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VIRTUALEXPO

IRS Nationwide

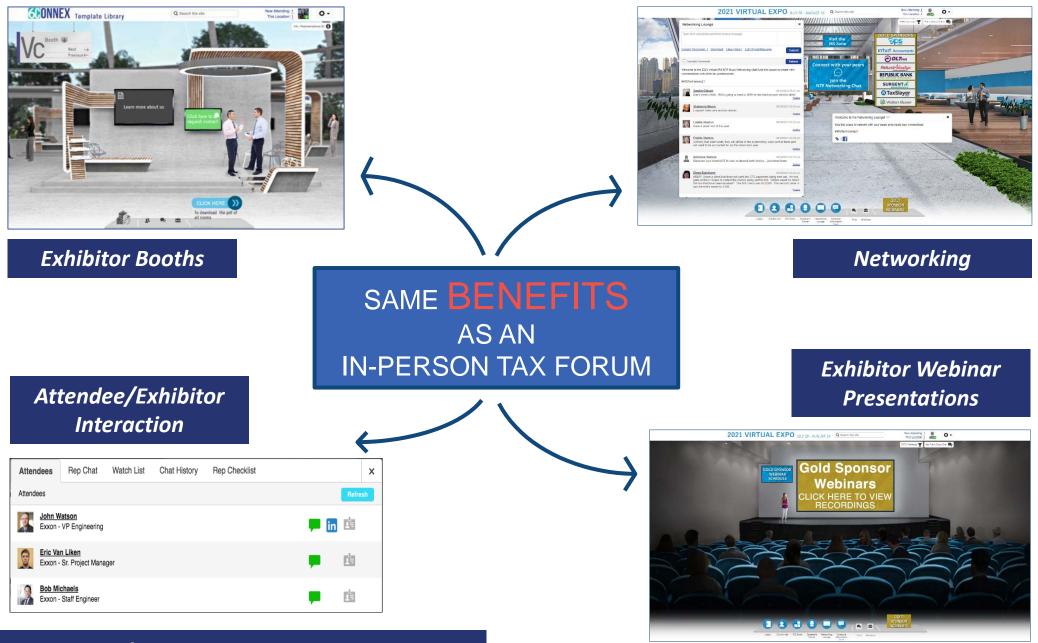
Welcome Partners!

The 2022 Virtual IRS Nationwide Tax Forum & Expo will offer exhibitors the opportunity to safely engage with the tax professional community through a unique digital conference experience.

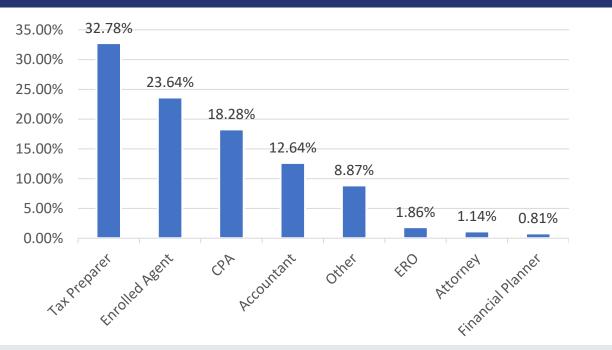
- Bring life to your booth through the use of fully customized branding options
- Educate your audience and showcase your company through product brochures and videos
- Engage in real-time group, video, or private chats with potential customers
- Track booth attendance, and convert prospective leads into real sales
- Run promotions to encourage booth traffic
- Host a webinar to expand your audience reach
- Network with other industry professionals

Register today to join this unique opportunity to increase brand exposure, build new alliances, and inspire today's tax professional community to learn, grow, and innovate.

ABOUT THE VIRTUAL EXPO



CONNECT AND ENGAGE WITH YOUR AUDIENCE



Each year, the IRS Tax Forums attract thousands of tax professionals, offering a unique opportunity for exhibitors to showcase their products to this sizeable targeted audience.

Here is the attendance breakdown of the 2021 Virtual Forum.

2021 ATTENDANCE STATISTICS

- ✓ 6,880 Virtual Environment Visitors
 ✓ 114,986 Content Views
- ✓ 39,547 Booth Entries



Total Registrants

CHOOSE FROM A VARIETY OF BOOTH TEMPLATES







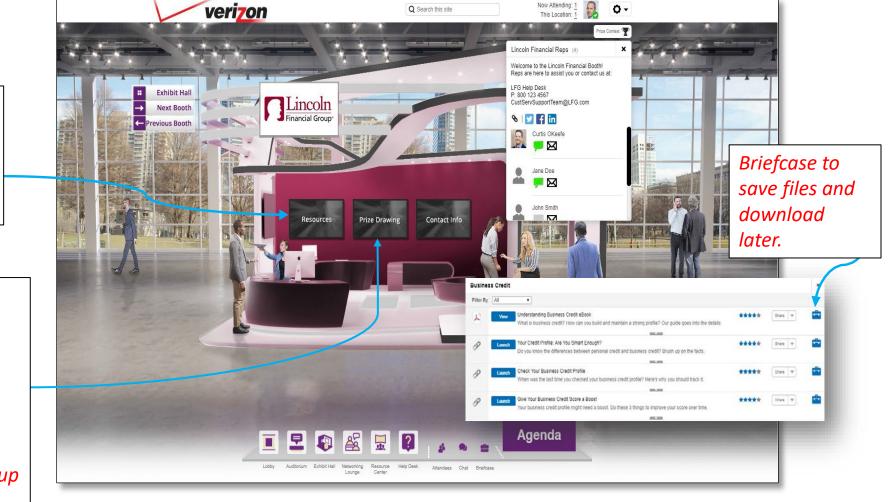


Note: Pictures above are for example only. Actual template options may change.

CUSTOMIZE YOUR CONTENT

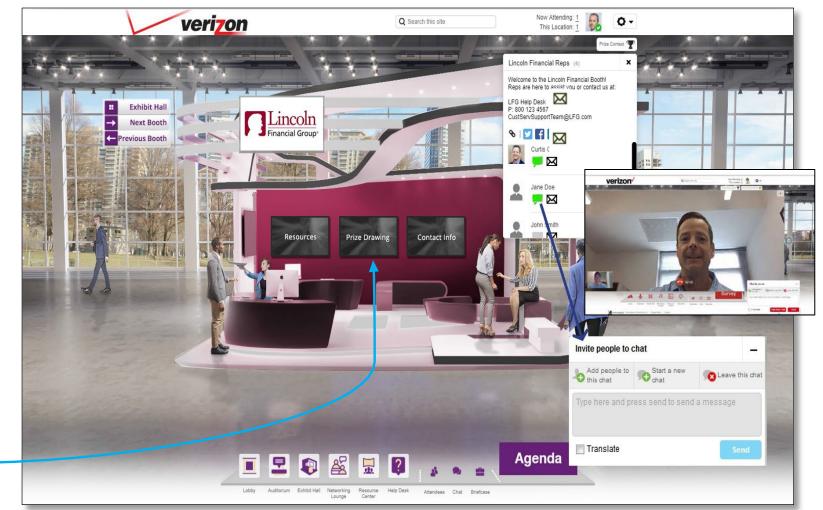
Intuitive content windows link to documents, videos, links to web pages.

Include calls-toaction such as subscribing to newsletters, submitting attendee surveys, completing info requests, signing up for SWAG, and more.



ENGAGE WITH PROSPECTIVE CUSTOMERS

- Attendees can start conversations with booth reps via private or group text chat. Ability to continue the conversation via video chat.
- Email contact forms capture questions during nonoperating hours.
- Offer prizes, SWAG, product discounts, and more!



TRACK LEADS WITH A BOOTH ADMIN DASHBOARD

| Attendees | Rep Chat | Watch List | Chat History | Rep Checklist | | × | | | |
|---|-----------------------------|--|--------------------------|---------------|--|----------|--|--|--|
| Attendees | | | | | Refre | sh | ATTENDEE TAB: | | |
| John Watson Exxon - VP Engineering | | | | | p in 🖻 | | One view of all attendees within booth; Access to | | |
| Eric Van Liken Exxon - Sr. Project Manager | | | | | | | profile details and chat. | | |
| Bob Micha Exxon - St | <u>aels</u> aff Engineer | | | | | | | | |
| | | | | | Attendee Card | | | | |
| | | ATTENDES CARD. | | Bob Michaels | | Note | | | |
| | С | ATTENDEE CARD: Capture activity for attendees, including booth visits, rep | | | Exxon - Staff Engineer K Send an email 🔶 Re | move fro | Susan Jane 08/25/2016 02:38 p atch List Bob is very interested in Software. | | |
| | | | | | Booth Visits: 1 Chatting with: - | | Type here to add a note | | |
| chats, and take notes. | | | Chatted with: Susan Jane | | Download Notes Subm | | | | |
| Attendees R | ep Chat | Watch List | Chat History | Rep Checklist | × | | | | |
| 2 attendees in Watch List | | | Download Report | | WATCH LIST: | | | | |
| John Watson Exxon - VP Engineering | | | | | in 🖻 | A | An easy way to save attendees for | | |

<u>d</u>

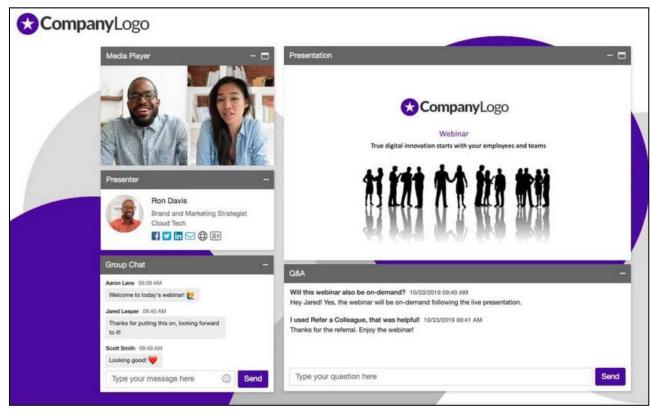
follow-up; tracking by individual reps or the whole team.

www.irstaxforum.com

Exxon - Staff Engineer

Bob Michaels

TARGET YOUR CUSTOMERS WITH A LIVE WEBINAR



GOLD SPONSORSHIP

Maximize your visibility with a Gold Sponsorship!

Gather a room of prospective customers for your marketing and sales presentation.

Features:

- Custom Branding
- **Q&**A
- **D** Polling
- Speaker Info
- Resource Area

Details: LIVE AUDIO OR WEBCAM WEBINAR w/slides

- Up to 90-minute live demo webinar session with attendance reporting (max 500 attendees).
- Presentation: live audio or webcam connection, with slides.
- Presenters: presenter/moderator live studio console with presenter bridge; one
 (1) 60-minute dry run with presenters prior to the live event and live event support.
- Features: PPT slides, pre-recorded video clips, polling.
- User Interface: standard, branded interface with slide window, text Q&A, speaker bio, help, and download sections.
- We'll provide marketing by listing the date and time of your webinar in our "Week Ahead at a Glance" email communications sent to all registered attendees.

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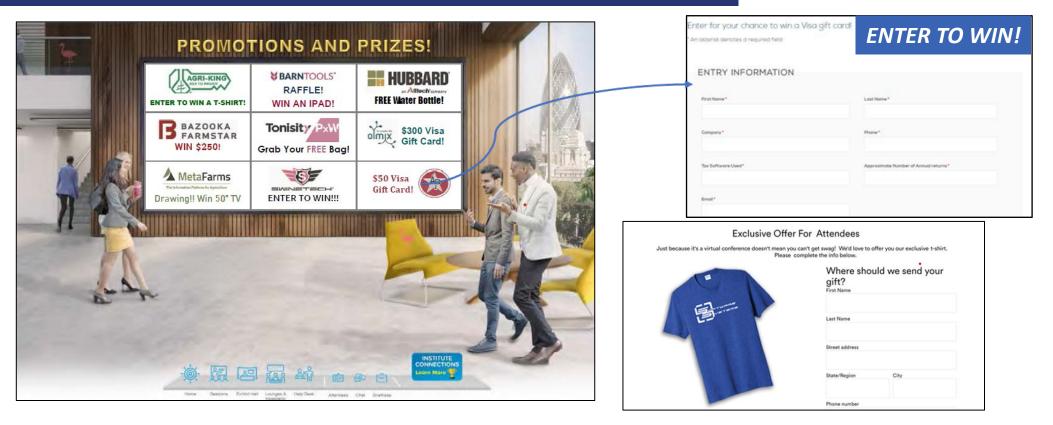
Ready to Buy a Package? Visit our <u>website</u> to register now.

| PACKAGE 1 | PACKAGE 2 | PACKAGE 3 | | |
|--|---|---|--|--|
| BRONZE LEVEL | SILVER LEVEL* | GOLD LEVEL* | | |
| \$3,000 | \$6,000 | \$9,000 | | |
| One Virtual Booth at the NTF Expo (4 booth template options available). Upload fliers, literature, samples, PDFs, graphics, videos, social media links. Start impactful conversations with booth visitors via live text and video chat (10-minute maximum duration for video chat feature). Reporting of every booth visitor with contact information and tracking capabilities. Company name listed in Attendee/Expo User Guide. Encouraged booth traffic through gamification (attendees receive 100 points for visiting your booth). | One Virtual Booth at the NTF Expo (6 booth template options and ability to customize via PSD file). Prominent positioning of company logo within the virtual conference space. Upload fliers, literature, samples, PDFs, graphics, videos, social media links. Start impactful conversations with booth visitors via live text and video chat (10-minute maximum duration for video chat feature). Reporting of every booth visitor with contact information and tracking capabilities. Company name listed in Attendee/Expo User Guide. Inclusion of company logo in (2) Webinar Marketing Emails sent to IRS NTF list serve and (5) "Week Ahead at a Glance" email communications sent each week of the Forum to all registered attendees. Encouraged booth traffic through gamification (attendees receive 200 points for visiting your booth). | One Virtual Booth at the NTF Expo (6 booth template options and ability to customize via PSD file). Prominent positioning of company logo within the virtual conference space. Upload fliers, literature, samples, PDFs, graphics, videos, social media links. Start impactful conversations with booth visitors via live text and video chat (10-minute maximum duration for video chat feature). Reporting of every booth visitor with contact information and tracking capabilities. Company name listed in Attendee/Expo User Guide. Inclusion of company logo in (2) Webinar Marketing Emails sent to IRS NTF list serve and (5) "Week Ahead at a Glance" email communications sent each week of the Forum to all registered attendees. Encouraged booth traffic through gamification (attendees receive 300 points for visiting your booth). Present (1) live audio or webcam webinar. See details on page 9. | | |

Register by May 9th to reserve your booth.

PROMOTIONS SPOTLIGHT

ADD-ON OPTION



Looking for a way to promote an item, raffle, or special giveaway?

Give attendees direct access to your survey or promotions entry form!

The PROMOTIONS SPOTLIGHT is a space dedicated to providing attendees with quick access to exhibitor SWAG and prizes! We'll market your promotion by sending (1) pre-event "Exhibitor Spotlight Promotions" email announcement sent to all registered attendees and include your logo on the Virtual Environment login page.

*See page 13 for additional details and specifications.

GROUP CHAT NETWORKING EVENT

ADD-ON OPTION



Looking for a way to demo your product or drive engagement on a particular subject?

Create new connections and conversations with a product demo or special subject matter networking event. All networking events are 45 minutes in duration and follow a specific schedule. We'll provide marketing by listing the date and time of your event in our "Week Ahead at a Glance" email communication sent to all registered attendees.

*See page 13 for additional details and specifications

INCREASE YOUR ADVERTISING

TWO ADD-ON OPTIONS

PROMOTIONS SPOTLIGHT \$2,000

Looking for a way to promote an item, raffle, or special giveaway?

Give attendees direct access to your survey or promotional entry form through our promotions spotlight - a space dedicated to providing attendees with quick access to SWAG, discounts, and prizes!

This space will remain open 24/7 for the duration of the event.

We'll market your promotion by sending (1) Exhibitor Spotlight Promotions" email announcement to all registered attendees and include your company logo on the Virtual Environment login page. The Promotions Spotlight will also be featured in our "Week Ahead at a Glance" email communications sent to all registered attendees.

- Vendor bears full and complete responsibility for development, management and execution of all games, prizes, promotions, and SWAG.
- Vendor is responsible for providing all graphic elements and links to survey forms per the stipulations, as provided by Show Management.

GROUP CHAT NETWORKING EVENT \$1,000

Looking for a way to demo your product or drive engagement?

Create new connections and conversation with a 45-minute product demo or special subject matter networking event. Room features include: (1) room logo, up to (3) room representatives, and (1) pre-recorded video, and focused group chat.

Event date and time will be listed in our "Week Ahead at a Glance" email sent to all registered attendees. Report includes contact information for any attendee that engages in a private chat with a room representative. Additional details below:

- Vendor Video (*maximum duration of 20 minutes, vendor produces* video and provides html code for video).
- Public Group Chat (vendor chooses subject matter and encourages conversation).
- Vendor bears full and complete responsibility for development of room assets and execution of chat.

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SCHEDULE AT A GLANCE (times below are EDT)

| | TUESDAYS | WEDNESDAYS | THURSDAYS |
|---------------------|-----------------|-----------------|-----------------|
| 11:00 AM – 12:00 PM | VIRTUAL IRS NTF | VIRTUAL IRS NTF | VIRTUAL IRS NTF |
| | LIVE WEBINARS* | LIVE WEBINARS* | LIVE WEBINARS* |
| 12:00 PM – 2:00 PM | EXHIBIT | EXHIBIT | EXHIBIT |
| | HALL LIVE* | HALL LIVE* | HALL LIVE* |
| 2:00 PM – 3:00 PM | VIRTUAL IRS NTF | VIRTUAL IRS NTF | VIRTUAL IRS NTF |
| | LIVE WEBINARS* | LIVE WEBINARS* | LIVE WEBINARS* |
| 3:00 PM – 5:00 PM | EXHIBIT | EXHIBIT | EXHIBIT |
| | HALL LIVE* | HALL LIVE* | HALL LIVE* |

*Note: The Virtual IRS Nationwide Tax Forum will consist of a 5-week program of live webinars, presented live on Tuesdays – Thursdays, running from July 19 - August 18, 2022. All times above are EDT. This schedule is subject to change.

IRS Nationwide

VENDOR POLICIES

Eligibility

Show management (SIDEM) and the IRS shall determine the eligibility of exhibits, including, but not limited to: companies, products, systems, services, booth graphics, distribution materials, and all other exposition features and activities.

Forum Promotion

Vendor hereby irrevocably grants SIDEM and the IRS the right to use its name, logo, and descriptions of Vendor's products and services in any media used to promote the 2022 Virtual IRS Nationwide Tax Forum.

Arrangement of Exhibits

a. Layout of virtual exhibit space will be assigned based on Vendor's package level. SIDEM reserves the right to modify or change layouts as needed.

b. No refunds or reductions in fees will be granted as a result of any reassignment of space.

Vendor Participation

a. Vendor recognizes that ultimate approval of any and all displays and promotions are subject to SIDEM/IRS discretion, and any decisions so rendered are binding and final.

b. Vendor must register and display under the same name. All materials must bear the registered vendor's name. No exception shall be granted.

c. Vendor understands that registration is complete when full payment and signed (digital/electronic initials) contract is received by SIDEM. Once registered, vendor will receive a confirmation email regarding next steps.

d. SIDEM/IRS reserves the right to have vendor at any time, remove items from display and cease distribution if they are deemed unsuitable to the standards set by SIDEM/IRS.

e. Vendor should have virtual exhibit booth staffed at all times during live operating hours.

f. For any sales resulting from the show, vendor will work with attendees in the event of a dispute within the guidelines of the company return/refund policy; neither show management nor IRS will get involved in disputes.

g. In the event vendor does not workout disputes, SIDEM/IRS reserves the right to deny vendor from participation at future forums.

Conduct & Restrictions

SIDEM/IRS reserves the right to restrict exhibits which - because of methods of operation, expression, or any other reason - become objectionable or otherwise detract from or are out of keeping with the character of the exposition as a whole. SIDEM/IRS also reserves the right to exclude any nonconforming party from exhibiting at any future Forums.

No Show Policy

In the event vendor fails to complete set-up of virtual exhibit space according to show management specifications. SIDEM has the right, without notice to vendor, to remove booth from expo hall with no refund or allowance to the defaulting vendor.

IRS Nationwide

Cancellation Policy

All requests for cancellations and refunds must be submitted in writing electronically to expo@irstaxforum.com. Any exhibitor canceling on or before April 29, 2022, will receive a full refund less a \$250.00 processing fee. Absolutely no refunds will be issued after April 29, 2022. There is a \$75 fee applied to all returned checks.

Liability

Vendor agrees to be responsible for, indemnify, and hold SIDEM/IRS and their officers, employees, agents, affiliates and representatives, harmless from, any and all claims of any nature, including but not limited to, losses, damages, costs, expenses (including attorney's fees), and/or any other claims arising from or related to any act or omission by the vendor or its officers, agents, guests, representatives or employees.

Interpretation

These terms become a part of the contract between vendor (or their representatives) and SIDEM. Anyone who fails to observe the conditions of the contract or who, in the opinion of SIDEM/IRS, conducts itself unethically may be dismissed from the exhibition without refund.

General

The parties agree that any dispute in any way arising out of or relating to this contract will be resolved by arbitration before JAMS or the American Arbitration Association in the District of Columbia. All hearings, testimony, and proceedings will take place in the District of Columbia unless SIDEM agrees to a different location. The parties further agree that they may conduct reasonable discovery pursuant to the arbitration rules and that any arbitration decision and award will be binding.