

IOTA Expo

“Artificial Intelligence and Behavioural Insights in Tax Compliance”

INTRODUCTION

The exhibition “Artificial Intelligence and Behavioural Insights in Tax Compliance” will offer participants an engaging and forward-looking opportunity to explore how innovation is reshaping the future of modern tax administration. Designed as a dynamic complement to the Technical Session, the exhibition will showcase real-world applications of artificial intelligence and behavioural science in tax compliance, demonstrating how these two fields are increasingly working together to support smarter, more responsive and more effective tax systems.

Through a combination of interactive displays, practical demonstrations and case-based examples, participants will gain first-hand insight into the ways in which tax administrations are using emerging technologies and behavioural approaches to improve compliance outcomes, enhance service delivery and strengthen engagement with taxpayers. The exhibition will highlight how AI-powered tools and behaviourally informed solutions can complement one another—bringing together data-driven intelligence and human-centred design to address both operational and strategic challenges in tax administration.

Visitors will be introduced to cutting-edge innovations that illustrate how tax administrations can detect risks more effectively, communicate more intelligently and design interventions that are better aligned with taxpayer behaviour and needs. By presenting concrete examples and practical solutions, the exhibition will help translate complex concepts into tangible experience, allowing participants to see not only what is possible today, but also what may shape the future of compliance management in the years ahead.

More than a display of technology, the exhibition is intended to serve as a space for inspiration, exchange and discovery. It will encourage participants to reflect on how innovation can be applied responsibly and effectively within their own administrations, while also fostering discussion among peers on the opportunities and implications of integrating AI and behavioural insights into everyday practice.

As participants move through the exhibition, they will be able to engage directly with examples of AI technologies and behavioural-insights-based compliance solutions, gaining a richer understanding of how innovation can support better decision-making, more tailored services and stronger voluntary compliance.

This exhibition promises to be a valuable and thought-provoking feature of the General Assembly, offering a vivid illustration of how the intersection of artificial intelligence and behavioural science is opening new possibilities for more agile, citizen-centred and future-ready tax administrations.

VENUE, DATES AND TIMES

The IOTA Expo will take place in the Foyer of the Grand Ballroom at the Corinthia Budapest Hotel, following this schedule:

- ▶ Setup – Tuesday, 16 June 2026 from 17:00 to 18:00
- ▶ Exhibition Day 1 – Wednesday, 17 June 2026 from 09:00 to 17:00
- ▶ Exhibition Day 2 – Thursday, 18 June 2026 from 09:30 to 13:15

REGISTRATION & SPACE ALLOCATION

The exhibition space is limited, and preference will be given to IOTA members (full and associate) and IOTA Observer registrants. Space allocation will be made following the online registration process on a “first-come, first-served” basis.

All exhibitors are required to be registered by completing this registration form. Registered exhibitors will receive a badge displaying the exhibiting organisation/company name.

EXHIBITION STAND

Each exhibition stand will be provided with the following:

- ▶ 1 LCD display (55´)
- ▶ 1 high (cocktail) table
- ▶ 2 high (bar) chairs
- ▶ Free WiFi Internet connection
- ▶ Regular electric outlet, electric extension cables

DELIVERY OF PROMOTIONAL MATERIAL

Exhibition-related promotional materials (brochures, booklets, banners, etc.) should be delivered by postal services to the venue at the latest 1 week before the start of the event:

C/O CORINTHIA BUDAPEST HOTEL
Erzsébet krt. 43-49,
1073 Budapest, Hungary
Attn. Regina Simon, IOTA GA30 event, 16-18 June 2026
T: +36 1 479 4000 | M: +36 30 385 8313
E-mail: regina.simon@corinthia.com

Further details can be found in the shipping information. Reference: IOTA GA29 event, 17-19 June 2025

ADDITIONAL BENEFITS

Exhibitor registration allows access to the exhibition area and other venues of the Technical Session of the 30th General Assembly of IOTA as well as to networking coffee breaks and lunches.

Registered exhibitors will also receive invitations to all social events (Welcome Reception, Gala Dinner and Farewell Event).

We have additional opportunities for your organisation to gain significant exposure and promotion of the showcased solution(s) to a targeted audience of the heads and senior officials of our member tax administrations, representatives of our partner international organisations, businesses and academia.

The exhibitor's information will be included in the catalogue of the IOTA Expo as part of the material which will be made available to all participants of the 30th IOTA General Assembly.

ETHICAL RULES

By registering for the IOTA event, delegates agree to comply with the provisions of [the Ethical Rules for participants of IOTA events](#) and not engage in aggressive sales or marketing techniques with IOTA members. Examples of such techniques would be sending marketing messages to a group of all IOTA members during or after IOTA events using a list of participants, contacting official(s) of IOTA member(s) excessively to request a meeting or presentation, etc.