

**2015 IFA INTERNATIONAL TAX CONFERENCE  
THURSDAY, MAY 28 - FRIDAY, MAY 29, 2015  
TELUS CONVENTION CENTRE,  
CALGARY, ALBERTA**



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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 provides, in conjunction with the activities of each country branch, a blend of comprehensive research of international taxation and the development of programs and initiatives of current practical importance.

IFA brings together a membership base of 12,600 tax practitioners (as of August 2014) from over 108 countries. All practitioners within IFA become members by invitation. The membership includes leading tax advisors from legal and accounting professions, corporate tax executives from multi-national corporations, senior government officials, members of the judiciary, and university professors from around the world. These various groups provide a unique forum for the discussion of current tax developments impacting international transactions and government tax policies, and the study of comparative tax systems.

The objectives of IFA are the study and advancement of international and comparative law in regard to public finance, specifically international and comparative fiscal law and the financial and economic aspects of taxation. IFA seeks to achieve these objectives through its annual Congresses and the publications related thereto, as well as through tax research, and of course support of the annual meetings and activities of its branches in member countries.

## **ABOUT THE CANADIAN BRANCH OF IFA**

The Canadian Branch of IFA was established in 1973 and incorporated in 1976 with almost 700 Canadian Branch members participating 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 May Seminar, the Spring Travelling Lectureship and Spring and Fall Webinars. In 2015, the May conference will be held in Calgary.

## **JOINT MEETING PROFILE**

The meeting will be held in Calgary at the Calgary TELUS Convention Centre in the heart of the business and financial district. This central location will ensure attendees can maximize their business activities while they are in Calgary.

The focus of the program will be international tax issues with particular emphasis on the oil and gas industry. We anticipate over 250 tax practitioners will attend. The program committee is preparing a program that is sure to attract all of the key representatives from the international tax community in Canada.

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## MEETING MARKETING

Our marketing initiatives will be focused on ensuring we build attendance in all of our member segments. There will be email blasts to all members with a particular emphasis in the 90 days leading up to the event. Save the Date cards and programs will be distributed at the Canadian Tax Foundation Annual Conference in December and at the IFAUSA Annual Conference in February and other related events.

Both branch website will feature specific elements of the event program and a “rolling scroll” of our sponsors leading up to the meeting in May.

## NETWORKING ENVIRONMENT

The Calgary TELUS Convention Centre presents an outstanding networking environment for sponsors and exhibitors. All of the refreshment breaks will be in the exhibit area which is located adjacent to the seminar session rooms. The exhibit area will be open beginning with registration in the morning and closing after the last session each day.

## SPONSORSHIP OPPORTUNITIES & BENEFITS

Our sponsorship properties and exhibit opportunities provide exceptional value and contribution to your ROI objectives. **In addition, our sponsors are welcome to attend all of our seminars, luncheons and Thursday night dinner.** We believe that providing this environment of inclusion is a key difference for our event compared to other similar meetings in the legal market segment.

Of special interest are the Corporate Breakfast Sessions that are scheduled for Friday morning of the Conference. These Sessions give corporations an opportunity to offer a speaker and topic of their choice about a particular issue of thought leadership to our delegates.



Saddledome

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CENTRE,  
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## EXHIBIT SPACE

Diamond sponsorship includes one 10'x10' booth and first choice of exhibit location. Gold and Silver sponsorships include a 10'x10' booth and selection priority based on category and receipt of payment. If there is space available a Bronze sponsor can secure a 10'x10' space for an additional fee of \$1,900.

## DIAMOND SPONSORSHIP \$17,000

Entitlements	Diamond \$17,000
<b>DIAMOND LEVEL</b>	
• 1 10'x10' exhibit booth with first priority of location	✓
• Logo listed on the IFA Canada website	✓
• Link between conference website and sponsor's website	✓
• Advance list of registered delegates	✓
• Use of designation as meeting sponsor on corporate advertising until August 31, 2015	✓
• Onsite signage recognition	✓
• 4 full meeting registrations	✓
• 2 exhibit area passes	✓
• First priority for a Breakfast Session	✓

### Delegate Lanyard

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

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## **GOLD SPONSORSHIPS – \$13,000 EACH**

Entitlements	Gold \$13,000
<b>GOLD LEVEL</b>	
• 1 10'x10' exhibit booth with second priority of location	✓
• Logo listed on both the IFA Canada website	✓
• Link between conference website and sponsor's website	✓
• Advance list of registered delegates	✓
• Use of designation as meeting sponsor on corporate advertising until August 31, 2015	✓
• Onsite signage recognition	✓
• 3 full meeting registrations	✓
• 1 exhibit area pass	✓
• Second priority for a Breakfast Session	✓

### **Delegate Pads**

This is an opportunity for the sponsor to build awareness of their brand and key corporate message. The sponsor can provide the pad which allows for sponsor control and placement of all branding elements.

### **Tablet and Smartphone App**

The daily program will be provided as an app for tablets and smart phones. This is an excellent awareness and tag line option leading up to and during the meeting.

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## SILVER SPONSORSHIPS – \$9,000 EACH

Entitlements	Silver \$9,000
<b>SILVER LEVEL</b>	
• 1 10'x10' exhibit booth with third priority of location	✓
• Logo listed on the IFA Canada website	✓
• Link between conference website and sponsor's website	✓
• Advance list of registered delegates	✓
• Use of designation as meeting sponsor on corporate advertising until August 31, 2015	✓
• Onsite signage recognition	✓
• 2 full meeting registrations	✓
• 1 exhibit area pass	✓
• Third priority for a Breakfast Session	✓

### Thursday Lunch & Speaker

Our Thursday 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 table for their exclusive use to invite their existing and target clients.

### Room Keys

All guest room keys for delegates at the Hyatt Regency Calgary Hotel and the Calgary Marriott Downtown Hotel will have the logo and tag line of the sponsor. This translates into several branding recognition opportunities each day and is a valuable sponsorship property for a company wanting to achieve enhanced awareness amongst delegates. The cost of printing and distribution of the room keys is paid for by the sponsor.

### Delegate Pens

Pens are provided to each delegate by the sponsor. If the sponsor would like to provide dual logo pens that include the IFA logo, the logo can be provided for this purpose. The cost of the pens and

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any supplementary printing will be the responsibility of the sponsor. This is a popular item at most IFA meetings.

**Wireless in Exhibit Area and Meeting Rooms**

The Calgary TELUS Convention Centre has Wi-Fi available in the Exhibit Area and Session Rooms. The sponsor for Wi-Fi for the Meeting can have the Welcome Page (that opens for login in the Exhibit and session room areas) customized to present a sponsor's logo and once the user either enter a code or clicks on the continue button they can be redirected to the sponsor's website. This will allow the sponsor to tailor the message to fit their target market.

**Recharge Station**

There will be a recharge station available for delegates to recharge their cell phones, tablet devices and laptops. The sponsor will be recognized in signage at the station and in the Final Program.

**Guest Rooms WiFi**

The sponsor will be recognized with a card given to delegates as they check in at the Hyatt Regency Calgary Hotel or the Calgary Marriott Downtown Hotel as well as in the guest room and at the meeting registration desk.

**YIN Party**

On Thursday evening 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 program on the APP and in on site signage at the meeting and evening social event. **SOLD** to

**OSLER**  
Osler, Hoskin  
& Harcourt LLP



Calgary Stampede

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## BRONZE SPONSORSHIPS – \$4,000 EACH

Entitlements	Bronze \$4,000
<b>BRONZE LEVEL</b>	
• Logo listed on both IFA Canada and USA websites	✓
• Link between conference website and sponsor's website	✓
• Advance list of registered delegates	✓
• Use of designation as meeting sponsor on corporate advertising until August 31, 2015	✓
• Onsite signage recognition	✓
• 1 full meeting registration	✓

### **Room Drop** (each Room Drop is a separate sponsorship)

This is an opportunity for a sponsor to have their promotional material deposited by hotel staff in each delegate room. The room drop will occur during the day on Thursday. This ensures the promotional material reaches all guest delegates. The sponsor's material will also be available at the registration desk in case there are delegates not staying at the Hyatt Regency Calgary Hotel or the Calgary Marriott Downtown Hotel.

### **Seminar Sessions** (each Seminar Session is a separate sponsorship)

There are up to eight Seminar Sessions during the two day Meeting with each of these available for sponsorship. The sponsor will be recognized in the Final Program and through onsite signage. Sponsorship does not include the opportunity to introduce the Session.

### **Continental Breakfast**

The Sponsor will have the exclusive right to be identified as the Bronze Sponsor for the Continental Breakfast on Thursday morning. The Continental Breakfast is 1 hour in length. The Sponsor will be recognized in the Final Program and on signage on the Continental Breakfast serving tables.

### **Refreshment Breaks** (each Refreshment Break is a separate sponsorship)

There are three sponsorships available for the refreshment breaks during the Meeting. Sponsorship recognition will occur in the Final Program and on signage on the serving tables.

### **Thursday Night Dinner** (up to 8 sponsorships are available)

The Evening Dinner and entertainment event will be a special off site location. There are eight sponsorships available to support this great evening.



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**CORPORATE BREAKFAST SESSIONS – \$4,000 EACH**

Of special interest are the Corporate Breakfast Sessions that are scheduled for Friday morning of the Meeting. These sessions are available at an additional fee of \$4,000. Each sponsor will be responsible for the cost of food & beverage and special audio-visual in their session room.

Sponsors will be able to create their own content for these Breakfast Sessions provided there is no conflict with a session topic on the Meeting agenda. Sponsors will be given access to the advance delegate registration list 30 days and 15 days prior to the Meeting to invite delegates to their session. They will also be able to invite delegates onsite during Thursday in advance of their Session on Friday morning. Sponsors will be recognized in the Final Program and in onsite signage on Friday morning.



Calgary Zoo