



# SPONSORSHIP PROSPECTUS

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**ADDENDUM | ANNUAL CONFERENCE**

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**JUNE 10 - 13, 2018 | WYNN LAS VEGAS | #NIRI18**



# INTRODUCING A NEW REWARD BASED COMPLIMENTARY TICKET PROGRAM FOR SPONSORS!



- **\$75,000+** in Annual Conference sponsorship receives 10 complimentary tickets with the opportunity to earn 1 additional ticket for every \$10,000 spent after \$75,000. Once a sponsor reaches their maximum complimentary ticket allowance, additional tickets can be purchased for a discounted \$1,095 rate.
- **\$0 to \$74,999** in Annual Conference sponsorship will receive 1 complimentary ticket for every \$10,000 spent. Once a sponsor reaches their maximum complimentary ticket allowance, additional tickets can be purchased for a discounted \$1,095 rate.

## SPONSOR BRANDING

In addition to sponsored item(s), all sponsors of the Annual Conference will receive logo placement on event website, marketing materials, onsite marketing materials, onsite signage, recognition in opening remarks daily and in conference app.

## IR SHOWCASE EXHIBITS

- 20'x20' Booth (Qty 12) - \$18,000 each - **1 Left**
- 10'x20' Booth (Qty 12) - \$9,000 each - **2 Left**
- 10'x10' Booth (Qty 24) - \$4,500 each - **12 Left**

*\*Booth sponsorship includes online listing including name, description and logo, contact information and booth. 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 the conference app. Pre and Post Conference Attendee list. Full access to Seminars, General Sessions, Breakfast, Luncheons, Breaks, and Receptions. 8' high draped back wall; 3' high draped side rails, carpet and one wastebasket.*

*\*\*Booth selection will be based on total NIRI sponsorship, starting with sponsors who have spent the most in sponsorship with NIRI for 2018.*

## SPONSORSHIP OPPORTUNITIES

- Demo Pods (Qty 8) - \$5,000 each - **Sold Out**
- Lunch n' Learn Sessions (Qty 4) - \$15,000 each - **Sold Out**
- Breakfast (Qty 4) - \$8,000 each - **1 Remaining**
- NexGen Reception (Qty 2) - \$2,500 each - **1 Remaining**
- Afternoon Breaks (Qty 4) - \$4,000 each - **2 Remaining**
- Monday Reception (Qty 2) - \$15,000 each - **1 Remaining**
- Volunteer Reception (Qty 2) - \$10,000 each - **Sold Out**
- **NEW!** Branded In - Room Water Bottles - \$20,000 (exclusive)
- Refreshment Breaks (Qty 4) - \$10,000 each
- Closing Reception (Qty 2) - \$15,000 each
- Senior Roundtable Lunch - \$8,000 (exclusive) - **Sold Out**
- Opening Reception (Qty 2) - \$15,000 each - **1 Remaining**
- Yoga Sponsorship - \$3,000 (exclusive)
- Fun Run Sponsorship - \$4,500 (exclusive)
- General Session - \$25,000 (exclusive) - **Sold Out**
- Global IR Forum - \$10,000 (exclusive) - **Sold Out**
- Global IR Forum Reception - \$10,000 (exclusive)
- Golf Title Sponsor - \$10,000 (exclusive)
- Golf Balls - \$3,500 (exclusive) - **Sold Out**
- Golf Shirts - \$6,500 (exclusive)
- Golf Breakfast - \$5,000 (exclusive)
- Golf Lunch - \$6,000 (exclusive)
- Golf Beverage Cart - \$3,500 (exclusive)
- Golf Hat - \$2,500 (exclusive)
- Golf Holes (Qty 9) - \$500 each
- Badge Lanyards - \$10,000 (exclusive) - **Sold Out**
- Conference App Ad - \$1,000 (Qty 10) - **8 Remaining**
- Conference App Push Notifications - \$500 (exclusive) - **Sold Out**
- Conference App - \$7,500 (exclusive) - **Sold Out**
- Hotel Key Packets - \$5,000 (exclusive)
- Note Pads (Qty 2) - \$4,000 each
- Pens (Qty 2) - \$4,000 each
- Registration Handout - \$3,000
- Hotel Room Drops (Qty 12) - \$4,500 each - **9 Remaining**
- Conference Tote Bag - \$7,500 (exclusive)
- **NEW!** Headshot Lounge - \$15,000 (exclusive)
- Conference Window Clings - \$1,000 (exclusive) - **Sold Out**
- **NEW!** IRC Booth - \$5,000 (exclusive)
- Hotel Room Welcome Channels (Qty 2) - \$1,500 each - **1 Remaining**
- NIRI Endorsed Research Report - \$12,500 (exclusive) - **Sold Out**
- Slido Event Polling - \$5,000 (exclusive)
- Mobile Charging Stations (Qty 4) \$1,000 each - **Sold Out**
- **NEW!** Live Media Training - \$25,000 (exclusive) - **Sold Out**
- Program Book Ad (Inside Front Cover - Full Page) - \$3,500 (exclusive)
- Program Book Ad (Inside - Front/Back Page - Full Page) (Qty 2) - \$4,500 each
- Program Book Ad (Back Cover - Full Page) - \$6,000 (exclusive)
- **NEW!** Sunday Sponsored IR Bootcamps (Qty 2) - \$15,000 each - **Sold Out**
- **NEW!** Tech Lounges (Qty 3) - \$5,000 each - **2 Remaining**
- **NEW!** IRC Reception - \$10,000 (exclusive) - **Sold Out**
- **NEW!** Annual Conference Daily News (Qty 3) - \$5,000 each
- Hallway Signage (Qty 10) - \$1,500 - **Sold Out**

## FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

**Aaron Eggers**, Vice President of Sponsor and Partner Relations

**EMAIL:** [aeggers@niri.org](mailto:aeggers@niri.org)

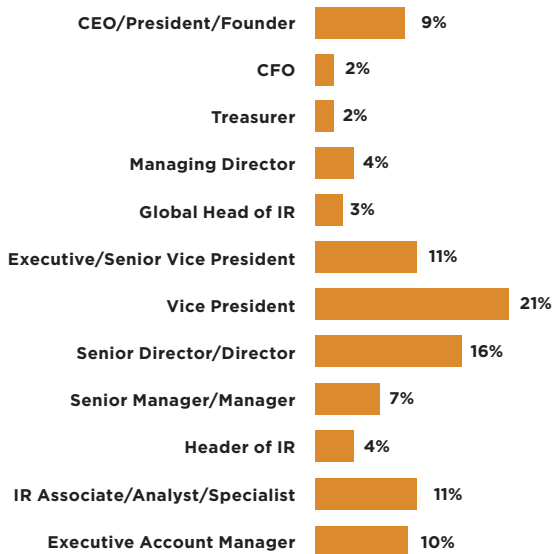
**PHONE:** 703-562-7684

*Full payment is due upon receipt of invoice. An additional fee of 3% applies to credit card payments. All terms and conditions apply.*

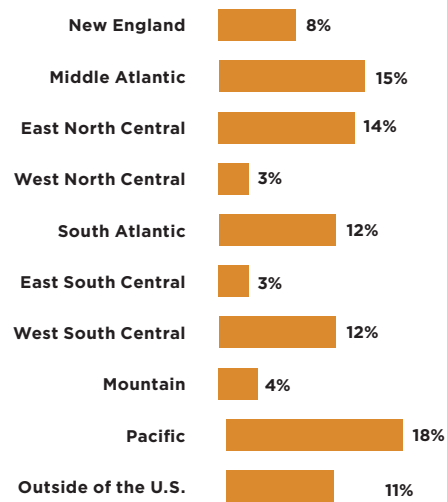
## TOP REASONS TO EXHIBIT



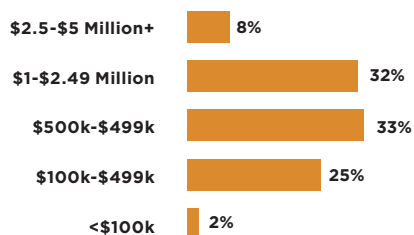
## WHO ATTENDS NIRI'S ANNUAL CONFERENCE?



## WHERE ARE ATTENDEES LOCATED?



## WHAT SIZE BUDGETS DO ATTENDEES COMMAND?



## SPONSOR AND EXHIBITOR BENEFITS

- Face-to-face contact with more than 1,000 global IR professionals.
- Listing of your company as an official sponsor/exhibitor in Conference promotions.
- A venue to introduce new products and scrutinize your competition.
- Keep on top of new developments in your space.
- Enhanced marketing opportunities—sponsors and exhibitors receive advance and final registration list.
- Food and beverage and various networking events are scheduled in the IR Showcase (exhibit hall).