

2023 MAY 16-17

IFA INTERNATIONAL TAX
EVENTS

SPONSORSHIP OPPORTUNITIES



Contact Michael Davis with Sponsorship inquiries

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About IFA

The **International Fiscal Association** is the world's only non-governmental and non-sectoral international organization dealing with fiscal (tax) matters.

Based in Rotterdam, IFA, in conjunction with the activities of each of the 70 branches represented in 114 countries and over 12 000 members, provides a blend of **comprehensive research** of international taxation and the **development of programs and initiatives** of current practical importance.

ABOUT THE CANADIAN BRANCH

The Canadian Branch of IFA was established in 1973 and incorporated in 1976. The over 550 Canadian Branch members (one of the largest memberships in IFA) participate both directly and indirectly in the activities of IFA (Central).

IFA Canada achieves its objectives through attendance at the IFA Annual Congresses as well as through the provision of educational opportunities held nationally including the annual Spring Conference which will be held as an in-person event in Calgary, Alberta in 2023.





Meeting Profiles

BUSINESS ON AN INTERNATIONAL SCALE

- IFA Canada will be hosting this in-person conference in downtown Calgary at the Calgary TELUS Convention Centre located at the heart of the business and financial district.
- We anticipate over 150 international tax practitioners to be in attendance.



Event Marketing

Our marketing initiatives will be focused on ensuring we build attendance in all of our member segments with particular emphasis on the corporate sector. Our conference consistently attracts the key influencers and decision makers in Canada's international tax community. There will be email blasts to all members with increasing emphasis in the 90 days leading up to the event.

Our website will feature specific elements of the event program and a list of our sponsors leading up to the conference in May.



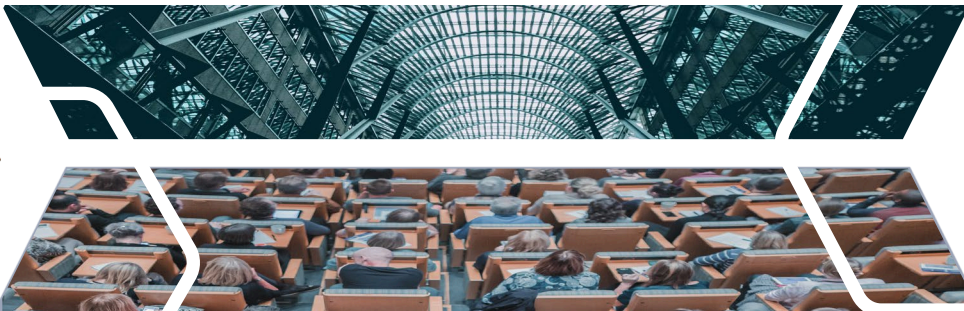
NETWORKING ENVIRONMENT

The Calgary TELUS Convention Centre and surrounding venues present an outstanding networking environment for sponsors and exhibitors. All the refreshment breaks and registration on Tuesday and Wednesday will be held in the exhibit area, which is located in the pre-function space in close proximity to the main conference room.

Opportunities & Benefits

Our sponsorship opportunities can provide exceptional value and contribution to your ROI objectives

As an in-person conference we offer the following category sponsorships: Gold, Silver, Bronze and Friend. Category sponsors may be offered the opportunity to also sponsor one of the conference networking events as these networking events as these events are confirmed by the conference Planning Committee.



Opportunities & Benefits

Our sponsorship properties and exhibit opportunities can provide exceptional value and contribution to your ROI objectives



Sponsorship Properties

- We believe that providing an environment of inclusion that gives an advantage to our sponsorship partners that they may not find at other industry events.
 - Authorized onsite representatives are invited to partake in all conference meals, including sit-down lunch on Tuesday and Wednesday. They may also be in attendance at the Tuesday dinner, pending RSVP approval.

Exhibit Space

- Gold sponsorship includes one 8' x 10' booth and first choice of exhibit location. Silver sponsorships include an 8' x 10' booth and selection priority based on category and receipt of payment and availability.
 - If there is space available Bronze sponsors and other companies can secure an 8'x10' space for an additional fee of \$2,000.
 - Academic institutions are welcome to exhibit for a fee of \$1,000 subject to available space.



International Fiscal Association
Association fiscale internationale

CANADIAN BRANCH

SPONSORSHIP OPPORTUNITIES & BENEFITS



Gold Sponsorship

\$9000 EACH

ENTITLEMENTS	GOLD \$9000
GOLD LEVEL	
• 1 8'x10' exhibit booth with first priority of location	✓
• Logo listed on both the IFA Canada website and Conference App	✓
• Link between conference website and sponsor's website	✓
• Advance list of registered delegates (2 weeks prior to event date)	✓
• Use of designation as conference sponsor on corporate advertising until August 31, 2023	✓
• Onsite signage recognition	✓
• 1 Invitation – President's Reception - Monday Evening	✓
• 2 Full conference registrations	✓
• 2 Exhibit area passes	✓

DELEGATE LANYARDS

The delegate lanyard will bear the logo of the sponsor. This sponsorship property is a great opportunity for brand awareness and messaging.



CONFERENCE APP

A virtual event platform used to coordinate the agenda, conference materials and all live alerts for attendees ahead of the conference and onsite.

Homepage icon and priority platform branding.

Silver Sponsorship \$6000 EACH

SPONSORSHIP OPPORTUNITIES

First Day Luncheon & Speaker

Our Day 1 Lunch will feature a dynamic and salient speaker for our international tax community. As the Luncheon sponsor your company will have the opportunity to introduce the speaker. The sponsor will also have the right to a reserved lunch table for their exclusive use to invite their existing and target clients.

YIN Party

On the evening of the first conference day, after the Annual Dinner there will be an evening social event for the Young IFA Network (YIN) members. The sponsor will be recognized in the final printed program, on the conference App, and on the onsite signage at the conference and evening social event.

Pocket Program

These printed programs will be handed out to each attendee with their conference badges and will be on display for the duration of the conference. Full back cover branding as an advertising option will be dedicated to this sponsor. Sponsor to provide branded artwork.



Delegate Notepads

This is an opportunity for the sponsor to build awareness of their brand and key corporate message. The sponsor will provide the notepads, which allows for design and placement of all branding elements.

Silver Sponsorship

\$6000 EACH



ENTITLEMENTS	SILVER \$6000
SILVER LEVEL	
• 1 8'x10' exhibit booth with second priority of location	✓
• Logo listed on both the IFA Canada website and Conference App	✓
• Link between conference website and sponsor's website	✓
• Advance list of registered delegates (2 weeks prior to event date)	✓
• Use of designation as conference sponsor on corporate advertising until August 31, 2023	✓
• Onsite signage recognition	✓
• 1 Invitation – President's Reception – Monday Evening	✓
• 1 Full conference registration	✓
• 2 Exhibit area passes	✓



Bronze Sponsorship \$3750 EACH



Breakfast Sponsorship

Exclusive breakfast sponsorship at the IFA Conference. Slots available on Tuesday and Wednesday.

Refreshment Breaks

AM and PM breaks each day are exclusive sponsorship options.

Tuesday Night Cocktail Reception & Dinner

Seated dinner and cocktail reception taking place Tuesday night. Four sponsorship slots available.

Wednesday Lunch

Exclusive sponsorship at the Wednesday lunch.

Conference WIFI

WIFI available in the Exhibit Area and Session Rooms. The WIFI sponsor will be featured at the back of each delegate badge along with a customized password.

Delegate Pens

This is an opportunity for the sponsor to build awareness of their brand and key corporate message. The sponsor will provide the pens, which allows for design and placement of all branding elements.

Women in Tax Networking Event

The inaugural IFA WIN event will be taking place at the end of the conference at a separate location. This is a first chance opportunity.

Bronze Sponsorship

\$3750 EACH



ENTITLEMENTS	BRONZE \$3750
BRONZE LEVEL	
• Logo listed on both the IFA Canada website and Conference App	✓
• Link between conference website and sponsor's website	✓
• Advance list of registered delegates (2 weeks prior to event date)	✓
• Use of designation as conference sponsor on corporate advertising until August 31, 2023	✓
• Onsite signage recognition	✓
• 1 Invitation – President's Reception – Monday Evening	✓

Friends of the Conference

\$1000 EACH

ENTITLEMENTS

- Logo listed on both the IFA Canada website and Conference App



- Link between conference website and sponsor's website



- Onsite signage recognition





Thank You

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