



**naspp**  
Conference  
& Exhibition

**CHICAGO** OCT. 17-20  
**VIRTUAL** OCT. 24-27

# **2022 SPONSOR & EXHIBITOR PROSPECTUS**

# Equity Compensation's Top Event for Education, Expert Guidance, and Finding Solutions

The NASPP Conference is the leading choice for stock and executive compensation professionals seeking networking, education, and solutions to their everyday challenges. In both our in-person and virtual formats, this is where our attendees dive into the latest equity developments, best practices, and services, making this event a powerful opportunity for you to showcase your solutions and resources directly to your target audience.

## WHY EXHIBIT?

- Leverage the largest gathering of stock plan professionals to build relationships and expand your reach.
- Be recognized as a credible, leading solution by attendees.
- Secure an opportunity for sponsorship, exhibition, and branding at a range of price tiers.



The following are our distinguished sponsors and exhibitors who made their presence known in recent years with our community of equity and executive compensation decision makers.

Alvarez and Marsal	Bering Street Advisors	<b>EQ</b>	<b>Morgan Stanley at Work</b>	Tapestry Compliance Limited
<b>Aon Rewards Solutions</b>	Broadridge Financial Solutions, Inc.	Equilar	My Equity Comp	<b>TD Ameritrade</b>
Armanino, LLP	Carta	Equity Methods	myStockOptions.com	<b>UBS Workplace Wealth Solutions</b>
AST	Carver Edison	EY	Plan Management Corp	White & Case LLP
Baker McKenzie LLP	<b>Certent, Inc.</b>	<b>Fidelity Investments</b>	PwC	Winston & Strawn LLP
<b>Bank of America</b>	Certified Equity Professional Institute	Glass Lewis	Raymond James Financial	WorldatWork
BDO	Comptelligence, Inc.	Global Shares	Resources Global Professionals	
	<b>Computershare</b>	Infinite Equity	<b>Schwab Stock Plan Services</b>	
	Deloitte	International Law Solutions, PC	Shearman & Sterling, LLP	
	<b>E*TRADE Financial Corporate Services, Inc.</b>	ISS Corporate Solutions	Siebert Corporate Services	
		KPMG LLP	Stock & Option Solutions	



# PAST SPONSORS & EXHIBITORS

# SPONSORSHIP PACKAGES: AT-A-GLANCE

## Levels of Sponsorship

<u>Level</u>	<u>Availability</u>	<u>Cost</u>
Titanium	Exclusive	\$245,000
Diamond	Exclusive	\$195,000
Emerald	2	\$150,000
Platinum	4	\$95,000
Gold	Unlimited	\$55,000

## Benefits Included in All Sponsorships

### In-Person (Chicago)

- Right of first refusal on sponsorship level and item(s) for the following year's Conference
- Priority selection for booth location, sponsorship items, and signage (order determined by level and receipt of full payment)
- Sponsor logo in Conference communications and webpage
- Attendee list at Conference
- Speaking proposal assistance for 31<sup>st</sup> Annual NASPP Conference & Exhibition
- Discount code to offer clients to attend the Conference

### Virtual

- Sponsor Logo on communications and Event Homepage
- Exhibitor Page
- 1:1 Meeting Capability in Platform
- Analytics and Downloadable Lead List
- Face to Face Booth Hours (Meet Now)
- Sponsor Listing w/ link to Booth
- In-Platform Email Messaging
- Embedded Videos on Exhibitor Page
- Collateral for Attendee Download

## Titanium Benefits

### In-Person (Chicago)

- 8 Booths (10x10 single booth; includes back wall graphics, power drop, monitor, furniture credit).
- Session Room/Innovation Forum. Includes F&B credit for breakfast or lunch. NASPP and sponsor to work together on F&B plan.
- Four hospitality suites. Sponsors are responsible for all costs associated with their hospitality suite(s).
- Two email messages to Conference registrants. One each, pre- and post-Conference. Sponsor responsible for content within NASPP guidelines and approval.
- \$30,000 Select Add-On Opportunity Credit.
- Hotel Suite Upgrades from Standard Rate - Five Rooms / Three Nights
- EXCLUSIVE: Complimentary Presidential Suite Equivalent - Three Nights
- EXCLUSIVE: One Thank You Billboard with Sponsor Logo. Location TBD
- \$25,000 credit towards customized signage/branding selections.
- 20% Discount: Add-On / À la Carte / Signage / Booth Discount
- \$10,000 Opening Reception F&B Credit. NASPP and sponsor to work together on F&B plan.
- EXCLUSIVE: Anniversary Gala Entertainment Sponsor
- \$12,500 credit towards Anniversary Gala Sponsorship
- \$10,000 F&B Credits for Session Room (Breakfast or Lunch)
- Fourteen Complimentary Registrations
- Twelve Complimentary Exhibitor Passes

### Virtual

- EXCLUSIVE. Top Position on Sponsor Showcase Page
- EXCLUSIVE. Keynote Sponsor
- Two Innovation Forums
- Two Session Brandings
- One Session Video Ad
- Ten NASPP Virtual Conference Registrations

## Diamond Benefits

### In-Person (Chicago)

- 6 Booths (10x10 single booth; includes back wall graphics, power drop, monitor, furniture credit).
- Session Room/Innovation Forum. Includes F&B credit for breakfast or lunch. NASPP and sponsor to work together on F&B plan.
- Three hospitality suites. Sponsors are responsible for all costs associated with their hospitality suite(s).
- Two email messages to Conference registrants. One each, pre- and post-Conference. Sponsor responsible for content within NASPP guidelines and approval.
- \$25,000 Select Add-On Opportunity Credit.
- Hotel Suite Upgrades from Standard Rate - Three Rooms / Three Nights
- \$20,000 credit towards customized signage/branding selections.
- 15% Discount: Add-On / À la Carte / Signage / Booth Discount
- \$8,000 Opening Reception F&B Credit. NASPP and sponsor to work together on F&B plan.
- \$7,500 credit towards Anniversary Gala Sponsorship
- \$7,500 F&B Credits for Session Room (Breakfast or Lunch)
- Twelve Complimentary Registrations
- Ten Complimentary Exhibitor Passes

### Virtual

- Two Innovation Forums
- Two Session Brandings
- One Session Video Ad
- Eight NASPP Virtual Conference Registrations

## Emerald Benefits

### In-Person (Chicago)

- 4 Booths (10x10 single booth; includes back wall graphics, power drop, monitor, furniture credit).
- 50% Discount: Session Room/Innovation Forum. If purchased, includes F&B credit for breakfast or lunch. NASPP and sponsor to work together on F&B plan. *(subject to availability)*
- Two hospitality suites. Sponsors are responsible for all costs associated with their hospitality suite(s).
- Two Innovation Forums from Main Stage.
- One email message to Conference registrants. Pre- or post-Conference. Sponsor responsible for content within NASPP guidelines and approval.
- \$20,000 Select Add-On Opportunity Credit.
- Hotel Suite Upgrades from Standard Rate - Two Rooms / Three Nights
- \$15,000 credit towards customized signage/branding selections.
- 10% Discount: Add-On / À la Carte / Signage / Booth Discount
- \$6,000 Opening Reception F&B Credit. NASPP and sponsor to work together on F&B plan.
- \$5,000 credit towards Anniversary Gala Sponsorship
- Ten Complimentary Registrations
- Eight Complimentary Exhibitor Passes

### Virtual

- One Innovation Forum
- Two Session Brandings
- One Session Video Ad
- Seven NASPP Virtual Conference Registrations

## Platinum Benefits

### In-Person (Chicago)

- 3 Booths (10x10 single booth; includes back wall graphics, power drop, monitor, furniture credit).
- One hospitality suite. Sponsors are responsible for all costs associated with their hospitality suite(s).
- One Innovation Forum from Main Stage.
- \$15,000 Select Add-On Opportunity Credit.
- \$10,000 credit towards customized signage/branding selections.
- 10% Discount: Add-On / À la Carte / Signage / Booth Discount
- \$5,000 Opening Reception F&B Credit. NASPP and sponsor to work together on F&B plan.
- \$2,500 credit towards Anniversary Gala Sponsorship
- Six Complimentary Registrations
- Six Complimentary Exhibitor Passes

### Virtual

- One Innovation Forum (*subject to availability*)
- One Session Branding
- Five NASPP Virtual Conference Registrations

## Gold Benefits

### In-Person (Chicago)

- 2 Booths (10x10 single booth; includes back wall graphics, power drop, monitor, furniture credit).
- One Innovation Forum from Main Stage.
- \$5,000 Select Add-On Opportunity Credit.
- \$5,000 credit towards customized signage/branding selections.
- 5% Discount: Add-On / À la Carte / Signage / Booth Discount
- \$2,500 Opening Reception F&B Credit. NASPP and sponsor to work together on F&B plan.
- \$2,500 credit towards Anniversary Gala Sponsorship
- Five Complimentary Registrations
- Four Complimentary Exhibitor Passes

### Virtual

- One Session Branding
- Four NASPP Virtual Conference Registrations



## Exhibitor Benefits

### In-Person (Chicago)

- One 10 x 10 booth (includes backwall graphics, power drop, monitor, furniture credit).
- Two Exhibitor Passes
- One use of pre- and post-Conference mailing lists
- Attendee list at Conference
- Speaking proposal assistance for 31<sup>st</sup> Annual NASPP Conference & Exhibition

### Virtual

- One Collateral Piece on Exhibitor Page
- Two NASPP Virtual Conference Registrations
- One use of pre- and post-Conference mailing lists
- Attendee list at Conference
- Exhibitor Page
- 1:1 Meeting Capability in Platform
- Analytics and Downloadable Lead List
- Face to Face Booth Hours (Meet Now)
- Exhibitor Listing w/ link to Booth
- In-Platform Email Messaging

# APPLICATION & AGREEMENT

## GENERAL INFORMATION

Company Name (please print)

Address

City

State

Zip

Web Address

Contact Name

Contact Title

Contact Phone

Contact Fax

Contact Email

## PAYMENT METHOD

(To reserve your booth, full payment is required)

Check Enclosed (Please make check payable to NASPP, Ltd.)

Charge full payment to:

American Express     MasterCard     Visa

Credit Card Number

Expire Date

CVC#

Name (Exactly as it appears on credit card)

Signature

## SPONSORSHIP SELECTION

Titanium     Diamond     Emerald     Platinum     Gold

## EXHIBITOR BOOTH

Number of 10' X 10' booths: \_\_\_\_\_

**TOTAL AMOUNT  
DUE:** \_\_\_\_\_

*Note: Sponsors receive priority for booth location selection.*

NAME OF AUTHORIZED REPRESENTATIVE

SIGNATURE\*

I acknowledge that I have read and understood the terms of this agreement (located on the following page).

**MAIL COMPLETED FORM  
WITH PAYMENT TO:**

NASPP, LTD.  
PO BOX 21639 ■ CONCORD, CA 94521-0639

**Thank you for registering to exhibit at the 30th Annual NASPP 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. Although every effort will be made to honor Exhibitor choice of booth location, the NASPP reserves the right to determine final location of booth assignment.
3. Full payment is due with booth reservation and/or sponsorship.
4. Cancellations of booth space and/or sponsorship must be submitted in writing. Cancellations received by June 30, 2022 will receive a full refund. If Exhibitor cancels after June 30, 2022, they are obligated and agree to pay the total cost of the assigned booth space and/or sponsorship.
5. NASPP reserves the right to resell any booth space or sponsorship cancelled by Exhibitor.
6. Exhibitor may not have any type of hospitality room or suite open during NASPP events unless they are entitled to one pursuant to their sponsorship level and purchased the room(s) or suite(s) through the NASPP. This applies to the Conference host hotel or any other hotels in the area. An Exhibitor found to be in violation of the policy will be barred from the exhibit hall and will be asked to leave the Conference with no refund of booth reservation or sponsorship.
7. Exhibitor will be responsible for the content on their respective Exhibitor Page for the Virtual Conference that will reside on the platform and to provide adequate staff to meet with attendees virtually during the Conference. Exhibitor will be responsible for creating and/or licensing and securing all rights to fully use the content to be presented on Exhibitor Page. NASPP reserves the right, but has no obligation, to review Exhibitor's proposed content prior to the Conference.
8. Exhibitor is expected to be respectful of other Exhibitors. Exhibitor shall not photograph or video record another Exhibitor Page or product of another exhibitor unless such photography or videography is approved in writing by the other exhibitor or NASPP. Exhibitor may not harass, antagonize, or interfere with the rights of another exhibitor or attendee.
9. Exhibitor agrees to allow NASPP to use its name and logo in promotional materials.
10. NASPP makes no representations or warranties, express or implied, regarding the number or type of persons who will attend the Conference.
11. Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt (HYATT REGENCY CHICAGO), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt (HYATT REGENCY CHICAGO), Lennor BPO, Inc., National Association of Stock Plan Professionals, Ltd., their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates ("Indemnified Parties"), from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, 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.  
  
Exhibitor agrees to obtain and maintain during the Conference, comprehensive general liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Indemnified Parties shall be named as additional insureds on such policy, and Exhibitor shall supply NASPP and the Hotel with a Certificate of Insurance at least 30 days prior to the start of the Conference. The Exhibitor understands that the Indemnified Parties do not maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. The NASPP is not liable for any loss or damage to property or materials.
12. Additional Exhibition Terms and Conditions will be required and provided along with the Sponsor and Exhibitor Guide. These additional Terms and Conditions must be signed and returned per specified deadlines.
13. 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 representatives in assigned booth(s) of same.



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[conference.naspp.com](http://conference.naspp.com)

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**TO SPONSOR OR EXHIBIT:**

Contact us at  
[expo@naspp.com](mailto:expo@naspp.com) or call 925-685-9271