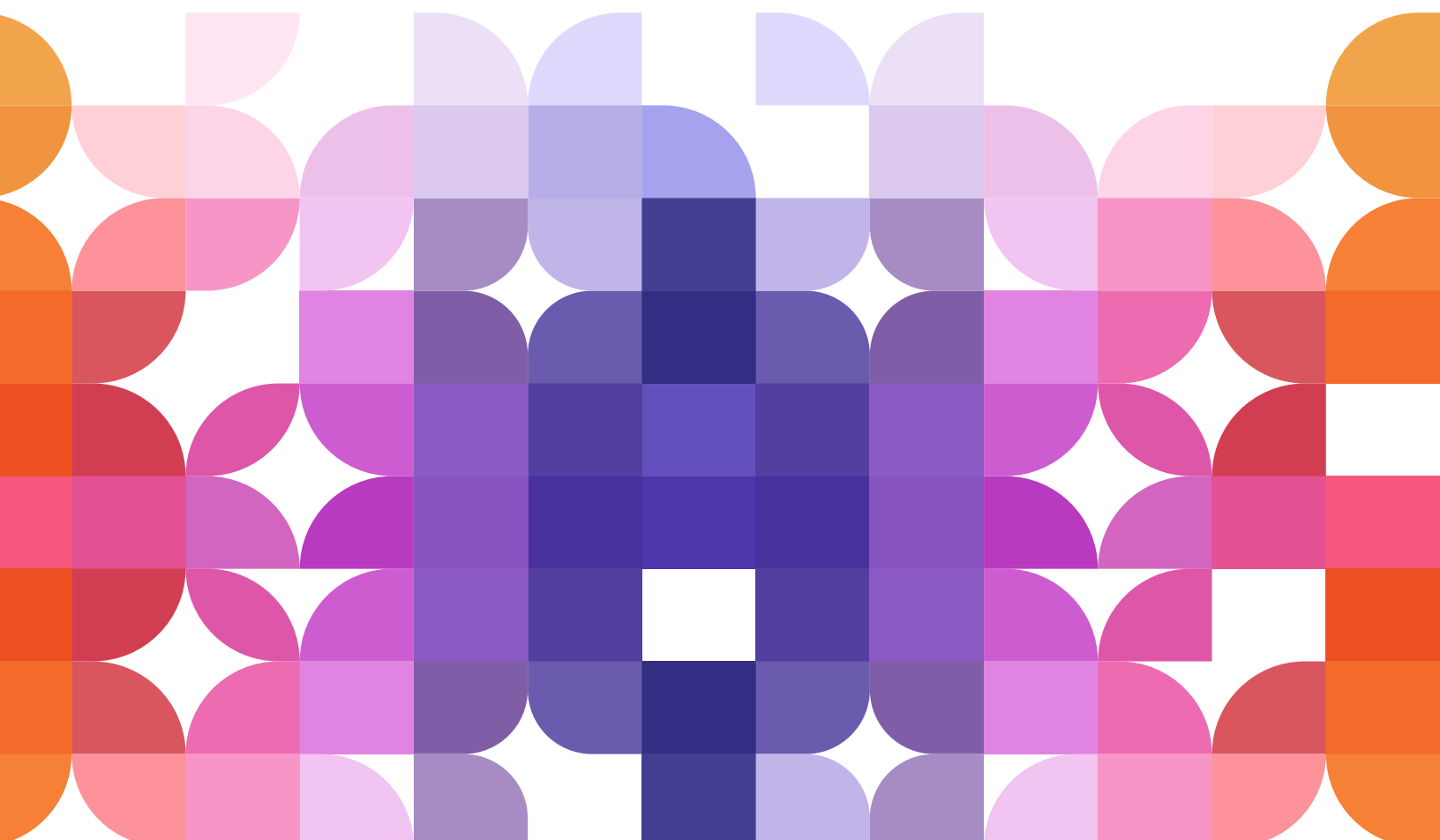


Providing Perfectly
Segmented Marketing
Opportunities to the Tax
Administrator Market



2018 Partnership Guide



For more information:

www.taxadmin.org/events



2018 Event Portfolio

With seven highly customized products, the Federation of Tax Administrators' 2018 Event Portfolio contains targeted opportunities to deliver your message to both decision-makers and end-users in specialized tax administration markets. Partnership opportunities are available for companies of all sizes and budgets, helping you reach Commissioners, Top Deputies, Legal Staff, Budget Directors, and heads of state tax divisions with specific product needs. Whether you're looking to enter the tax administrator market or to maintain market leadership with strategic investment, the FTA Event Portfolio has your needs covered.

Annual Meeting

June 3 - June 6, 2018
Renaissance, Nashville
Nashville, Tennessee

Technology Conference

August 5 - 8, 2018
Sheraton Kansas City
Kansas City, Missouri

Limited Opportunity

Compliance Workshop

February 25 - February 28, 2018
Sheraton, New Orleans
New Orleans, Louisiana

Electronic Filing Symposium

April 29 - May 2, 2018
The Loews Annapolis
Annapolis, Maryland

Tobacco Tax Annual Conference

August 19 - 22, 2018
Rosen Centre Orlando
Orlando, Florida

Motor Fuel Annual Conference

September 16-19, 2018
Red Lion Jantzen Beach
Portland, OR

Revenue Estimation Conference

October 7 - 10, 2018
Wyndham San Diego
San Diego, California



Annual Meeting

June 3 - June 6, 2018
Renaissance, Nashville
Nashville, Tennessee

**Place your company in front
of more than 250 senior agency
officials and senior tax administrators!**

Opportunities

Gold Level - \$14,000

- Opportunity to deliver a 45-minute "Solution Series" presentation
- One table top display in the reception area
- Recognition from the podium during the opening session
- Inclusion of your collateral material in the attendee registration package
- Two full conference registrations
- Your company logo on partner signage, event website, pre-show mailings and show program.
- One time usage of the pre- and post-event attendee list for marketing purposes
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

Silver Level - \$7,000

- One table top display in the reception area
- One full conference registration
- Your company listing on partner signage, event website, pre-show mailings and show program.
- One time usage of the pre- and post-event attendee list for marketing purposes
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

Bronze Level - \$3,750

- Your company listing on partner signage, event website, pre-show mailings and show program.
- One time usage of the pre- and post-event attendee list for marketing purposes
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

Attendees at the FTA Annual Meeting include hard-to-reach Commissioners, Top Deputies, Top Legal Staff, and Policy Leaders such as Technology, Management and Enforced Compliance Strategists.

With substantive discussions on emerging state and federal tax policy, the Annual Meeting is a "must attend" event for industry leaders. By joining this select group as a marketing partner, you gain a unique opportunity to showcase your products, share best practices, and provide vital education.



Technology Conference & Exposition

August 5 - 8, 2018
Sheraton Kansas City
Kansas City, Missouri

Meet top state technology professionals and decision makers for Information Technology, Compliance, and e-Filing Solutions.

Government MIS directors and technology managers attend the FTA Technology Conference and Exposition each year to learn best practices and stay current on the latest advances in tax technology. These industry technology leaders return year after year, because the Technology Conference and Exposition offers outstanding networking and important educational opportunities.

Opportunities

Exhibit Space - \$2,100

Dedicated hours and social events in the hall ensure attendees spend significant time with our exhibiting partners. Participate and gain access to a targeted audience of decision makers and buyers evaluating the newest in technology and services.

Each 10 x 10 exhibit space includes:

- One full conference registration
- Additional exhibit hall passes available at \$350 each

Gold Level - \$14,000

- Opportunity to deliver a 45-minute "Solution Series" presentation
- One 10 x 10 exhibit space
- Recognition from the podium during the opening session
- Inclusion of your collateral material in the attendee registration package
- Two full conference registrations
- Your company logo on partner signage, event website, pre-show mailings and show program.
- One time usage of the pre- and post-event attendee list for marketing purposes
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

Silver Level - \$7,000

- One full conference registration
- Your company listing on partner signage, event website, pre-show mailings and show program.
- One time usage of the pre- and post-event attendee list for marketing purposes
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

Bronze Level - \$3,750

- Your company listing on partner signage, event website, pre-show mailings and show program.
- One time usage of the pre- and post-event attendee list for marketing purposes
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material



For our Marketing and Exhibitor Partners, FTA offers the additional exposure of branded opportunities. The list below offers a series of unique opportunities to extend your message to conference attendees. The sponsor works directly with the provider of their choice (except where noted) to deliver the product that best reflects their corporate identity. FTA must approve all items prior to production.

Branding Opportunities

Conference Meeting Room Wifi

[Sponsor Wifi in the Conference Meeting Rooms](#)

Annual Meeting Investment: \$17,000

Technology Conference Investment:

[Not available at this time](#)

Logo Room Key

FTA Provides Single-Sided Full-Color Key Cards

Annual Meeting Investment: \$4,000

Technology Conference Investment: \$4,000

Conference Coffee Drink Tickets

[Drink Tickets to be used at the hotel's Premium Coffee Bar with your company's name and logo](#)

Annual Meeting Investment: \$1,200

Technology Conference Investment: \$1,200

Room Drop at Host Hotel

Item of your choice (marketing piece, food item, company branded item, etc.) to be placed in every attendee's room. This premier opportunity for outstanding name recognition will make your company stand out.

Annual Meeting Investment: \$3,200

Technology Conference Investment: \$3,200

Official Conference Tote Bags

[Partner provides Tote Bags](#)

Annual Meeting Investment: \$2,100

Technology Conference Investment: \$2,100

Hospitality Suite

[Only available to Gold, Silver, and Bronze Marketing Partners.](#)

We will authorize your rental of a hospitality suite at the host hotel allowing you to entertain in a style that supports your marketing goals. This is a great opportunity for private face-time with conference attendees. Please contact us for details.

Annual Meeting Investment:

[Select Marketing Partner is responsible for all costs associated with Hospitality Suite entertaining.](#)

Technology Conference Investment:

[Select Marketing Partner is responsible for all costs associated with Hospitality Suite entertaining.](#)

Official Conference Lanyards

[Partner provides Lanyards](#)

Annual Meeting Investment: \$2,100

Technology Conference Investment: \$2,100

Conference Padfolios

[Partner provides Padfolios](#)

Annual Meeting Investment: \$2,100

Technology Conference Investment: \$2,100

Choose the Marketing Package that fits

Take advantage of our marketing opportunities and benefit from face-to-face networking with attendees, and while staying abreast of the latest trends, directions, and issues affecting the industry.

Annual Meeting

| | \$14,000 Gold | \$7,000 Silver | \$3,750 Bronze |
|--|-------------------------------------|-------------------------------------|-------------------------------------|
| Solution Series Track * | <input checked="" type="checkbox"/> | | |
| Verbal recognition at Opening Session | <input checked="" type="checkbox"/> | | |
| Collateral included in registration package | <input checked="" type="checkbox"/> | | |
| Table Top Display | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Full Conference Registrations | 2 | 1 | |
| Company featured on Annual Meeting website | Logo | Listing | |
| Company featured on partner signage throughout meeting | Logo | Listing | Listing |
| Company featured in onsite program** | Logo | Listing | Listing |
| Company featured in pre-conference mailing pieces** | Logo | Listing | Listing |
| Marketing Partner Ribbons | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to host hospitality suite*** | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity for room drop*** | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Pre- and post-show attendee list | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

*On a space available basis **If received by the publication date ***Additional costs apply

Technology Conference

| | \$14,000 Gold | \$7,000 Silver | \$3,750 Bronze | \$2,100 Booth Only |
|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Solution Series Track * | <input checked="" type="checkbox"/> | | | |
| 10' x 10' booth in Exhibit Hall | <input checked="" type="checkbox"/> | | | <input checked="" type="checkbox"/> |
| Verbal recognition at Opening Session | <input checked="" type="checkbox"/> | | | |
| Collateral included in registration package | <input checked="" type="checkbox"/> | | | |
| Full Conference Registrations | 2 | 1 | | 1 |
| Company featured on Technology Conference website | Logo | Listing | | |
| Company featured on partner signage throughout conference | Logo | Listing | Listing | |
| Company featured in onsite program** | Logo | Listing | Listing | Listing |
| Company featured in pre-conference mailing pieces** | Logo | Listing | Listing | |
| Marketing Partner Ribbons | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Opportunity to host hospitality suite*** | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Opportunity for room drop*** | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Pre- and post-show attendee list | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

*On a space available basis **If received by the publication date ***Additional costs apply

For more information:

Call: Keith Biersner at
 FTA Marketing Headquarters - 571-233-4503
 Email: keith.biersner@tbgevents.com
 Web: www.taxadmin.org/events



(NEW!) 2018 Compliance Workshop

February 25 - 28, 2018
Sheraton New Orleans
New Orleans, LA

Opportunities

As we continue to provide exposure for your company to all levels of the state tax revenue marketplace, we're pleased to offer a NEW, limited opportunity to present at the Compliance Workshop. Presenting here will give you a new level of access to over 225 attendees representing the top and mid-level compliance staff in state tax agencies. For many of our attendees, this is the one event of the year they attend and truly the only time they can learn about your products and services.

Presenter Package - \$1,250

- Deliver a 45-minute presentation (including Q&A) of your product/service and its relationship to Audit/Compliance efforts to the Compliance Workshop Attendees. Held as one of three concurrent presentations (one government track and two industry tracks).
- Attendance for 2 company representatives to the Sunday welcome reception and day one* of the Compliance Workshop (February 26, 2018)

This is a unique offering limited to 12 total companies (six in each track) to participate on a first-come, first-served basis.

Other than companies participating in this program, private industry is not permitted to attend any portion of the workshop.

**Company attendees are not allowed to attend the remainder of the workshop as it is Government-only.*

For more information:

Call: Keith Biersner at
FTA Marketing Headquarters - 571-233-4503
Email: keith.biersner@tbgevents.com
Web: <http://www.taxadmin.org/events>

** Design requires FTA approval



2018 Electronic Filing Symposium

April 29 - May 2, 2018
The Loews Annapolis
Annapolis, Maryland

**Present your
products and
services to tax
officials focusing
on electronic
filing solutions.**

For more information:

Call: Keith Biersner at
FTA Marketing Headquarters - 571-233-4503
Email: keith.biersner@tbgevents.com
Web: <http://www.taxadmin.org/events>

Opportunities

Select Marketing Partner - \$2,100

- Collateral and company information on Resource Directory
- One full conference registration
- Logo featured on Marketing Partner sign at the Electronic Filing Symposium
- Logo featured on Symposium website
- One-time usage of the pre-event attendee list
- Marketing Partner Ribbons

Additional Branding Opportunities

Conference Registration Bags - \$900

- Partner provides bags
- Present Electronic Filing Symposium attendees with a bag of your choice. This highly visible branding opportunity positions your company as an industry leader.**

Conference Lanyards - \$900

- Partner provides lanyards
- Sponsorship of the lanyards (neck cords that hold name badges) places your company in front of all conference attendees.**

Conference Padfolios - \$900

- Partner provides padfolios
- Increase your visibility with the Electronic Filing Symposium attendees by providing conference padfolios.**

Logo Room Key - \$4,000

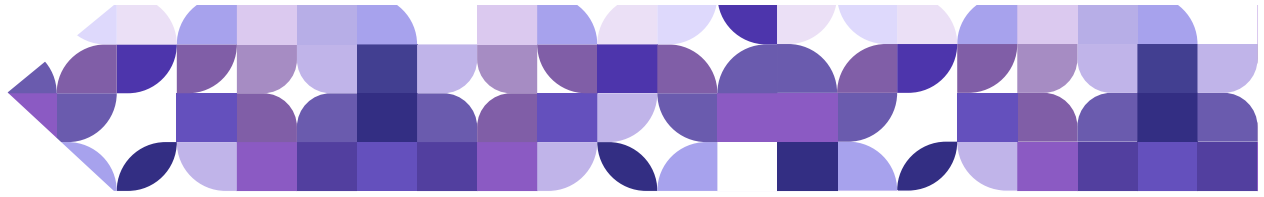
- FTA Provides Full Color Key Cards

Conference Meeting Room Wifi - \$7,000

- Sponsor Wifi in the Conference Meeting Rooms
Includes your company's name as password

Conference Thumb Drives - \$1,400

- Your company logo on the conference collateral thumb drive



2018 Tobacco Tax Annual Conference

August 19 - 22, 2018
Rosen Centre
Orlando, Florida

Present your products and services to state tax representatives who are seeking the latest information regarding tobacco tax administration.

For more information:

Call: Keith Biersner at
FTA Marketing Headquarters -
571-233-4503
Email: keith.biersner@tbgevents.com
Web: <http://www.taxadmin.org/events>

Opportunities

Premium Marketing Partner - \$5,250

- One 6' Table Top Display in the registration and break area
- One full conference registration
- Logo featured as Premium Partner on Marketing Partner sign at Tobacco Tax Annual Meeting
- Logo featured on sign at the Opening Reception and Closing Dinner
- Logo featured as Premium Partner on the Conference website
- Opportunity to provide collateral for conference notebook
- One-time usage of the pre-event attendee list
- Marketing Partner Ribbons

Select Marketing Partner - \$3,200

- One 6' Table Top Display in the registration and break area
- One full conference registration
- Logo featured on Marketing Partner sign at Tobacco Tax Annual Meeting
- Logo featured on the Conference website
- One-time usage of the pre-event attendee list
- Marketing Partner Ribbons

Additional Branding Opportunities

Conference Registration Bags - \$900

- Partner provides bags
- Present Tobacco Tax Annual Meeting attendees with a bag of your choice. This highly visible branding opportunity positions your company as an industry leader.**

Conference Lanyards - \$900

- Partner provides lanyards
- Sponsorship of the lanyards places your company in front of all conference attendees.**

Conference Padfolios - \$900

- Partner provides padfolios
- Increase your visibility with the Tobacco Tax Annual Meeting attendees by providing conference padfolios.**

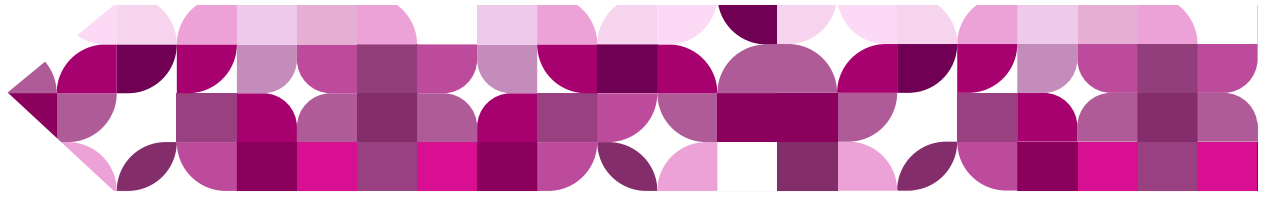
Logo Room Key - \$4,000

- FTA Provides Full Color Key Cards

Conference Meeting Room Wifi - \$2,750

- Sponsor Wifi in the Conference Meeting Rooms
Includes your company logo on Wifi Signs

** Design requires FTA approval



2018 Motor Fuel Tax Annual Conference

September 16-19, 2018
Red Lion Jantzen Beach
Portland, OR

Present your products and services to tax officials focused on motor fuel tax administration.

For more information:

Call: Keith Biersner at
FTA Marketing Headquarters
571-233-4503
Email: keith.biersner@tbgevents.com
Web: <http://www.taxadmin.org/events>

Opportunities

Premium Marketing Partner - \$5,250

- One 6' Table Top Display in the registration and break area
- One full conference registration
- Logo featured as Premium Partner on Marketing Partner sign at Motor Fuel Tax Annual Meeting
- Logo featured on sign at the Opening Reception and Closing Dinner
- Logo featured on Conference website
- Opportunity to provide collateral for conference notebook
- One-time usage of the pre-event attendee list
- Marketing Partner Ribbons

Select Marketing Partner - \$3,200

- One 6' Table Top Display in the registration and break area
- One full conference registration
- Logo featured on Marketing Partner sign at Motor Fuel Tax Annual Conference
- Logo featured on Conference website
- One-time usage of the pre-event attendee list
- Marketing Partner Ribbons

Additional Branding Opportunities

Conference Registration Bags - \$900

- Partner provides bags
- Present Motor Fuel Tax attendees with a bag of your choice. This highly visible branding opportunity positions your company as an industry leader.**

Conference Lanyards - \$900

- Partner provides lanyards
- Sponsorship of the lanyards places your company in front of all conference attendees.**

Conference Padfolios - \$900

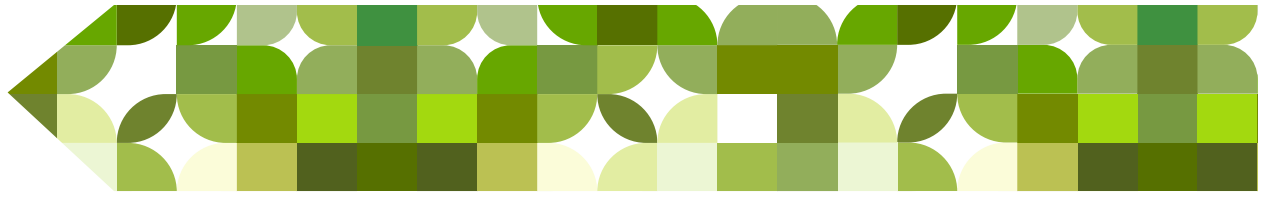
- Partner provides padfolios
- Increase your visibility with the Motor Fuel Tax attendees by providing conference padfolios.**

Logo Room Key - \$4,000

- FTA Provides Full Color Key Cards

Conference Meeting Room Wifi - TBD

- Sponsor Wifi in the Conference Meeting Rooms



2018 Revenue Estimation Conference

October 6 - 10, 2018
Wyndham San Diego,
San Diego, California

Present your
products and
services to state
tax economists
from across the
country.

For more information:

Call: Keith Biersner at
FTA Marketing Headquarters
571-233-4503

Email: keith.biersner@tbgevents.com

Web: <http://www.taxadmin.org/events>

Select Marketing Partner - \$2,100

- One 6' Table Top Display in the registration and break area
- One full conference registration
- Opportunity to deliver a "Solution Series" presentation
- Logo featured on Marketing Partner sign at the Revenue Estimation Conference
- Logo featured on Conference website
- One-time usage of the pre-event attendee list
- Marketing Partner ribbons

Additional Branding Opportunities

Conference Registration Bags - \$900

- Purchaser provides bags
- Present Revenue Estimation Conference attendees with a bag of your choice.
This highly visible branding opportunity positions your company as an industry leader. **

Conference Lanyards - \$900

- Partner provides lanyards
- Sponsorship of the lanyards places your company in front of all conference attendees. **

Conference Padfolios - \$900

- Partner provides padfolios
- Increase your visibility with the Revenue Estimation Conference attendees by providing conference padfolios.. **

Conference Coffee Drink Tickets - \$1,200

- Drink Tickets to be used at the hotel's Premium Coffee Bar with your company's name and logo

Logo Room Key - \$4,000

- FTA Provides Full Color Key Cards

Conference Meeting Room Wifi - \$13,500

- Sponsor Wifi in the Conference Meeting Rooms Includes your company's name as password