

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

■ Seminar Service Provider Showcase and Sponsorships

Network with NIRI members face-to-face at well-attended professional development seminars and forums, conveniently held in large U.S. money centers. Choose from tabletop exhibits, program book advertisements and other publications, or hospitality events such as dinners and cocktail receptions.

Benefits of exhibiting and sponsorship

- Network on-site with investor relations professionals. Attendees are looking to broaden their understanding of the profession, products and services.
- Enhanced marketing opportunities. NIRI will provide a list of attendees so that you can distribute product or service literature or prepare special packages of information for individual registrants.

What exhibitors receive

- One complimentary seminar registration to the employee staffing your exhibit. Additional staff must have paid registrations. Partial registrations are not available.
- Company profile included in seminar notebook. Registrants will have a summary of your company's capabilities and contact information for reference after the seminar.
- Post-seminar distribution. If the seminar is audio-taped for resale with the seminar notebook, your company information continues to be distributed to new audiences.
- A mailing list of all attendees for additional marketing opportunities.

Seminar Service Provider Showcase Details

- — The tabletops are in a location that will provide you with traffic during meal functions such as continental breakfast and refreshment breaks.
- — Each tabletop exhibitor receives a 6' by 2 1/2' draped table. Space is limited and tabletops are assigned on a first come, first served basis. Arrangements for electrical and telephone lines, equipment rental and shipment of materials are your responsibility. You will be given a contact at the hotel to work with directly. This sponsorship includes one complimentary registration.
- — We recommend that you provide printed materials that registrants can take with them after the seminar. Many companies also use laptops or computer monitors to demonstrate their products and services.
- — Your display must fit completely on the table. Because locations vary, you may not use the walls or floor space surrounding your table for displays. Displays must be set up and torn down as requested. All equipment rental, phone lines, electrical usage and shipment of materials are at your expense. While NIRI and the hotel take precautions to assure security of the space, you must exercise reasonable precaution against theft and damage. Insurance coverage is recommended.

Seminar Program Book Advertisements

- — Supply NIRI with the graphic file of your 1-page, 4-color advertisement for general placement in the program book. It is an inexpensive, visually interesting, and highly effective way of communicating with your target audience. You don't even have to attend the seminar. This sponsorship does not include complimentary registration.

Evening Reception Sponsorship and Co-Sponsorship Details

- — NIRI will provide recognition for a dinner you organize, or a cocktail reception that NIRI organizes.

After a full day of instruction and thought, you will gain good favor with attendees by hosting a great event that offers time to network in a relaxed setting. This sponsorship does not include complimentary registration.



LEADERSHIP
EDUCATION
NETWORKING

National Investor Relations Institute

225 Reinekers Lane, Suite 560 : Alexandria, VA 22314 : 703.562.7700 : www.niri.org



**National Investor Relations Institute
Seminar Service Provider Showcase and Sponsorship Opportunities Reservation Form**

Please return this form with payment to the National Investor Relations Institute, 225 Reinekers Lane, Suite 560, Alexandria, VA 22314. Phone: 703-562-770; Fax: 703-506-3571.

1 Name: _____
 Title: _____ Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____
 E-mail: _____

| Sponsorship Fees | |
|---------------------|---------|
| Advertisement | \$1,500 |
| Reception | \$3,000 |
| Tabletop | \$1,700 |

| For NIRI internal use only | |
|----------------------------|-------------------|
| _____ | Date received |
| _____ | Tabletop assigned |

2 Please attach an exhibitor profile, or e-mail profile to ProfessionalDevelopment@niri.org, to be published in the seminar program book. Limit profile to 75 words.

3 My company would like to participate in these seminar exhibitor and sponsorship opportunities:

Tabletop exhibitor

| <i>Seminar Name</i> | <i>Date</i> | <i>Location</i> | <i>Fee</i> |
|---|----------------------|------------------|------------|
| <input type="checkbox"/> Fundamentals of Investor Relations | January 8-11, 2012 | Santa Monica, CA | \$1,700 |
| <input type="checkbox"/> Fundamentals of Investor Relations | September 9-12, 2012 | Boston, MA | \$1,700 |

Program book 1-page, 4-color advertisement

| <i>Seminar Name</i> | <i>Date</i> | <i>Location</i> | <i>Fee</i> |
|---|----------------------|------------------|------------|
| <input type="checkbox"/> Fundamentals of Investor Relations | January 8-11, 2012 | Santa Monica, CA | \$1,500 |
| <input type="checkbox"/> Fundamentals of Investor Relations | September 9-12, 2012 | Boston, MA | \$1,500 |

Evening reception sponsor

| <i>Seminar Name</i> | <i>Date</i> | <i>Location</i> | <i>Fee</i> |
|---|----------------------|------------------|------------|
| <input type="checkbox"/> Fundamentals of Investor Relations | January 8-11, 2012 | Santa Monica, CA | \$3,000 |
| <input type="checkbox"/> Fundamentals of Investor Relations | September 9-12, 2012 | Boston, MA | \$3,000 |

Note: Send payment with this reservation form.

4 I have enclosed my fee(s) for showcase participation.
Please charge my credit card:

American Express: _____ Exp. ____/____

MasterCard/Visa: _____ Exp. ____/____

Name as it appears on card

Authorized Signature