalara
Crowell & Moring LLP
DST Advisory Group

Reed Smith LLP
Sidley Austin LLP
Step Up For Students
Weil, Gotshal & Manges LLP

BRONZE

Alston & Bird LLP
Blank Rome
Covington & Burling LLP
DLA Piper LLP (US)
Holland & Hart LLP
Ivins, Phillips & Barker, Chartered
Jones Day
King & Spalding LLP

Kostelanetz & Fink LLP
McDermott Will & Emery LLP
Osler, Hoskin & Harcourt LLP
Pepper Hamilton LLP
Thompson & Knight LLP
True Partners Consulting LLC
White & Case LLP

ENDORISING

Buchanan Ingersoll & Rooney PC
CFO Services
Ropes & Gray LLP

Shearman & Sterling LLP
Valuation Research Corp
Kean Miller LLP

The Benefits

	Platinum	Gold	Silver	Bronze	Exhibit Only	Endorsing
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	✓					
Full list of all participants that attend your speaking session, all survey and polling responses and record of all chats and Q&A	✓					
Rotating ad in Lounge	✓					
Insert into post conference swag bag distributed to all full-conference attendees	✓					
Full list of all participants that visited your booth and downloaded assets and record of all booth chats	✓	✓	✓		✓	
Virtual exhibit (Key: ★ Premium Placement, \$ Additional Cost)	✓★	✓	✓\$		✓	
Rotating ad in Virtual Lobby	✓	✓				✓
One full-page, color advertisement in Tax Executive plus 15% discount on additional paid advertisements		✓				
Opportunity to register firm's 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

VIRTUAL EXHIBITS

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

Your 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 chat capabilities to create engagement for you and your booth visitors.
- ▶ Platinum Sponsors will receive prominent placement in the virtual exhibit hall.

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

PLATINUM

2021 Midyear & Annual Conferences (Bundled) \$88,500

\$5,000 Appreciation Discount available to firms that have been continuous sponsors since March 2016 – call for confirmation of eligibility.

GOLD

2021 Midyear & Annual Conferences (Bundled) \$60,000

2021 Midyear Conference \$34,000

2021 Annual Conference** \$34,000

SILVER

2021 Midyear & Annual Conferences (Bundled) \$37,000

2021 Midyear Conference \$21,500

▶ Virtual Exhibit Space upgrade option (additional) \$ 5,000

2021 Annual Conference** \$21,500

BRONZE

2021 Midyear & Annual Conferences (Bundled) \$25,000

2021 Midyear Conference \$15,000

2021 Annual Conference** \$15,000

**Bronze sponsors are not eligible for exhibit space.*

ENDORISING

2021 Midyear Conference \$ 2,500

VIRTUAL EXHIBIT ONLY

2021 Midyear Conference \$ 5,000

** As it has not yet been determined whether TEI's 2021 Annual will be a live, virtual or hybrid event, exhibit space and endorsing sponsor details will be added at a later date.

RESERVATIONS

Prices guaranteed until February 28, 2021; for instructions on paying via wire transfer or sponsoring subsequent conferences, please contact TEI at asktei@tei.org.

			(mark your choice(s))
PLATINUM	2021 Midyear & Annual Conferences (Bundled)	\$88,500	<input type="checkbox"/>
	<i>\$5,000 Appreciation Discount available to firms that have been continuous sponsors since March 2016 – call for confirmation of eligibility.</i>		
GOLD	2021 Midyear & Annual Conferences (Bundled)	\$60,000	<input type="checkbox"/>
	2021 Midyear Conference	\$34,000	<input type="checkbox"/>
	2021 Annual Conference**	\$34,000	<input type="checkbox"/>
SILVER	2021 Midyear & Annual Conferences (Bundled)	\$37,000	<input type="checkbox"/>
	2021 Midyear Conference	\$21,500	<input type="checkbox"/>
	▶ Virtual Exhibit Space Upgrade option (additional)	\$ 5,000	<input type="checkbox"/>
	2021 Annual Conference**	\$21,500	<input type="checkbox"/>
BRONZE	2021 Midyear & Annual Conferences (Bundled)	\$25,000	<input type="checkbox"/>
	2021 Midyear Conference	\$15,000	<input type="checkbox"/>
	2021 Annual Conference**	\$15,000	<input type="checkbox"/>
ENDORISING	2021 Midyear Conference	\$ 2,500	<input type="checkbox"/>
VIRTUAL EXHIBIT ONLY	2021 Midyear Conference	\$ 5,000	<input type="checkbox"/>

** As it has not yet been determined whether TEI's 2021 Annual will be a live, virtual or hybrid event, exhibit space and endorsing sponsor details will be added at a later date.

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 _____