



IFA USA ANNUAL MEETING
PHILADELPHIA FEBRUARY 25-26, 2010

IFA USA Annual Conference

Philadelphia

February
25-26, 2010



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 since 1938 has provided, 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 import.

IFA brings together more than 12,000 tax practitioners from over 90 member countries. All members of IFA become members by invitation. The membership includes leading tax advisors from the 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 objects 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 objects 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 USA BRANCH OF IFA

The USA Branch of IFA is the Association's largest branch with over 1,200 members. IFA-USA is divided into 15 regions, each headed by a Regional Vice President and supported by local committees.

IFA USA has hosted three world Congresses and is now planning for a fourth in Boston in 2012. In addition IFA USA occasionally hosts joint conferences with other regions—including conferences with its neighbors in Canada and Mexico, with many of the European branches, two with India and very importantly with the emerging China branch.

The Branch hosts an Annual Conference each year. In the next three years the conferences will be held in Philadelphia, Atlanta and one of New York City or Washington DC. The annual meetings are hosted by local committees in each city comprised of top practitioners in the field of international tax. The focus of each meeting is current international tax issues that particularly impact members practicing in the USA.

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2010 ANNUAL MEETING PROFILE

Our 2010 Annual Meeting will be held in America's "cradle of liberty" Philadelphia. The elegant Westin Philadelphia Hotel has been chosen to host our meeting addressing the most salient issues on international tax. The Westin is located in the heart of the downtown and historic area of Philadelphia. Situated Rittenhouse Square the hotel is connected to the offices and shops of Liberty Place and is in close proximity to the greatest concentration of American history --- Independence Park.

We anticipate over 250 tax practitioners to attend our meeting. As Philadelphia is less than a two hour train ride for delegates coming from both New York and Washington, we expect strong attendance from both of these cities. Our Philadelphia Committee is preparing a program that is sure to attract representatives from our corporate tax community, accounting firms, government departments and academic institutions especially those practicing on the Eastern Seaboard.



CONFERENCE MARKETING

Our conference marketing initiatives will be focused on ensuring we build attendance in all of our member segments. Our members will receive email blasts leading up to the Meeting. Save the Date cards with the program outline will be mailed to our members within a 300 mile radius of Philadelphia.

Our IFAUSA.org website will feature specific elements of the Annual Meeting Program and of course a "rolling scroll" of our sponsors leading up to the Meeting in February.

NETWORKING ENVIRONMENT

Our goal is to provide an enhanced networking environment for our corporate sponsors and delegates. All of the Refreshment Breaks and the Thursday Evening reception will be held in the exhibit area adjacent to our Seminar Session Room. This will increase the opportunity for our sponsors to meaningfully engage with delegates who are particularly interested in their products and services.



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SPONSORSHIP OPPORTUNITIES & BENEFITS

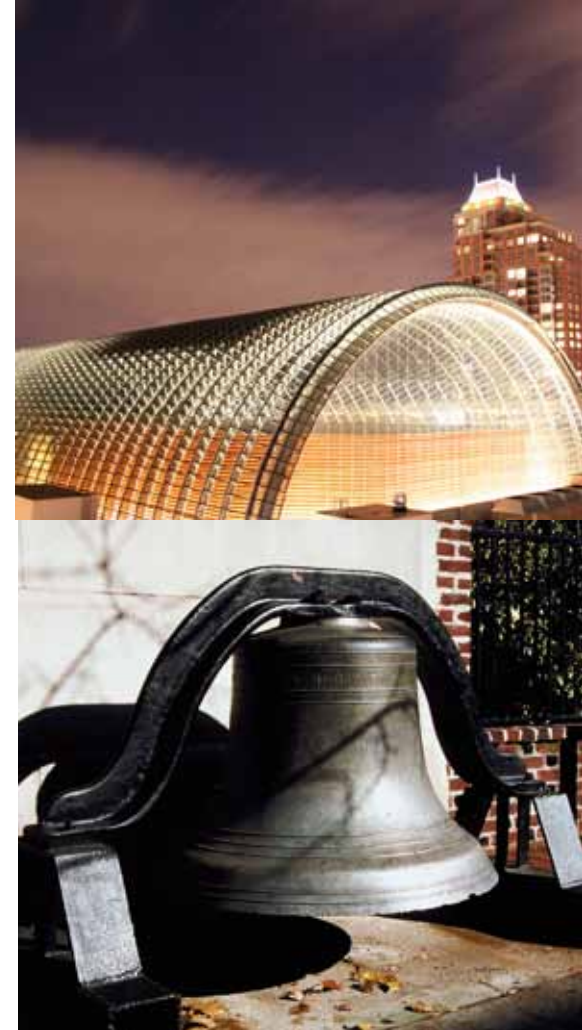
We have developed several new sponsorship categories and sponsorship properties for the 2010 Annual Meeting. As well, we are adding significant value to the opportunity for sponsors to exhibit by restricting the number of exhibit locations and only allowing a limited number of sponsors to exhibit.

Diamond Sponsors will have the first right of refusal on exhibit space. If a Diamond Sponsor does not want an exhibit location, that space will be available to Gold sponsors based on the date of signing an agreement.

Discounts on Sponsorships are also available if a sponsor commits for future annual meetings and the Boston Congress. The discounts are:

- 10% if there is a signed commitment for both Philadelphia 2010 & Atlanta 2011
- 15% if there is a signed commitment for Philadelphia 2010 , Atlanta 2011 & Washington 2012
- 20% on the 3 annual meetings package if the sponsor commits for the 3 annual meetings and the Boston Congress in 2012

Advertising on the IFAUSA Branch website is also available only to sponsors at an annual rate of \$4,000.



Future IFA USA Events



2012
FEBRUARY 24-25
(VENUE TBD)

IFA2012
BOSTON
September 30 - October 4

The graphic for the IFA 2012 Boston event features a stylized sailboat logo with three sails in red, blue, and yellow. Below the logo, the text reads "IFA2012" in blue, "BOSTON" in red, and "September 30 - October 4" in blue.

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DIAMOND SPONSORSHIPS \$25,000

Thursday Lunch & Speaker

Our lunch on Thursday will be held at the Westin and feature a dynamic speaker from the governmental sector. Our luncheon sponsors will have the opportunity to introduce the Speaker as a sponsorship entitlement. The sponsor will have the right to two reserved tables for lunch for their exclusive use.

Friday Lunch

Our lunch on Friday incorporates the Annual Meeting of the Association, with an opportunity to continue networking with attendees.

Thursday Evening Reception(s) & Dinner Event

On Thursday Evening there will be a Reception for YIN (Young IFA Network) followed by a full Reception for those attending our Dinner Event. The sponsor of this event will have the right to two reserved tables in close proximity to the stage as entertainment is part of this event. This will also be an opportunity for the sponsor to introduce the entertainment and welcome attendees on behalf of their company.

Delegate Bags

The delegate bag will bear the logo of the sponsor and IFA USA. This sponsorship property is a great opportunity for long term brand awareness and messaging. Each delegate will be given a bag at registration. If a binder is produced for the Meeting the binder will also have both logos. The sponsor of the delegate bag will have the opportunity to provide promotional material in the bag

Delegate Badge Lanyard

Each delegate will be given a badge and Lanyard. The Lanyard will have the logo of the corporate sponsor and IFAUSA. This property has great visibility and therefore brand awareness for the two days of the Meeting.

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Entitlements	Diamond \$25,000	Gold \$15,000	Silver \$10,000
Diamond Level			
■ first priority for exhibit space	✓		
■ reserved seating at chosen lunch or dinner event	✓		
■ introduction of event to attendees	✓		
■ promotional insert in delegate bag	✓		
■ link between sponsor's website to annual meeting website	✓		
■ logo listed on annual meeting website	✓		
■ logo listed on Spring & Fall Newsletters	✓		
■ advance list of registered delegates	✓		
■ use of designation as IFA USA sponsor on corporate advertising until December 31, 2010	✓		
■ 4 full meeting registrations	✓		



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GOLD SPONSORSHIPS \$15,000

Communications Café

Our Communications Café will be located in the exhibit area to ensure easy access as part of our goal to keep all opportunities for networking in the same area. The Sponsor's logo and message will be on the Home Page for each of the terminals

Delegate Pads

This is an opportunity for the sponsor to build awareness of their brand and key corporate message. The corporate brand will be displayed on the cover of the pad and each page inside will display the corporate message.

Entitlements	Diamond \$25,000	Gold \$15,000	Silver \$10,000
Gold Level			
■ second priority for exhibit space		✓	
■ logo listed on annual meeting website		✓	
■ promotional insert in delegate bag		✓	
■ right to attend Thursday Lunch and Thursday Evening Event at no additional charge		✓	
■ logo listed on annual meeting website		✓	
■ logo listed on Spring & Fall Newsletter		✓	
■ advance list of registered delegates		✓	
■ use of designation as IFAUSA sponsor on corporate advertising until December 31, 2010		✓	
■ 2 full meeting registrations		✓	



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SILVER SPONSORSHIPS \$10,000

Delegate Pens

The pens given to each delegate at registration will bear the logo of the sponsor along with the IFA USA logo. Dual logo pens provides a long term brand awareness opportunity and has been a sponsorship property at many IFA meetings.

Refreshment Breaks

One sponsor will have the exclusive right to be identified as the sponsor of the two morning and one afternoon refreshment breaks at the annual meeting. These breaks will be 30 minutes in length to give delegates ample time to network with sponsors and exhibitors.

Continental Breakfasts

Sponsors will have the exclusive right to be identified as the sponsor of a Continental Breakfast on Thursday or Friday morning . The Continental Breakfasts will be each be 1 hour in length.

8 Seminar Sessions

There are eight Seminar Sessions during our two day Meeting. Each of these sessions is available for sponsorship.

Entitlements	Diamond \$25,000	Gold \$15,000	Silver \$10,000
Silver Level			
■ third priority for exhibit space			✓
■ logo listed on annual meeting website			✓
■ promotional insert in delegate bag			✓
■ right to attend Thursday Lunch and Thursday Evening Event at no additional charge			✓
■ one (1) of 8 Seminar Sessions			✓
■ logo listed on annual meeting website			✓
■ logo listed on Spring & Fall Newsletter			✓
■ advance list of registered delegates			✓
■ use of designation as IFA USA sponsor on corporate advertising until December 31, 2010			✓
■ 1 full meeting registration			✓