



SOUTHERN  
FEDERAL  
TAX INSTITUTE

**2025**  
**Sponsorship and Exhibitor**  
**Prospectus**

October 27-31, 2025  
Grand Hyatt Atlanta in Buckhead\*

\*Also available via livestream

# **Platinum Sponsor - \$15,000**

## **Benefits Include:**

- **High-Visibility Marketing:**
  - Company name/logo on the front of the marketing brochure sent to 40,000+ potential registrants.
  - Recognition as Host of Monday and Thursday Cocktail Receptions.
  - Right of first refusal for 2026 Institute sponsorship.
- **Exclusive Event Participation:**
  - Brief speech opportunity for a company representative before the cocktail receptions.
  - Opportunity to display a marketing video during event.
- **Prime Branding Opportunities:**
  - Prominent logo placement on all Institute materials, signage, and Grand Ballroom screen during breaks (and via livestream).
  - Sponsor logo linked on the event website, email blasts, and social media posts.
- **VIP Access:**
  - Two representatives to join daily VIP lunches with Trustees/Speakers.
  - Invitation for (up to) six representatives to attend the exclusive Wednesday Evening Speaker/Trustee dinner.
- **Direct Engagement with Attendees:**
  - Company flyer included in attendee registration envelopes.
  - Opportunity to meet and greet attendees Monday through Friday.
  - Sponsor badge ribbons for easy recognition.
- **Enhanced Exposure:**
  - Podium announcements throughout the event acknowledging your firm as a Platinum Sponsor.
  - Discount on exhibitor fees if choosing to exhibit.
- **Attendee Outreach:**
  - Access to pre- and post-event attendee mailing lists with emails for attendee notification and follow-up.
- **Registration Discount:**
  - **30% off** all employee registrations for SFTI.

# **Mid-Day Presentation Sponsor**

## **Cost:**

- **\$9,150 (Monday-Wednesday)**
- **\$9,975 (Thursday)**

## **Benefits Include:**

- **Exclusive Presentation Opportunity:**
  - Showcase a marketing video to attendees during lunch arrival.
  - Conduct an approved, educational presentation on a timely topic to a captive audience.
  - Presentation details (title, presenter, and your company as sponsor) prominently displayed on the official Institute schedule and SFTI website.
- **Enhanced Exposure:**
  - Company name/logo included in the marketing brochure sent to over 40,000 potential registrants.
  - Recognition across the Institute, with logo placement on easels throughout the venue on presentation day.
  - Logo streaming on the Grand Ballroom screen before and after the mid-day presentation, viewable both on-site and via livestream.
- **Direct Attendee Engagement:**
  - Marketing materials distributed directly to attendees on presentation day.
  - Complimentary lunch provided to attendees who register for the Mid-Day Presentation.
  - Podium announcement on your designated day acknowledging your firm as the presentation sponsor.
- **VIP Access:**
  - Invitation for two company representatives to attend the exclusive Wednesday Evening Speaker/Trustee dinner.
- **Extended Marketing Reach:**
  - Sponsor logo linked on the event website, email blasts, and social media posts.
  - Discount on exhibitor fees if opting to exhibit at the event.
  - Sponsor ribbons for badge identification.
- **Attendee Outreach:**
  - Access to pre- and post-event attendee mailing lists, with emails for pre-event notifications and a one-time follow-up after the Institute.
- **Registration Discount:**
  - **30% off** all employee registrations for SFTI.

# **Speaker/Trustee Dinner Sponsor - \$8,900**

## **Benefits Include:**

- **Exclusive Sponsorship of the Speaker/Trustee Dinner:**
  - Recognition as the named sponsor of the Wednesday Evening Speaker/Trustee dinner at an upscale venue or private country club.
  - Opportunity to deliver welcoming remarks to distinguished guests at the dinner.
  - Podium announcement on the day of the dinner acknowledging your firm as the official sponsor.
- **High-Visibility Marketing:**
  - Company name/logo included in the marketing brochure mailed to over 40,000 potential registrants.
  - Sponsor logo linked on the event website, email blasts, and social media posts.
- **Event Participation and Branding:**
  - Invitation for four company representatives to attend this prestigious dinner.
  - Opportunity to include a company flyer in the attendee registration envelope.
  - Sponsor ribbons on badges for easy recognition at the event.
- **Additional Exposure:**
  - Sponsor logo linked on the event website, email blasts, and social media posts.
  - Exhibitor fee discount if also exhibiting at the event.
- **Attendee Outreach:**
  - Access to the pre- and post-event attendee mailing lists, including emails for initial engagement and a one-time follow-up after the Institute.
- **Registration Discount:**
  - **30% off** all employee registrations for SFTI.

# **Gold/Full Day Sponsor - \$5,775**

## **Benefits Include:**

- **Event Recognition:** Company announced as the exclusive sponsor for an entire day (excluding the Mid-day Presentation).
- **Marketing Materials:** Distribute your company's promotional materials on the day of sponsorship.
- **On-Site Branding:**
  - Company name/logo placement on Institute signs displayed throughout the meeting area.
  - Name/logo streaming on big screens in meeting rooms during breaks (also visible via livestream).
  - Opportunity to include a flyer in attendee registration envelopes.
  - Sponsor ribbons on your badges for easy recognition.
- **High-Visibility Marketing:**
  - Company name/logo included in the marketing brochure mailed to 40,000+ potential registrants.
  - Recognition in our blast emails and social media posts, with a link to your website.
- **VIP Access:**
  - Two representatives invited to the VIP lunch with Trustees and Speakers.
  - Two representatives invited to the exclusive Wednesday Evening Speaker/Trustee dinner at a private country club or upscale restaurant.
- **Attendee Outreach:**
  - Pre- and post-event mailing list (with emails) for targeted outreach—two weeks before and one-time follow-up one week after the event.
- **Additional Exposure:**
  - Company logo linked on the event website
- **Additional Discounts:**
  - Reduced exhibitor fee if also exhibiting at the event.
  - **30% off** all employee registrations for SFTI.

## **Partner Sponsor - \$2,600**

### **Benefits Include:**

- **On-Site Branding:**
  - Company name/logo placement on Institute signs displayed throughout the meeting area.
- **Pre-Event Visibility:**
  - Company name/logo included in the marketing brochure mailed to 40,000+ potential registrants.
  - Recognition in blast email sent to SFTI database
- **Exclusive Access:**
  - Two representatives invited to the Wednesday Evening Speaker/Trustee dinner at a private country club or upscale restaurant.
- **On-Site Recognition:**
  - Sponsor ribbons on your badges for easy identification.
- **Website Presence:**
  - Company logo displayed on the event website, linked to your site.
- **Registration Discount:**
  - **30% off** all employee registrations for SFTI.

# **Exhibit Space - \$2,000/\$1,500**

<b>DATE</b>	October 27-31, 2025 <b>Exhibit area open - October 27-31, 2025</b>
<b>LOCATION</b>	Grand Hyatt Atlanta in Buckhead 3300 Peachtree Road, NE, Atlanta, GA 30305, Ph: 800-237-1234
<b>ATTENDEES</b>	Tax Attorneys, CPAs, Trust Officers, Estate Planners, Financial Planners, CLUs and ChFCs.
<b>COST</b>	<b>\$1,500.00</b> for one 8 ft. x 6 ft. area with one draped 6ft. table, and two chairs. <b>\$2,000.00</b> for two 6 ft. draped tables and 2-4 chairs. This fee also includes attendance at the Monday, Wednesday and Thursday evening cocktail receptions, continental breakfast each morning, two beverage/snack breaks each day and box lunches. <i>Also included is a <b>30% reduction in the registration fee</b> for representatives of exhibitors who wish to attend the educational sessions of the Institute (this fee includes the digital materials and CE credits).</i>
<b>SHIPPING</b>	Display materials should be shipped to <b>your on-site contact and Mallory Decker/SFTI</b> , Grand Hyatt Atlanta Hotel, 3300 Peachtree Road NE, Atlanta, GA 30305. <b>Mark shipment for: Southern Federal Tax Institute, the name of your firm and your on-site contact.</b> Packages should not arrive more than 3 days before the Institute. The Grand Hyatt will charge \$5-\$50/box depending upon weight. All <b>OUTGOING</b> shipments must have a prepaid label with preferred shipping company and prearranged scheduled pickup day/location by exhibitor.
<b>SET-UP</b>	Exhibit area will be available for set-up on Sunday (after 5pm), or Monday/Tuesday after 5:30 p.m. This flexible set-up arrangement and tear-down arrangement (see below) allows you to set-up as early in the week as you wish and to tear-down when you wish, but all set-up and tear-down must be in the evening after all SFTI activities have concluded. <b>If using a booth, please be sure to include size on the application.</b>
<b>BREAKDOWN</b>	Exhibits conclude at 1:00pm on Friday, October 31, 2025. If you wish to break-down your exhibit after Monday, Tuesday or Thursday at 5:30pm, please note this on the Exhibit Application Form.
<b>HOTEL</b>	Hotel rooms at discounted SFTI rates are available. Please use the hotel reservation link found at <a href="http://www.sfti.org">www.sfti.org</a> . Be sure to tell them you are with the Southern Federal Tax Institute group if you prefer to call (800-233-1234).
<b>ELECTRICITY</b>	If you need electricity, please fill in the information on the Exhibit Application Form. The Grand Hyatt will work directly with you regarding electricity and phone needs. For questions regarding this, contact Megan Norris at 404-364-3912.

# SFTI EXHIBITOR APPLICATION

**Size:** \_\_\_\_\_ **One Space - \$1,500.00** (includes one 6' table and two chairs)

\_\_\_\_\_ **Two Spaces - \$2,000.00** (includes two 6' tables and 2-4 chairs)

*Exhibitors may receive a 30% discount on registration fees for the Institute.*

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE (\_\_\_\_\_) \_\_\_\_\_ CELL (\_\_\_\_\_) \_\_\_\_\_

E-MAIL \_\_\_\_\_

**Electricity:** Yes\_\_ No\_\_ *Handled directly by the Hyatt (404 364 3912- Megan Norris) at Exhibitor's expense.*

**Set-Up Date:** \_\_\_\_\_ **Tear Down Date:** \_\_\_\_\_

**Company Logo:** Please email a high resolution file (EPS and JPEG formats required) of your company logo to: [mdecker@brammgmt.com](mailto:mdecker@brammgmt.com) for inclusion on the SFTI website and signage.

**Badges:** Name badges will be provided for those working in your booth. Please send the names to [mdecker@brammgmt.com](mailto:mdecker@brammgmt.com) by **October 10, 2025**.

**Exhibitor Release:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Southern Federal Tax Institute, Inc., The Grand Hyatt, Hyatt Hotels Corporation and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of The Southern Federal Tax Institute, Inc., The Grand Hyatt, Hyatt Hotels Corporation, its employees and agents.

The Exhibitor acknowledges that neither SFTI nor the Grand Hyatt maintain insurance for the Exhibitor's property, and the Exhibitor is responsible for securing business interruption and property damage insurance.

**Please make checks payable to Southern Federal Tax Institute. Enclosed check #** \_\_\_\_\_

**Mail to:** Southern Federal Tax Institute, 2107 North Decatur Road, #521, Decatur, GA 30033

**OR AMEX, MC, VISA card #** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_

**Name on Card** \_\_\_\_\_ **Security Code** \_\_\_\_\_

**Billing Address** \_\_\_\_\_  
(Street address) (City/State/Zip)

**Authorized Signature:** \_\_\_\_\_

**RETURN TO:** Mallory Decker - [mdecker@brammgmt.com](mailto:mdecker@brammgmt.com)



## **RULES AND REGULATIONS**

### ***Act of God •***

In the case of cancellation of the Institute, or unavailability of the exhibit hall, due to Acts of God, war, threats or acts of terrorism, governmental authority, fire, strike, labor disputes, or any other cause beyond the control of the SFTI, this agreement shall terminate, and SFTI shall not be responsible for any damages or expenses incurred by the sponsor or exhibitor in connection therewith.

### ***Assignment of Exhibit Space •***

Assignment of space will be determined by the SFTI on a first-come, first-served basis, to those who are paid in full. SFTI has the right of final placement decision and the right to amend floor plans and/or relocate exhibits as necessary.

### ***Cancellation Policy •***

All sponsor/exhibitor commitments are non-refundable.\*

\*Sponsors will receive a 50% refund if in-person Institute is cancelled due to a pandemic. Institute will be held virtually in lieu of in-person.

\*Exhibitors will receive a 100% refund if in-person Institute is cancelled due to a pandemic.

### ***Character of Exhibits •***

No exhibit shall be permitted to interfere with another exhibit, impede access to another exhibit, use the space of another exhibit, or interfere with the free use of the aisle in front of any exhibit. All exhibit materials, including decorations, exhibit display, and audiovisual equipment must conform to fire regulations and electrical codes of the hotel. Exhibitors with audible electric devices, videos and other exhibits or devices, which might prove objectionable to other exhibitors, may be required to accept booth assignments that diminish reasonable objections.

### ***Compliance •***

These instructions and regulations have been formulated for the best interest of the sponsor / exhibitor. Failure to comply may result in removal of an exhibit or cancellation of a sponsorship with no refund of fees to the sponsor/exhibitor.

### ***Dismantling •***

No booth may be dismantled until the time noted within the final sponsor/exhibitor kit. Any exhibitor that begins dismantling before this time may revoke their right to exhibit at any future SFTI.

### ***Distribution of Printed Material •***

Except from within rented space, exhibitors and sponsors shall not distribute printed material, samples, souvenirs, and the like. Distribution of materials elsewhere in the exhibit area, general or breakout session space, in the hotel or on hotel property is not permitted.

### ***Insurance & Liability •***

Sponsor/exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save SFTI and its employees and board of trustees harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's transportation, installation, removal, maintenance, occupancy, display or use of exhibits, or of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of SFTI and its employees and board of trustees.

### ***Mailing List •***

Electronic list of registered attendees (including only physical addresses and e-mail addresses) will be provided to Sponsors entitled to such list two weeks prior to the start of the Institute and within one week of the conclusion of the Institute. The electronic list is provided for the sole purpose of contacting attendees of the Institute to promote Sponsor attendance at the Institute (pre-Institute contact) and to thank attendees for their attendance of the Institute (post-Institute

contact). The list is provided for one-time use (includes one pre and one post-Institute contact) and may not be duplicated or entered into a database. Please see below for a full copy of the Mailing List Usage Policy.

***Multi-Year Commitments •***

Sponsors/Exhibitors that opt into a multi-year commitment may take advantage of a 15% discount on both years of support. Full payment of the 2025 sponsorship and a deposit of 25% of the 2026 sponsorship is required upon commitment. The remainder payment is due on or before June 6, 2025.

***Property Damage •***

Sponsors/Exhibitors are responsible for damage to property. No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, floors, etc., in such a manner as to deface or destroy.

***Shipping Instructions, AV, Electricity & Telephone Service •***

Information regarding these items will be available to sponsors / exhibitors prior to the Institute and will be distributed via email.

***Sponsors who are Exhibitors •***

The cost of any Exhibitor, who is also a sponsor (minimum \$5,775 sponsorship), is reduced by \$500.00 (from \$1,500, for a single table, to \$1,000 or from \$2,000, for two tables, to \$1,500).

**MAILING LIST USAGE POLICY**

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All sponsors entitled to mailing list usage will receive one pre and one post-Institute mailing list of attendee addresses (physical address and e-mail address) for use in promoting their attendance at the annual Institute (pre-Institute contact) and to thank the attendees for their attendance of the Institute (post-Institute contact). By accepting delivery of each list, sponsor agrees to the terms outlined below.

- Attendee names and addresses may be used only for mailing purposes (physical or electronic delivery only) and may not be used for telephone or personal contact.
- SFTI names or logos may not be used on any material mailed by user. The sponsor may reference their attendance at the “60<sup>th</sup> Annual Southern Federal Tax Institute”.
- Sponsor may use attendee names and addresses for an approved use one time only (one pre-Institute contact and one post-Institute contact). Sponsor will not copy, replace, or duplicate the names and addresses or any portion thereof or extract or retain any information there from. Sponsor will not at any time permit any attendee names and addresses to pass into the hands of any other person, association, organization, or company.
- Any post-Institute mailing must take place within sixty (60) days of receipt of the list.
- Sponsor will hold SFTI harmless against any damages or claim of damage, costs and reasonable attorney fees, arising out of any actual or alleged impropriety or illegality of mailed matter or infringement of trademark, trade name, or copyright belonging to others.
- Sponsor agrees to forward within thirty (30) days following receipt, any letters or other documents (or copies thereof) containing complaints by attendees regarding the sponsor’s mailing, the matter transmitted therein, or the offered product or service.
- Sponsor is solely responsible for determining that the information provided is sufficiently accurate for the sponsor’s purposes.