



Connect. Engage. Impact.

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2022

Midyear 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 Midyear Conference experience, with both in-person and virtual components. Sponsors will be recognized in both events, with many benefits for both environments.

Forty-three firms participated in our Hybrid 76th Annual Conference in October 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	Deloitte Tax LLP
Andersen	Ernst & Young LLP
Avalara	Eversheds Sutherland LLP
Baker McKenzie	KPMG LLP
Bloomberg Tax & Accounting	Mayer Brown LLP
Crowe LLP	PricewaterhouseCoopers LLP
CSC Corptax	Vertex, Inc.

GOLD

Fenwick & West LLP	RSM US LLP
Forte International LLC	Skadden, Arps, Slate, Meagher & Flom LLP
Morgan, Lewis & Bockius LLP	

SILVER

Alvarez & Marsal Taxand, LLC	Reed Smith LLP
Crowell & Moring LLP	Sidley Austin LLP
Dixon Hughes Goodman LLP	Step Up for Students
DST Advisory Group	Weil, Gotshal & Manges LLP
Duff & Phelps, A Kroll Business	

BRONZE

Alston & Bird LLP	Ivins, Phillips & Barker, Chartered
Blank Rome LLP	McDermott Will & Emery LLP
Covington & Burling LLP	Osler, Hoskin & Harcourt LLP
DLA Piper LLP (US)	Troutman Pepper Hamilton Sanders LLP
Holland & Knight LLP	True Partners Consulting LLC
Holland & Hart LLP	

EXHIBITING

Experian Employer Services
Latham & Watkins LLP
Tax Analysts, Inc.

2021 Annual Conference Sponsors

The Benefits

	Platinum	Gold	Silver	Bronze	Virtual Exhibit
Full-page, color advertisements in every issue of <i>Tax Executive</i>	✓				
Preliminary attendee list provided 2 weeks before the Conference (including email addresses) with permission to send one email before each Conference	✓				
One email per calendar year (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 <i>Tax Executive</i> 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 <i>Tax Executive</i> for each Conference			✓		
Acknowledgment in one issue of <i>Tax Executive</i> for each Conference	✓	✓	✓	✓	✓
Opportunity to purchase "official sponsor" discounted advertising in <i>Tax Executive</i>	✓	✓	✓	✓	
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) for details.

TERMS & CONDITIONS

TEI will host a Hybrid Midyear Conference in 2022 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 Annual 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 Midyear 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 Midyear Conference any time after 11:00 am on Sunday, March 20, and must be complete by 5 pm that day. Exhibits must remain set through to the conclusion of the exhibit program on Tuesday, March 22. Details for the 2022 Annual 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.

2022 RATES & RESERVATIONS

Prices guaranteed until February 27, 2022; for instructions on paying via wire transfer or sponsoring subsequent conferences, please contact Pilar Mata at pmata@tei.org.

(mark your choice(s))

PLATINUM	2022 Midyear & Annual Conferences (Bundled)	\$88,500	<input type="checkbox"/>
	<i>\$5,000 Appreciation Discount available to firms that have been continuous sponsors since March 2017 – call for confirmation of eligibility.</i>		
GOLD	2022 Midyear & Annual Conferences (Bundled)	\$60,000	<input type="checkbox"/>
	2022 Midyear Conference	\$34,000	<input type="checkbox"/>
	2022 Annual Conference	\$34,000	<input type="checkbox"/>
SILVER	2022 Midyear & Annual Conferences (Bundled)	\$37,000	<input type="checkbox"/>
	2022 Midyear 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 Annual Conference	\$21,500	<input type="checkbox"/>
BRONZE	2022 Midyear & Annual Conferences (Bundled)	\$25,000	<input type="checkbox"/>
	2022 Midyear Conference	\$15,000	<input type="checkbox"/>
	2022 Annual Conference	\$15,000	<input type="checkbox"/>
VIRTUAL EXHIBIT ONLY	2022 Midyear Conference	\$ 5,000	<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 _____