

N E W O R L E A N S



2012 NASPP | 20th Annual Conference
October 8-11, 2012

National Association of Stock Plan Professionals Conference & Exhibition

Dear Exhibitor,

The NASPP Annual Conference is an unparalleled opportunity for you to reach 2,000 potential customers. This year's Annual Conference is October 8-11 in New Orleans--always a great location for us!

Why the NASPP Conference?

For two decades, the NASPP Conference has been the premier event for stock plan professionals and a "must" for anyone responsible for executive or stock compensation. With regulators honing in on executive compensation and public scrutiny and huge exposure at stake like never before, our members tell us that they simply can't afford to miss this year's NASPP Conference.

As a service or solution provider in this industry, our members are your core customers. Now, more than ever before, Conference attendees are seeking new solutions and providers.

Say-on-Pay Workshop: 9th Annual Executive Compensation Conference Draws Additional Attendees

CompensationStandards.com's "Say-on-Pay Workshop: 9th Annual Executive Compensation Conference," held on the first full day of the NASPP Conference, is recognized as the source for responsible practices in executive compensation. In combination with the pre-Conference program "Tackling Your 2013 Compensation Disclosures: The 7th Annual Proxy Disclosure Conference," this program draws additional attendees and high-level corporate decision-makers to the NASPP Conference.

Exhibiting Pays for Itself

Our many repeat exhibitors tell us that the exposure and leads developed at the Conference easily pay for the booths and sponsorships many times over. Most exhibit and sponsor year after year because the Conference is such a successful event for them. The pre- and post-Conference mailing lists alone are worth the cost of exhibiting.

Return the enclosed application as soon as possible to ensure your participation in this always successful exhibition. Don't delay—we expect the exhibit hall to sell out again this year.

Sincerely,

Barbara A. Baksa, CEP
Executive Director

P.S. Sponsorships significantly increase your visibility; some even include the opportunity to host hospitality suites and join the NASPP's Executive Advisory Committee. Call us for more information today at (925) 685-9271 or email us at naspp@naspp.com.

GENERAL INFORMATION

Exhibitor fee includes:

- 10' x 10' draped booth—Booth identification sign
- All meals & receptions for 2 exhibitors per booth

Features of Exhibiting:

- Opportunity to reach decision-makers in your target market
- Continental breakfasts and refreshment breaks located in the Exhibition Hall
- Opening reception located in the Exhibition Hall
- One attendee mailing list prior to the Conference
- Complete attendee list at the Conference
- One attendee mailing list after the Conference
- Exhibition Hall open convenient hours
- Exhibition badges include admission to all meals and NASPP receptions
- Alphabetical listing of company in the NASPP Conference and Exhibition Guidebook, with product/service description
- Opportunities to increase visibility through sponsorship and advertising
- NASPP Conference and Exhibition Guidebook distributed with Conference registration materials
- Assistance with speaking proposals for the 2013 NASPP Annual Conference

NEW ADVERTISING OPPORTUNITIES!

Have your company name prominently displayed.
Banners with your company logo.
Ads in Conference Guidebook and much more...

Contact: Advertising Department
(925) 685-9271 or naspp@naspp.com

SPONSORSHIP and ADVERTISING

Sponsorship Opportunities

- Opening Reception
- Live Nationwide Video Webcasts
- Cyber Cafe
- Attendee Name Badges
- Registration Area
- Room Key Branding
- Relaxation Station
- Lunch
- Breakfast
- Refreshment Breaks
- Custom Sponsorships

Advertising Opportunities

- Banners
- Highlighters/Pens
- Sports Water Bottles
- Area Maps
- In Room Flyer Drop
- Conference Bag Inserts
- In Room Voicemail
- Advertisement on Hotel Monitors
- Conference Bags

Sponsorship Benefits

- Booth Selection Priority
- **NEW:** Opportunity to host a hospitality suite during the Conference
- **NEW:** Representation on NASPP Executive Advisory Committee
- Your Company Name Prominently Displayed at Sponsored Events
- Acknowledgement in Conference Guidebook and Conference Course Materials
- Online Vendor Hall - One Year Advertisement
- NASPP Home Page and Conference Page Advertisements
- Exclusive Advertisement in NASPP Conference Promotional Email (Distributed to a Mailing List of 20,000)
- **NEW:** Two full Conference registrations

Partial and co-sponsorships available. Some benefits are available only with specified sponsorships. For specific details contact (925) 685-9271.

Contact (925) 685-9271 for pricing & availability

National Association of Stock Plan Professionals Annual Conference

Don't Miss This Opportunity To Work With Your Target Audience - Your Competitors Won't! REGISTER NOW!!!

SPONSORS from the 2011 NASPP Annual Conference

Fidelity Stock Plan Services
Bank of America Merrill Lynch
UBS Financial Services
AST Equity Plan Solutions
myStockOptions.com

EXHIBITORS from the 2011 NASPP Annual Conference

Alliance Advisors	ISS Corporate Services
AST Equity Plan Solutions	James F. Reda & Associates, a division of Gallagher Benefit Services
Baker & McKenzie / LawInContext	KPMG
Bank of America Merrill Lynch	Mercer
BDO	Monidee North America
BNY Mellon	Morgan Stanley Smith Barney
Certified Equity Professional Institute (CEPI)	My Equity Comp
Charles Schwab	myStockOptions.com
CompIntelligence	National Center For Employee Ownership
Computershare	OptionEase
Deloitte	PwC
DLA Piper	Radford, an Aon Hewitt Company
Drinker Biddle & Reath	RBC Capital Markets
E*TRADE Corporate Services	Shearman & Sterling
Equity Administration Solutions	Sibson Consulting Group/Segal Co
Equity Methods	Société Générale Securities Services
Ernst & Young	Solium Capital
Executive Trading Solutions	Stock & Option Solutions
EZ Custom Software & Brokerage Services	Stock Plan Solutions/Green Zapato
Fidelity Stock Plan Services	SVB Analytics
Global Shares	The Core Group
Golden Parachute Tax Solutions	UBS Financial Services
Grant Thornton	White & Case
Hay Group	Winston & Strawn
International Law Partners	

NASPP 2012 Annual Conference and Exhibition

Application and Agreement for Exhibit Space

October 8-11, 2012 • Hyatt Regency New Orleans

GENERAL INFORMATION

COMPANY NAME (Please Print) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

WEB ADDRESS _____ E-MAIL _____

CONTACT _____ TITLE _____

PAYMENT

Payment method (To reserve your booth, full payment is required with application.)

Check enclosed
(please make check payable to NASPP, Ltd.)

Charge full payment to:

American Express MasterCard Visa

CREDIT CARD NUMBER _____

EXPIRE DATE _____

NAME (Exactly as it appears on credit card) _____

SIGNATURE _____

Please list vendor(s) you prefer not to be located near:

BOOTHS

(Booth includes pipe, drape and identification sign)

1 Booth:	\$ 6,495
2 Booths:	\$ 12,990
3 Booths:	\$ 19,485
4 Booths:	\$ 25,980

Number of 10 x 10 booths _____

Total Due: _____

Sponsors receive priority for booth selection. Check the box if you would like to be contacted about sponsorship opportunities.

SPONSORSHIP OPPORTUNITIES

- Opening Reception Call
- Live Nationwide Video Webcasts Call
- Conference Bag w/Logo Call
- Conference Name Badges Call
- Room Key Branding Call
- Breakfast/Lunch Call
- Refreshment Breaks Call

Benefits of Sponsorship include:

- Priority booth selection
- Representation on NASPP Executive Advisory Committee
- Opportunity to have hospitality suite open during Conference events
- Two full Conference registrations
- Your company name prominently displayed at sponsored events
- Acknowledgement in Conference Guidebook and Materials
- Special listing in online exhibition hall
- Ads on Naspp.com home and Conference pages and in Conference email blast to thousands

Some benefits are not available with all sponsorships.
Additional sponsorships, partial, and co-sponsorships are available.
Contact the NASPP at (925) 685-9271 for more information.

Products/services to be exhibited:

TERMS AND CONDITIONS: Thank you for registering to exhibit at the NASPP's Annual Conference and Exhibition. Adherence to the following terms and conditions will result in a successful event for exhibitors, attendees and staff.

1. NASPP has the right to make such rules and regulations or changes in arrangements as necessary and to amend same if needed from time to time. NASPP shall have the final determination and enforcement of all rules, regulations and conditions.
 2. Booth space will be assigned on a first-come, first-served basis, with the understanding that sponsors will be given priority booth selection. Any exhibitor that wishes to change booth locations may do so if space is available. Although every effort will be made to honor one of your choices of booth location, the NASPP reserves the right to determine final location of booth assignment.
 3. Full payment is due with reservation.
 4. Cancellations of space must be submitted in writing. Cancellations received by May 30 will receive a refund less \$1,000 service charge. Cancellations received by June 30 will receive a refund equal to one-half of the registration fee less \$1,000 service charge. Any exhibitor cancelling after June 30 is obligated and agrees to pay the total cost of the assigned booth space. Cancellation policy does not include early-bird registration.
 5. NASPP reserves the right to resell any booth space cancelled by an exhibitor.
 6. Except as provided for under Conference sponsorship agreements, exhibitors may not have any type of hospitality room open during NASPP events including but not limited to meals, breaks, receptions, etc.
 7. Exhibitors must register and receive NASPP issued identification badges before entering exhibit hall. Exhibitors must wear an NASPP issued identification badge at all times while in the exhibit hall.
 8. All exhibitors must have at least one representative at the exhibit space during show hours throughout the event.
- The Exhibitor understands that neither the National Association of Stock Plan Professionals nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.
9. Additional Exhibition Terms and Conditions regarding indemnification and insurance will be required and provided along with Exhibition Floor Plan. These additional Terms and Conditions must be signed and returned along with booth selection
 10. Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency New Orleans, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency New Orleans, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability includes all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.
 11. Exhibitor agrees to comply with all applicable federal, state and local laws and with the Terms and Conditions included in this application, and will take responsibility to inform all exhibitors in assigned booth(s) of same.

Name of Authorized Representative

Signature*

*This contract must be signed and received with full booth rental fee to confirm booth assignment.

Mail completed form with payment to:
NASPP, Ltd. P.O. Box 21639 • Concord, CA 94521-0639
or fax with credit card payment to (925) 930-9284