

# ➞ 2023 Sponsorship Guide



Providing Perfectly Segmented  
Marketing Opportunities to the  
Tax Administrator Market

**For more information:**

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## Event Portfolio

With six highly customized products, the Federation of Tax Administrators' 2023 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.**

### **E-file + Refund Protection Symposium**

**April 30 - May 3, 2023**

Omni Oklahoma City Hotel  
Oklahoma City, OK

### **Tobacco Annual Conference**

**August 20 - 23, 2023**

Tuscon Marriott University Park  
Tuscon, AZ

### **Motor Fuels Annual Conference**

**September 17- 20, 2023**

Rosen Plaza Hotel  
Orlando, FL

### **Revenue Estimation & Tax Research Conference**

**Sept 30 - Oct 4, 2023**

Sheraton Salt Lake City  
Salt Lake City, UT

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## **Annual Meeting**

**June 11 - 14, 2023**

Omni Downtown  
Providence, RI

## **Technology Conference & Exhibition**

**August 6 - 9, 2023**

Weston Seaport  
Boston, MA

2023





# Annual Meeting

**Place your company in front of more than 300 senior agency officials and senior tax administrators!**

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.

## **Gold Sponsor - \$15,500**

- Opportunity to deliver a 45-minute "Solution Series" presentation
- Recognition from the podium during the opening session
- Inclusion of your collateral material in the attendee registration package
- One 10x10 booth with pipe and drape
- Two full conference registrations
- Sponsor ribbon
- 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 (distributed by FTA)
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

## **Silver Sponsor - \$8,000**

- One 10x10 booth with pipe and drape
- One full conference registration
- Sponsor ribbon
- 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 (distributed by FTA)
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

## **Bronze Sponsor - \$4,200**

- Your company listing on partner signage, event website, pre-show mailings and show program
- Sponsor ribbon
- One-time usage of the pre- and post-event attendee list for marketing purposes (distributed by FTA)
- Opportunity to host a hospitality suite at the event

# Technology Conference & Exhibition

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

The FTA Technology Conference and Exhibition is the only annual event focused entirely on the needs of state and local revenue agencies. Revenue agency IT leaders, CIOs, CISOs, and divisional leadership attend the Conference each year to network and discover best practices from providers and public sector peers during in-depth educational sessions, dedicated networking events, and an exclusive exhibit hall.

## **Exhibit Space - \$2,400**

Dedicated hours and social events in the Exhibit 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
- Sponsor ribbon
- Listing in the onsite program
- One-time usage of the pre- and post-event list for marketing purposes (Distributed by FTA)

## **Gold Sponsor - \$15,500**

- 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
- Sponsor ribbon
- 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 (distributed by FTA)
- Opportunity to host a hospitality suite at the event and provide a room drop of your gift or collateral material

## **Silver Sponsor - \$8,000**

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

## **Bronze Sponsor - \$4,200**

- Your company listing on partner signage, event website, pre-show mailings and show program
- Sponsor ribbon
- One-time usage of the pre- and post-event attendee list for marketing purposes (distributed by FTA)
- Opportunity to host a hospitality suite at the event

# Branding Opportunities

FTA offers additional exposure through unique branding opportunities, designed 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.

## Conference Reusable Water Bottle

Help attendees stay hydrated and keep your brand front of mind by becoming the official water bottle sponsor. Each attendee will receive a sustainable water bottle to carry with him/her throughout the conference. This exclusive opportunity ensures maximum brand exposure with your company logo prominently displayed on each water bottle.

<b>Annual Meeting Investment</b>	<b>\$2,400</b>
<b>Technology Conference Investment</b>	<b>\$2,400</b>

## Official Conference Tote Bags

*Sponsor provides Tote Bags*

<b>Annual Meeting Investment:</b>	<b>\$2,400</b>
<b>Technology Conference Investment:</b>	<b>\$2,400</b>

## Official Conference Lanyards

*Sponsor provides Lanyards*

<b>Annual Meeting Investment:</b>	<b>\$2,400</b>
<b>Technology Conference Investment:</b>	<b>\$2,400</b>

## Conference Padfolios

*Sponsor provides Padfolios*

<b>Annual Meeting Investment:</b>	<b>\$2,400</b>
<b>Technology Conference Investment:</b>	<b>\$2,400</b>

## Logo Room Key

FTA provides with your design full-color key cards

<b>Annual Meeting Investment:</b>	<b>\$5,300</b>
<b>Technology Conference Investment:</b>	<b>\$6,000</b>

## Room Drop at Host Hotel

Item of your choice (marketing piece, food item, company branded item, etc.) to be slipped under the door or provided at registration (hotel dependent) of every attendee's room. This premier opportunity allows for outstanding name recognition that will make your company stand out.

<b>Annual Meeting Investment:</b>	<b>\$2,400</b>
<b>Technology Conference Investment:</b>	<b>\$2,400</b>

## Internet Options

FTA offers free Wi-Fi access to participants during the conference. As an FTA partner however, you can draw attendees attention to your opportunities as attendees connect to the Internet. Along with branded signage with access instructions, your company will be reinforced with each connection.

### Splash Page

<b>Annual Meeting Investment:</b>	<b>TBD</b>
<b>Technology Conference Investment:</b>	<b>TBD</b>

### Custom Network Name

<b>Annual Meeting Investment:</b>	<b>TBD</b>
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### Custom Network Name and Password

<b>Technology Conference Investment:</b>	<b>TBD</b>
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# Choose the Marketing Package that fits your needs!

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

## Annual Meeting

	\$15,500 Gold	\$8,000 Silver	\$4,200 Bronze
Solution Series Track *	✓		
Verbal recognition at Opening Session	✓		
Collateral material included in registration package	✓		
Booth Display	✓	✓	
Full Conference Registrations	2	1	
Company featured on Annual Meeting website	Logo	Listing	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
Sponsor ribbon	✓	✓	✓
Opportunity to host hospitality suite***	✓	✓	✓
Opportunity for room drop***	✓	✓	
Pre- and post-show attendee list	✓	✓	✓

\*On a space available basis

\*\*If received by the publication date

\*\*\*Additional costs apply

## Technology Conference

	\$15,500 Gold	\$8,000 Silver	\$4,200 Bronze	\$2,400 Booth Only
Solution Series Track *	✓			
10' x 10' booth in Exhibit Hall	✓			✓
Verbal recognition at Opening Session	✓			
Collateral material included in registration package	✓			
Full Conference Registrations	2	1		1
Company featured on Technology Conference website	Logo	Listing	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	
Sponsor ribbon	✓	✓	✓	
Opportunity to host hospitality suite***	✓	✓	✓	
Opportunity for room drop***	✓	✓		
Pre- and post-show attendee list	✓	✓	✓	✓

\*On a space available basis

\*\*If received by the publication date

\*\*\*Additional costs apply

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**April 30 - May 3, 2023**

Omni Oklahoma City Hotel

Oklahoma City, OK

# 2023 E-File + Refund Protection Symposium

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

## **Event Sponsor - \$3,500**

- Collateral and company information on Resource Display Table in registration area (Sponsor supplies collateral material)
- One full conference registration
- Logo featured on Symposium website and sponsorship sign at the E-file Symposium
- One-time usage of the pre- and post-event attendee list (distributed by FTA)
- Sponsor ribbon

## **Additional Branding Opportunities**

### **Logo Room Key - \$4,000**

- FTA provides full color key cards with your logo and message.\*\*

### **Symposium Reusable Water Bottle - \$1,000**

- Sponsor provides branded water bottle
- Maximum brand exposure as each attendee will use, and reuse, this water bottle beyond the Symposium.\*\*

### **Symposium Registration Bags - \$1,000**

- Sponsor provides bags
- Present E-file Symposium attendees with a bag of your choice.  
This highly visible branding opportunity positions your company as an industry leader.\*\*

### **Symposium Lanyards - \$1,000**

- Sponsor provides lanyards
- Sponsorship of the lanyards place your company in front of all conference attendees.\*\*

### **Symposium Padfolios - \$1,000**

- Sponsor provides padfolios
- Increase your visibility with the E-file Symposium attendees by providing conference padfolios.\*\*

### **Symposium Travel Kits - \$1,000**

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health & safety supplies - your choice. \*\*
- This opportunity provides attendees a practical item with your branded items that they will see again and again after the symposium.

\*\* Design requires FTA approval

**August 20 - 23, 2023**  
Tuscon Marriott University Park  
Tuscon, AZ

# 2023 Tobacco Annual Conference

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

## **Gold Sponsor - \$5,800**

- One 6' table top display in high traffic area
- Two full conference registrations
- Logo featured as Gold Sponsor on sponsorship sign at Tobacco Annual Conference
- Logo featured on sign at the Opening Reception and Closing Dinner
- Logo featured as Gold Sponsor on the Conference website
- Opportunity to provide collateral information for registration packet
- One-time usage of the pre-event attendee list (distributed by FTA)

## **Silver Sponsor - \$3,600**

- One 6' table top display in high traffic area
- One full conference registration
- Listing featured as Silver Sponsor on sponsorship sign at Tobacco Annual Conference
- Listing featured as Silver Sponsor on the Conference website
- One-time usage of the pre-event attendee list (distributed by FTA)

## **Additional Branding Opportunities**

### **Logo Room Key - \$4,000**

- FTA provides full color key cards with your logo and message.\*\*

### **Conference Reusable Water Bottle - \$1,000**

- Sponsor provides water bottles
- Maximum brand exposure as each attendee will use, and reuse, this water bottle beyond the Conference.

### **Conference Registration Bags - \$1,000**

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

### **Conference Lanyards - \$1,000**

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

### **Conference Padfolios - \$1,000**

- Sponsor provides padfolios
- Increase your visibility with the Tobacco Annual Conference attendees by providing conference padfolios.\*\*

### **Conference Travel Kits - \$1,000**

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health & safety supplies - your choice. \*\*
- This opportunity provides attendees a practical item with your branded items that they will see again and again after the conference.

\*\* Design requires FTA approval



**September 17- 20, 2023**

Rosen Plaza Hotel  
Orlando, FL

# 2023 Motor Fuels Annual Conference

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

## **Gold Sponsor - \$5,800**

- One 6' table top display in high traffic area
- Two full conference registrations
- Logo featured as Gold Sponsor on sponsorship sign at Motor Fuels Annual Conference
- Logo featured on sign at the Opening Reception and Closing Dinner
- Logo featured as Gold Sponsor on Conference website
- Opportunity to provide collateral information for registration packet
- One-time usage of the pre-event attendee list (distributed by FTA)

## **Silver Sponsor - \$3,600**

- One 6' table top display in high traffic area
- One full conference registration
- Listing featured as Silver Sponsor on sponsorship sign at Motor Fuels Annual Conference
- Listing featured on Conference website
- One-time usage of the pre-event attendee list (distributed by FTA)

## **Additional Branding Opportunities**

### **Logo Room Key - \$3,000**

- FTA Provides full color key Cards with your logo and message.\*\*

### **Conference Reusable Water Bottle - \$1,000**

- Sponsor provides water bottles.
- Maximum brand exposure as each attendee will use, and reuse, this water bottle beyond the Conference.

### **Conference Registration Bags - \$1,000**

- Sponsor Provides Bags
- Present Motor Fuel Tax Conference attendees a bag of your choice.  
This highly visible opportunity positions your company as an industry leader. \*\*

### **Conference Lanyards - \$1,000**

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

### **Conference Padfolios - \$1,000**

- Sponsor provides padfolios
- Increase your visibility with the Motor Fuels Annual Conference attendees by providing conference padfolios.\*\*

### **Conference Travel Kits - \$1,000**

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health & safety supplies - your choice. \*\*
- This opportunity provides attendees a practical item with your branded items that they will see again and again after the conference.

\*\* Design requires FTA approval

**Sept 30 - Oct 4, 2023**

Sheraton Salt Lake City  
Salt Lake City, Utah

# 2023 Revenue Estimation & Tax Research Conference

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

## **Event Sponsor - \$2,400**

- One 6' table top display in high traffic area
- One full conference registration
- Opportunity to deliver a "Solution Series" presentation
- Logo featured on sponsorship sign at the Revenue Estimation Conference
- Logo featured on Conference website
- One-time usage of the pre-event attendee list
- Sponsor ribbon

## **Additional Branding Opportunities**

### **Logo Room Key - \$3,200**

- FTA provides full color key cards with your company's message\*\*

### **Conference Reusable Water Bottle - \$1,000**

- Sponsor provides the water bottles.
- Maximum brand exposure as each attendee will use, and reuse, this water bottle beyond the Conference.

### **Custom network name and password - \$TBD**

- Sponsor the conference network name and password assuring that attendees will use your name each day they log on to the Internet!

### **Conference Registration Bags - \$1,000**

- Sponsor 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 - \$1,000**

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

### **Conference Padfolios - \$1,000**

- Sponsor provides padfolios
- Increase your visibility with the Revenue Estimation Conference attendees by providing conference padfolios

### **Conference Travel Kits - \$1,000**

- Sponsor provides branded kit of their choice - travel supplies, medical supplies, health & safety supplies - your choice. \*\*
- This opportunity provides attendees a practical item with your branded items that they will see again and again after the conference.

\*\* Design requires FTA approval