

Sponsor, Exhibitor, and Advertiser Lunch Notes

Welcome:

Jeff Morgan – President & CEO, *NIRI*

Felise Kissell – Vice President IR; *HSN, Inc* – 2012 Conference Co-Chair

Andrew Kramer – Senior Director IR; *Interactive Data Corporation* – 2012 Conference Co-Chair

Kraig Conrad – Vice President, *NIRI*

Event Metrics:

Goals Achieved

Modified Net Promoter Score (% willing to recommend the event to a well respected peer), Session Content, Networking and Services Showcase survey scores based on a 7-point scale have increased every year beginning with the 2009 conference in Hollywood, FL.

What's New:

Conference

- Location – Washington State Convention & Trade Center, Seattle, WA
- Sponsorship/Exhibiting – 2012 SEA document available now – www.niri.org/2012SEA
- Expanded Global IR – NIRI Annual Conference boasts a 15% international audience
- Traffic Generation

Other Professional Development

- Symposia – one-day events with up to five sessions targeted to an industry or topic area based on the interests of practitioners and guidance from the sponsor. Industry Symposia: Energy, Oil & Gas; Pharmaceutical/Life Sciences; and Financial Services
- Expanded Global IR – comprehensive 2-day education event focused on IR practices. The *Global IR Practices* education event targets non-U.S. issuers seeking capital from investors outside their own country. The *Going Global* education event targets U.S. issuers seeking capital from investors outside the U.S.

IR Update – Monthly Magazine

- App – application for smart mobile devices to view the IR Update magazine
- Sponsored Sections – new avenues of advertising for the magazine. Each section can be broken down to a sponsored level.

2012 NIRI Annual Conference Agenda:

June 3 – 6, 2012 – Washington State Convention and Trade Center, Seattle, WA

- Saturday June 2, 2012
 - Chapter Leadership Dinner & Awards Presentation – Invite Only

- Writing Workshop for IR Seminar
- Sunday June 3, 2012
 - Sports – Golf, Yoga
 - Strategic Organization Review – One NIRI, chapter leaders, sponsor/exhibit leaders – Invite only
 - Workshops – Organization IR related conference workshops
 - Global IR Symposium – International Event and Luncheon
 - Welcome Reception – Sponsored reception to kick off the Exhibitor Services Showcase
- Monday June 4, 2012
 - General Sessions – Hall 4A
 - Industry Breakouts – unique view of industries throughout various platforms. Level 2 Washington Convention Center. Rooms 201 – 208.
 - Concurrent Breakout Session – education sessions. South Tower Convention Center rooms 6A, 6B, 6C, 6D, and 611-614.
 - Senior Titled-Event – Sponsored Senior Lunch and Program – by invitation only.
 - General Session Recap – NEW this year. An end of the day recap. The hot sessions/topics of the day will be discussed. Attendees can upload items via smart phone/email.
 - Signature Event – sponsored Monday night event. Off-site?
- Tuesday June 5, 2012
 - Fun Run – 5K walk/run through historic Seattle with transportation provided.
 - Breakfast Briefs – 5 sponsored breakfast event education programs. South Tower Convention Center Rooms 6A, 6B, 6C, 6D, and 611-614. Breakfast provided.
 - General Session – Hall 4A
 - Concurrent Breakout Session – education sessions. South Tower Convention Center rooms 6A, 6B, 6C, 6D, and 611-614.
 - Lunch and Learns - 5 sponsored lunch event education programs. South Tower Convention Center Rooms 6A, 6B, 6C, 6D, and 611-614. Lunch provided.
 - General Session Recap – NEW this year. An end of the day recap. The hot sessions/topics of the day will be discussed. Attendees can upload items via smart phone/email.
 - Showcase Reception – evening event to close the IR Services Showcase.
 - OPEN NIGHT – no NIRI events planned. Open for all sponsor/exhibit dinner and functions.
- Wednesday June 6, 2012
 - General Session – Hall 4A
 - Workshops – Organization IR related conference workshops.
 - Family Excursions – enjoy the exciting locations Seattle offers.

Location:

Washington State Convention Center

800 Convention Place
Seattle, WA 98101-2350

Phone: 206-694-5000

Fax: 206-694-5399

Email: info@wscc.com

Hotels:

Olive 8, Grand Hyatt, and Sheraton Seattle

Convention Center:

- Level 1 – Entrance, Fed Ex Office, and Various Shops and options
- Level 2 – Industry Breakouts – Rooms 201 – 214
- Level 3 – Service Demo Rooms – Rooms 301 – 310
- Level 4 – One NIRI (community common area with bar), Registration (adjacent to the escalator), IR Services Showcase (Hall 4B), and General Sessions (Hall 4A)
- Level 6 – Concurrent Breakout Sessions, Lunch and Learns and Breakfast Briefs – Rooms 6A, 6B, 6C, 6D, and 611-614

Conference Sponsorship Items:

Sponsorship Packages can be worked for all interested parties.

NIRI Signature Event, General Sessions, Opening Reception, Senior Titled IRO Lunch, Lunch and Learn, Breakfast Briefs, Notebook, Hotel Key Cards, Badge Holder/Program-at-a-Glance, On-site Research, Cyber Café, NIRI Hot Spot, Global IR Symposium and Reception, Conference Map, Registration Desk, T-shirts, Display Terminals/Video, Wall Clings/Column Wraps/Floor Clings, Pen and Notepads, Registration Book, Morning/Afternoon Breaks, Demo Rooms, Program Book Advertising, Hotel Room Drop, Registration Bag Inserts, Literature Display, Email Distribution.

Seattle Team:

Hotels:

Kelly Gleeson Smith – Hyatt Hotels and Resorts

Shelby Howe – Sheraton Seattle

DMC

Carol Riddle – SH Worldwide

Seattle Center

Allison LaFollette – Seattle CVB

