

2024 MAY 14-15

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 73 branches represented in 118 countries and over 13,000 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 650 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 Montreal, Quebec in 2024.





# Meeting Profiles

BUSINESS ON AN INTERNATIONAL SCALE

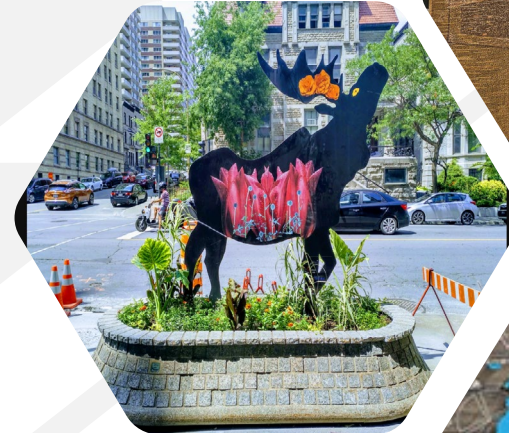
- IFA Canada will be hosting this fully in-person event in downtown Montreal at the Palais des Congrès de Montreal.
- We anticipate over 200 international tax practitioners to be in attendance.



# 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.



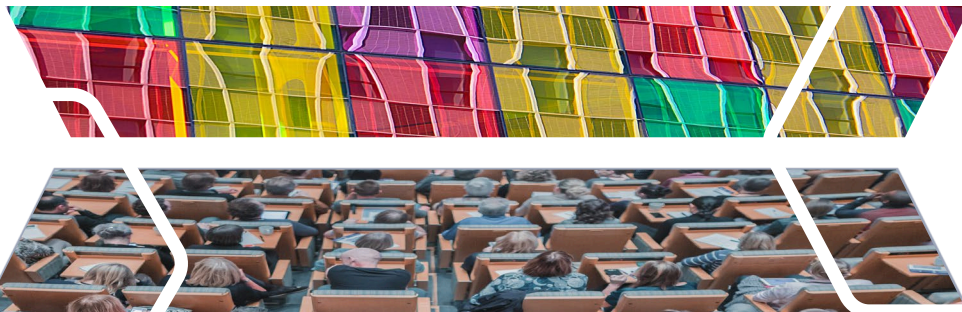
## NETWORKING ENVIRONMENT

The Palais des Congres de Montreal 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

Exhibit space is available for a fee of \$2,000.

- This fee includes an 8'x10' space, 6' draped table and two chairs and two exhibit area registrations.
- Logo representation on all applicable materials, conference website and conference app.
- Academic institutions are welcome to exhibit for a fee of \$1,000 subject to availability.



**International Fiscal Association**  
*Association fiscale internationale*

CANADIAN BRANCH

# SPONSORSHIP OPPORTUNITIES & BENEFITS



# Gold Sponsorship

\$9,500 EACH

ENTITLEMENTS	GOLD \$9,500
<b>GOLD LEVEL</b>	
• 2 full conference registrations	✓
• 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, 2024	✓
• Onsite signage recognition	✓
• 1 Invitation – President's Reception - Monday Evening	✓



## DELEGATE LANYARDS SOLD

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 \$6,500 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.

### Conference Power

Sponsorship of power in the conference room, allowing for full use of laptops in the room. Signage with your logo within the conference room on some tables for maximum exposure.

# Silver Sponsorship

\$6,500 EACH



ENTITLEMENTS	SILVER \$6,500
<b>SILVER LEVEL</b>	
• 1 full conference registration	✓
• 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, 2024	✓
• Onsite signage recognition	✓
• 1 Invitation – President's Reception – Monday Evening	✓



# Bronze Sponsorship \$4,000 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 IFA WIN networking reception, hosted by the Women of IFA Network, will take place at the end of the conference at a separate location.

# Bronze Sponsorship

\$4,000 EACH



ENTITLEMENTS	BRONZE \$4,000
<b>BRONZE LEVEL</b>	
• 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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