

Southern Federal Tax Institute

*The 53rd Annual
Southern Federal Tax
Institute*



**SPONSOR & EXHIBITOR
OPPORTUNITIES**

October 22-26, 2018

Atlanta, GA

Grand Hyatt Atlanta

Buckhead, Atlanta, GA

• Platinum Sponsor

\$15,000

Benefits Include:

- Most prominent sponsor name/logo placement on Institute materials and signage
- Your firm/company announced as Co-Host (with other Platinum Sponsors) of the Monday and Thursday Cocktail Receptions
- Your firm/company name/logo on the big screen in meeting rooms during breaks
- Your firm/company name/logo on the front of the marketing brochure mailed to potential registrants (40,000+)(beginning with first mailings in the spring of 2018)
- Two representatives of your firm/company to attend daily VIP lunches with Trustees/Speakers of the Institute
- Two representatives of your firm/company to attend the Wednesday Evening Speaker/Trustee dinner held at either private country club or upscale restaurant
- Your firm/company name/logo with a link to your website in our blast emails
- The attention of over 600 attendees at the Institute
- Daily announcements from the podium announcing your firm/company as Platinum Sponsor
- Special listing in program handout given to attendees at the Institute
- Opportunity to include a flyer in the attendee registration envelope
- Your firm/company name/logo listed on signs placed on easels throughout the meeting area
- Exhibitor fee discount should you also wish to exhibit
- Sponsor ribbons on your name badge for ease of recognition
- Your firm/company written up on our website (over 5,000 visits each year) with link to your website
- An opportunity to meet and greet registrants and distribute informational materials at the Institute from Monday through Friday at breakfast
- Access to the pre- and post-Institute attendee mailing list with emails, two weeks prior to Institute, for use in notifying attendees of your presence at the event and one-time follow up one week after the Institute

Registration Discounts:

Sponsor will receive a 30% discount on all employee registrations to attend SFTI

• Mid-Day Presentation Sponsor

**\$8,750
(M,T and W)
\$9,500
(Thurs and
Friday)**

Benefits include:

- Mid-Day programs are provided as a way for Mid-Day Presentation Sponsors to enrich the educational experience of the Institute
- As a Mid-Day Presentation Sponsor you will have the opportunity to provide a presentation that is both timely and educational (topic subject to SFTI approval)
- Mid-Day Presentation (title, presenter and your firm as sponsor) listed on Institute schedule mailed to potential registrants and posted on SFTI website
- Free lunches will be provided to all Institute attendees who register for Mid-Day Presentation
- Distribution of firm/company marketing materials on day of presentation
- Firm/company name/logo placement on Institute signs placed on easel throughout meeting area on day of presentation
- Firm/company name/logo streaming across big screen in meeting rooms before and after mid-day presentation
- Your firm/company name/logo included in marketing brochure mailed to potential registrants (40,000+)(beginning with first mailings in the spring of 2018)
- Two representatives of your firm/company to attend the Wednesday Evening Speaker/Trustee dinner held at either private country club or upscale restaurant
- Firm/company name/logo with a link to your website in our blast emails
- Announcement from the podium on day of mid-day presentation stating your firm/company as sponsor of the mid-day presentation
- Exhibitor fee discount should you also wish to exhibit
- Sponsor ribbons on your badge for ease of recognition
- Your firm/company written up on our website (over 5,000 visits each year)
- Your firm/ Access to the pre- and post-Institute attendee mailing list with emails, two weeks prior to Institute, for use in notifying attendees of your presence at the event and one-time follow up one week after the Institute

Registration Discounts:

- Sponsor will receive a 30% discount on all employee registrations to attend SFTI

• **Speaker/Trustee Dinner Sponsor**

\$8,500

Benefits include:

- Named sponsor of the Wednesday Evening Speaker/ Trustee dinner held at either private country club or upscale restaurant
- Opportunity to make welcoming remarks at Speaker/Trustee Dinner
- Announcement from podium that your firm/company is the sponsor of the Speaker/Trustees Dinner on day of dinner
- Your firm/company name/logo included in marketing brochure mailed to potential registrants (40,000+)(beginning with first mailings in the spring of 2018)
- Four representatives of your firm/company to attend to the dinner
- Your firm/company name/logo with a link to your website in our blast emails
- Special listing in program handout given to attendees at the Institute
- Opportunity to include a flyer in the attendee registration envelope
- Exhibitor fee discount should you also wish to exhibit
- Sponsor ribbons on your badge for ease of recognition
- Your firm/company written up on our website (over 5,000 visits each year)
- Access to the pre- and post-Institute attendee mailing list with emails, two weeks prior to Institute, for use in notifying attendees of your presence at the event and one-time follow up one week after the Institute

Registration Discounts:

- Sponsor will receive a 30% discount on all employee registrations to attend SFTI

• Gold Sponsor - Full-Day Sponsor

\$5,500

Benefits include:

- Your firm/company announced as sponsor for entire day (excluding Mid-day Presentation) – this would include breakfast, coffee breaks and Trustee/Speaker VIP Lunch
- Distribution of firm/company marketing materials on day of sponsorship
- Firm/company name/logo placement on Institute signs placed on easels throughout meeting area on day of Sponsorship
- Firm/company name/logo streaming across big screen in meeting rooms during breaks on day of sponsorship
- Your firm/company name/logo included in marketing brochure mailed to potential registrants (40,000+)(beginning with first mailings in the spring of 2018)
- Two representatives of your firm/company to attend that day's VIP lunch with Trustees/Speakers of the Institute
- Two representatives of your firm/company to attend to the Wednesday Evening Speaker/Trustee dinner held at either private country club or upscale restaurant
- Your firm/company name/logo with a link to your website in our blast emails
- Special listing in program handout given to attendees at the Institute
- Opportunity to include a flyer in the attendee registration envelope
- Exhibitor fee discount should you also wish to exhibit
- Sponsor ribbons on your badge for ease of recognition
- Your firm/company written up on our website (over 5,000 visits each year)
- Access to the pre- and post-Institute attendee mailing list with emails, two weeks prior to Institute, for use in notifying attendees of your presence at the event and one-time follow up one week after the Institute

Registration Discounts:

- Sponsor will receive a 30% discount on all employee registrations to attend SFTI

• Partner

\$2,500

Benefits include:

- Firm/company name/logo placement on Institute signs placed on easel throughout meeting area
- Your firm/company name/logo included in marketing brochure mailed to potential registrants (40,000+)(beginning with first mailings in the spring of 2018)
- Two representatives of your firm/company to the Wednesday Evening Speaker/Trustee dinner held at either private country club or upscale restaurant
- Your firm/company name/logo with a link to your website in our blast emails
- Special listing in program handout given to attendees at the Institute
- Sponsor ribbons on your badge for ease of recognition
- Your firm/company written up on our website (over 5,000 visits each year)

Registration Discounts:

- Sponsor will receive a 30% discount on all employee registrations to attend SFTI

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. SFTI has the right to rearrange the floorplan in the event of conflicts.

Cancellation Policy •

All sponsor / exhibitor commitments are non-refundable.

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 2018 sponsorship and a deposit of 25% of the 2018 sponsorship is required upon commitment. The remainder payment is due on or before April 6, 2018. Deposits are non-refundable.

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 US Mail and/or email.

Sponsors who are Exhibitors •

The cost of any Exhibitor, who is also a sponsor (minimum \$3,500 sponsorship), is reduced by \$500.00 (from \$1,400 – for a single table - to \$900 or from \$1,900 – for 1.5 tables - to \$1,400).

MAILING LIST USAGE POLICY

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 “53rd 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 prohibited or unauthorized use by Sponsor shall constitute a material breach of the sponsorship agreement.
- 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.