



The future of tax compliance  
 May 9-11, 2018  
 JW Marriott Washington, DC



# Extend your customer base. Join us in 2018!

At our third annual event, we'll share our vision for mastering tax trends over three days of networking, tech demos, learning labs, and knowledge sharing from customers, partners, and experts from around the world. The largest tax compliance conference of its kind, CRUSH brings together the experts, technology, and peers to provide support for all aspects of your compliance.



**800**  
Attendees



**4**  
Socials



**3**  
Conference Days

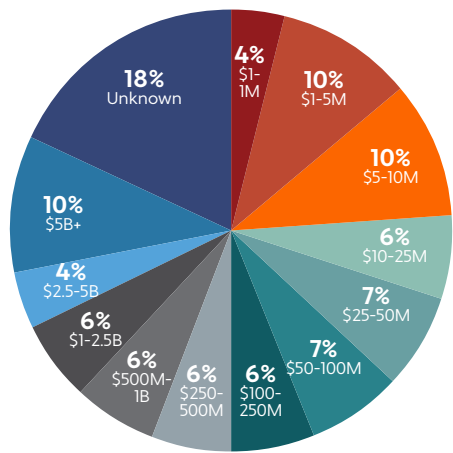
Your one-stop-shop for inclusive:

- ✓ CPE credit
- ✓ Executive meetings
- ✓ One-on-one training
- ✓ meals, activities and fun!

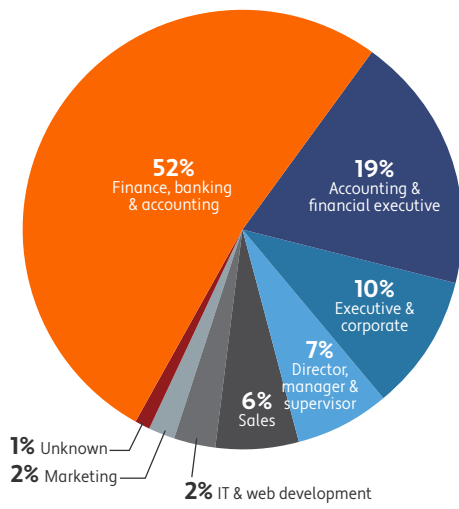
## CRUSH by the numbers

### CRUSH AUSTIN 2017 attendee demographics

#### by revenue



#### by role

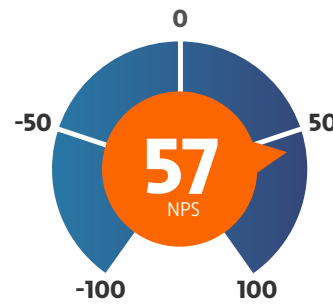


## Who should attend

Accountants  
 Business development  
 Consultants  
 Controllers  
 CFOs, CPAs, & CTOs  
 C-level executives  
 Developer leads  
 Directors

Owners  
 Presidents  
 Software engineers  
 Solution architects  
 Tax analysts  
 Technical support  
 Vice presidents  
 ... and more!

All sessions will be CPE certified, allowing attendees the opportunity to earn up to 13.5 hours on an individual basis.

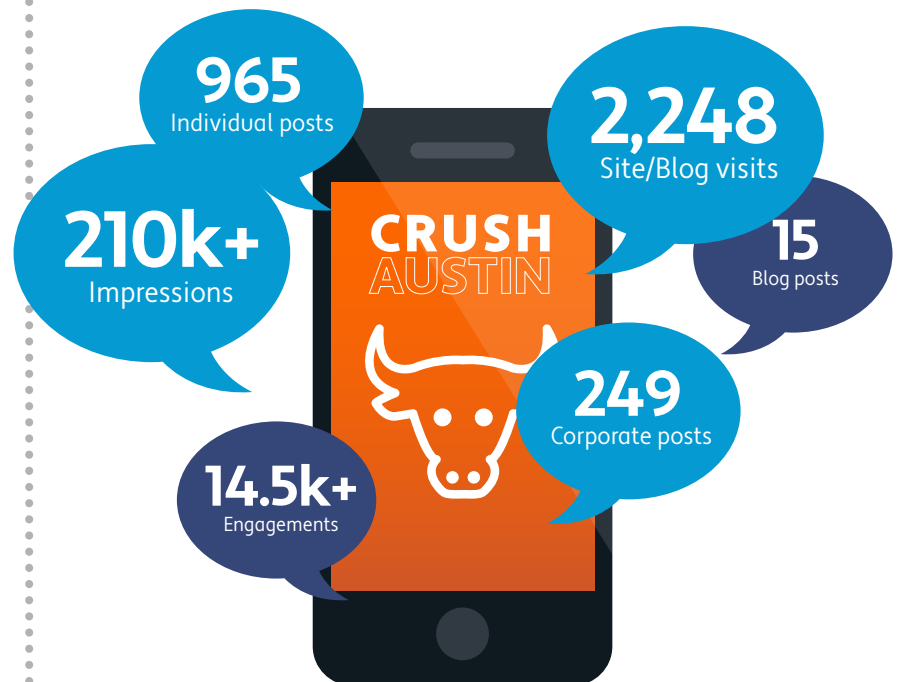


"First time attending CRUSH and you definitely crushed it. Best tax conference I have ever attended. Great content, networking, after hours entertainment, and venue/meals/details all take care of. I do hope to attend the future CRUSH events."

## CRUSH AUSTIN 2017 Publicity



## CRUSH AUSTIN 2017 Social



## CRUSH AUSTIN 2017 Industries

- Wholesale & distribution
- Utilities
- Software & technology
- Real estate
- Printing & publishing
- Medical devices
- Manufacturing
- IT & services
- Furniture
- Financial services & banking
- Energy & utilities
- Consulting
- Communications & telecom
- Automotive
- Accounting

## CRUSH AUSTIN 2017 Press



## Sponsor today!

Sponsorship opportunities are available on a first-come, first-served basis.

### For more information:

Morgan Vos, Marketing Manager, Corporate Events  
 Direct: 281-657-9359  
 Mobile: 832-428-2626  
 morgan.vos@avalara.com

# Get more exposure for your brand with our unique sponsorship opportunities.

In addition to the perks outlined for each sponsorship level, you will also receive branding and customization that differs between each opportunity. Please review the available sponsorship opportunities in more detail below.

## Available sponsorship opportunities *\*Sponsor both days for a 25% discount!*

### Diamond Level \$25,000

We are only offering one sponsorship at this level. First-come, first-served.

#### Keynote Sponsor (1) Friday, May 11

Be the one sponsor that gets stage time in front of the entire conference audience. You will be able to introduce the keynote speaker, as well as have a 10-minute speaking slot in the general session.

### Titanium Level \$20,000

Please choose one of the opportunities below:

#### Daily Wi-Fi (1)

##### Thursday, May 10 and Friday, May 11

All attendees will have meeting space Wi-Fi access because of you. When each attendee accesses the Wi-Fi portal during the conference, they will first be directed to your landing page. From there, each attendee will be able to access the internet on their mobile device, laptop or handheld device. All attendees are guaranteed to need Wi-Fi access, as our entire conference is run on a mobile app.

#### Attendee Lounge (1)

##### Thursday, May 10 and Friday, May 11

All attendees will have access to the CRUSH lounge. Within the lounge, attendees will be able to relax, check email, have intimate conversations, grab a snack or a drink thanks to you. You will have the opportunity to brand the entire lounge the way you would like. At no cost to you, we will provide lounge furniture, snacks and drinks, branded napkins and signage.

### Platinum Level \$15,000

Please choose one of the opportunities below:

#### Social Media Wall (1)

##### Thursday, May 10 and Friday, May 11

Throughout the conference there will be social games, prizes and fun to be had that centers around your social media wall. We will have multiple social media projections throughout the conference with your branding on them. Additionally, you will have the opportunity to run a short video between social loops and we also welcome the opportunity to partner with you for a social game of your own.

#### e-Headshot Lounge (1)

##### Thursday, May 10 and Friday, May 11

Do you have a professional, up to date headshot? Many people do not. Promote your company by providing a service and valuable takeaway that each attendee will appreciate. Included in this sponsorship is the photographer, headshot lounge, makeup artists and complimentary e-headshot. Each attendee that opts to have their photo taken will receive their shots via a branded email from you. You will have the opportunity to proof and include links, a thank you and information about your company in the email. The e-headshot lounge will be open throughout the entire conference on both days.

### Gold Level \$10,000

Please choose one of the opportunities below:

#### Morning Cocktail Bar (2)\*

##### Thursday, May 10 or Friday, May 11

Everyone is going to love you. During breakfast, offer attendees the option of a mimosa or bloody mary. Your logo will be on the cups for both, as well as signage, logoed oranges (yes, it can be done) and napkins, letting everyone know these tasty morning treats are courtesy of you.

#### All-Day Espresso Bar (2)\*

##### Thursday, May 10 or Friday, May 11

Everyone needs their cup of joe to keep them going throughout the day, and why not offer attendees the option of an upgraded option. Your logo will be on the coffee cup sleeves and napkins for all attendees to see and appreciate, as well as the baristas' custom aprons.

#### All-Day Smoothie Bar (2)\*

##### Thursday, May 10 or Friday, May 11

Offer attendees the option for a healthy treat at the conference. Attendees will be able to select from a menu of options or custom create their own concoction to their liking. As with the espresso bar, at no cost to you, you will receive branded cups, napkins and apron wearing smoothie mixologists.

#### Hotel Room Key Cards (1)

Each conference attendee will receive two custom hotel key cards for their hotel room during the conference. We will not only be offering and providing these fully customizable key cards at the JW Marriott, the headquarter hotel, but at various overflow hotels as well. You will be fully involved in the design of these fun and informative cards from start to finish.

#### Attendee Bags (2)

Every attendee will also receive an attendee bag at the start of the conference. These custom bags will include your logo either screen printed or embroidered on each bag. Considering we are hosting in the fourth most walkable city in the nation, we will be opting for durable and quality backpacks so attendees will not only be able to use them during the conference but throughout their stay as well.

#### Demo Showcase (2)

##### Thursday, May 10 and Friday, May 11

Get in front of all CRUSH attendees and be able to demo your products and services. This plug-and-play, turn-key station offers you furniture, a monitor, power and internet. Additionally, you will be included in our passport program allowing attendees to win valuable prizes!

#### Executive Golf Tournament (1)

##### Wednesday, May 9

Include your foursome in our executive golf tournament and pair your team accordingly. 18 holes hosted at one of the capitol's premier courses, with lunch and contest hole prizes to conclude the event. Your branding will be on the caddies, napkins, koozies and golf balls given away to every golfer.

### Silver Level \$5,000

Please choose one of the opportunities below:

#### Attendee Lanyards (1)

Every conference attendee will be required to wear their badge and sublimated lanyard throughout the conference. You will be included in the custom design of these fun lanyards from start to finish.

#### Seat Drop Breakfast (2)

##### Breakfast on Thursday, May 10 or Friday, May 11

Who doesn't love a surprise? Leave each attendee a surprise gift on their seat or at their place setting. This opportunity is available during meals in the general session room and applies to everyone in attendance. You will be responsible for supplying your giveaway gifts, but Avalara will present them and cover the labor to unpack and place at each person's seat.

#### Seat Drop Lunch (2)

##### Lunch on Thursday, May 10 or Friday, May 11

Who doesn't love a surprise? Leave each attendee a surprise gift on their seat or at their place setting. This opportunity is available during meals in the general session room and applies to everyone in attendance. You will be responsible for supplying your giveaway gifts, but Avalara will present them and cover the labor to unpack and place at each person's seat.

#### Charging Stations (2)

##### Thursday, May 10 and Friday, May 11

With each opportunity, you will receive two custom charging stations. Each station is outlined in neon lighting, so they cannot be missed. In addition, each charging station offers lockers, allowing numerous attendees to drop off and charge multiple devices simultaneously. Lastly, you will be able to custom wrap each of your stations as well as provide a looping presentation or video to be showcased on the monitor mounted at the top of each charging station.

#### Whole Fresh Fruit Station (1)

##### Thursday, May 10 and Friday, May 11

Offer attendees an edible and healthy, yet creative treat. Whole fresh fruits include apples, bananas and of course oranges with your edible logo on each piece. Each healthy fruit station will be strategically placed throughout the conference meeting space.

#### Massage Station (2)\*

##### Thursday, May 10 or Friday, May 11

Offer attendees the option to get a relaxing massage in between sessions (15 minutes long). Included is signage at each massage station, and thank you cards on your behalf handed out after each massage, letting each recipient know their relaxing massage was courtesy of you.

#### Manicure Bar (2)\*

##### Thursday, May 10 or Friday, May 11

Pamper attendees at CRUSH before our big nights out! Attendees will be able to choose from an instant-dry Shellac paint job, regular manicure or hand massage, courtesy of you!

#### Oxygen Bar (2)\*

##### Thursday, May 10 or Friday, May 11

Oxygen bars have been around since the mid 1990's, and still over 99% of the population has never seen or experienced one. You can "breathe easier" knowing that attendees are utilizing your oxygen bar's "branded back-lighted billboards" as a traffic builder.

#### Morning Yoga (2)

##### Thursday, May 10 and Friday, May 11

Each morning we will offer attendees the option to participate in morning yoga on the Pennsylvania Avenue Terrace. Each participant will get a yoga mat compliments of you, with your branding.

#### Morning Monument Jog (1)

##### Thursday, May 10 and Friday, May 11

A knowledgeable guide will lead joggers throughout the city providing fast facts during healthy exercise. At no additional cost, every attendee will also take away a jogger goody bag with a water bottle and headband courtesy of you.

### Bronze Level \$1,000

Please choose one of the opportunities below:

#### Bag Insert (1)

We will stuff your item in all the attendee bags given out at registration check in – get as creative as you would like.

#### Golf Contest Holes (3)

##### Wednesday, May 9

Golfers have so much fun when they get to compete at contest holes. Choose from closest to the pin, longest drive, or random club challenge

## At-a-glance

Level	Cost	Availability and opportunity
<b>Diamond</b>	\$25,000	Keynote (May 11)
<b>Titanium</b>	\$20,000 \$20,000	Daily WiFi (May 10 & 11) Attendee Lounge (May 10 & 11)
<b>Platinum</b>	\$15,000 \$15,000	Social Media Wall (May 10 & 11) eHeadshot Lounge (May 10 & 11)
<b>Gold</b>	\$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000	Morning Cocktail Bar (May 10) Morning Cocktail Bar (May 11) Espresso Bar (May 10) Espresso Bar (May 11) Smoothie Bar (May 10) Smoothie Bar (May 11) Hotel Room Key Cards Attendee Bags Attendee Bags Attendee Bags Demo Showcase (May 10 & 11) Demo Showcase (May 10 & 11) Executive Golf Package (May 9)
<b>Silver</b>	\$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000 \$5,000	Attendee Lanyards Seat Drop Breakfast (May 10) Seat Drop Breakfast (May 11) Seat Drop Lunch (May 10) Seat Drop Lunch (May 11) Charging Station (May 10 & 11) Charging Station (May 10 & 11) Whole Fresh Fruit Station (May 10 & 11) Massage Station (May 10) Massage Station (May 11) Manicure Bar (May 10) Manicure Bar (May 11) Oxygen Bar (May 10) Oxygen Bar (May 11) Morning Yoga (May 10 & 11) Morning Monument Jog (May 10 & 11)
<b>Bronze</b>	\$1,000 \$1,000 \$1,000 \$1,000	Bag Insert Golf Contest Holes (May 9) Golf Contest Holes (May 9) Golf Contest Holes (May 9)

## Perks

Level	Diamond	Titanium	Platinum	Gold	Silver	Bronze
Sponsorship Cost (availability)	\$25,000 (1)	\$20,000 (2)	\$15,000 (3)	\$10,000 (12)	\$5,000 (16)	\$1,000 (14)
Comp Passes	10	8	6	4	2	0
Keynote intro + speaking slot	X					
Breakout session speaking slot	X	X				
Video testimonial	X	X				
Dedicated press release	X	X				
Demo station	X	X	X			
Passport program inclusion	X	X	X			
On-site push notifications	X	X	X	X		
Whitepaper in mobile app	X	X	X	X		
Dedicated social media post at contract	X	X	X	X		
Logo and description on website	X	X	X	X		
Logo and URL in mobile app	X	X	X	X		
Opt-in attendee list	X	X	X	X	X	
Bag insert	X	X	X	X	X	
Additional customization + branding	X	X	X	X	X	
Inclusion in on-site social media wall	X	X	X	X	X	X
Inclusion in promotion emails	X	X	X	X	X	X
Logo on website					X	X
Logo in mobile app					X	X

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### For more information:

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