



Southern Federal Tax Institute
2026 Sponsorship and Exhibitor Prospectus

October 19–23, 2026
Grand Hyatt Atlanta in Buckhead

Also available via live stream

Prepared for sponsors and exhibitors interested in supporting
one of the nation's premier federal tax education programs.

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 2027 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 attendee mailing list for Institute-related outreach.
- **Registration Discount:**
 - **30% off** all employee registrations for SFTI.

Mid-Day Presentation Sponsor

\$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 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 attendee mailing list for Institute-related outreach.

- **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 the Wednesday Evening Speaker/Trustee 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 attendee mailing list for Institute-related outreach.

- **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 Wednesday Evening Speaker/Trustee dinner.
- **Attendee Outreach:**
 - Access to attendee mailing list for Institute-related outreach.
- **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.
- **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.

SFTI Exhibitor Information

DATE	October 19-23, 2026 Exhibit area open during Institute dates
LOCATION	Grand Hyatt Atlanta in Buckhead 3300 Peachtree Road, NE, Atlanta, GA 30305
ATTENDEES	Tax Attorneys, CPAs, Trust Officers, Estate Planners and Financial Planners
COST	\$1,500.00 for one exhibit space, including one 6-ft draped table and two chairs. \$2,000.00 for two exhibit spaces, including two 6-ft draped tables and 2-4 chairs. This fee also includes attendance at the Monday, Tuesday and Thursday evening cocktail receptions, continental breakfast each morning, two beverage/snack breaks each day and box lunches. Also included is a 30% reduction in the registration fee for representatives of exhibitors who wish to attend the educational sessions of the Institute (this fee includes the digital materials and CE credits).
SHIPPING	Display materials should be shipped to your on-site contact, c/o Mallory Decker/SFTI, Grand Hyatt Atlanta in Buckhead, 3300 Peachtree Road NE, Atlanta, GA 30305. Mark shipment for: Southern Federal Tax Institute, the name of your firm and your on-site contact. Packages should not arrive more than 3 days before the Institute. The Grand Hyatt will charge \$5-\$50/box depending upon weight. All OUTGOING shipments must have a prepaid label with preferred shipping company and prearranged scheduled pickup day/location by exhibitor.
SET-UP	Exhibit area will be available for set-up on Sunday (after 4pm), or Monday/Tuesday after 5:30 p.m. This flexible schedule allows you to set-up as early in the week as you wish and dismantle at your convenience, provided all set-up and breakdown occur after SFTI activities have concluded. If using a booth, please be sure to include size on the application.
BREAKDOWN	SFTI will conclude at 1:00pm on Friday, October 23, 2026. If you wish to break-down your exhibit earlier, please note this on the Exhibitor Application.
HOTEL	Discounted room rates are available. Please use the hotel reservation link: https://www.hyatt.com/events/en-US/group-booking/ATLGH/G-SFTI . If calling (800-237-1234), be sure to mention the Southern Federal Tax Institute group to receive the discounted rate (the \$30 daily destination fee will also be waived).
ELECTRICITY	If your booth requires electricity, please check the appropriate box on the Exhibitor Application. If you have any questions, contact Christina Yonkoske at christina.yonkoske@hyatt.com or 404-364-3910.

SFTI Exhibitor Application

Size (select one):

- One Space – \$1,500.00
- Two Spaces – \$2,000.00

Company _____

Address _____

Contact _____

Title _____

Telephone _____ Cell _____

Email _____

Electricity: Yes _____ No _____

Handled directly by the Grand Hyatt (404-364-3910 - Christina Yonkoske) at Exhibitor's expense.

Set-Up Date: _____ **Tear-Down Date:** _____

Company Logo: Please email a high-resolution logo (EPS, PNG or JPEG preferred) to: mdecker@brammgmt.com for inclusion on the SFTI website and signage.

Badges: Name badges will be provided for booth representatives. Please send names to mdecker@brammgmt.com by **October 2, 2026**. (Name badges will be placed at each exhibit table.)

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.

Payment Information

Check enclosed # _____

ACH (contact Mallory Decker for instructions)

Make check payable to:
Southern Federal Tax Institute
c/o Mallory Decker
1504 W. 45th Street
Richmond, VA 23225

Return completed application to: Mallory Decker - 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.

Exception:

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.

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 2026 sponsorship and a deposit of 25% of the 2027 sponsorship is required upon commitment. The remainder payment is due on or before June 5, 2026.

Mailing List

An electronic list of registered attendees (including mailing address and email addresses only) will be provided only to sponsors whose sponsorship level includes mailing list access, as outlined in the Sponsorship/Exhibitor Prospectus.

Please see below for a full copy of the Mailing List Usage Policy.

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 for 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

An electronic list of registered attendees (including mailing address and email addresses only) will be provided only to sponsors whose sponsorship level includes mailing list access, as outlined in the Sponsorship/Exhibitor Prospectus.

By accepting delivery of this list, the 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 sponsor. The sponsor may reference its attendance at the "61st Annual Southern Federal Tax Institute".
- Sponsor may use attendee names and addresses only for the approved purpose for which the list is provided. The list may not be copied, reproduced, stored in a database, or used for any other purpose other than the permitted mailing related to the Institute. Sponsor may not share, transfer, or provide the attendee list to 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 claims, 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.