

WSATA 2012 Conference

Western States Association of Tax Administrators

Waves of Communication

October 14-17, 2012

Redondo Beach, CA

Marketing Opportunities Available!

For the first time since 2008, the fourteen powerhouse states that form WSATA (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington, and Wyoming) will gather under one roof to provide a forum for regional tax administrators to discuss pertinent issues, as well as see the newest and best technology solutions for their agencies.

Don't miss this chance to meet face-to-face with the important tax officials from the Western region. Regional forums can provide you with the opportunity to present your products and services in a more relaxed environment on these regional administrators' "home turf." Further, there is more depth of attendees from member states - you'll see deputies, supervisors and managers who often don't attend national meetings.

Title Partner – \$8,000

- One table top display
- Three full conference registrations
- Opportunity to deliver "Solution Series" presentation
- Company logo with hotlink featured on the WSATA conference website
- Opportunity to provide marketing collateral for attendee registration packet
- Company name and logo featured on conference signage
- Verbal recognition at Opening Session
- Signage at Opening Reception
- Pre- and post-conference attendee list
- Opportunity to host hospitality event*

Gold Partner – \$5,000

- One table top display
- Two full conference registrations
- Company logo with hotlink featured on the WSATA conference website
- Opportunity to provide marketing collateral for attendee registration packet
- Company name and logo featured on conference signage
- Pre- and post-conference attendee list
- Opportunity to host hospitality event*

Silver Partner – \$3,000

- One table top display
- One full conference registration
- Company name on conference signage
- Pre- and post-conference attendee list
- Opportunity to host hospitality event*

* Partner covers additional fees

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Additional Branding Opportunities

Conference Registration Bags – \$1,250

- *Purchaser provides bags.*
- Present WSATA Annual Meeting attendees with a bag of your choice. This highly visible branding opportunity positions your company as an industry leader.

Conference Lanyards – \$1,250

- *Purchaser provides lanyards.*
- Sponsorship of the lanyards (neck cords that hold name badges) places your company in front of all conference attendees.

Conference Padfolios or iPad folios – \$1,250

- *Purchaser provides padfolios or iPad folios.*
- Increase your visibility with the WSATA Annual Conference attendees by providing conference padfolios or iPad folios.

Dinner Cruise Banner — \$800

- Welcome conference attendees to the Dinner Cruise; your company name and logo will be displayed on 8'x3' banner on the cruise ship.

For More Information

Call: WSATA Marketing Headquarters at 703.398.1173

Email: nancy.monahan@tbgevents.com

Conference Information: www.boe.ca.gov/wsata