



**Federal Bar
Association**

Sponsorship Prospectus

48th Annual **2024 Tax Law Conference**

March 1, 2024 • March 4–5, 2024

Washington, D.C.

Virtual Broadcast



The Federal Bar Association provides a customized branding and marketing program that offers sponsorships by event or by marketing objective.

Reach a highly targeted audience of tax law professionals and position your company as a leader in the field



ABOUT THE CONFERENCE

Become a sponsor and join the Federal Bar Association's Section on Taxation for the 48th Annual Tax Law Conference in person on Friday, March 1 at the Ronald Reagan Building & International Trade Center in Washington, D.C., and online Monday, March 4–Tuesday, March 5. This exposure will help raise awareness of your firm among this highly targeted audience.

Let the Federal Bar Association (FBA) help your organization reach a diverse and influential audience through targeted sponsorship opportunities by event or marketing objective. With more than 14,000 members—including 2,000 Federal judges—the FBA provides digital, print, virtual, and in-person sponsorship opportunities that foster the exchange of knowledge, professional development, and networking.

This three-day program will offer the same great content in-person and online. Examine important tax developments and emerging policy issues in over 15 educational sessions featuring notable speakers from the Internal Revenue Service, Treasury Department, and more. Programming will include a keynote luncheon address and an awards reception for the prestigious Kenneth H. Liles Award for Distinguished Service to an eminent tax practitioner.

CONTACT SPONSOR@FEDBAR.ORG FOR SALES & OPPORTUNITIES

ABOUT THE FEDERAL BAR ASSOCIATION

The Federal Bar Association (FBA) is dedicated to the advancement of the science of jurisprudence and to promoting the welfare, interests, education, and professional development of all attorneys involved in federal law. Our members run the gamut of federal practice: attorneys practicing in small to large legal firms, attorneys in corporations and federal agencies, and members of the judiciary. The FBA is the catalyst for communication between the bar and the bench, as well as the private and public sectors.

The FBA supports our members in four critical areas:

ADVOCACY

The FBA monitors and advocates on federal issues that impact the practice of federal lawyers and the courts, and it keeps its members abreast of current federal issues.

NETWORKING

The FBA connects members with a vast network of federal practitioners across all 50 states, D.C., Puerto Rico, and the Virgin Islands and provides opportunities to socially interact.

LEADERSHIP

The FBA provides opportunities for members to participate in association governance and to help shape the FBA's future while making an impact on the growth of the federal legal community.

EDUCATION

The FBA provides educational and learning opportunities at the national and local levels and promotes high standards of professional competence and ethical conduct for attorneys.



Your sponsorship will directly impact our ability to provide high-quality educational programming and resources to our members and attendees. We offer a range of sponsorship packages to suit different levels of involvement and budgets.

Sponsorship benefits could include:

- Feature in special email sent to attendees and section members featuring sponsorship
- Inclusion in “Thank You” advertisement in one issue of *The Federal Lawyer* magazine
- Receive complimentary and discounted registration tickets
- Company logo recognition on promotional materials
- Pre- and Post-conference attendee email list

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SPONSORSHIP OPPORTUNITIES

Premier Partner - \$10,000

- Remarks by representative during conference Welcome Address or other selected opportunity*
- Opportunity to co-host up to two video webinars on a mutually agreed upon date and educational topic (marketed to association members and conference attendees)
- Feature in special email sent to attendees and section members featuring sponsorship. Email to include sponsorship recognition of level (Premier Partner), a brief bio on your company, link to desired landing page, and contact info for your company's main contact
- One-page advertisement -OR- authorship opportunity for article in *The Federal Lawyer* (provided by sponsor)
- Company logo recognition on promotional materials associated with event
- Five (5) complimentary registrations with option to purchase up to five (5) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Pre- and Post-conference attendee email list for one-time use
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*.

*Due to the official capacity of some speakers, sessions may be limited. Check with FBA Staff for availability.

Event Partner - \$7,500

- Company recognition during welcome remarks
- Opportunity to co-host one video webinar on a mutually agreed upon date and educational topic (marketed to association members and conference attendees)
- Feature in special email sent to attendees and section members featuring sponsorship. Email to include sponsorship recognition of level (Event Partner), a brief bio on your company, link to desired landing page, and contact info for your company's main contact
- One-page advertisement -OR- authorship opportunity for article in *The Federal Lawyer* (provided by sponsor)
- Company logo recognition on promotional materials associated with event
- Four (4) complimentary registrations with option to purchase up to five (5) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Pre- and Post-conference attendee email list for one-time use
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Streaming Provider - \$6,000 [Exclusive/Day]

- Incorporate sponsor name into virtual session console background
- Two (2) complimentary registrations with option to purchase up to four (4) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Company logo recognition as exclusive streaming provider on promotional materials associated with the event.
- Post-conference attendee email list for one-time use
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

CLE App Provider [Exclusive] - \$5,000

- Company logo recognition as exclusive CLE app provider on promotional materials associated with the event, including logo within the app.
- Opportunity to provide promotional flyer to be distributed to convention attendees (provided by sponsor) - to be posted at the top of app's materials page
- One (1) complimentary registration with option to purchase up to three (3) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Pre- or Post-conference attendee email list for one-time use
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Conference Contributor - \$5,000

- Company recognition during welcome remarks
- Half-page advertisement -OR- authorship opportunity for article in *The Federal Lawyer* (provided by sponsor)
- Company logo recognition on promotional materials associated with event
- Two (2) complimentary registrations with option to purchase up to three (3) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Post-conference attendee email list for one-time use
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

CONTACT SPONSOR@FEDBAR.ORG FOR SALES & OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES (CONTINUED)

Collateral Sponsor [Limited] - \$4,000

- Company branding on event collateral of choice distributed at registration (lanyard, notebook, etc.)
- Option to purchase up to three (3) discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Company text recognition on promotional materials associated with the event
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

*FBA to approve collateral selection and artwork proof. Must be confirmed by January 12, 2024 for shipment delivery.

Luncheon Sponsor [Exclusive] - \$4,000

- Remarks by representative during conference luncheon
- Company logo recognition of sponsorship commitment during the luncheon
- One (1) complimentary registration with option to purchase up to three (3) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Company text recognition as exclusive wi-fi provider on promotional materials associated with the event.
- Pre or Post-conference attendee email list for one-time use
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Reception Sponsor [Limited] - \$3,000

- Signage with logo recognition of sponsorship commitment during the reception
- One (1) complimentary registration with option to purchase up to three (3) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Company text recognition as reception sponsor on promotional materials associated with the event.
- Pre or Post-conference attendee email list for one-time use
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Session Sponsor [Limited] - \$3,000

- Remarks by organization representative in advance of selected conference session*
- Session sponsored by YOUR COMPANY in promotion materials and session room signage
- One (1) complimentary registration with option to purchase up to two (2) additional discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)
- Company text recognition on promotional materials associated with the event
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

*Due to the official capacity of some speakers, sessions may be limited. Check with FBA Staff for availability.

Breakfast or Break Sponsor - \$2,500

- Catered breakfasts or refreshment breaks (select one) sponsored by YOUR COMPANY in promotion materials and onsite signage
- Company text recognition on promotional materials associated with the event
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*.
- Option to purchase up to two (2) discounted registration tickets for company employees (\$350 Full Conference, \$250 In-Person Friday, \$250 Virtual Monday/Tuesday)

Program Patron - \$1,000

- Company text recognition on promotional materials associated with the event
- Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Exhibit Table Add-On Rate [Limited] - \$500

- One (1) six-foot table placed in high traffic area.
- Pre- or Post-event attendee list provided with name, organization and email addresses for one-time use
- Electric and other amenities to be requested in advance and arranged by venue

*Discounted Add-On pricing only available for sponsorship tiers \$2,500+

UPCOMING DEADLINES

Registration Tickets

- February 16: Deadline to claim complimentary/discounted tickets
- Submit requests online - <https://www.fedbar.org/sponsor-registration-taxlaw24/>

Collateral Selection

- January 12: Confirm collateral (staff to provide options)
- Sponsor will have opportunity to confirm artwork proof.

Exhibitor Table

- February 2: Last chance to add-on exhibitor table to sponsorship selection

Magazine Ad/Article Submission

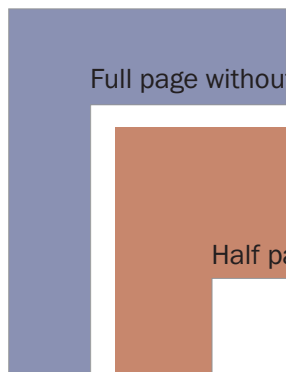
- February 15: Spring 2024 Content Due (Expected Publication May 2024)
- May 15: Summer 2024 Content Due (Expected Publication August 2024)
- July 1: Fall 2024 Content Due (Expected Publication October 2024)
- October 1: Winter 2025 Content Due (Expected Publication January 2025)

Webinar Opportunity

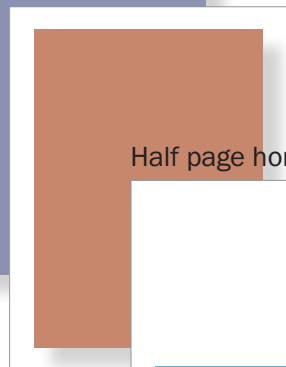
- May 31: Deadline to schedule host (or co-hosted) CLE webinar for FBA audience

THE FEDERAL LAWYER

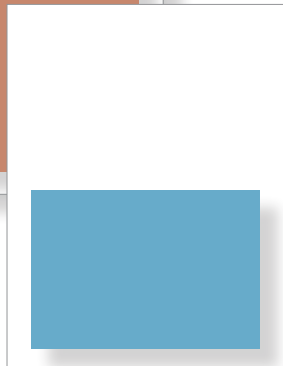
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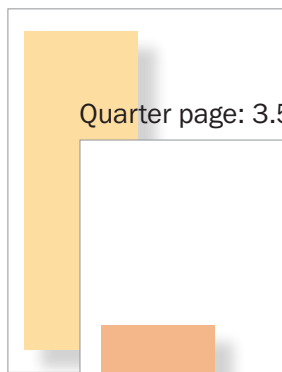
Full page without bleed: 7 x 9.75



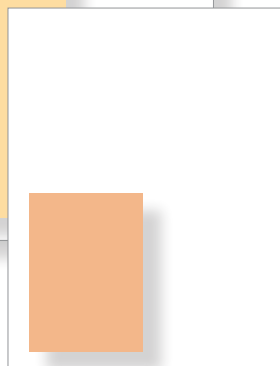
Half page horizontal: 7 x 4.875



Half page vertical: 3.5 x 9.75



Quarter page: 3.5 x 4.875



**NATIONAL
CIRCULATION:
19,000**

*All Members of
Congress*

*All Members and
Staff of House and
Senate Judiciary
Committees and
Subcommittees*

*Members of the
Federal Judiciary*

*Government Agency
Attorneys*

*Private Federal
Practitioners*

2024 FBA SPONSORSHIP AGREEMENT FORM

Email Completed Sponsorship Agreement Form to SPONSOR@FEDBAR.ORG

Conference Name: Tax Law Conference

	Premier Partner (\$10,000)		Collateral Sponsor (\$4,000)
	Event Partner (\$7,500)		Reception Sponsor (\$3,000)
	Streaming Provider (\$6,000)		Session Sponsor (\$3,000)
	Conference Contributor (\$5,000)		Breakfast/Break Sponsor (\$2,500)
	CLE App Provider (\$5,000)		Program Patron (\$1,000)
	Luncheon Sponsor (\$4,000)		Exhibit Table Add-On (\$500)

Organization / Firm Name (as it should appear in collateral)

Address City State Zip

Point of Contact (Name / Position)

Contact Email Address

Contact Phone Number

Method of Payment

	Send Invoice		Check*		VISA		MC		AMEX		Transfer (Available for FBA Section/Division)
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*Send Check with provided Invoice # to:

Federal Bar Association

Attn: Sponsorship

PO Box 79395, Baltimore, MD 21279

Contact SPONSOR@FEDBAR.ORG with
questions or to secure your sponsorship!

THANK YOU FOR YOUR SUPPORT

Credit Card Payment Information

Cardholder Name

Credit Card Number

Exp Date

Billing Zip Code

Signature

This Sponsorship Agreement (the "Agreement") is made and entered into as of the signature date on the agreement form (the "Effective Date") by and between FEDERAL BAR ASSOCIATION ("Association") and the sponsor identified by the Organization Name on the sponsorship agreement form ("Sponsor"). (1) Payment of the sponsorship fee by Sponsor for the selected Sponsorship Level is due within thirty (30) days of the Effective Date. In consideration of payment by Sponsor of the sponsorship fee, the Association agrees to provide the benefits identified in this Agreement. The Association reserves the right to substitute benefits of the same or greater value for the Sponsorship as the Association determines in its sole and absolute discretion. (2) In the event the Association Event or the benefits identified in this Agreement are cancelled or limited due to fire, civil unrest, equipment malfunction, acts of God, governmental regulation, pandemic, inability to secure material or transportation facilities, the action or inaction of third parties, labor strikes, work stoppages or other causes beyond the control of the Association, the Association shall not be required to return the sponsorship fee. (3) Sponsor shall defend and indemnify the Association and its employees, agents, representatives, contractors, members and guests from and against any and all claims, causes of action, demands, liability and expenses (including reasonable attorneys' fees and cost) of any nature arising from or in connection with any action by Sponsor or its employees, agents, representatives or contractors, including but not limited to any of Sponsor's goods, services and materials. The obligations stated in this paragraph include but are not limited to claims, causes of action, demands, liability and expenses arising out of or in connection with personal injury, property damage and direct or contributory infringement of, or inducement to infringe, any United States or foreign patent, trademark, copyright or other intellectual property right. (4) This Agreement is a binding commitment of Sponsor to have a Sponsorship at the Association Event and may not be modified or terminated by Sponsor without the prior written consent of the Association. (5) Except as provided in paragraph 2 of this agreement, in the event the Association unilaterally cancels the Association Event, the sponsorship fee will be refunded. (6) In any action against the Association, the liability of the Association shall not exceed the amount paid by the Sponsor pursuant to this Agreement. Sponsor shall not be entitled to direct or consequential damages. (7) This Agreement shall be governed by and interpreted under the laws of the Commonwealth of Virginia. (8) Any action may only be brought in any federal or state court located in the Commonwealth of Virginia. Sponsor agrees that it is subject to, and consents to, personal jurisdiction in the Commonwealth of Virginia.