

the rendezvous

NIRI2022

SPONSORSHIP PROSPECTUS

ANNUAL CONFERENCE • BOSTON • JUNE 5-7, 2022



Last Updated on November 20, 2021. NIRI may amend sponsorship offerings at any time. Please visit www.niri.org/conference or contact Aaron Eggers at aeggers@niri.org for the most current prospectus.



Service providers must have a sponsor package in order to attend the conference

SPONSORSHIP PACKAGES

Platinum

4 Available - \$50k each

FULL BOOTH EXPERIENCE:

- ▶ 10x30 booth
- ▶ Full length sponsored session
- ▶ General session acknowledgment
- ▶ Event ad app
- ▶ Stair decal
- ▶ Monday reception sponsorship
- ▶ 4 Glass railing decals
- ▶ Logo on meter boards, website, where applicable
- ▶ Logo on name badge holder
- ▶ Room drop
- ▶ Logo on mobile charging stations
- ▶ 4 Pillar wraps
- ▶ 2 Push notifications
- ▶ 8 Complimentary registrations

Gold

8 Available - \$30k each

PARTIAL BOOTH EXPERIENCE:

- ▶ 10x20 booth
- ▶ Sunday express talk
- ▶ Session acknowledgment
- ▶ Event ad app
- ▶ Opening reception sponsorship
- ▶ 2 Glass railing decals
- ▶ Logo on meter boards, website, where applicable
- ▶ Logo on name badge lanyard
- ▶ 2 Pillar wraps
- ▶ 1 Push notification
- ▶ 4 Complimentary registrations

Silver

12 Available - \$20k each

PARTIAL BOOTH EXPERIENCE:

- ▶ 10x10 booth
- ▶ Ir showcase express talk
- ▶ Closing reception sponsor
- ▶ 1 Glass railing decal
- ▶ Logo on meter boards, website, where applicable
- ▶ 1 Pillar wraps
- ▶ 2 Complimentary registrations

Bronze

10 Available - \$3.5k each

PARTIAL BOOTH EXPERIENCE:

- ▶ Logo on meter boards, website, where applicable
- ▶ 1 Complimentary registration



Booth size and thought leadership opportunities in the packages are not interchangeable.

Many NIRI2022 conference sponsorship packages include the opportunity to present an educational session. These sessions have specific parameters with strict production deadlines.



Please carefully read the information below. It is essential that all constituents pay close attention to the timeline. Missing these deadlines may forfeit your opportunity to present a session as part of your 2022 conference sponsorship package.

NIRI2022 SPONSORED SESSION PARAMETERS

SESSION TOPICS AND CONTENT

Sponsored sessions are an opportunity for thought leadership. They should be primarily educational and cannot be used explicitly to sell products or services.

Since sponsored sessions comprise an important part of the NIRI Annual Conference program, NIRI staff and, as appropriate, the Annual Conference Committee, will review submitted topics and provide guidance to minimize content overlap.

Topics will be approved on a first-come first-served basis, so we encourage sponsors to submit their topics early for full consideration.

Sponsors should refer to the latest [conference agenda](#) for the list of other sessions being presented in the program and avoid any duplication.

TIMESLOTS

Timeslots will be assigned no later than March 7 and will be determined by session topic. NIRI will make our best effort to avoid concurrent scheduling of sessions with similar topics.

SPEAKERS

Sponsors will recruit speakers and liaise with them as necessary. Sponsored session speakers will be treated as any other conference speaker. Once confirmed by the sponsor, they will receive a formal confirmation from NIRI staff. All speakers **must be registered** for the conference, and please note that sponsorship packages do not include additional complimentary conference registrations for speakers or attendees other than those specified in the sponsorship agreement. Sponsors may use their complimentary registrations for their session speaker(s).

FORMAT

- ▶ **Full length sessions** (Platinum level) are **45-50 minute sessions** presented at a scheduled time in the conference program on Monday or Tuesday, June 6-7. They will be presented concurrently with two or three other full length sponsored sessions.
- ▶ **Sunday Express Talks** (Gold level) are **20-minute sessions** presented at a scheduled time in the pre-conference program in the afternoon on Sunday, June 5. They will be presented concurrently with one or two other sponsored Express Talks.
- ▶ **Showcase Express Talks** (Silver level) are **15-minute sessions** presented at a scheduled time in the conference program during IR Showcase hours, including meals and breaks. They will be presented in a dedicated space within the IR Showcase.

BRANDING

Sponsored sessions should use the NIRI2022 PowerPoint template for all presentations, but sponsors are welcome to add their own logo to the slides as well. One pop-up banner is allowed inside the session room. It must be placed no more than 10 minutes before the session and removed as soon as the session concludes.

TIMELINE:

1. Submit session details (title, description) **BY FEBRUARY 25** *sponsor*
2. Timeslots assigned **BY MARCH 7**, NIRI
3. Speaker(s) confirmed and details provided (job title, contact details, photo, bio) **BY APRIL 15**, *sponsor*
4. Submit final session materials (slides, etc.), if using **BY MAY 16**, *sponsor*



CONTACT US

For Sponsorship and Advertising Opportunities, please contact:

Aaron Eggers, Vice President of Sponsor and Partner Relations
aeggers@niri.org | **703-562-7684**

50% payment is due 30 days upon receipt of invoice. 100% of sponsorship invoice must be paid by the Annual Conference (6/5-6/7, 2022) or the sponsorship will be void. An additional fee of 3% applies to credit card payments. All terms and conditions apply.

#NIRI2022 | niri.org/conference

