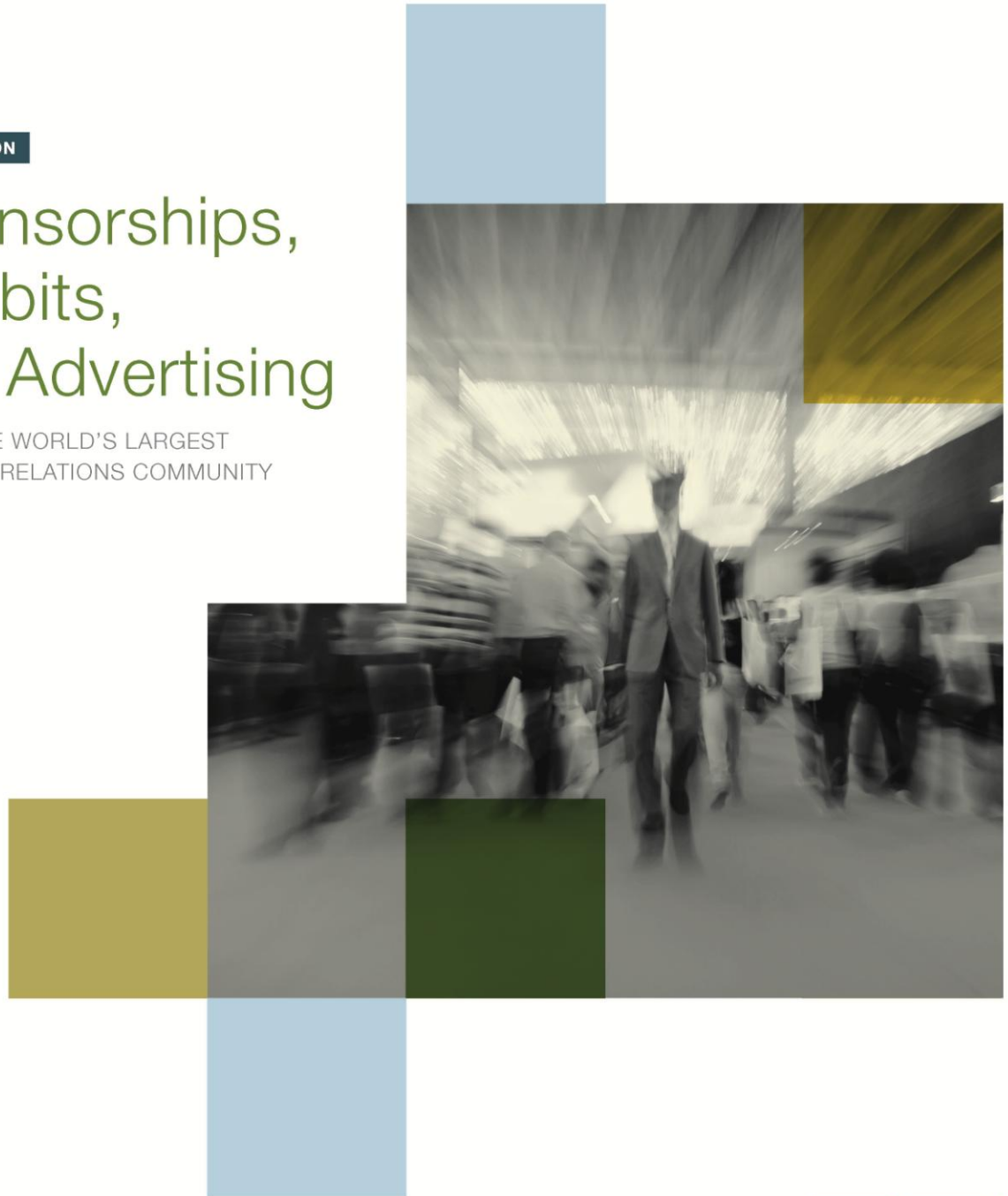


2012 EDITION

Sponsorships, Exhibits, and Advertising

NIRI IS THE WORLD'S LARGEST
INVESTOR RELATIONS COMMUNITY



niri



Meet Your Goals with NIRI

Communicate your message to decision makers and influencers in the investor relations community through a variety of opportunities. Select sponsorships, exhibiting, and advertising to create a 2012 NIRI Sponsorship Package that suits your needs... or add as your marketing approach evolves.

Targeted Campaigns

Marketing to this unique audience allows you to target IR practitioners looking to discover the resources and information they need for success. Opportunities cover a wide range of NIRI events and outlets, including: Annual Conference, Senior Roundtable, publications, web site, research seminars, webinars, and symposia.



Why Sponsor, Exhibit, or Advertise?

Now more than ever, you must stay on top of your game and connect with existing and prospective clients. NIRI is the largest investor relations community in the world...and NIRI is the premier organization for education, networking, and sharing best practices.

NIRI offers the ideal venue to successfully communicate a company's value in volatile markets. Supported by top-name speakers and industry leaders, our Community engages in the service discovery process in a respectful environment, teaming with influential thought leaders. NIRI is an invaluable resource that can fulfill your company's desired return on investment.



In This Document...

- **2012 Annual Conference:** Sponsorship, Exhibits, Demo Rooms, and Advertising
- **Publications:** IR Update, IR Weekly, Website, Research, and Whitepaper Library
- **Education Sponsorships:** Seminars, Symposia, and Webinars
- **Senior Roundtable**

The Value of a Packaged Program

NIRI Sponsorship packages offer the best return on your marketing dollar. Please contact Mike Hyatt at 703 506-3569 (mhyatt@niri.org) for a customized plan.

ANNUAL CONFERENCE

Sponsorship, Exhibits,
and Demo Rooms





Conference attendees look to NIRI for world class education, networking, and product and service discovery. Build your exposure and grow your business, enhance brand awareness and improve positioning among IR professionals. Visit www.niri.org/conference for the latest on Conference.

Sponsor and Exhibition Benefits

All sponsors and exhibitors receive:

- Face-to-face contact with more than 1,300 IR professionals from around the world, and the opportunity to explain how your offering can make them more effective. Attendee profile closely mirrors NIRI Membership.
- Listing of your company as an official sponsor/exhibitor in conference promotions and programs, including your logo and link on the NIRI site.
- A venue to introduce new products and scrutinize your competition. Keep on top new developments while learning more about the products and marketing practices of others in your field.
- Your logo on screen during the opening general session in recognition of your Conference sponsorship.
- Enhanced marketing opportunities—sponsors and exhibitors receive advance and final registration lists.

THOUGHT LEADERSHIP
Limited to 10 – very few remain

Breakfast Briefs or Lunch-and-Learns: Reinforce your thought leadership with Tuesday education sessions on the topic of your choice (*must be approved, includes literature placement, food and beverage, and standard sign*) **\$14,000**

SOLD

Sponsorships

Subject to availability and require the purchase of exhibit booth space.

TOP-TIER SPONSORSHIPS

NIRI Signature Event: Co-sponsorship of the big event members will talk about all year long. **\$57,000**

General Sessions: Your brand in front of all attendees during general sessions, including in video to play on the NIRI Website throughout the year. Includes coffee station where your branded mugs can be placed. **\$34,000**

SOLD

Opening Reception: The sole sponsor of the first experience attendees have at conference. Your brand welcomes everyone! (Includes island booth) **\$25,000**



▪ **Tote Bags:** A new useful bag is one of the most visually striking of all sponsorships that will display your brand for years to come **\$18,000**

SOLD



- SOLD
 ▪ **Senior-Titled IRO Lunch:** Monday networking, content and lunch IRO practitioners...and you **\$18,000**
- **Official Annual Conference** material and is branded with the sponsor's logo—often kept for years **\$13,050**
- SOLD
 ▪ **Hotel Key Card:** Prime placement as attendees check in—every attendee room key card with your logo on one side **\$13,050**
- SOLD
 ▪ **Badge Holder and Program-at-a-Glance:** Your logo on every badge holder and the well-used pocket summary of the agenda **\$12,000**
- SOLD
 ▪ **On-site Research:** Recognition as sponsor of hot-topic research presented during a general session. Includes press release quote and branding on NIRI site. **\$12,000**
- **Cyber Cafes Co-Sponsorship:** One of the most heavily visited areas of conference that offers attendees convenient online access (includes equipment) **\$10,500**



SPORTING EVENTS

Display your logo during golf, yoga or the 5K fun run/walk—engage attendees as they enhance their networks.

Opportunities include:

- Golf Classic **\$6,000** SOLD
- 5K Fun Run/Walk and Yoga **\$4,000** SOLD
- Breakfast or Lunch **\$3,000**
- Golf Hole or Cart Sign **\$1,000**



- **NIRI Hot Spot:** Wireless access available throughout the conference space—a splash page will greet users **\$10,000**
- **Global IR Summit:** Demonstrate your hospitality by hosting the premier Conference event for global IR programs **\$10,000** SOLD



ANNUAL CONFERENCE

- **Conference Session Material**
Website: All conference material, including session handouts, surveys and summaries—your info page, white papers, logo, and link included **\$9,500**

- **Conference Map:** The map is the ideal way to highlight your company presence at conference and direct traffic to your booth **\$9,000**

SOLD

- **Registration Desk Sponsor:** One of a limited number of opportunities to put your brand in front of attendees outside the exhibit hall **\$8,000**

- **Conference T-Shirts:** Distributed to all attendees, t-shirts feature your logo and the conference logo (production costs excluded) **\$7,500**

- **Display Terminals or Video Screens:** Push your message out on terminals or video screens in highly visible pre-function areas (equipment and hotel fees not included) **\$7,000**

- **Wall/Column Clings:** Your brand in the main hallway in front of registration and the exhibit hall, or in front of session areas (number of column surfaces and wall coverage options vary, production costs not included) **\$6,000**

<http://interactivevenue.ges.com>

Username: mhyatt@niri.org

Password: takw80kd

SOLD

- **Pen or Notepad:** The pen and/or notepad provided will be placed in meeting rooms and sessions **\$5,000**

SOLD

- **Registrant Book:** Your advertisement on the back of the registrant list, which has a long shelf-life **\$5,000**

- **Morning and Afternoon Breaks:** Select from four breaks offered

throughout conference in the exhibit hall—includes the popular ice cream break (hotel fees not included). Few remain! **\$4,000**



- **Service Demonstration Room:** Demonstrate your service in a private room away from the bustle of conference, or use it as a staff room (exhibitors/sponsors have priority; basic hotel sign included) **\$4,050**

SOLD

- **Program book advertising:** Full-page, four-color ads—back cover, inside front and back covers, and general placements are available **\$2,000 to \$5,000**

SOLD

- **Hotel Room Drop:** Your literature on attendee hotel room doors (hotel fees not included; items must be pre-approved) **\$3,000**

- **Registration Bag Inserts:** One promotion item will be inserted into every bag (items must be pre-approved) **\$3,000**

- **Literature Display:** Your brand on prominently placed publication bins. **\$3,000**

- **E-mail Distribution:** NIRI delivers four-panel graphic e-mail with four messages. E-mail will be sent and scheduled based on interest. (limited availability) **\$1,600**

SOLD



Your presence at conference does more than support your brand, it offers the opportunity to guide prospective clients through the product and service discovery process. IR practitioners and their agencies attend conference to learn how they can be more effective.

Booth Selection

Booth selection order is based on an organization's spend on NIRI National events and membership. For the NIRI 2012 Annual Conference booth selection process total spend is based on:

- 2011 exhibit and table top display fees
- 2011 sponsorship fees (Conference, education, seminars, Webinars, and roundtables)
- 2011 Conference attendance registration fees
- 2011 National membership dues
- 2011 in-kind services, and
- 2011 publication and website advertising

Organizations will be ranked by their 2011 total spend and then will have the opportunity to select their booth in that order. This allows for full placement visibility and an orderly booth selection process. Past sponsors and exhibitors will receive an account of their NIRI National spend in advance of the selection process.

Select the number of booths needed—No multiple-booth premium!

NIRI continues to expand on traffic generation efforts. This year a *recap* general sessions has been added *next to the exhibit hall* for the end of day on Monday and Tuesday.

Respect Our Community

Conference is focused on thought leadership. Only exhibiting companies may engage attendees in the exhibit area. Attendees have been asked not to accept invitations to events from vendors not sponsoring or exhibiting at Conference. Service and product solicitation is not appropriate by vendors not sponsoring or exhibiting. Please respect our community, and notify NIRI staff of violations.

Cancellation Policy

Refunds of booth rental fees are based on the following:

Cancellation and Refund Policy:

- Before February 15 – paid fees less \$150
- Before February 28 – 50% of paid fees less \$150
- Before Mar 15 – 25% of paid fees less \$150
- After March 15 – no refund will be given

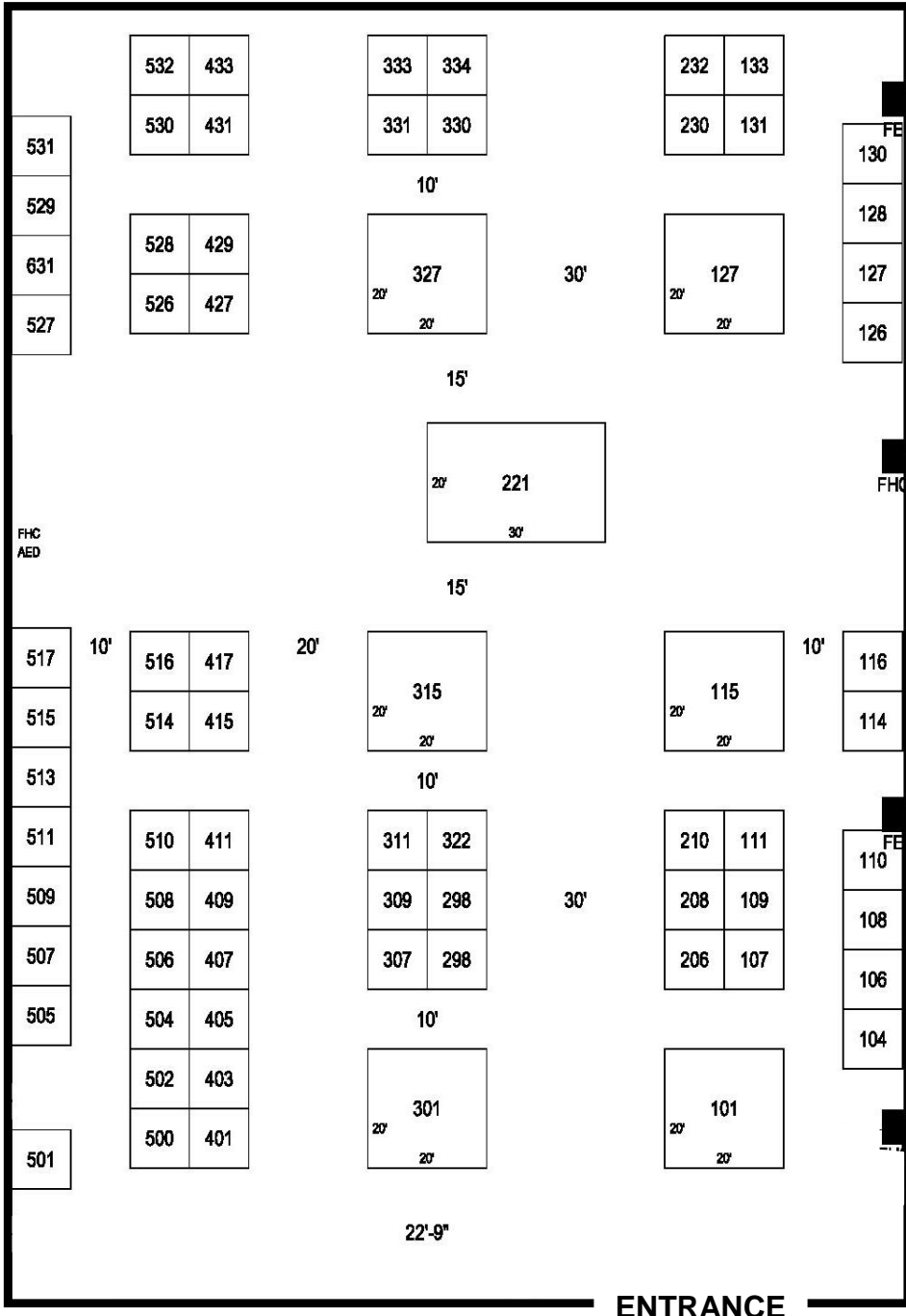
Exhibit Booths in 2012

- Standard 10'x10' booths, some restrictions apply (more information at www.niri.org/ac12_rules)
- Include basic sign and pipe & drape **\$3,650 to \$4,050**
- 20'x20' island booths available **\$16,200**



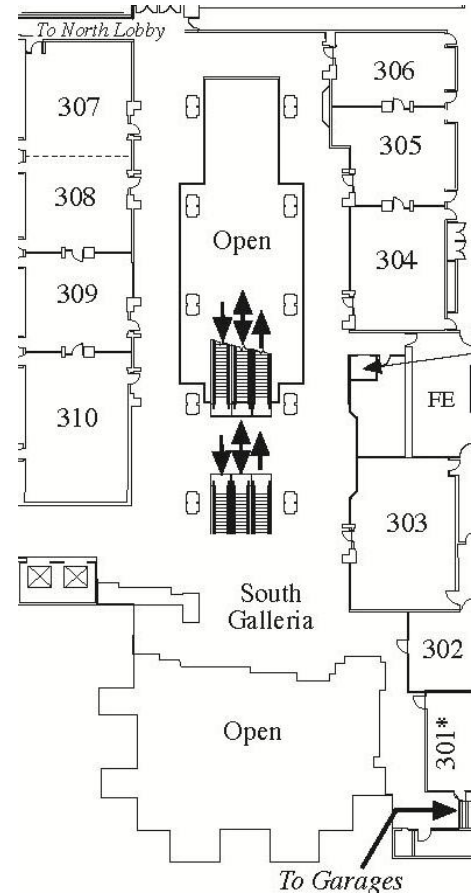
Exhibit Floor Plan

In **Hall 4B on Level 4** of the Washington State Convention Center in Seattle, WA (see http://www.wsctc.com/our_space/Floor_Plans.aspx). Visit www.niri.org/2012floorplan for current plan with exhibitors.



Demo Rooms

Demonstrate your products, entertain clients, or use as a staff office. Demo rooms are on **Level 3** of the center.



PUBLICATIONS

IR Update, IR Weekly,
Web Site (niri.org),
and Research





NIRI member communications are highly valued by this prime audience of decision makers. Advertising in NIRI electronic and print publications provides exposure to the largest investor relations professional member organization in the world.



- **IR Update**—Printed in full color and distributed both in print and electronic formats. Each issue contains informative and lively articles on the latest developments, trends and best practices in investor relations. Each issue is archived online — so your message remains evergreen.

NIRI's premier monthly magazine is the industry standard for IR information. It's a must read for anyone in the business. Each placement includes the option to embed an SWF file in the online PDF.

\$2,500 to \$5,500

- **Web Site Banners**—NIRI offers a new, extremely targeted opportunity for reaching your audience—web site advertising on NIRI.org. Multiple placement options are available on every page—from the new NIRI homepage to content pages related to your specific products or services.

\$1,000/month

Visit www.niri.org/sponsor for more detail and advertising specifications.

- **IR Weekly**—Our editorial staff monitors nearly 11,000 newspapers, business publications, Web sites, wire services, and summarizes significant articles into an easy-to-read format. IR Weekly is an executive summary of upcoming NIRI professional development programs, timely member services information and the popular *President's Note*.

This electronic publication blasts out of the NIRI office every Tuesday to our members' e-mail boxes. More than 50 percent of our membership regularly reads this timely publication.

\$900/month

- **IR Services Directory**—The IR Services Directory (formerly the "Resource Guide"), is the definitive online guide to services offered by member IR counselors and service providers. The Guide is a "yellow pages" for IROs, and an extremely targeted way to reach IR professionals searching for your services. Open to all practitioners to search by company, keyword or category.

- **Silver \$600**
- **Gold \$1,500**
- **Platinum \$3,500**



Research from the World's Largest IR Community

Research

- Connect your brand with research frequently used by IR practitioners to understand current trends, leading thought, practices, and other practitioner perceptions.
- The NIRI research team identifies issues of greatest concern to everyday lives of IR practitioners. Sponsor can provide input at various points in the process. Research results often lead to NIRI Executive Alerts and Member Benefit Webinars.

\$12,000

Benefits

- Sponsor demonstrates their thought leadership through connection to well-respected NIRI research
- Sponsor may provide input on survey and analysis
- Includes Sponsor quote in press release, presence on NIRI web site, and branding in research whitepaper and summary

Whitepaper Library

Your research in the hands of global investor relations officers

- Increase distribution of your white papers with the NIRI Whitepaper Library
- Those performing the IR function from around the world search the NIRI website for insight into practice
- Whitepapers are searchable from the site, with additional promotion in various NIRI publications
- Post the entire report for unfettered thought leadership exposure, or post an executive summary with link back to your site for lead generation and capture

\$2,500

Benefits

- Promote thought leadership through connection to NIRI importance to global IR practice
- Posting will stay on the NIRI site for up to 1 year
- Expand your distribution with the NIRI website and publications

EDUCATION SPONSORSHIPS

Seminars, Symposia,
and Webinars





Seminar Service Provider Showcase and Sponsorships

Network with NIRI members face-to-face at well-attended professional development events. Choose from sole-event sponsorship, tabletop exhibits, and sponsorship of event publications or hospitality events such as luncheons, breaks, cocktail receptions, and dinners.

Choose from a variety of events:

- Fundamentals of Investor Relations (January & September)
- Global IR Practices: Non-U.S. Companies Seeking U.S. Investors
- Going Global: U.S. Companies Seeking Non-U.S. Investors
- Industry Symposia: Energy, Oil & Gas; Pharmaceutical/Life Sciences; and, Financial Services
- Regulations 101
- Writing Workshop for IR
- Creating Powerful Investor Presentations
- Crisis Communications and Media Training
- The New Capital Markets
- Finance Essentials for IR
- Think Like an Analyst
- NIRI Lunch and Learn Webinars

Benefits

- *Network on-site with IR professionals.* Attendees seek to broaden their understanding of products and services.
- *Enhanced marketing opportunities.* Attendee lists to distribute company literature or targeted information for individual registrants.

Sponsorship and Exhibits

- Tabletop Exhibit **\$1,700**
- Program Book Advertisement **\$1,500**
- Cocktail Reception, Break, Luncheon, or Dinner (F&B fees not included) **\$3,000**
- NIRI Lunch and Learn Webinar **\$8,500**
- Symposium Sole Sponsorship (minimum, cost plus option available) **\$25,000**
- Global IR Seminar Sole Sponsorship (minimum, cost plus option available) **\$30,000**

Sponsor Receives

- One seminar registration to staff table top exhibits
- Company profile included in seminar program book
- Post-event distribution of your company information, including follow-on messages
- A mailing list of all attendees for additional marketing opportunities
- Scholarships for sponsor to gift to clients or prospects



Global IR Seminars

NIRI *Global IR Practices* and *Going Global Seminars* each have a single sponsor who gains branding exposure and full access to this important audience. A nominal registration fee applies to attendees.

- *Global IR Practices*
A comprehensive 2-day education event focused on IR practices outside an issuer's country. This event targets non-U.S. issuers seeking capital from investors outside their own country. Audience will be a mix of attendees from Latin America, Russia, U.S., Eastern Europe, Middle East, and China.
- *Going Global*
A 2-day education event focused on U.S. issuers seeking capital from investors outside of the U.S. Practices related to global IR programs will be covered.

NIRI Symposia by Industry or Topic

- NIRI Symposia are one-day events with up to five sessions. The event is free to all practitioners in the IR community. Each symposium is targeted to an industry or topic area based on the interests of practitioners and guidance from the sponsor.
- Four symposium sessions are defined, with sponsor input, by the NIRI content identification and development process. Sponsors present a Lunch and Learn session with their own content and speakers.
- Contact NIRI should your organization want to start a new symposium.

Seminar Table Top Exhibit Details

- *Location.*
Tabletops are in areas that provide maximum traffic between sessions and during meal functions.
- *What is provided?*
A 6' by 2 1/2' draped table. Space is limited and tabletops are assigned on a first come, first served basis. Electrical, telephone lines, equipment rental and shipment of materials not included.
- *What to display?*
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. Displays must fit on table.

NIRI Lunch and Learn Webinars

- Lunch and Learns are the only sponsorships that secure speaking opportunities.
- One-hour long standalone or multi-part series branded as sponsored sessions and free to all practitioners in the IR community.

Seminar Program Book Sponsorship Details

- Full-page advertisement placed in high profile sections of the program book. This is an inexpensive and highly effective way of communicating with your target audience.

Cocktail Reception, Break, Lunch, or Dinner Sponsorship



EDUCATION SPONORSHIPS

Gain good favor and exposure to attendees by hosting time to network in a relaxed setting.

**SENIOR
ROUNDTABLE**



Senior Roundtable provides experienced IR officers an opportunity to discuss the trends and issues most pressing to the profession in off-the-record forums. The collaborative and prestigious Senior Roundtable was formed in 1994 to meet the needs and interests of senior-level members.

Senior Roundtable

The Roundtable membership has increased to nearly 160 while retaining a small group atmosphere the members have requested.

- The Annual Meeting is a two-day, off-the-record program.
- Quarterly Webinar forums, in-city networking meetings, and an online eGroup community connect this group throughout the year.

Audience

- The most senior IROs and counselors representing many of the nation's leading corporations.
- This group represents high-level, engaged decision-makers who have a seat at the table.
- Attendance at the Annual Meeting is approximately 100.
- Webinars attract approximately 40 members in open dialog.

Sponsorship Opportunities

- *Annual Meeting.*
The sole sponsor is the only provider to attend this prestigious senior-level event **\$20,000**
- *Webinars.*
Senior IRO practitioners only attend from the convenience of their office or while on the road. (branding only) **\$2,500**

SOLD