



NIRI

ANNUAL CONFERENCE
JUNE 4-7 • ORLANDO, FL

2017

2017

DEFY/SHATTER/SHAPE

BREAKING THE MOLD

Exhibitor & Sponsorship Prospectus

CONFERENCE DATES: JUNE 4-7, 2017

**JW Marriott Orlando, Grande Lakes
Orlando, Florida**

BECOME AN EXHIBITOR!

(301) 279-0468 | soser@niri.org

www.niri.org/conference



Connect with IR Professionals from around the World!

We would like to invite you to exhibit at NIRI's Annual Conference, June 4-7, 2017 at the JW Marriott Orlando Grande Lakes in Orlando, FL. In this evolving business environment you must stay on top of your game to connect with existing and prospective clients. NIRI's Annual Conference represents the largest IR gathering in the world providing you with the best chance to meet this unique, highly qualified audience.

Why Exhibit?

The 2017 NIRI Annual Conference is the place for world class education, networking, and product and service discovery. Meet with existing and prospective customers, gain valuable industry knowledge, and increase visibility to remain competitive in the marketplace.

In 2017 we are expecting to attract more than 1,000 IR Professionals. Take advantage of the world's largest IR gathering in the world to gain visibility and showcase your products and services to a unique and captive audience.

ATTENDEE-TO-EXHIBITOR RATIO



8 out of 10 Registrants are IR Practitioners

Be Visible Get Involved Win Business

Your presence at the Conference does more than support your brand - it offers the opportunity to guide prospective clients through the product and service discovery process. IR officers and counselors attend NIRI's Annual Conference to learn how they can be more effective. If branding, lead generation, and market visibility are important to your organization, the marketing and sponsorship opportunities at this Conference are exactly what you need.

Top Reasons to Exhibit

30% of attendees hold the title of SVP, EVP or VP of IR

Attendees from over 25 countries

Connect with 1,000 IR Professionals

Over 8 hours of exclusive exhibit time

95% would recommend sponsoring/exhibiting at the NIRI Annual Conference to a well-respected peer

Receptions, luncheons, and breaks are in the Showcase

50% of exhibitors received 16+ leads at the 2016 Conference

2016 NIRI Annual Conference Exhibitors

Alliance Advisors, LLC

Alpha IR Group

AlphaSense Inc.

American Stock Transfer & Trust Company

Baird

BetterInvesting/NAIC

BidnessEtc

Bloomberg L.P.

BNY Mellon

Broadridge Financial Solutions, Inc.

Business Wire

CEB

Chorus Call, Inc.

Citadel Securities

Clermont Partners, LLC

Computershare/Georgeson

Corbin Perception

Cowen Group, Inc.

Equilar Inc.

Equisolve

EZOnlineDocuments, LLC

Fordham University

Gramercy Park Hotel

Hilton Worldwide

IEX

InComm Conferencing, Inc.

Innisfree M&A Incorporated

Investis Inc.

Ipreo

IR Magazine

Issuer Direct

Kingsdale Shareholder Services

Lambert, Edwards & Associates, Inc.

Laurel Hill Advisory Group, LLC

Meetyl

Millennium Broadway Hotel

Mizuho Securities USA Inc.

ModernIR

Nasdaq Corporate Solutions

NYSE

PR Newswire

Q4 Inc.

Rivel Research Group, Inc.

RR Donnelley

S&P Global Market Intelligence

S-Ancial Global Solutions Private Ltd.

Shareholder Services Association

SlideGenius

TBR Global

theIRapp, Inc.

TonalityTech GmbH

Virtua Research

Wells Fargo Shareowner Services

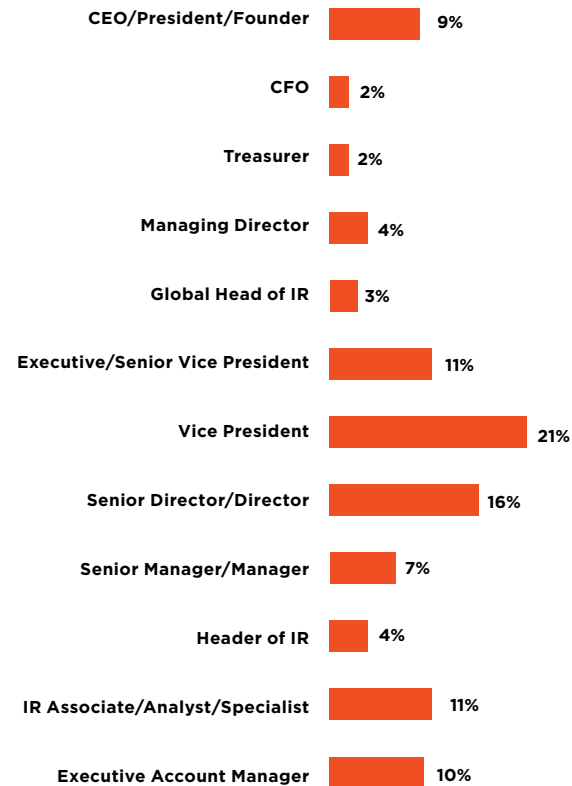
Signal Labs

Who Attends?

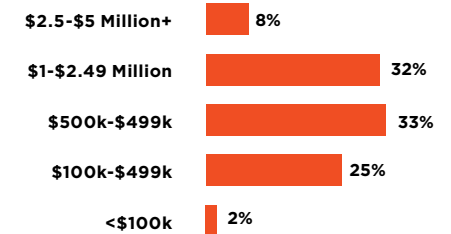
The NIRI Annual Conference offers the ideal opportunity to successfully communicate your company's value to thought leaders working in the following industry sectors:

- Energy
- Materials
- Industrials
- Consumer Discretionary
- Consumer Staples
- Health Care
- Financials
- IT
- Telecomm Services
- Utilities
- Real Estate

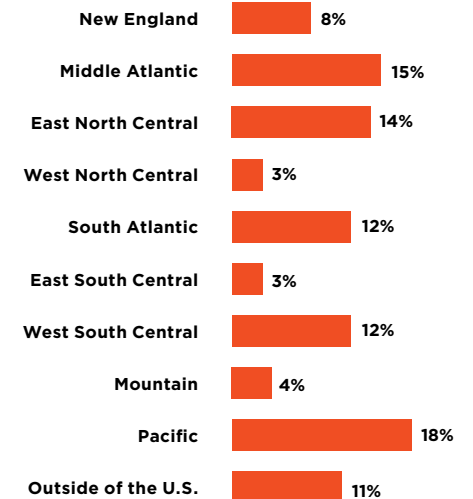
WHO ATTENDS NIRI'S ANNUAL CONFERENCE?



WHAT SIZE BUDGETS DO ATTENDEES COMMAND?



WHERE ARE ATTENDEES LOCATED?



Become a Sponsor/Exhibitor!

Exhibit Space Rates:

Please refer to the floor plan for booth rates.

Booth Fee Includes:

- Online listing including company name, description and logo, contact information, and booth number
- Listing in the printed Conference Program including company name, description, contact information and booth number (late submissions are not guaranteed to be included)
- Listing on conference app
- Pre and Post Conference Attendee list including email addresses
- Full access to Seminars, General Sessions, Breakfast, Luncheons, Breaks, and Receptions
- 8' high draped back wall;
3' high draped side rails
- Carpet
- One (1) wastebasket

Deposit and Payment Schedule*

Before February 24, 2017:
50% due with application

After February 24, 2017:
100% due with application

*NIRI reserves the right to release booth space if payments are not received by the deadlines.

Cancellation

Before February 24, 2017:
50% refundable

After February 24, 2017:
100% nonrefundable

Showcase Schedule

SET-UP*

Saturday, June 3	2:00 pm – 5:00 pm
Sunday, June 4	8:30 am – 5:00 pm

SHOWCASE HOURS*

Sunday, June 4	5:00 pm – 7:00 pm
Monday, June 5	10:00 am – 5:00 pm
Tuesday, June 6	10:00 am – 6:00 pm

TEARDOWN*

Tuesday, June 6	6:00 pm – 11:00 pm
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* subject to change

For more information on how to become an Exhibitor/Sponsor please contact:

NIRI

Scott Oser

Exhibit and Sponsorship Sales

soser@niri.org

(301) 279-0468

www.niri.org/conference





Sponsorship Opportunities

Stand out from the crowd by adding sponsorship opportunities that will help increase awareness of your company brand, drive traffic to your booth and generate leads.

General Sessions

\$25,000 (Exclusive)

As a sponsor of the General Sessions, attended by all conference registrants, your company can enjoy enhanced visibility and brand recognition.

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage
- Company recognition on walk-in slides/video (under 30 sec.)
- Verbal recognition as the General Session Sponsor
- Company representative will have the opportunity to introduce one keynote General Session speaker

NIRI Research Promotion Sponsorship **NEW!**

\$12,500 (Exclusive)

Your sponsorship will assist in marketing and advertising a major NIRI research study report to be released at the 2017 NIRI Annual Conference. Your company (and logo) will be listed as the exclusive study promotional sponsor, and your support will make the following outreach possible:

- Conference app push notifications
- Room drop of executive summary research highlights
- Company recognition on signage
- Research study white paper
- Conference Program Book of executive summary research highlights
- Social media postings

Lunch and Learns

\$15,000 – per Session (4)

Highlight your thought leadership with a one-hour educational session during lunch on Tuesday. Attendees will get their lunch and proceed to the breakout meeting rooms where they can eat and listen to your session.

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage

NIRI will provide guidance for the topic in support of the overall Conference agenda. The topic must be non-sales focused and approved by NIRI in advance. Sponsor can provide printed literature in the assigned meeting room.

Service Demo Rooms

\$5,000 - per Room (first come, first served)

Limit one (1) room per company

A private room off the exhibit hall floor will be assigned for your team to demonstrate your service/product, or to use as a staff room. Provided Sunday afternoon through Tuesday afternoon.

All related expenses are the responsibility of the sponsor.

8 demo rooms sold; 2 available

Sponsorship Opportunities (CONTINUED)

Monday Night Reception*

\$15,000

Your company will be the presenting sponsor of the Monday night signature event for all attendees to network and have fun.

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage
- Sponsor (s) may place small giveaways on buffet tables or provide branded napkins/cups at the sponsor's expense and with prior approval by NIRI.
- Opportunity to introduce featured speaker or entertainment.

Showcase Receptions

\$15,000 - per Reception (2)

Taking place inside the exhibit hall, the Welcome Reception is the big kickoff to the NIRI Annual Conference and the Closing Reception is our signature farewell party. Attendees will enjoy themed drinks and appetizers as they network with old and new friends, as well as your company representatives, in a relaxed atmosphere.

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage
- Sponsor (s) may place small giveaways on buffet tables or provide branded napkins/cups at the sponsor's expense and with prior approval by NIRI.

Refreshment Stations NEW!

\$10,000 - (Limited Availability)

Attendees love access to coffee, water, and sodas during the day. NIRI will promote sponsors on signage, in the Conference Program Book, and via conference app push notifications. Sponsor(s) will also be able to provide branded disposable coffee cups or napkins at the sponsor's expense and with prior approval by NIRI.

Breakfast or Lunch

\$8,000 - per opportunity (4)

Wish attendees a "good morning" as they start their day or as they relax and network during lunch.

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage
- Sponsor (s) may place small giveaways on buffets tables or provide branded napkins/cups at the sponsor's expense and with prior approval by NIRI.



Sponsorship Opportunities (CONTINUED)

SRT Lunch & Educational Session*

\$8,000 - (Exclusive)

Your company will be the exclusive sponsor of the Senior Roundtable's invitation-only lunch session for NIRI's most experienced IR executives.

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage
- Sponsor may place small giveaways on tables with prior approval by NIRI.
- Opportunity to introduce the Speaker
- 3 tickets to attend this event

PM Snack Attack

\$4,000 - per opportunity (2)

Boost attendees' energy and help them get over the afternoon slump by providing them with a themed snack on Monday and/or Tuesday. Your customizable snacks will be served inside the Showcase and as close to your booth as possible (inside your booth space permitting).

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage
- Sponsor (s) may place small giveaways on buffet tables or provide branded napkins/cups at the sponsor's expense and with prior approval by NIRI.

Volunteer Appreciation Reception*

\$10,000 - (Exclusive)

This sponsorship offers your organization unparalleled exposure and access to NIRI's most influential members. The Saturday evening cocktail reception takes place before the gala dinner, and includes the NIRI Board of Directors, NIRI Fellows, chapter leaders, the Annual Conference Committee, and other key NIRI volunteers.

Benefits Include:

- Company recognition in the evening agenda
- Company recognition on signage
- Sponsor (s) may place small giveaways on buffet tables or provide branded napkins/cups at the sponsor's expense and with prior approval by NIRI.

Registration Badge Holder

\$10,000 - (Exclusive)

Your company logo will be imprinted on all conference badges distributed to attendees at Registration together with their conference materials. Attendees are required to wear their name badges at all times during the conference, giving your company thousands of impressions!

Badge Holder production is included!

Sponsorship Opportunities (CONTINUED)

Room Drops* Back by Popular Demand

\$4,500 – per opportunity (4)

Surprise attendees with your personalized treat/gift delivered right to their hotel room.

Your room drop item must receive prior approval from NIRI. Additional hotel service charges/fees apply.

Sunday Thought Leadership Sessions*

\$10,000 – per Session (4)

Highlight your thought leadership with a one-hour educational session on Sunday afternoon.

Benefits Include:

- Company recognition in the Conference Program Book
- Company recognition via conference app
- Company recognition on signage

NIRI will provide guidance for the topic in support of the overall Conference agenda. The topic must be non-sales focused and approved by NIRI in advance. Sponsor can provide printed literature in the assigned meeting room.

Registration Handout

\$3,000

Instantly deliver your company's message to all conference attendees! Your handout will be delivered to attendees with the official conference materials at Registration.

Inserts limited to paper goods only! Inserts must be pre-approved by NIRI. Sponsor responsible for production and shipping inserts to designated location.

Hotel Key Cards*

\$8,000 – (Exclusive)

One exclusive sponsor will have prime placement on the room key card, with their company logo on one side.

Room Key Card production included!

Guest Room TV Messages NEW!

\$4,500 – (Exclusive)

Welcome attendees as they enter their guest room with your customized message playing on the TV.

Message must be approved by NIRI. NIRI to coordinate loop directly with Hotel.





Sponsorship Opportunities (CONTINUED)

Conference App* **NEW!**

Call to discuss opportunities

Be the exclusive sponsor of the NIRI Annual Conference mobile event app. The app is used by 90% of attendees and is viewed multiple times a day. It serves as the primary communication vehicle for all on-site conference communications.

Benefits Include:

- Your company branding within the official conference mobile app.
- Recognition on signage and communication generated by NIRI to promote the app.
- Company recognition in the Conference Program Book

Additionally receive ongoing exposure as attendees use the app for:

- Announcements and news
- Games and surveys
- Hotel layout and room maps
- Notifications on special events
- List of sponsors and exhibitors
- List of Attendees

**SPONSOR
SPLASH
PAGE SOLD**
Other available opportunities include rotating banners, push notifications, and more

Note Pads*

\$4,000 - per opportunity (2)

Attendees appreciate having a notepad to take notes. The sponsor provided notepad will be placed in meeting rooms and general session or registration.

Placement at the sole discretion of NIRI. Production costs are not included. Sponsor to provide notepads for distribution based upon NIRI's quantity recommendations.

Pens *

\$4,000 - per opportunity (2)

Attendees appreciate having a pen to take notes. The sponsor provided pens will be placed in meeting rooms and general session or registration.

Placement at the sole discretion of NIRI. Production costs are not included. Sponsor to provide notepads for distribution based upon NIRI's quantity recommendations.

Slido Applications **NEW!**

\$5,000

Sponsor logo and banner will be used in sessions throughout the conference and shown on screen and in the app for live polling and questions.

Sponsorship Opportunities (CONTINUED)

NIRI Insight Studio NEW!

\$8,000 - (Exclusive)

Be the marquee sponsor of NIRI's new media studio which will feature interviews with speakers and other industry thought leaders regarding top issues impacting IR executives.

Benefits Included:

- Sponsor recognition on interview backdrop signage and all event promotion materials
- Sponsor can provide one executive or client to be interviewed

Conference Program Book Advertising

(limited availability)

Your company message will be in the hands of every attendee at the NIRI Annual Conference as your company is featured on a full-page or 1/2 page, four-color advertisement. The Conference Program includes a full conference agenda, speaker bios, exhibitor information and more.

- Back Cover - Full Page: \$6,000 **SOLD**
- Inside Front or back cover - Full Page: \$4,500 **SOLD**
- General Inside Placement - Full Page: \$3,500



Sponsorship Opportunities (CONTINUED)

Signage

Call Scott Oser at (301) 279-0468 to discuss opportunities

Lights – Camera – Action! Move your company into the Spotlight by strategically placing your messages across a wide variety of surfaces in high traffic areas. Your branding on banners, window clings, column wraps and more — placed in public areas inside the hotel to call special attention to your company, product and service.

Golf

NIRI will host its popular Golf Classic on Sunday morning at the Grande Lakes golf course. Sponsorship opportunities include:

Title Sponsor \$10,000

Corporate name on all printed and marketing materials. 24 complimentary playing spots. Ability to address participants at Awards function. 9 Holes Signs & Welcome Sign.

Tournament Golf Shirt Sponsor \$6,500

Your company logo on left sleeve of shirts for all golfers. Plus, an additional 25 shirts for your personal use. Hole Sponsorship (4) included. 4 complimentary playing spots.

Breakfast Sponsor \$5,000

Host breakfast for all golfers and ability to display banners and marketing materials at golf tournament breakfast. Hole sponsorship (2) included. 4 complimentary playing spots.

Lunch Sponsor \$6,000

Host lunch following golf for all players and ability to display banners and marketing materials at golf tournament lunch and Awards Banquet. Hole (2) sponsorship included. 4 complimentary playing spots.

Beverage Cart Sponsor \$3,500

Host on-course Beverage Cart & ability to display banners on course and on the Beverage Cart. Hole (2) Sponsorship included. 4 complimentary playing spots.

Golf Ball Sponsor \$3,600

Host 288 sleeves of logo'd golf balls. Hole (2) sponsorship included.

Hat Sponsor \$2,500

Complimentary hats (150) with logo. Hole (1) Sponsorship included.

Hole Sponsor \$500

Hole sponsorship (1) and ability to distribute marketing materials at the golf event.

Health & Wellness

NIRI attendees enjoy the opportunity to balance their days with fitness and networking through events such as the Fun Run, Yoga, and Boot Camp. Sponsorship opportunities range from the title sponsor to door prizes, gift donations, and more.

Yoga \$3,000 - (Exclusive)

Sponsor recognition at these popular daily events and in the Conference Program.

Fun Run \$4,000 - (Exclusive)

Sponsor recognition at this fun event and in the Conference Program.

Registration Tote Bags:

\$7,500

A useful bag is one of the most visually striking of all sponsorships! As the sole sponsor, the bag will display your brand for years to come, plus includes one insert placed in the tote bag. Insert must be pre-approved and provided by sponsor. Tote bag production is included.

Additional Sponsorship Opportunities Available

Call to discuss opportunities

For more information on how to become an Exhibitor/Sponsor please contact:

Scott Oser, Exhibit and Sponsorship Sales

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