



THE TAX INSTITUTE

Partnership Prospectus

The Tax Summit

11–13 March 2020

International Convention Centre, Sydney

Position your
business top of mind
with Australia's leading
tax professionals.



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Leading the way in tax

The Tax Institute is the leading forum for the tax community in Australia.

We are committed to representing our members, shaping the future of the tax profession and continuous improvement of the tax system for the benefit of all, through the advancement of knowledge, member support and advocacy.



Membership



Education



Events



Advocacy



Knowledge

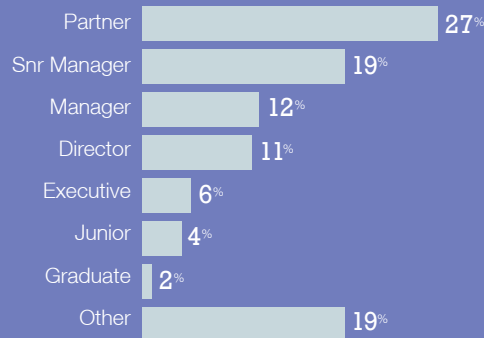
Who are our members?

Our membership of almost 12,000 includes tax professionals from commerce and industry, academia, government and public practice throughout Australia.

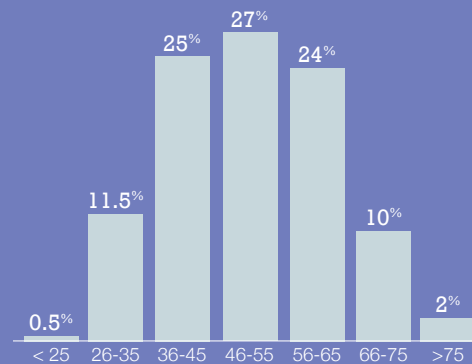
Our tax community reach extends to over 40,000 Australian business leaders, tax professionals, government employees and students through the provision of specialist, practical and accurate knowledge and learning.

We are committed to propelling members onto the global stage, with over 7,000 of our members holding the Chartered Tax Adviser designation which represents the internationally recognised mark of expertise.

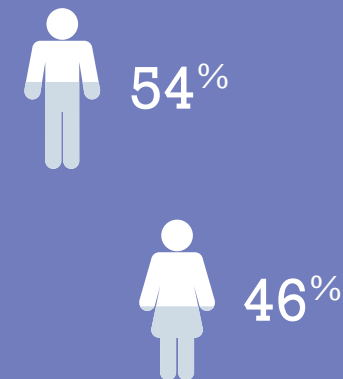
Stage in career*



Membership by age*

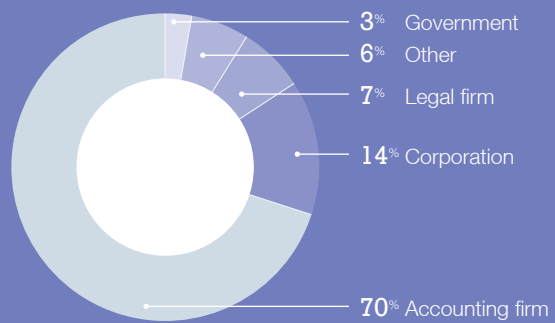


Membership by gender*



* These statistics are a representation of our National membership.

Industry representation*



The Tax Summit



Partnership Prospectus

About The Tax Summit

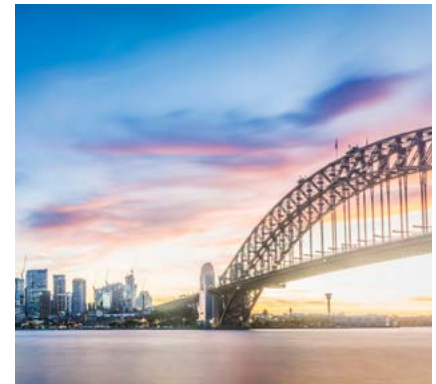
Combining two of Australia's largest and most prestigious events – the 35th National Convention and the 13th Annual NSW Tax Forum – The Tax Summit will be held at the International Convention Centre in Sydney from 11–13 March 2020.

The Tax Institute is renowned for providing the best tax related events in the country and form an essential part of our members' ongoing professional development. Our prestige events are created with both learning and networking needs in mind and offer multiple opportunities for partners to connect with delegates, high profile speakers and fellow supporters of the tax community.

Our anticipated audience of more than 1,000 delegates will benefit from an outstanding technical and social program developed specifically for them by our volunteer members and tax leaders.

The Tax Summit will bring together all those working in the tax community in Australia and across the region and will offer our partners an array of options to raise their profile and showcase their expertise to a highly engaged audience.

Contact our team today to find out more about how The Tax Institute can collaborate with you in 2020.



Venue and Destination

The International Convention Centre, Sydney

The Tax Summit venue is the stunning International Convention Centre, Australia's first fully-integrated harbourside, exhibition and entertainment venue.

Situated at the intersection of Sydney's academic, cultural and technology precincts, ICC Sydney affords delegates and visitors convenient access to Australia's most cosmopolitan city.

Consistently ranking as Australia's most popular city for global corporate meetings, Sydney is a major financial hub in the Asia Pacific region and home to 43 local and foreign-owned banks, over 600 multinational firms, and Australia's largest Professional Services, FinTech and Technology industries.



ICC venue key features

➤ **3** floors of
conference
space

➤ **6** star Green
building
rating

➤ **5** minutes
from CBD

➤ State of the
art technology

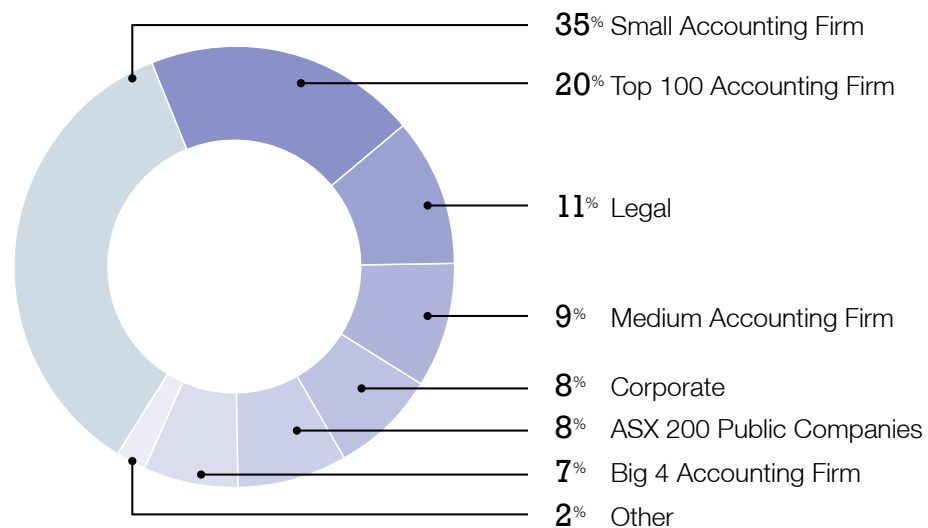
➤ World class
cuisine

*Australia's first
fully-integrated
harbourside,
exhibition and
entertainment
venue.*

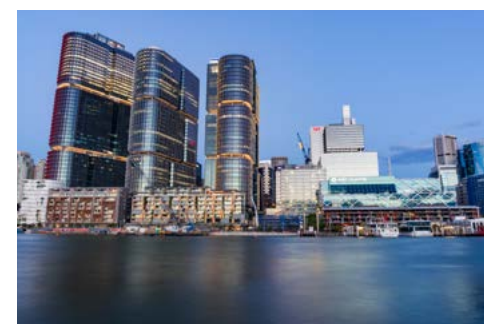


Attendee Profile

Snapshot of The Tax Summit Attendees*



* Excludes Government.



Past attendee testimonials

“

The networking opportunities and the dinner had a great vibe. Nice to see everyone mixing so well together.”

“

Fantastic speakers and great exposure to tax experts!”

“

The mix of presenters – politicians, the ATO, practitioners – the technical content provided a great range of perspectives.”

“

My personal highlight was creating new connections with like-minded tax professionals.”

Program Overview

The Tax Summit offers attendees the choice of more than 60 sessions of outstanding technical and practical content.

Featuring must-see keynote sessions from Australian and International presenters as well as breakout sessions across five learning streams, the program has been designed to cater to our diverse membership base and the wider tax, accounting, and legal community.

Delegates are offered a variety of opportunities to network, relax and explore our venue, The International Convention Centre and its stunning surrounds on the doorstep of Sydney's vibrant Darling Harbour.

Events include a Welcome Reception at the National Maritime Museum, a Gala Dinner incorporating the Tax Adviser of the Year Awards and more intimate networking opportunities including a harbour cruise, hidden bar tour and a choice of dining at some of the city's exceptional restaurants – Hubert, Bentley and Cirrus.

Available Sponsorship Opportunities

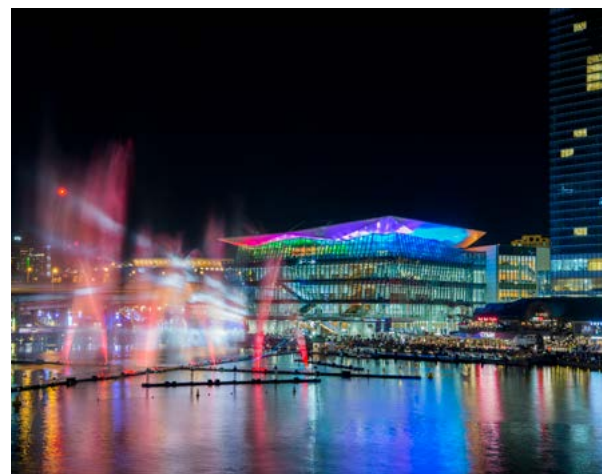
➤ **6** keynotes

➤ **5** learning streams









➤ **4** workshops

➤ Networking and social events

➤ Multiple content and branding opportunities



Partnership Prospectus

	 SME	 Corporate	 Hot Topics	 Professional Practice	 International	 Emerging Leaders	 Technology	 Workshops
Overview	A tax technical stream featuring top tax professionals presenting sessions on trusts, Division 7A, superannuation plus more.	A tax technical stream delivered by Big 4, legal firms, regulators and industry experts. Topics in this stream address and explore the latest issues impacting attendees and their clients including tax governance, M&A, residency and demergers.	A tax technical stream that caters for all attendees at The Tax Summit, this stream's focus is on developing issues and challenges facing the profession. Sample sessions include Trade Tax, R&D, Indirect Taxes and Property.	A tax technical mini-stream addressing the current framework for structuring professional practices and considers how they could be structured in the future.	Tailored for the big end of town's Heads of Tax and their teams, sessions offered include those addressing transfer pricing, resources, financial services, GST and the latest issues impacting retail, manufacturing, infrastructure, banking and finance.	A dedicated stream to our new entrants to the profession these sessions are practical and aspirational and equip attendees with important knowledge they need to succeed in the profession.	Tax practitioners require an essential understanding of the technology, artificial intelligence and software that is continuing to transform the accounting profession. Sessions in this stream have an eye on trends attendees need to be ready for now and in the not too distant future.	Practical and intimate sessions aimed at attendee interaction and engagement with the presenters and fellow participants.
Demographic	SME advisers, sole practitioners, Partners and directors of Big4 and mid-tier accounting, lawyers, barristers, academics, government, management accountants, CFOs.	Big 4, ATO, lawyers, barristers, heads of tax from industry (top 200 ASX).	SME advisers, sole practitioners, Partners and directors of Big4 and mid-tier accounting, lawyers, barristers, academics, government, management accountants, CFOs.	SME advisers, sole practitioners, mid-tier accounting firms, management accountants, CFOs.	Big 4, ATO, lawyers, barristers, heads of tax from industry (top 200 ASX).	Big 4, mid-tier and legal firm employees up to manager level, industry representatives also form part of this group.	SME advisers, sole practitioners, mid-tier accounting firms, management accountants, CFOs.	SME advisers, sole practitioners, Partners and directors of Big4 and mid-tier accounting, lawyers, barristers, academics, government, management accountants, CFOs.
Capacity	1500 plus in tiered theatre seating	200-300 in classroom or theatre style	175-275 in classroom or theatre style	175-275 in classroom or theatre style	200-300 in classroom or theatre style	75-125 in classroom or theatre style	75-125 in classroom or theatre style	50-60 in cabaret style

Program at a Glance

Wednesday, 11 March 2020

Time	Session				
10:45-11:00am	Welcome and Opening Address, President, The Tax Institute				
11:00-12:15pm	Plenary Sessions 1 and 2				
12:15-1:00pm	Lunch				
1:00-3:00pm	Breakout streams				
(2 x 1 hour sessions)	SME	Corporate	Hot Topics	Professional Practice	Emerging Leaders
3:00-3:30pm	Afternoon Tea				
3:30-4:30pm	Breakout streams				
(1 x 1 hour sessions)	SME	Corporate	Hot Topics	Professional Practice	Emerging Leaders
4:30-5:30pm	Plenary Session 3				
5:30-7:30pm	Welcome Reception, National Maritime Museum				
7:30pm	Delegate Social Options				



Thursday, 12 March 2020

Time	Session				
8:30-9:00am	Senior Tax Counsel Insights				
9:00-10:00am	Plenary Session 4 – Commissioner of Taxation's Address				
10:00-10:30am	Morning Tea				
10:30-12:30pm	Breakout streams				
(2 x 1 hour sessions)	SME	Corporate	Hot Topics	International	Technology
12:30-2:00pm	Lunch				
2:00pm-3:00pm	Breakout streams				
(1 x 1 hour sessions)	SME	Corporate	Hot Topics	International	Technology
3:00-3:30pm	Afternoon Tea				
3:30-5:30pm	Breakout streams				
(2 x 1 hour sessions)	SME	Corporate	Hot Topics	International	Technology
5:30pm	Delegate Free time				
7:00pm	The Tax Summit Gala Dinner including the Tax Adviser of the Year Awards				

SME



CORPORATE



HOT TOPICS

PROFESSIONAL
PRACTICE

INTERNATIONAL

EMERGING
LEADERS

TECHNOLOGY



WORKSHOPS



Friday, 13 March 2020

Time	Session				
8:30-9:30am	Plenary Session 5 – VIP Presenter				
9:30-11:00am	Breakout streams				
(2 x 45 minute sessions)	SME	Corporate	Hot Topics	Workshops	Workshops
11:00-11:30am	Morning Tea				
11:30 -1:00pm	Breakout streams				
(2 x 45 minute sessions)	SME	Corporate	Hot Topics	Workshops	Workshops
1:00 -2:30pm	Plenary Session 6 – Closing Keynote – Seated Lunch				

Partnership Opportunities



Partnership Opportunities

1

Connect

Gain direct access to our broad cross section of attendees. From tax specialists and their advisers working in SME, mid-tier and Big 4 accounting firms they also include heads of tax from finance and industry. Public sector and academia are also well represented at the event.

2

Content

Demonstrate your expertise and showcase your products over three days at Australia's largest event for tax and accounting professionals. Combine event packages with our variety of content marketing opportunities for greater brand awareness.

3

Convert

Maintain high-visibility and enhance brand recognition with our membership throughout 2020. New to The Tax Summit is the ability for our partners to capture leads through our event technology.

4

Customise

There are a range of packages available at The Tax Summit that partners can tailor to suit their specific marketing objectives. Talk to us about your ideas for activation on site – we're open to creative ideas from our partners.

5

Create

Establish new relationships and build upon existing ones with delegates over three days at The Tax Summit. Access a huge referral market through connections with our members' networks and clients.

6

Collaborate

Our team is committed to working closely with our partners to assist them in achieving their goals and enabling them to fulfil their marketing objectives.





Exhibition and Event Lounges

The opportunity for our members and event attendees to meet and mingle with our partners and exhibitors is an important element of the The Tax Summit.

Our program design and venue layout has been structured to encourage delegates to interact with our business partners at their dedicated exhibition spaces or in the various lounges located over three separate levels.

All business partners who elect to take up this category of sponsorship receive complimentary tickets to our two flagship networking events that form part of The Tax Summit, the Welcome Reception and Gala Dinner.



Exhibition partnership packages

**Principal
Partnership**

**Supporting
Partnership**

**Exhibitor
Partnership**



Principal

\$37,500

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Exhibition and Signage

- 3 x 3 metre space
- Event furniture – table, chairs and power
- Branding on event signage (multiple locations)
- Branding on electronic and directional signage (multiple locations)

Lead Generation

- Lead tracking facility at event
- Access to delegate listing pre event
- Opportunity to conduct business card draw at event

Content

- Opportunity to contribute to technical program*
- Message in event app
- Seat drop of collateral in selected technical session
- Pre and post event social media post
- Verbal recognition at event from VIPs and Chairpersons
- Daily push notification through app to delegates

Networking and Key Events

- Five complimentary tickets to The Tax Summit
- Five complimentary tickets to Welcome Reception
- Table of 10 at Gala Dinner

Supporting

\$25,000

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Exhibition and Signage

- 3 x 3 metre space
- Event furniture – table, chairs and power
- Branding on event signage (multiple locations)
- Branding on electronic and directional signage (multiple locations)

Lead Generation

- Lead tracking facility at event
- Access to delegate listing pre event
- Opportunity to conduct business card draw at event

Content

- Opportunity to contribute to technical program*
- Message in event app
- Seat drop of collateral in selected technical session

Networking and Key Events

- Three complimentary tickets to The Tax Summit
- Three complimentary tickets to Welcome Reception
- Five complimentary tickets to Gala Dinner

Exhibitor

\$15,000

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Exhibition and Signage

- 3 x 3 metre space
- Event furniture – table, chairs and power
- Branding on event signage (multiple locations)
- Branding on electronic and directional signage (multiple locations)

Lead Generation

- Lead tracking facility at event
- Access to delegate listing pre event
- Opportunity to conduct business card draw at event

Content

- Message in event app

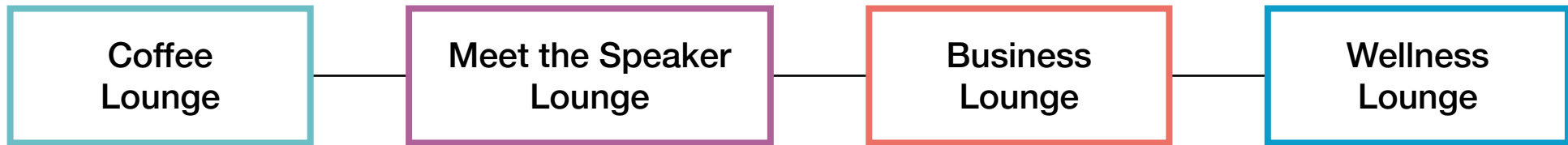
Networking and Key Events

- Two complimentary tickets to The Tax Summit
- Two complimentary tickets to Welcome Reception
- Two complimentary tickets to Gala Dinner

Tailor our packages to what suits your initiatives best – see “Partnership Opportunities – at a Glance” on page 26.

*The opportunity to contribute content to the technical program is strictly limited and subject to The Tax Institute and Technical Program Committee approval.

Lounge partnership packages



Our lounge areas scattered throughout our venue are places that delegates can take a break, relax and unwind.

Coffee Lounge

\$12,000

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Lead Generation

- Lead tracking facility at event

Naming Rights and Exhibition

- Branding and naming rights in zone
- Collateral and materials in zone

Networking and Events

- Two complimentary tickets to The Tax Summit
- Two complimentary tickets to Welcome Reception
- Two complimentary tickets to Gala Dinner

Meet the Speaker Lounge

\$5,000

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Lead Generation

- Lead tracking facility at event

Naming Rights and Exhibition

- Branding and naming rights in zone
- Collateral and materials in zone

Networking and Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Business Lounge

\$5,000

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Lead Generation

- Lead tracking facility at event

Naming Rights and Exhibition

- Branding and naming rights in zone
- Collateral and materials in zone

Networking and Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Wellness Lounge

\$5,000

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Lead Generation

- Lead tracking facility at event

Naming Rights and Exhibition

- Branding and naming rights in zone
- Collateral and materials in zone

Networking and Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Tailor our packages to what suits your initiatives best – see “Partnership Opportunities – at a Glance” on page 26.

Technical Program and Content

We welcome ideas from all business partners to talk to us about content you believe will add to and enhance our delegates overall learning experience at The Tax Summit.

Within our overall technical program structure there are a range of opportunities available for consideration. All of the technical streams and individual sessions including the lunches on Day two and Day three are available for our business partners to sponsor. In addition, there are a limited number of openings for partners to provide input and contribute to the technical program.

Combine this type of category sponsorship with one of our digital content packages to extend the partnership with The Tax Institute beyond this event and out to our broader tax community.



Program partnership packages

**Keynote Speaker
Partnership**

**Breakout Streams
Partnership**

**Workshops
Partnership**



Keynote Speaker

\$7,500 (per day)

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Content

- Message and verbal recognition in Chairperson notes
- Opportunity to chair session
- Opportunity to contribute to technical program*
- Social media post promoting support of relevant session
- Message in app on relevant session page
- Seat drop/distribution of collateral in technical session

Exhibition and Signage

- Partner signage at entrance to room
- Branding on electronic signage within room (screens)

Networking and Key Events

- Two complimentary tickets to The Tax Summit
- Two complimentary tickets to Welcome Reception
- Two complimentary tickets to Gala Dinner

Breakout Streams

\$7,500 (per day)

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Content

- Message and verbal recognition in Chairperson notes
- Opportunity to chair session
- Opportunity to contribute to technical program*
- Social media post promoting support of relevant session
- Message in app on relevant session page
- Seat drop/distribution of collateral in technical session

Exhibition and Signage

- Partner signage at entrance to room
- Branding on electronic signage within room (screens)

Networking and Key Events

- Two complimentary tickets to The Tax Summit
- Two complimentary tickets to Welcome Reception
- Two complimentary tickets to Gala Dinner

Workshops

\$5,000 (per day)

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Content

- Message and verbal recognition in Chairperson notes
- Opportunity to chair session
- Opportunity to contribute to technical program*
- Social media post promoting support of relevant session
- Message in app on relevant session page
- Seat drop/distribution of collateral in technical session

Exhibition and Signage

- Partner signage at entrance to room
- Branding on electronic signage within room (screens)

Networking and Key Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Tailor our packages to what suits your initiatives best – see “Partnership Opportunities – at a Glance” on page 26.

*The opportunity to contribute content to the technical program is strictly limited and subject to The Tax Institute and Technical Program Committee approval.

Networking Events

There are a number of different networking events that form part of the The Tax Summit including the Welcome Reception, Gala Dinner and Delegate Social options.

These activities have grown in reputation over many years and are a feature of The Tax Institute events.

Networking event packages offer our business partners exceptional networking, content and branding opportunities and allow them to establish meaningful connections with our delegates in a relaxed and enjoyable setting.



Networking event partnership packages

**Gala Dinner
Partnership**

**Welcome Reception
Partnership**

**Social Events
Partnership**



Gala Dinner

\$15,000

Branding and Marketing Exposure

- Exclusive naming rights of event
- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Content

- Opportunity to make address to attendees
- Social media post promoting support of relevant session

Exhibition and Signage

- Partner signage at entrance to room
- Branding on electronic signage within room (screens)

Networking and Key Events

- Three complimentary tickets to The Tax Summit
- Five complimentary tickets to Welcome Reception
- 10 complimentary tickets to Gala Dinner

Welcome Reception

\$7,500

Branding and Marketing Exposure

- Exclusive naming rights of event
- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Content

- Opportunity to make address to attendees
- Social media post promoting support of relevant session

Exhibition and Signage

- Partner signage at entrance to room
- Branding on electronic signage within room (screens)

Networking and Key Events

- Two complimentary tickets to The Tax Summit
- Five complimentary tickets to Welcome Reception
- Five complimentary tickets to Gala Dinner

Social Events

\$3,500

Branding and Marketing Exposure

- Exclusive naming rights of event
- Logo included on all event marketing materials
- Logo on event website and app
- Logo and partnership recognition in The Tax Institute delegate and member communications

Content

- Opportunity to make address to attendees
- Social media post promoting support of relevant session

Exhibition and Signage

- Partner signage at entrance to room
- Branding on electronic signage within room (screens)

Networking and Key Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Tailor our packages to what suits your initiatives best – see “Partnership Opportunities – at a Glance” on page 26.

Branding and Profile

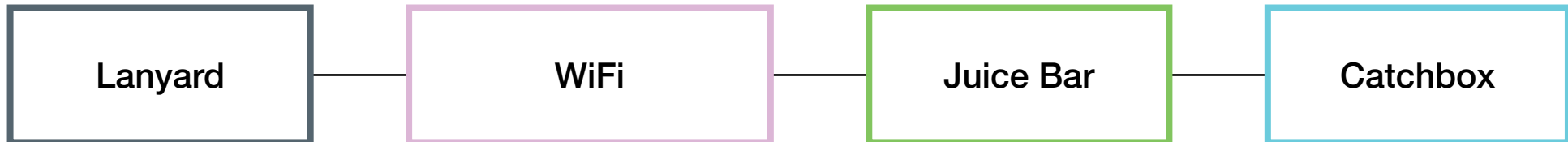
Ensure your brand is one that our attendees will remember and associate with The Tax Institute and its flagship event.

We offer a number of different options for branding including the Juice Bar, WiFi, Lanyard and Catchboxes.

Each category has one partner only and is an option for companies new to the profession looking to raise their profile. Alternatively these options represent ways for our partners in other categories to add to their participation and enhance their overall marketing and event strategies.



Branding and profile packages



Lanyard

\$3,500

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app

Networking and Key Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

WiFi

\$3,500

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app

Networking and Key Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Juice Bar

\$3,500

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app

Networking and Key Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Catchbox

\$3,500

Branding and Marketing Exposure

- Logo included on all event marketing materials
- Logo on event website and app

Networking and Key Events

- One complimentary ticket to The Tax Summit
- One complimentary ticket to Welcome Reception
- One complimentary ticket to Gala Dinner

Tailor our packages to what suits your initiatives best – see “Partnership Opportunities – at a Glance” on page 26.



Partnership Prospectus



Partnership Opportunities – at a Glance

Exhibition and Lounges

	Exhibition			Lounges			
	Principal	Supporting	Exhibitor	Coffee	Meet the Speaker	Business	Wellness
Brand and Marketing Exposure							
Logo on event brochure	✓	✓	✓	✓	✓	✓	✓
Logo on event website	✓	✓	✓	✓	✓	✓	✓
Logo on TTI website homepage carousel	✓	✓	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓	✓	✓
Logo on event registration zone	✓	✓	✓	✓	✓	✓	✓
Logo on event communications	✓	✓	✓	✓	✓	✓	✓
Logo and banner on event app	✓	✓	✓	✓	✓	✓	✓
Exhibition and Signage							
3 x 3 metre space	✓	✓	✓				
Event furniture	✓	✓	✓				
Branding on event signage	✓	✓	✓				
Branding on electronic and directional signage	✓	✓	✓				
Lead Generation							
Lead tracking facility at event	✓	✓	✓	✓	✓	✓	✓
Access to delegate listing pre event	✓	✓					
Opportunity to conduct business card draw at event	✓	✓					
Content							
Message in event app	✓	✓	✓				
Message in delegate communications	✓	✓					
Partnership Reference in TTI member Publications	✓	✓					
Opportunity to contribute to technical program*	✓	✓					
Seat drop of collateral in selected technical session	✓	✓					
Pre and post event social media post	✓						
Verbal recognition from CEO, Institute President and Vice President	✓						
Message and verbal recognition in Chairperson notes	✓						
Daily push notification through app to delegates	✓						
Naming Rights							
Branding and naming rights in zone				✓	✓	✓	✓
Collateral and materials in zone				✓	✓	✓	✓
Networking and Key Events							
Complimentary tickets to The Tax Summit	5	3	2	2	1	1	1
Complimentary tickets to Welcome Reception	5	3	2	2	1	1	1
Complimentary tickets to Gala Dinner	10	5	2	2	1	1	1
	\$37,500	\$25,000	\$15,000	\$12,500	\$5,000	\$5,000	\$5,000

Technical Program and Content

	Keynote (Per Day)	Stream (Per Day)	Workshop (Per Day)
Brand and Marketing Exposure			
Logo on event brochure	✓	✓	✓
Logo on event website	✓	✓	✓
Logo on event signage	✓	✓	✓
Logo on event communications	✓	✓	✓
Logo and banner on app	✓	✓	✓
Content			
Message and verbal recognition in Chairperson notes	✓	✓	✓
Opportunity to chair session	✓	✓	✓
Social media post promoting support of relevant session	✓	✓	✓
Message in app on relevant session page	✓	✓	✓
Seat drop of collateral in technical session	✓	✓	✓
Push notification on app for individual session	✓	✓	✓
Exhibition and Signage			
Partner signage at entrance to room (banners)	✓	✓	✓
Branding on electronic signage within room (screen)	✓	✓	✓
Networking and Key Events			
Complimentary tickets to The Tax Summit	2	2	1
Complimentary tickets to Welcome Reception	2	2	1
Complimentary tickets to Gala Dinner	2	2	1
	\$7,500	\$7,500	\$5,000

Networking Events

	Gala Dinner	Welcome Reception	Social Options
Brand and Marketing Exposure			
Exclusive naming rights of event	✓	✓	
Logo on event website	✓	✓	
Logo on event communications	✓	✓	✓
Logo and banner on app	✓	✓	✓
Logo on lectern	✓	✓	✓
Exhibition and Signage			
Partner signage at entrance to room (banners)	✓	✓	
Branding on electronic signage within room (screen)	✓	✓	
Content			
Opportunity to make welcome address	✓	✓	✓
Social media post	✓	✓	✓
Networking and Key Events			
Complimentary tickets to The Tax Summit	3	2	1
Complimentary tickets to Welcome Reception	5	5	1
Complimentary tickets to Gala Dinner	10	5	1
	\$15,000	\$7,500	\$3,500

Branding and Profile

	Lanyard	WiFi	Juice Bar	Catchbox
Brand and Marketing Exposure				
Logo on event website	✓	✓	✓	✓
Logo on item	✓	✓	✓	✓
Logo on event communications	✓	✓	✓	✓
Logo and banner on app	✓	✓	✓	✓
Networking and Key Events				
Complimentary ticket to The Tax Summit	1	1	1	1
	\$3,500	\$3,500	\$3,500	\$3,500



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