NIRI TOP SPONSORS PROGRAM

Sponsors who meet the below thresholds of total sponsorship spend with NIRI will earn additional benefits throughout 2019.

**Platinum - $125,000+**

Sponsors who meet this threshold will receive five complimentary memberships, additional branding on the NIRI website, email marketing (excluding IR Update Weekly e-newsletter and IR Update Magazine digital and print publications) and additional branding at NIRI events/programs.

**Gold - $75,000-$124,999**

Sponsors who meet this threshold will receive three complimentary memberships, additional branding on the NIRI website, email marketing (excluding IR Update Weekly e-newsletter and IR Update Magazine digital and print publications) and additional branding at NIRI events/programs.

**Silver - $50,000-$74,999**

Sponsors who meet this threshold will receive one complimentary membership, additional branding on the NIRI website and additional branding at NIRI events and programs.

**All Sponsors in 2018 get first right of refusal for all 2019 sponsorships, except those indicated as ‘NEW’.
(NEW) Regional Event Series

Comprehensive IR programming and networking across the country.

NIRI East

Exhibit Showcase - $2,500
(Qty 10 each)
Includes branding on event website and email marketing, multiple acknowledgements during remarks and one 6’ table in the showcase that includes power and Wi-Fi. One complimentary registration is included and each sponsor can purchase one additional registration for 50% of the Member Price. One person per registration.

Reception Sponsorship - $4,500
(Qty 2 per event – category exclusive)
Includes branding on event website and email marketing, acknowledgement at beginning of reception. Two complimentary registrations to reception only. One person per registration.

Headshot Lounge Sponsorship - $5,250
(Qty 1 each)
Includes branding on event website and email marketing, multiple acknowledgements during remarks and one 6’ table near the Headshot Lounge location. One complimentary registration is included and each sponsor can purchase one additional ticket for 50% of the Member Price. One person per registration.

In-City Senior Roundtable Dinner – $3,000
(Qty 1 each)
Includes branding on event website and email marketing, acknowledgement at beginning of reception. One complimentary registration to dinner only.

NIRI West

Exhibit Showcase - $2,500
(Qty 5)
Includes branding on event website and email marketing, multiple acknowledgements during remarks and one 6’ table in the showcase that includes power and Wi-Fi. One complimentary registration is included and each sponsor can purchase one additional registration for 50% of the Member Price. One person per registration.

Reception Sponsorship - $4,500
(Qty 2 – category exclusive)
Includes branding on event website and email marketing, acknowledgement at beginning of reception. Two complimentary registrations to reception only. One person per registration.

Headshot Lounge Sponsorship - $5,250
(Qty 1 each)
Includes branding on event website and email marketing, multiple acknowledgements during remarks and one 6’ table near Headshot Lounge location. One complimentary registration is included and each sponsor can purchase one additional registration for 50% of the Member Price. One person per registration.

[Additional sponsorship opportunities possible in 2019]
THE NII Senior Roundtable addresses leading trends and issues impacting the investor relations profession in a combination of formats featuring expert speakers and member-led discussions, designed with ample time for Roundtable members to participate.

Senior Roundtable Annual Meeting Sponsorship - $15,000
(Qty 2 – Category exclusive)
Includes branding on website and email marketing, multiple acknowledgments during remarks. Three complimentary registrations are included and attendees must be senior level. One person per registration.

Leadership Week
NIRI National Board members, chapter presidents, and advocacy ambassadors gather in Washington each September to meet with Congressional staffers and Securities and Exchange Commission officials and to mobilize grassroots support for NIRI advocacy priorities, which include proxy advisor reform, short-selling disclosure, and 13D modernization.

NIRI Leadership Week - $5,000
(Qty 6)
Includes branding on website and email marketing, multiple acknowledgements during CEO's remarks and one 6' table with power and Wi-Fi. Branding and participation will be included at the Board Dinner and Reception, Chapter Leadership Meeting and the Legislative Briefing. Two complimentary registrations are included and each sponsor can purchase one additional registration at $250. One person per registration.

Opening Reception – $5,000
(Qty 1)
Includes branding on website and email marketing, and onsite at the reception.

NIRI Think Tank
The NIRI Think Tank studies trends, issues and evolving dynamics impacting investor relations and capital markets stakeholders. The Think Tank produces a report with observations, conclusions and recommendations that will help NIRI to better serve the IR community.

NIRI Think Tank - $7,500
(Qty 2)
This sponsorship is category exclusive. Includes full participation in Think Tank activities, branding in final report, logo included in full page ad in IR Update Magazine, logo and acknowledgement at Think Tank meetings and permission to distribute the report to clients and prospects. One full participant per sponsor and attendees must be senior level.
(NEW) **The Big I™**

The Big I is a unique NIRI annual program that will engage public-company stakeholders in a constructive learning experience on emerging issues common to investors and issuers and create opportunities for collaboration and ongoing dialogue. This Forum will focus on a “deep dive” into a specific theme and invite presentations by thought leaders with different points of view as a prelude to discussion and dialogue. “ESG” will be the central theme for the first Forum to be held on March 19, 2019 in New York City.

**The Investor & Issuer Invitational Forum™ (The Big I™) – Presenting Sponsorship - $25,000**

(Qty 3)

Sponsorship includes logo branding onsite signage, presentation and handouts. Includes logo branding online website, event page and mentions in IR Update. Includes opportunity for 3-minute podium introduction. Includes 3 complimentary registrations.

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(NEW) **40 Under 40**

The 40 Under 40 Awards identifies and recognizes up-and-coming leaders and practitioners in the field. The winners will be announced at the IR Magazine’s US Awards Gala in New York and the 2019 NIRI Annual Conference in Phoenix, AZ.

**40 Under 40 Awards – Presenting Sponsorship - $5,000**

(Qty 2)

The sponsorship of these awards will be held in conjunction of the IR Magazine Gala. Sponsorship includes logo branding onsite signage, presentations and handouts at awards. Logo placed on the awards themselves. Includes logo branding on NIRI's website, event page and mentions in IR Update for the awards. Includes 1 complimentary registration to the awards.

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(NEW) **Emerging Leaders Program**

*Designed for the next generation of leaders of capital markets engagement. A special event will be held at the 2019 NIRI Annual Conference and other events throughout the year.*

**Emerging Leaders Program – Presenting Sponsorship - $5,000**

(Qty 1)

Sponsorship includes logo on onsite signage, presentations and handouts at the Emerging Leaders Program. Also includes logo branding on website, event page and mentions in IR Update. Includes opportunity for 2-minute podium introduction. Includes 1 complimentary registration.
2019 Sponsorship Menu

ONLINE LEARNING

Webinars

Insight from leading IR peers and industry experts.

NIRI Webinars - $2,500
(Qty 10)
This sponsorship is one sponsor per webinar. The sponsor will receive the opportunity to submit a webinar concept and work with NIRI staff on development. NIRI is the final decision maker for all webinar content. Logo representation on email marketing and webinar materials, including one marketing slide at beginning of webinar, sponsor introduction of webinar and redirection to sponsor website at end of webinar. Up to one speaker from sponsor firm may participate in webinars as appropriate.

(NEW) The IR Competency Suite™

This new online learning course comprises a suite of asynchronous, self-paced modules ideal for those preparing to sit for NIRI’s Investor Relations Charter® (IRC) exam, or for anyone interested in reviewing specific topics or filling in skills gaps. Available as a complete package or as individual modules, this new educational tool is grounded in the same IR Competency Framework upon which the IRC exam is based, and on NIRI’s IR Body of Knowledge book. Launch is planned for spring 2019.

Modules - $2,500
(Qty 10)
Sponsors will get logo placement and acknowledgment next to module access.

Website - $5,000
(Qty 1)
Sponsor will get logo placement on the IR Competency Suite website for all of 2019.
2019 Sponsorship Menu

PUBLICATIONS & DIGITAL ADS

NIRI Member Surveys

*Tap into the largest professional investor relations association in the world. NIRI's more than 3,300 members represent over 1,600 publicly held companies and $9 trillion in stock market capitalization.*

(Qty 4 Annually)

**NIRI Branded Survey - $6,500**
- Includes 3 direct emails to NIRI Members. Sponsor can choose audience from NIRI Membership. Includes Ad in IR Weekly for one week. All survey questions must be reviewed and approved by NIRI prior to survey completion and distribution. Both NIRI and Sponsor must review and approve all survey email copy prior to send. The three emails will be sent three weeks consecutively, specific dates to be determined by NIRI and Sponsor.

**Co-Branded Survey - $4,500**
- Includes 3 direct emails to NIRI Members. Sponsor can choose audience from NIRI Membership. Includes Ad in IR Weekly for one week. All survey questions must be reviewed and approved by NIRI prior to survey completion and distribution. Both NIRI and Sponsor must review and approve all survey email copy prior to send. The three emails will be sent three weeks consecutively, specific dates to be determined by NIRI and Sponsor.

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**IR Update Weekly**

*Delivered electronically every Tuesday, IR Update Weekly brings members information on NIRI professional development events, member services, regulatory updates, chapter programs, and corporate governance news.*

**IR Update Weekly e-Newsletter Advertising**
- Limit of 12 sponsor ads per issue.
- Digital only. Circulation of approximately 4,400 IR professionals weekly.
- **4 weeks - $500**
- **16 weeks - $1,400**
- **48 weeks - $3,000**
PUBLICATIONS & DIGITAL ADS

IR Update Magazine

(Limit of 12 Sponsor Ads per Issue)

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Sponsored Content

(Limit of 4 total Sponsor full pages per issue. Max 2 full pages per Sponsor) - $2,500 per page

(NEW) 50th Anniversary Edition in November 2019

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<td>Qty 10</td>
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Podcasts

IR Update Podcasts – $2,500

(Qty 6)
Sponsorship will include the opportunity for one executive to be interviewed in the podcasts, logo placement on the landing page and email marketing promoting the podcasts, logo included in IR Update half page ad promoting the podcast, opportunity to submit three podcast topics per podcast with final decision by NIRI, logo placement on sign at the Annual Conference promoting the podcast series and rights to include NIRI name and logo in sponsor emails or other marketing material promoting sponsored podcasts to clients and prospects.

NIRI Website

(NEW) NIRI Website Advertising – 10 ads/per month $3,000/per month

(Qty 12)
One advertiser per month will get to place 10 sidebar ads on their choice of 10 subpages of the NIRI website.
50th Anniversary Video - $25,000
(Qty 1)
This video will be released and played during general sessions at the 2019 Annual Conference. The video will be placed on the NIRI website from 6/10/19 – 6/9/2020. The video will be emailed to every member and provided to chapters for local programming. The video will be placed in the digital time capsule.

50th Anniversary Video Booth - $10,000
(Qty 1)
The video booth will be in the exhibit hall at the 2019 Annual Conference. Content will be placed in digital time capsule. The sponsor will get to staff the video booth at the Annual Conference and handout marketing materials.

Digital Time Capsule - $5,000
(Qty 1)
All 50th anniversary publications, videos and photos will be placed in the digital time capsule until the 75th Anniversary. Sponsor will get to include a 5-minute video in the digital time capsule.
Complimentary Registration Program for Sponsors

$75,000+ in Annual Conference sponsorship receives 10 complimentary registrations with the opportunity to earn 1 additional registration for every $10,000 spent after $75,000. Once a sponsor reaches their maximum complimentary registration allowance, additional registrations can be purchased for a discounted $1,095 rate.

$0 to $74,999 in Annual Conference sponsorship will receive 1 complimentary registration for every $10,000 spent. Once a sponsor reaches their maximum complimentary registration allowance, additional registrations 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
- 10’x20’ Booth (Qty 12) - $9,000 each
- 10’x10’ Booth (Qty 24) - $4,500 each
- Exhibitor Booth Game (Qty 10) - $500 each

*Booth sponsorship includes online listing including name, description and logo, contact information and booth. Listing on the conference app. Pre and Post Conference Attendee list. Full access to conference programming, Breakfast, Luncheons, Breaks, and Receptions. 8’ high draped back wall; 3’ high draped side rails, carpet and one wastebasket. One person per registration.

**Booth selection will be based on total NIRI sponsorship, starting with sponsors who have spent the most in sponsorship with NIRI for 2019.
Sponsorship Opportunities

Networking and Activities

- Breakfast (Qty 4) - $5,000 each
- Afternoon Breaks (Qty 4) - $4,000 each
- Monday Reception (Qty 2) - $15,000 each
- IRC Reception - $10,000 (exclusive)
- Global IR Reception - $5,000
- Volunteer Reception & Dinner (Qty 2) - $15,000 each
- Refreshment Breaks (Qty 4) - $5,000 each
- Closing Reception (Qty 2) - $10,000 each
- Senior Roundtable Lunch - $8,000 (exclusive)
- Senior Roundtable Breakfast - $5,000 (exclusive)
- Opening Reception (Qty 2) - $15,000 each
- Fitness Sponsorship (Yoga) - $2,000
- Fitness Sponsorship (Fun Run) - $2,000
- NEW! Fitness Sponsorship (Bootcamp) - $2,000
- NEW! Fitness Sponsorship (Acqua Fitness) - $2,000

Thought Leadership

- Lunch n’ Learn Sessions (Qty 4) - $15,000 each
- Sponsored Research Report - $5,000 (exclusive)
- Sunday Sponsored IR Workshops (Qty 2) - $10,000 each
- NEW! NIRI Express Talks (Qty 8) - $5,000 each

Branding & Signage

- General Session - $25,000 (exclusive)
- Demo Rooms (Qty 5) - $5,000 each
- Badge Lanyards - $10,000 (exclusive)
- Conference App Ad - $1,500 (Qty 10)
- Conference App Push Notifications - $1,000 max 2/day
- Conference App - $7,500 (exclusive)
- Hotel Key Cards - $5,000 (exclusive)
- Note Pads (Qty 2) - $2,500 each
- Pens (Qty 2) - $2,500 each
- Hotel Room Drops (Qty 12) - $4,500 each
- Headshot Lounge - $10,000 (exclusive)
- Window Clings (Qty 28) - $1,000
- Door Window Clings (Qty 8) - $750
- Hotel Room Welcome Channels (Qty 2) - $1,500 each
- Slido Event Polling – $6,500 (exclusive)
- Mobile Charging Stations (Qty 4) - $1,000 each
- Live Media Training (Qty 1) - $12,500
- Tech Lounges (Qty 3) - $7,500 each
- Badge Holders - $6,000 (exclusive)
- Foyer Hanging Signage Center (Qty 4) - $1,500 each
- NEW! Foyer Hanging Signage Outside General Sessions (Qty 2) - $1,750 each
- NEW! Escalator Clings (Qty 4) - $4,000 each
- NEW! Escalator Landing Clings (Qty 4) - $500 each
- NEW! Stair Riser Decal (Qty 1) - $5,000
- NEW! Stair Landing floor Decal (Qty 1) - $2,000
- NEW! Foyer Pillars – all 4 sides- (Qty 10) - $4,000 each
- NEW! Lobby & Foyer Coffee Table Decals (Qty 8) - $1,000 each
- NEW! Wireless Sponsor (all days) (Qty 1) - $15,000
- NEW! VIP Car Service Sponsorship (Qty 1) - $10,000
- NEW! IR Family Feud (Qty 1) - $7,500
CONTACT US

For Sponsorship and Advertising Opportunities, please contact:

Aaron Eggers,
Vice President of Sponsor and Partner Relations
Email: 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.