



TAX EXECUTIVES INSTITUTE, INC.

The Preeminent Association of Business Tax Professionals Worldwide

2012 Conference Sponsorships

Following TEI's 62nd Midyear Conference, the Institute will update its sponsorship materials, highlighting its 67th Annual Conference, which will be held in Hollywood, Florida, beginning October 28, 2012. The prices reflected in this document will be honored until May 15, 2012.

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www.tei.org

March 2012



TAX EXECUTIVES INSTITUTE, INC.

March 2012

TEI's 2012 Conference Sponsorship Program

Tax Executives Institute's 66th Annual Conference was held in San Francisco, beginning on October 30, and this year's attendance was greater than in 2010: TEI welcomed more than 500 tax executives for three days of educational sessions involving senior government officials and top practitioners, invaluable networking opportunities, and low-key but effective interactions with representatives of the 42 firms that were sponsors of the conference.

Planning is nearly complete for TEI's 2012 Midyear Conference, which will be held in Washington at the end of March. (The preliminary program is posted on www.tei.org.) Speaking opportunities and exhibit space are limited, and locations will be assigned on the basis of the level of sponsorship and date of payment. To accord priority to Platinum and Gold sponsors, Silver sponsors were not able to reserve exhibit space until mid-January 2012. Similarly, Silver sponsors will not be able to reserve exhibit space at the 67th Annual Conference (which will be held in October 2012 in Hollywood, Florida) until mid-June 2012.

REMINDER: TEI's Appreciation Discount for longstanding sponsors that renew at the (bundled) Platinum level remains in effect.

Dear Friend:

Tax Executives Institute invites your firm to enhance its visibility to in-house tax professionals at major corporations throughout the world — *and to demonstrate its support for TEI and the significant role it plays in the tax system* — by becoming a sponsor of the Institute's 62nd Midyear Conference (to be held in Washington, D.C., beginning March 25, 2012) and its 67th Annual Conference (to be held in Hollywood, Florida, beginning on October 28, 2012). Sponsorship will give your firm an unparalleled opportunity to demonstrate support for TEI's programs and enable the Institute to engage in a full complement of educational, networking, and advocacy programs for the benefit of its 7,000 members.

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TEI's sponsorship initiative affords participating firms numerous benefits. First, sponsors receive a wide variety of acknowledgments in TEI's publications, on our website, and at our programs. In addition, sponsors maintaining exhibits can interact with conference participants and share information about their products and services. TEI also regularly requests assistance from sponsors in identifying topics and speakers for future programs, as well as submitting articles for publication in *The Tax Executive* magazine, and the Institute strives to accord sponsors ample opportunity to demonstrate the expertise and experience of their tax professionals and the high quality of their products and services. Finally, the support of conference sponsors makes it possible for TEI to control registration fees and dues increases, while enhancing the overall level of member services.

TEI continues to offer four levels of sponsorships — Platinum, Gold, Silver, and Bronze, with escalating benefits depending on the level of support for the Institute. For example, among the benefits accorded our bundled Platinum sponsors are the following:

- full-page, color advertisements in every issue of *The Tax Executive*, TEI's bimonthly magazine.
- full-page, color advertisement in TEI's annual *Membership Roster*.
- invitation to submit items for TEI's website (www.tei.org) (and its blog, *TEI NEWS FEED*), which will be shared, via RSS feed, with TEI's growing LinkedIn group.
- expanded acknowledgments via email, TEI's website, and its publications and acknowledgment in a revolving PowerPoint presentation before the morning conference sessions.
- listing of TEI's Chapter Presidents, Regional Vice Presidents, and Committee Chairs, as well as listing of Industry Session Moderators, for purposes of volunteering to assist chapter and other leaders in planning local programs. (An updated 2011-2012 listing is now available.)
- permission to include references to the firm's sponsorship status on its website (with an appropriate link to TEI's website).
- discount pricing at vendors shows held at select TEI seminars.
- invitation to attend Institute seminars and courses.
- invitation to submit proposed topics (and speakers) for future conferences, as well as possible articles for *The Tax Executive*. (*Planning for the 2012 Midyear Conference is nearly complete.*)
- inclusion of the sponsor's name on a poster marquee at the conference.
- opportunity to have sponsor's complimentary webinars and other no-fee programs promoted in the *TEI NEWS FEED*.

APPRECIATION DISCOUNT: Firms that have been sponsors continuously since March 2007 (at any level) that renew at the Platinum level will receive a \$5,000 discount.

Exclusive benefits for Platinum sponsors are listed later in this letter, and the full array of benefits for all four levels of sponsors is described in the accompanying brochure. Upon reviewing the material, we trust you will agree that your firm will benefit from being a sponsor. If you have any questions about the initiative, please do not hesitate to contact either Deborah Gaffney (dgaffney@tei.org), TEI's Director of Conference Planning, or me (tmccormally@tei.org); we can both be reached at 202.638.5601. And, if you are not the person in your firm to whom we should be addressing this letter, please let us know.

Background

Founded six and a half decades ago, Tax Executives Institute has become the preeminent association of in-house tax professionals worldwide. According to *Tax Business* magazine, TEI represents "the biggest, richest, and most influential group of taxpayers in the world." The Institute's nearly 7,000 members work for 3,000 of the largest companies in North America, Europe, and Asia, and they participate in a wide array of educational, networking, and advocacy activities. Among the companies represented by members of TEI's Board of Directors, Executive Committee, and Committee Chairs are Anheuser-Busch, Akzo Nobel, Allergan, Alcoa, Amazon.com, American Airlines, BHP Billiton, Brunswick, Chevron, Citigroup, Coca-Cola Enterprises, Duke Energy, EMC, EMD Millipore, Estee Lauder, General Electric (Canada), General Mills, General Motors (Canada), Hewlett-Packard, Humana, Kellogg, Lockheed Martin, Lubrizol, Microsoft, NIKE, SAIC, Shell, Starbucks, Texas Instruments, and Xilinx.

TEI has been the trusted source for in-house tax professionals since 1944, and a respected voice in tax administration and policy matters from the outset. TEI and its 56 local chapters hold nearly 600 in-person meetings a year, including two Institute-level conferences, specialized seminars, and week-long training programs, as well as distance-learning programs. Although other professional or industry associations offer educational programs, TEI is the *only* organization that represents the entire business tax community — and only the business tax community. (Practitioners and consultants may not register for our conferences, and thus may attend only if invited to make a presentation or to host an exhibit.) Attendance at our recent meetings has rebounded and included a full complement of chief tax officers and other corporate decision-makers. More than 500 members attended TEI's Annual Conference in October 2011 — an increase over 2010 — and an audience of 550 is expected for the 2012 Midyear Conference in Washington.

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TEI members are a prime market for most tax-service providers. Firms can “make their mark” and place themselves in front of TEI members in many ways, including speaking, partnering with TEI on telephone or webinars, or writing articles for *The Tax Executive* magazine; purchasing advertisements in the magazine or annual membership roster (which ensures that their name and message are never far from TEI’s 7,000 members); and hosting receptions in conjunction with Institute meetings. Conference sponsorship complements these opportunities.

By becoming a sponsor of the Institute’s conferences, your firm can guarantee that its name, its support for, and its commitment to TEI’s educational, networking, and advocacy efforts are always on display. Firms that bundle their Annual and Midyear sponsorships will receive a significant discount. (A single payment must be received for the entire amount.) In addition, firms that have been sponsors continuously since March 2007 are eligible for an additional \$5,000 Appreciation Discount when they renew at the (bundled) Platinum level.

An important part of TEI’s sponsorship initiative is a full range of acknowledgments, as well as the opportunity for sponsors to interact with TEI members (at conferences and otherwise). Thus, for each conference, there will be acknowledgments in both the preliminary and final conference program, in email messages sent to all members, in *The Tax Executive* magazine, and on TEI’s website, as well as at the conference itself. There will also be advertising in the Institute’s magazine (and the conference program); the opportunity for Platinum, Gold, and Silver sponsors to have an exhibit at the conferences (and, for Platinum and Gold sponsors, to attend certain social events at our conferences); and a conference attendance list (including email addresses).

2011 Annual Conference Sponsorships

Forty-two firms were sponsors of the Institute’s 66th Annual Conference, which was held in San Francisco the week of October 30, with 33 sponsors having exhibits. The list of 2011 Annual Conference sponsors (with exhibitors marked by asterisks) is set forth below:

Platinum

Bingham McCutchen LLP*†
Deloitte Tax LLP †
DLA Piper*†
Ernst & Young LLP*
Grant Thornton LLP*†
KPMG LLP*†

Mayer Brown LLP*
PricewaterhouseCoopers LLP*
Sutherland Asbill & Brennan LLP*
Thomson Reuters*†
Vertex, Inc.*†

Gold

ADP*†	DuCharme McMillen & Associates*
Baker & McKenzie LLP*	Experis Finance*
Ballentine Barbera Group*	Fenwick & West LLP*
BDO USA, LLP*	Longview Solutions*
Bureau van Dijk*	McDermott Will & Emery LLP*
Corptax, Inc.*	McGladrey*†
Crowe Horwath LLP*	Ryan, Inc.*

Silver

Alston & Bird LLP	IPRG LLC*
Baker Botts L.L.P.*	Ivins Phillips & Barker*
Baker Hostetler	Latham & Watkins LLP
BNA Tax & Accounting*	Miller & Chevalier Chartered
Ceteris, Inc.*	Morgan Lewis & Bockius LLP*†
Clifton Gunderson LLP*	Skadden, Arps, Slate, Meagher & Flom LLP †
Covington & Burling LLP	White & Case LLP*

Bronze

CFO Services
Chamberlain, Hrdlicka, White,
Williams & Aughtry
Pepper Hamilton LLP

In addition, 11 firms, marked with daggers (†) above, hosted receptions during the 2011 Annual Conference, either on Sunday or Monday evening, for all participants; other firms held private events for select conference registrants. The number of group events at the 2012 Midyear Conference may be larger. (In 2011, there were 16 sponsor receptions at the Midyear Conference.)

Exhibit space at TEI's conferences is limited, and space is assigned on the basis of sponsorship level and date of payment; occasionally, space sells out. To accord priority to Platinum and Gold sponsors, Silver sponsors were not able to reserve exhibit space at the 2012 Midyear Conference until mid-January 2012. Payment before that date, however, did secure firms priority over later paying sponsors. Similarly, exhibit space for the 2012 Annual Conference (including for bundled Silver sponsors) may not be reserved until mid-June 2012. Bronze sponsors may not reserve exhibit space.

2012 Midyear Conference — Washington, D.C.

TEI continues to offer firms four levels of sponsorship: Platinum, Gold, Silver, and Bronze. We invite your firm to become a bundled Platinum sponsor of our 62nd Midyear Conference and 67th Annual Conference, but will appreciate whatever level of support your firm can provide. The benefits accorded sponsors depends on their level of sponsorship. Thus, while the support of all sponsors will be acknowledged, Platinum and Gold sponsors will enjoy more significant visibility, both during the conference and otherwise. We call your attention to the following benefits:

- TEI will acknowledge sponsors both in the preliminary and final conference programs and on the Institute's website (including links to your firm's site).
- TEI will accord Platinum, Gold, and Silver sponsors the opportunity to have an exhibit at conferences (for Platinum and Gold sponsors, at no additional cost). Because practitioners, consultants, and vendor representatives are ineligible to attend TEI conferences (other than as speakers), sponsorship affords firms a conference presence. Regrettably, to provide the optimal networking opportunity for TEI members, sponsors are *not* permitted to attend educational sessions or host technical (or social) programs in conflict with any conference event.
- The conferences feature longer networking breaks, better signage, and other enhancements to increase the flow of registrants to sponsor exhibits.
- In conjunction with social events, TEI will permit sponsors to place a sign in the hotel and to obtain access to TEI's hotel room block to arrange for a "door drop." The sponsor's event will also be included on a list distributed to conference registrants. These benefits will not be accorded to non-sponsors, nor will non-sponsors be permitted to hold events at the conference hotel.*

* Sponsors are invited to host social events in connection with the conference. For the 2012 Midyear Conference, events may be held on Sunday evening, March 25 (following TEI's Welcome Reception), or Monday evening, March 26 (following our conference sessions). Sponsors should *not* schedule private dinners or other events before these times, and sponsors are requested to inform TEI of their conference-related events. Disregard of this policy may lead to the forfeiture of sponsor benefits, including prepaid fees and post-conferences acknowledgments.

- TEI will permit two representatives of each Platinum and Gold sponsor to attend the Sunday night reception, and five representatives from its Platinum sponsors to attend the Tuesday night banquet.
- TEI will provide sponsors with the conference attendance list (including email addresses) and an express license to send one mass email message to participants within one month of the conference (with advance approval of the text).** In addition, approximately two weeks before the conference, Platinum sponsors will receive the preliminary attendance list, with permission to send a mass email message to participants before the conference (with advance approval).
- TEI will provide a listing of TEI's 55 Chapter Presidents, 9 Regional Vice Presidents, and Committee Chairs, plus (upon request) a letter of introduction, encouraging TEI's local leaders to give consideration to the sponsor in planning their meetings.

Many, if not most, of the sponsors of the Institute's 2011 Annual Conference (listed earlier in this letter) are expected to sponsor the 2012 Midyear Conference. As of March 20, the following firms have become sponsors of the spring meeting:

Platinum

Bingham McCutchen LLP
Deloitte Tax LLP
DLA Piper
Ernst & Young LLP
Grant Thornton LLP
KPMG LLP
Longview Solutions
Mayer Brown LLP
PricewaterhouseCoopers LLP
Ryan, Inc.
Sutherland Asbill & Brennan LLP
Thomson Reuters
Vertex, Inc.

** To avoid conflicts with programs held by TEI and its local chapters, email messages to conference registrants may not promote the sponsors' own in-person educational programs; complimentary distance-learning programs, however, may be referenced in the messages.

Gold

ADP Tax Credit Services	Experis Finance
Baker & McKenzie LLP	Fenwick & West LLP
Baker Botts L.L.P.	Global Tax Management, Inc.
BDO USA, LLP	Greater Geneva Berne Area – Economic Promotion Agency
CBIZ Valuation Group, LLC	Ivins, Phillips & Barker
Charles River Associates	McDermott Will & Emery LLP
Cherry, Bekaert & Holland, L.L.P.	McGladrey & Pullen, LLP
Corptax, Inc.	Tax Analysts
Crowe Horwath LLP	
DuCharme, McMillen & Associates	

Silver

Alston & Bird LLP	Miller & Chevalier Chartered
Baker Hostetler	Morgan Lewis & Bockius LLP
CliftonLarsonAllen LLP	Skadden, Arps, Slate, Meagher & Flom LLP
Covington & Burling LLP	Steptoe & Johnson LLP
Latham & Watkins LLP	White & Case LLP

Bronze

Caplin & Drysdale, Chartered
Chamberlain, Hrdlicka, White,
Williams & Aughttry
Pepper Hamilton LLP
Sullivan & Cromwell LLP

In addition, several firms have informed us that they will renew their sponsorships and others are considering sponsorship. We invite you to join them. Please note that in assigning exhibit locations, priority is accorded on the basis of sponsorship level and date of payment; payment from Platinum or Gold sponsors after the stated deadline, however, will *not* accord them priority over paid Silver sponsors with exhibits.

Concluding Thoughts

Tax Executives Institute's conference sponsorship initiative will enable the Institute to pursue its goals and objectives while aligning itself strategically with key players in the business tax community. By sponsoring TEI's conferences, your firm will enhance the firm's visibility, ensure it unprecedented access to TEI's nearly 7,000 members, and provide TEI with a stable source of funding. Bundling your firm's conference sponsorships will protect your firm against any price increases; and firms

wishing to prepay sponsorship fees beyond the 2012 Annual Conference may do so at current prices (including the Appreciation Discount for Platinum sponsors).

Exclusive Benefits for Platinum Sponsors

- Full-page, color advertisements in every issue of *The Tax Executive* (value: \$10,050).
- Full-page, color advertisement in TEI's *Membership Roster* (minimum value: \$5,000).
- Invitation to submit items for posting on TEI's website and on its blog, *TEI NEWS FEED*, including links on TEI's site to technical analyses and other documents on sponsor's website. (With the upgrade of TEI's website to Sharepoint 2010 in November 2011, acknowledgments of Platinum sponsors will expand significantly.)
- Opportunity to promote sponsor's complimentary distance-learning programs (or no-fee publications) in TEI broadcast emails to members, as well as on TEI's website.
- Acknowledgment in revolving PowerPoint slides before the morning plenary sessions.
- Listing of Industry Session Moderators, with permission to solicit speaking opportunities at Industry Sessions at Annual Conferences.
- Five tickets to attend Tuesday night banquet.
- Set of materials from each conference.
- **NEW:** Opportunity to send firm's tax professionals to Institute courses and seminars.
- **CONTINUING:** \$5,000 Appreciation Discount for firms that have sponsored TEI's conferences continuously since March 2007.

If you have any questions about TEI's sponsorship program, please do not hesitate to call Deborah Gaffney, TEI's Director of Conference Planning, or me. Both of us can be reached at 202.638.5601.

Yours truly,



Timothy J. McCormally
Executive Director



Tax Executives Institute



2012 Conference Sponsorships

Platinum

Exhibit Space Included

2012 Midyear Conference & 2012 Annual Conference (Bundled)	\$80,000*
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*\$5,000 Appreciation Discount available to firms that have been continuous sponsors since March 2007 — call for confirmation of eligibility.

Gold

Exhibit Space Included

2012 Midyear Conference & 2012 Annual Conference (Bundled)	\$50,000
2012 Midyear Conference	\$27,500
2012 Annual Conference	\$27,500

Silver

*Exhibit Space Requires
Additional Fee*

2012 Midyear Conference & 2012 Annual Conference (Bundled)	\$30,000
2012 Midyear Conference	\$17,500
2012 Annual Conference	\$17,500

Exhibit Space

2012 Midyear Conference**	\$9,500
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Bronze

*Exhibit Space No
Longer Available*

2012 Midyear Conference & & 2012 Annual Conference (Bundled)	\$20,000
2012 Midyear Conference	\$12,000
2012 Annual Conference	\$12,000

**Exhibit space for 2012 Midyear Conference cannot be reserved by Silver sponsors until January 16, 2012; and exhibit space for 2012 Annual Conference (including for bundled Silver sponsors) may not be reserved until mid-June 2012. Payment before these dates *will* establish priority among respective classes of sponsors. Payment from Platinum or Gold sponsors after these dates will NOT accord them priority over paid Silver sponsors with exhibits.)

62nd Midyear Conference, Grand Hyatt Washington, March 25-28, 2012
67th Annual Conference, Westin Diplomat (Hollywood, FL), October 28-31, 2012

<u>Gold</u>	2012 Midyear Conference & 2012 Annual Conference	\$50,000
	2012 Midyear Conference	\$27,500
	2012 Annual Conference	\$27,500

Enhanced Benefits for Gold Sponsors

- ◆ Expanded acknowledgments via email and TEI publications, including *TEI Annual Report*.
- ◆ Full-page, color advertisements in *The Tax Executive*, plus 15% discount on paid advertisements.
- ◆ Discount on advertising in TEI's *Membership Roster*.
- ◆ Listing of TEI's 56 Chapter Presidents, 9 Regional Vice Presidents, and Committee Chairs, plus letter of introduction.
- ◆ Two tickets to attend Sunday night reception.
- ◆ Note: Nonsponsors will not be permitted to host receptions or other events at TEI's conference hotel.

- Acknowledgment in preliminary program for each conference.*
- Acknowledgment in two issues of *The Tax Executive* for each conference.
- Full-page, color advertisement in one issue of *The Tax Executive* for each conference.*
- Acknowledgment and full-page, color advertisement in final program for each conference.*
- Exhibit space at each conference (minimum value: \$9,500 per conference), plus name of firm on poster marquee at the conference.
- In conjunction with any social event hosted by the sponsor, permission to place a sign in the hotel (subject to hotel's rules), access to TEI's hotel room block (to arrange for "door drop"), and inclusion of sponsor's event on list distributed to registrants.
- Final attendance list (including email addresses) with permission to send one mass email message to participants within one month of each conference (with advance approval of content).
- Acknowledgment and link (with sponsor logo) on www.tei.org (from date of payment until one month after conference); permission to include link to TEI website on the sponsor's site.
- Acknowledgment from dais during Tuesday night banquet at each conference.
- Acknowledgment in TEI email messages, sent before and after the conference.
- **NEW:** Opportunity to send firm's tax professionals to Institute courses and seminars.
- **New:** Discount pricing at vendors shows held at select TEI seminars.

* Subject to sponsor's meeting payment deadline and production schedule.



- ◆ Sponsors may not attend any conference sessions or meal functions (see exceptions for Platinum and Gold sponsors).
- ◆ Sponsors may host social events during the conference, but no affiliated event (including private dinners) may conflict with any Institute function. Because TEI is committed to maintaining the professional focus and integrity of the conference, the Institute asks to be informed in advance of all sponsor-hosted events.
- ◆ All signage at conference hotel is subject to hotel and fire marshal rules and regulations.
- ◆ All communications with conference registrants are subject to TEI's advance approval.
- ◆ Sponsors should review exhibit specifications (attached) to ensure against misunderstandings.

Enhanced Benefits for Silver and Bronze Sponsors

- ◆ Expanded acknowledgments via email and TEI publications, including *TEI Annual Report*.
- ◆ Listing of TEI’s 56 Chapter Presidents, 9 Regional Vice Presidents, and Committee Chairs, plus letter of introduction.
- ◆ Note: Nonsponsors will not be permitted to host receptions or other events at TEI’s conference hotel.

<u>Silver</u>	2012 Midyear Conference & 2012 Annual Conference	\$30,000
	2012 Midyear Conference	\$17,500
	2012 Annual Conference	\$17,500

- Acknowledgment in preliminary program for each conference.*
- Acknowledgment in one issue of *The Tax Executive* for each conference.
- One-half page, color advertisement in one issue of *The Tax Executive* for each conference.*
- Acknowledgment and one-half page, color advertisement in final program for each conference.*
- In conjunction with any social event hosted by sponsor, permission to place a sign (subject to hotel’s rules), access to TEI room block (to arrange “door drop”), and inclusion of event on list distributed to registrants.
- Final attendance list (including email addresses) with permission to send one mass email message to participants within one month of each conference (with advance approval of content).
- Acknowledgment and link (with sponsor logo) on www.tei.org (from date of payment until one month after conference); permission to include link to TEI website on the sponsor’s site.
- Opportunity to purchase exhibit space, subject to certain limitations, plus firm’s name on poster marquee at the conference. (**Note:** Bronze sponsors may no longer exhibit at TEI conferences.)
- Acknowledgment in TEI email messages from TEI, sent before and after the conference.

<u>Bronze</u>	2012 Midyear Conference & 2011 Midyear Conference	\$20,000
	2012 Midyear Conference	\$12,000
	2012 Annual Conference	\$12,000

- Acknowledgment in preliminary program for each conference.*
- Acknowledgment in one issue of *The Tax Executive* in respect of each conference.*
- Opportunity to purchase “official sponsor” advertisement in *The Tax Executive*.
- Acknowledgment in final program for each conference.
- In conjunction with any social event hosted by sponsor, permission to place a sign (subject to hotel’s rules), access to TEI room block (to arrange “door drop”), and inclusion of event on list distributed to registrants.
- Final attendance list (including email addresses) with license to send single email message to participants within one-month of each conference (with advance approval of content).
- Acknowledgment and link (with sponsor logo) on www.tei.org (from date of payment until one month after conference); permission to include link to TEI website on the sponsor’s site.
- Firm’s name on poster marquee at the conference.
- Acknowledgment in TEI email messages to all members, sent before and after the conference.
- **Note:** Because of demand, Bronze sponsors are no longer able to purchase exhibit space.

* Subject to sponsor meeting payment deadline and production schedule.

For additional information, contact Timothy J. McCormally, TEI’s Executive Director, at 202.638.5601 x340 or tmccormally@tei.org, or Deborah K. Gaffney, TEI’s Director of Conference Planning, at 202.638.5601 x344 or dgaffney@tei.org.





Information for Sponsors-Exhibitors



TEI's 2012 Midyear Conference

Washington, D.C.
March 25-28, 2012

Sponsor Exhibits. Platinum and Gold Sponsors are eligible to set up a table-top exhibit during the 62nd Midyear Conference, which will be held at the Grand Hyatt Washington. Silver sponsors may exhibit, subject to availability and the payment of an additional fee.

- Each sponsor's exhibit will consist of a 6' x 30" banquet-skirted table. The precise location of the exhibit, as well as the color of the skirting, will be determined at a later time. Two chairs, a trash can, and a sign with your firm's name will be included.
- Exhibits may feature any type of material (brochures, CDs, food items, etc.), and computer demonstrations are permitted. *Large portable booth exhibits and large displays are not permitted.* Displays must sit on the table and not extend beyond the sides of the table. Sponsors may hold drawings, but giveaways may not feature TEI's name or logo without advance written approval.
- Arrangements may be made directly with TEI's official exhibit contractor for equipment rental, telecommunications services, and shipping. Order forms will be provided at a later date. The cost of these services will be at the sponsor's expense.
- Exhibits may be set up any time after noon on Sunday, March 25, and may remain set through to the conclusion of the conference luncheon on Wednesday, March 28.
- Sponsors may have no more than two representatives at their exhibit at any time.
- A firm's not adhering to these rules may lead to cancellation of its exhibit (during the conference) and forfeiture of its sponsorship/exhibit fee.

Attendance Policies. To ensure the optimal networking experience for our members, sponsors may not register for or attend any conference session. Sponsor representatives are welcome, however, to participate in the continental breakfasts and refreshment breaks, but attendance at meal functions is limited to conference registrants and conference speakers (with the exception of Sunday evening, which ticketed representatives of Gold and Platinum sponsors may attend, and Tuesday evening, which ticketed representatives of Platinum sponsors may attend).

Affiliated Events. Sponsors may host social events during the conference, but no affiliated event (including private dinners) may be held in conflict with any TEI function. Events may be held on Sunday, March 25, beginning at 7:30 p.m., or on Monday, March 26, beginning at 5:30 p.m. Because TEI is committed to maintaining the professional focus and integrity of the conference, we ask to be informed in advance of all sponsor-hosted events, regardless of their location.

Miscellaneous. All signage at conference hotel is subject to hotel and fire marshal rules and regulations. All communications with conference registrants are subject to TEI's advance approval.





TAX EXECUTIVES INSTITUTE, INC.

TEI's 62nd MIDYEAR CONFERENCE PROGRAM Advertising Information for Sponsors

Materials Deadline: **February 24, 2012**

Ad Size: 3.5" x 8.5" (Full-Page – Portrait Ad. Trim size 4" x 9")
3.5" x 4.25" (Half-Page)

Color: All ads are full-color CMYK

Line Screen: 150

Resolution: 300 dpi

Format: Press-quality, CMYK PDF
(embed fonts for PDFs)

Paper: Text: 70-pound rich gloss

Submit: Via email, on disk, or CD-ROM (email preferred)

Via mail: Tax Executives Institute, Attn: Christine Hayes,
1200 G Street, N.W., Suite 300, Washington, D.C. 20005-3814

Via email: chayes@tei.org

Questions: For additional information, contact Christine Hayes,
TEI's Publications Manager, at 202.638.5601
(Email: chayes@tei.org).



TAX EXECUTIVES INSTITUTE, INC.

TEI's 67th ANNUAL CONFERENCE PROGRAM Advertising Information for Sponsors

Materials Deadline: **September 20, 2012**

Ad Size: 3.5" x 8.5" (Full-Page – Portrait Ad. Trim size 4" x 9")
3.5" x 4.25" (Half-Page)

Color: All ads are full-color CMYK

Line Screen: 150

Resolution: 300 dpi

Format: Press-quality, CMYK PDF
(embed fonts for PDFs)

Paper: Text: 70-pound rich gloss

Submit: Via email, on disk, or CD-ROM (email preferred)

Via mail: Tax Executives Institute, Attn: Christine Hayes,
1200 G Street, N.W., Suite 300, Washington, D.C. 20005-3814

Via email: chayes@tei.org

Questions: For additional information, contact Christine Hayes,
TEI's Publications Manager, at 202.638.5601
(Email: chayes@tei.org).

THE TAX EXECUTIVE

The Professional Journal of Tax Executives Institute, Inc.

The Tax Executive is the bimonthly publication of Tax Executives Institute, Inc. Subscribers are corporate tax directors, managers, treasurers, controllers, and attorneys; state, local, and federal tax officials; accountants, lawyers, and other public practitioners; and leading public and academic libraries.

Paid circulation is approximately 7,500, but surveys confirm that readership extends to numerous nonsubscribers in business and law schools, law, and accounting firms, and 3,200 of the leading corporations in the United States, Canada, Europe, and Asia.

Advertising Closing Dates

Issue	Space Reservations Needed	Materials Needed By
January-February	Second Friday in January	Third Friday in January
March-April	Second Friday in March	Third Friday in March
May-June	Second Friday in May	Third Friday in May
July-August	Second Friday in July	Third Friday in July
September-October	Second Friday in September	Third Friday in September
November-December	Second Friday in November	Third Friday in November
<i>Membership Roster</i>	Second Friday in July	Third Friday in July

Advertising Info by Sponsorship Level

Level	Ad Size	Color Space	Number of Ads
Bundled Platinum (AC & MY)	Full Page	Color Ad	6x (all issues + Roster)
Gold (AC or MY)	Full Page	Color Ad	1x (sponsor's choice of issue)
Silver (AC or MY)**	Half Page	Color Ad	1x (sponsor's choice of issue)
Bronze (AC or MY)**	NA	N/A	N/A

NOTE: AC = Annual Conference (Spring); MY = Midyear Conference (Fall)

** For information on upgrading sponsorship advertisements, please contact TEI.

Mechanical Specifications

THE TAX EXECUTIVE

- Ad Sizes:** Full Page: live area is 7 1/2" x 9 1/2"
Half Page: 7 1/2" x 4 1/2"
Other sizes by special arrangement
- Trim Size:** 8 1/2" x 11"
- Bleed Size:** 8 3/4" x 11 1/4" (allow at least 1/8 inch on all sides that bleed)
- Ad Formats:** Hi Resolution PDF (Press-optimized, 300dpi, CMYK or B/W [no spot colors])

Printing: Offset | Binding: Perfect Bound

THE MEMBERSHIP ROSTER

- Ad Size:** live area is 7" x 9 1/2"
- Trim Size:** 7 7/8" x 10 1/2"
- Bleed Size:** 8" x 10 3/4" (allow at least 1/8 inch on all sides that bleed)
- Ad Formats:** Native InDesign files or Hi Resolution PDF (Press-optimized, 300dpi, CMYK or B/W [no spot colors])
All ads should be accompanied by a proof or a printout.

Printing: Offset | Binding: Perfect

Additional Information

New advertisers must remit both copy and prepayment to reserve space. The right to reject any advertisement is reserved by the publisher. 3x and 6x advertising rates apply to consecutive advertisements only. Position of advertisements is at the discretion of the publisher.

Any required mechanical work will be charged to the advertiser. All copy destroyed after publication unless publisher is otherwise instructed. Previous advertisements to be repeated according to schedule when new copy is not received.

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TAX EXECUTIVES INSTITUTE, INC.

1200 G Street, N.W., Suite 300

Washington, D.C. 20005-3814

(P) 202.638.5601 | (F) 202.638.5607

www.tei.org



TAX EXECUTIVES INSTITUTE, INC.

Making Payments to Tax Executives Institute

Like many other organizations, Tax Executives Institute utilizes a lockbox system maintained by Citibank for all payments via check. It is the Institute's policy not to accept payments at its street address, and when check payments are received at TEI's office, they are mailed to the Institute's lockbox; processing by TEI is delayed until Citibank processes the payment and sends a confirmation to the Institute. (Payments via credit card may be faxed or emailed to TEI or mailed to our street address.) The address of TEI's lockbox is:

Tax Executives Institute
P.O. Box 9407
Uniondale, NY 11555-9407

In recognition of the desire of some firms to use a courier service such as DHL or Federal Express (*e.g.*, to expedite receipt by TEI) in making payments to TEI, we have arranged for Citibank to receive such payments at the following address:

Citi
Wholesale Lockbox
Lower Level (Attn: J. Brady/N. Richards)
1 Reckson Plaza
Uniondale, NY 11555

NOTE: To ensure proper crediting of the payment to TEI's account (and to avoid the possible return of the payment), the payment must be placed in a separate envelope (marked "P.O. BOX 9407 – TAX EXECUTIVES INSTITUTE") inside the envelope/shipping packet with the above street address.

If you have any questions about this procedure — or if you wish to pay by wire transfer — please let us know by calling 202.638.5601 and asking for our accounts receivable department.

Thank you.

Tax Executives Institute



TEI 2012 Conference Sponsorships



Reservation, Payment, and Sponsor Information Form

(Prices guaranteed until ~~February 29, 2012~~ May 15, 2012; for instructions on paying via wire transfer or sponsoring subsequent conferences, please contact TEI.)

Primary Contact Person: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Sponsorship Level (fee must be received as single payment to secure bundling discount):

Platinum 2012 Midyear and 2012 Annual (Bundled)	\$80,000
<i>(\$5,000 Appreciation Discount available to firms that have been continuous sponsors (at any level) since March 2007 — call for confirmation)</i>	

Gold 2012 Midyear & 2012 Annual (Bundled)	\$50,000
Gold 2012 Midyear	\$27,500
Gold 2012 Annual	\$27,500

Silver 2012 Midyear & 2012 Annual (Bundled)*	\$30,000
Silver 2011 Midyear*	\$17,500
Silver 2012 Annual*	\$17,500

Conference Exhibit Space — 2012 Midyear (Must be bundled with Silver sponsorship*)	\$9,500
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Bronze 2012 Midyear & 2012 Annual (Bundled)**	\$20,000
Bronze 2012 Midyear**	\$12,000
Bronze 2012 Annual**	\$12,000

*Exhibit Space available to Silver sponsors at additional charge; it is *not* available to nonsponsors or Bronze sponsors. Because exhibit space at TEI's conference is limited, priority will be based on level of sponsorship and date of payment; no exhibit reservations for 2012 Midyear Conference will be accepted from Silver sponsors before January 16, 2012, though payment before that date will establish priority among Silver sponsors. (Payment from Platinum or Gold sponsors after this date will **NOT** accord them priority over paid Silver sponsors with exhibits.)

**Bronze sponsors are not eligible to purchase exhibit space.

