

The Nation's Largest Business Tax Conference
18th Annual Ohio Tax Conference

Thursday & Friday, January 29-30, 2009

Greater Columbus Convention Center, 400 North High St., Columbus

Market to the Best Audience at the Nation's Largest Business Tax Conference

"Outstanding mix of speakers ... This is, by far, the best conference I have attended." -- Kimberly Hensley, *Lead Tax Analyst, NiSource, Columbus*

" (This annual tax conference) has become the best program of its kind in the nation." -- Jerry Steltenkamp, *Director, State & Local Taxes, Sherwin-Williams Co., Cleveland*

"Excellent!" -- Lonnie D. Sloan, *Vice President, National City Corp., Cleveland*

"This is the one 'can't' miss conference that I attend annually. I always come away with something that affects my company & look forward to the next conference." -- John D. Craig, *CFO, The McCann Plastics, Canton*

"National caliber speakers awesome..." -
- John Kraus, *Tax Manager, The Andersons Inc., Maumee*

"Outstanding conference!" -- Jeff Zook, *Region Tax Manager, UPS, Downer Grove, IL*

Event Sponsorship ...

Most Effective Use of Your Limited Marketing Dollars

According to Columbus Business First newspaper, marketing via event sponsorship is fastest growing sector in the industry as the economy is driving corporations to cut and redirect marketing budgets. Event marketing is so very popular because it establishes a relationship between the firm and the consumer in ways other traditional marketing and advertising cannot. It is highly targeted reaching a well-defined demographic audience and it touches 'all five senses' of the consumer – sight, hearing, touch, taste & smell -- leaving a memorable and most favorable impression with current & potential customers.

\$10,000 Investment Luncheon Sponsor

Thursday, January 29, 2009: Luncheon Sponsor or

Friday, January 30, 2009: Luncheon Sponsor

You will have a prime area for your display for the entire two-day conference in the ballroom or foyer. In addition to a display area, the luncheon sponsor will receive:

- **Exclusive keynote luncheon speaker nomination opportunity** to the Planning Committee;
- **Introduction of selected keynote** and give a **3-5 minute presentation** on your firm;
- Opportunity for placing promotional items such as **company brochure on all the luncheon tables** (*you provide the promotional materials to be placed at the luncheon tables*);
- **Special recognition** ... company name included in all press releases, and over 50,000 promotional pieces mailed, e-mailed & faxed to prospective conference attendees;
- **Company name** included on the Volume I & II manual covers distributed to the attendees with a tremendous shelf life;
- **Large signs** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the luncheon sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **Discounted conference attendee rate** of **\$395** (*a savings of more than 33% off of the fee of \$595*);
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

2009 Thursday Luncheon Sponsor – Ryan

2009 Friday Luncheon Sponsor: Vorys, Sater, Seymour & Pease LLP

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\$8,000 Investment -- Gala Reception Limit: 6

**Thursday, January 29, 2009 – Area in the Ballroom
for your large display & special hors d'oeuvres station
adjacent to your display from 5:15 to 7:15 p.m.**

In addition to the large display area, each reception sponsor will receive:

- Recognition on the **cover of the conference brochure and manuals**;
- **Logo** on a very large sign during reception and displayed throughout the conference on the screens;
- **Discounted conference attendee rate of \$395** (a savings of more than **33%** off of the fee of \$595);
- **Special recognition** ... company name included in all press releases, and over 50,000 promotional pieces mailed, e-mailed & faxed to prospective conference attendees;
- **Company name** included on the Volume I & II manual covers distributed to the attendees with a tremendous shelf life;
- **Large sign** throughout the conference;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the gala reception sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference

2009 Reception Sponsors: Ernst & Young; Plante & Moran PLLC, Pricewaterhouse-Coopers LLP; and Vorys, Sater, Seymour & Pease

Previous Year (2008) Reception Sponsors: CCH, and Towe & Associates

\$6,000 Investment – Exclusive Registration Sponsor

At registration in the ballroom foyer, attendees will receive the following items:

- 1. Adjustable Badge Lanyard (*Printed Neck Cord*) with your company name & logo**
- 2. Conference Highlighter with your company name & logo**
- 3. Conference Pen with your company name & logo**

In addition to the three items each with your company name & logo on them, the sponsor will receive:

- Recognition on the **cover of the conference brochure and manuals**;
- **Company name** included on the Volume I & II manual covers distributed to the attendees with a tremendous shelf life;
- **Large sign** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the registration sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

2009 Registration Sponsor – Rea & Associates

Conference Tote Bags

**Sponsor will provide 1000 Study Tote Bags for the Conference Attendees
to Carry Multi-Set of Tax Conference Manuals.**

2009 Tote Bag Sponsor: McDonald Hopkins LLC

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\$4,500 Investment-- Breakfast/Break Limit: 5

Area in the Ballroom Foyer for Your Large Display During Sponsored Event

1. Continental Breakfast on Thursday, January 29, 2009 from 7:30 to 9:30 a.m.
2. Cinnamon Roll Break on Thursday, January 29, 2009 from 9:45 to 11 a.m.
3. Refreshment Break on Thursday, January 29, 2009 from 2 to 4:00 p.m.
4. Continental Breakfast on Friday, January 30, 2009 from 7 to 9 a.m.
5. Cinnamon Roll Break on Friday, January 30, 2009 from 9:00 to 11:00 a.m.

In addition to a large area in the foyer for your display during your sponsored event, each sponsor will receive:

- **Large sign** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the breakfast, cinnamon rolls or refreshment break sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

2009 - 1st day cinnamon rolls break: Grant Thornton LLP

2009 - 1st day breakfast: Crowe Chizek and Company LLC

2009 - 1st day afternoon refreshment break: DuCharme, McMillen & Associates

Previous Year (2008) Sponsors – 2nd day breakfast: Jefferson Wells International

2nd day cinnamon rolls break: New Opportunity for 2009

\$6,000 Investment — Exclusive Bottled Water Sponsor

As the bottled water sponsor, you will have a company display table with a large black draping behind and large sign adjacent to the workshop rooms opened from 1:30 p.m. to 5:15 p.m. on Thursday, January 29, 2009 and from 7:00 a.m. to 12:30 p.m. on Friday, January 30, 2009 with

two stations of stocked with iced bottled water replenished continually at all times on either side of your display.

In addition to an area for your display and bottled water, you will receive:

- **Large sign** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the bottled water sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

Previous Year (2008) Bottled Water Sponsor: UHY Advisors SALT

\$2,750 Investment –Tax Manual Back Cover

2 opportunities. By 1/5/09, sponsor will provide 1000, 2-Sided Back Covers for the comprehensive Volume I or Volume II Manual Distributed at the Conference & Maintained on Bookshelves Long After the Conference.

2009 Volume I Sponsor: Honigman Miller Schwartz & Cohn

2009 Volume II Sponsor: Plante & Moran PLLC

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\$6,000 Investment — Exclusive Notebook Sponsor

As the exclusive notebook/writing pad sponsor, you will have a company display table with a large black draping behind and large sign adjacent to ballroom for you to hand out a conference notebook/writing pad with your company logo on it for the attendees to use during and after the conference.

In addition to the notebooks with your logo on them and a display table, you will receive:

- **Large sign** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the notebook sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

2009 Notebook Sponsor: *Baker & Hostetler LLP*

\$9,000 Investment — Internet Cafe Sponsor

New Opportunity for 2009

As the internet cafe sponsor, you will have a company display table within the 'internet café' within a draped area at the convention center. In your internet café, you will have 5 laptops stations all with your logo on the computer desktops and an additional 5 internet access stations so attendees can be in touch with their offices while attending the conference. In addition, there will be complimentary coffee, fruit and coffee cake for attendees at your 'café'.

In addition the workstations and a complimentary display area, you will receive:

- **Large sign** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the internet cafe sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

\$2,750 Investment — Supplemental Manual Back Cover

By 1/5/09, sponsor will provide 3500, 2-Sided Back Covers for the all the Workshop Supplemental Manuals distributed at the conference & maintained on bookshelves long after the conference.

In addition, you will receive a **list of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

Previous Year (2008) Sponsor: RSM McGladrey Inc.

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\$6,000 Investment — Sponsor of the Live, Remote Conference Feed on Large Plasma Screen in Foyer

As sponsor of the live, remote conference feed on a large plasma screen in the ballroom foyer, you will have a company display table with a large black draping behind, large sign, and large plasma screen with seating for 50 attendees to view the conference proceedings on the plasma screen in the ballroom foyer. This has been a very popular location for the previous conference attendees.

In addition, you will receive:

- **Large sign** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the sponsor of the large plasma screen in the ballroom foyer;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

2009 Sponsor: *GBQ Partners LLC*

\$6,000 Investment — Continuous Soft Drink, Coffee & Tea Sponsor

As the continuous soft drink, coffee & tea sponsor, you will have a company display table with a large black draping behind and large sign adjacent to the workshop rooms opened from 1:30 p.m. to 5:15 p.m. on Thursday, January 29, 2009 and from 7:00 a.m. to 12:30 p.m. on Friday, January 30, 2009 with a station of stocked with assorted soft drinks and Starbucks coffee & hot tea replenished continually at all times.

In addition to an area for your display and a drink station, you will receive:

- **Large sign** during the sponsored event;
- **Logo displayed** throughout the conference on the projector screens and **acknowledged** by the Conference EMCEE several times during the conference as the continuous coffee & soft drinks sponsor;
- Invitation to serve on the conference **planning committee** and advanced notice of all **speaking opportunities**; *and*
- **List of attendees** updated on 1/2/09, 1/9/09; 1/16/09 & 1/23/09 before the conference.

Previous Year (2008) Sponsor: *Marvin F. Poer & Company*

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**YES!!! Our company would like to sponsor the following event:
(check event desired)**

SOLD Registration/Neck Cords, Highlighters & Pens: \$6,000 Investment

SOLD Conference Notebooks/Writing Pad: \$6,000 Investment

SOLD Volume I Manual Back Cover \$2,750 Investment & Supply the Back Covers by 1/5/09

SOLD Tote Bags: Supply 1000 Tote Bags

_____ **NEW** Internet Café: \$9,000 Investment

SOLD Plasma Screen for Remote Conference Viewing: \$6,000 Investment

SOLD Thursday, January 29, 2009 Continental Breakfast: \$4,500 Investment

SOLD Thursday, January 29, 2009 Cinnamon Rolls Break: \$4,500 Investment

SOLD Thursday, January 29, 2009 Luncheon: \$10,000 Investment

_____ Bottled Water: \$6,000 Investment

_____ Continuous Soft Drink & Coffee: \$6,000 Investment

_____ Supplemental Manuals Back Cover \$2,750 Investment & Supply Covers by 1/5/09

SOLD Thursday, January 29, 2009 Afternoon Refreshment Break: \$4,500 Investment

_____ Thursday, January 29, 2009 Reception: \$8,000 Investment (**4 Sold / 2 More Sponsors**)

_____ Friday, January 30, 2009 Continental Breakfast: \$4,500 Investment

_____ **NEW** Friday, January 30, 2009 Cinnamon Rolls Break \$4,500 Investment

SOLD Friday, January 30, 2009 Luncheon: \$10,000 Investment

SOLD Volume II Manual Back Cover \$2,750 Investment & Supply Covers by 1/5/09

Sponsoring Firm: _____

Contact Name & Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Upon receipt of the e-mail or fax, confirmation with valuable upcoming dates & an invoice will be mailed by the Manufacturers' Education Council.

Deadline to receive full payment is **August 15, 2008.**

Returning 2008 sponsors are guaranteed the same sponsorship.

All new opportunities will be awarded on a first-come basis.

Please Don't Delay Reserving an Sponsorship Opportunity!

Fax this form or E-Mail Mark Uher at mark@mecseminars.com

Manufacturers Education Council, 230 E. Town St., Ste. 100, Columbus, OH 43215

Phone: 614.229.7990 Fax: 614.229.7991

www.MECseminars.com