



2024 SPONSOR & EXHIBITOR OPPORTUNITIES

THE 2024
PROXY DISCLOSURE
AND 21ST ANNUAL
EXECUTIVE COMPENSTATION
CONFERENCES

Presented by TheCorporateCounsel.net & CompensationStandards.com

HOSTED IN SAN FRANCISCO & ONLINE
October 14-15, 2024

ABOUT THE CONFERENCES

The 2024 Proxy Disclosure & 21st Annual Executive Compensation Conferences are being held in person in San Francisco and virtually Oct. 14-15. Our conferences bring together approximately 1,000 professionals each year. Our dedication to valuable, easy-to-access content keeps audience engagement high, which allows our sponsors to gain valuable exposure to prospects across the nation.

THE AUDIENCE

- Practitioners and decision-makers from across industries responsible for preparing and reviewing proxy materials and responding to shareholder proposals.
- Professionals responsible for designing or implementing executive and equity compensation plans or who counsel or advise boards on their oversight responsibilities, including CEOs, CFOs, independent directors, corporate secretaries, legal counsel, HR executives and staff, external reporting teams, accountants, consultants, and other advisors.



ABOUT OUR RESOURCES

The logo for TheCorporateCounsel.net, featuring the letters 'TCC' in white on a blue square background.

TheCorporateCounsel.net is your go-to resource for emerging corporate governance issues, including a community platform where attorneys can go and share best practices and keep up with current trends. Some of the resources found on the site include:

- More than 400 checklists and 60 handbooks
- More than 100 sample documents and forms, including sample proxy disclosures, annual meeting materials and year-end toolkit
- SEC Materials, including a Staff Organization Chart
- Monthly newsletter
- Thousands of memos on various emerging corporate topics
- Two interactive Q&A Forums where members can post questions anonymously, track discussions and search abilities

The logo for CompensationStandards.com, featuring the letters 'CS' in white on a yellow square background.

CompensationStandards.com is a best practices guide to executive compensation standards for publicly traded companies. It's the premier reference platform for many compensation professionals and covers dozens of important practice areas including pay ratio, Say-on-Pay votes, equity tables, disclosure rules, perks and more. Some of the resources found on the site include:

- Lynn & Borges' "Executive Compensation Disclosure Treatise"
- Practice pointers contributed to by our Task Force, consisting of the top "thought leaders" in the area of executive compensation
- Analysis of new plans, features and practices, including sample tools to more responsibly set pay practices
- Examples of sound proxy disclosures and other checklists
- The Q&A discussion forum where many top consultants and compensation lawyers regularly share ideas and practice tips

Members of TheCorporateCounsel.net and CompensationStandards.com make up about 75% of the S&P 500 and AmLaw 200.



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

PLATINUM SPONSORSHIP **\$20,000**

GOLD SPONSORSHIP **\$11,000**

SILVER SPONSORSHIP **\$7,000**

EVENT EXHIBITOR **\$9,495**

ADDITIONAL OPPORTUNITIES *See Page 9*

PLATINUM SPONSORSHIP

\$20,000 (3 AVAILABLE)



IN PERSON BENEFITS INCLUDE:

- Four (4) Complimentary In-Person Registrations (a \$8,780 value)
- Four (4) Social Media Posts (topic of choice)
- Two (2) 30-second Commercials (shown during event)
- 10' x 10' Booth Space at NASPP/PDEC Exhibitor Hall
- One Use Each of Pre- and Post-Conference Mailing List
- PDEC Conferences App Listing
- Logo Included in Stage Signage
- Firm or Company Mentioned in Welcome Remarks

VIRTUAL BENEFITS INCLUDE:

- Logo Inclusion in All Conference Attendee Communications
- Inclusion in Virtual Exhibit Hall
 - About Us Section (750 characters)
 - Banner Ad (800 x 200 pixels)
 - Company Description (500 characters)
 - Company Contact Information, Social Media Links, Website
 - Digital Marketing Collateral (up to 10 linked PDFs and/or links)
 - Lead Retrieval Form
 - Video Content/Ads (maximum of 5)

GOLD SPONSORSHIP

\$11,000

IN PERSON BENEFITS INCLUDE:

- Three (3) Complimentary In-Person Registrations (a \$6,585 value)
- Two (2) Social Media Posts (topic of choice)
- One (1) 30-second Commercials (shown during event)
- One Use Each of Pre- and Post-Conference Mailing List
- PDEC Conferences App Listing
- Logo Included in Stage Signage
- Firm or Company Mentioned in Welcome Remarks



VIRTUAL BENEFITS INCLUDE:

- Logo Inclusion in All Conference Attendee Communications
- Inclusion in Virtual Exhibit Hall
 - About Us Section (750 characters)
 - Banner Ad (800 x 200 pixels)
 - Company Description (500 characters)
 - Company Contact Information, Social Media Links, Website
 - Digital Marketing Collateral (up to 5 linked PDFs and/or links)

SILVER SPONSORSHIP

\$7,000

IN PERSON BENEFITS INCLUDE:

- Two (2) Complimentary In-Person Registrations (a \$4,390 value)
- One (1) Social Media Post (topic of choice)
- One Use Each of Pre- and Post-Conference Mailing List
- PDEC Conferences App Listing
- Logo Included in Stage Signage
- Firm or Company Mentioned in Welcome Remarks



VIRTUAL BENEFITS INCLUDE:

- Logo Inclusion in All Conference Attendee Communications
- Inclusion in Virtual Exhibit Hall
 - About Us Section (750 characters)
 - Banner Ad (800 x 200 pixels)
 - Company Description (500 characters)



THE EXPERIENCE

We are hosting with NASPP again and sharing an exhibit hall from Monday night through Wednesday night. We are excited to be back in person with NASPP for 2024!

This year's conferences are being held at the **San Francisco Hilton Union Square**. All programming, including NASPP sessions and programs, take place within this hotel.

EVENT EXHIBITOR

\$9,495

IN PERSON BENEFITS INCLUDE:

- 10' x 10' Booth Space at NASPP/PDEC Exhibitor Hall
- 10' Printable Back Wall
- Power Drop
- Standard Flat Panel Monitor
- One Use Each of Pre- and Post-Conference Mailing List
- PDEC Conferences App Listing
- Logo Included in Proxy/Exec Comp Stage Signage
- Firm or Company Mentioned in Welcome Remarks
- Two (2) Exhibitor Passes
- Additional Exhibitor Pass | \$1,075



ADDITIONAL OPPORTUNITIES

HERE ARE JUST A FEW ADDITIONAL SPONSOR OPPORTUNITIES THAT CAN BE PURCHASED AS ADD-ONS:

- Wifi Sponsor (1 Available) | \$3,000
- Badge Sponsor (1 Available) | \$2,000
- Lunch Sponsor (1 Available) | \$1,500
- Break Sponsor (2 Available) | \$1,000
- Tabletop in PDEC Conference Hall | \$500

Please email our Event Manager, Jacki Brinker, at JBrinker@ccrcorp.com to inquire about these opportunities.



TERMS & CONDITIONS

FOR EXHIBITORS

- 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, PDEC and NASPP reserve the right to determine the final location of booth assignments.
- Cancellations of booth space and/or sponsorship must be submitted in writing. Cancellations received by June 28, 2024, will receive a full refund. If an Exhibitor cancels after June 28, 2024, they are obligated and agree to pay.

FOR SPONSORS

- Sponsor will provide all content to be included in person and on the virtual platform such as copy, graphics and media.
- Creation of graphics, videos or other media requires a Creative Services consultation and additional charges apply.
- CCRcorp will provide templates and specifications for all deliverable content.
- All packages include featured placement of your logo in a specified section of the virtual platform and on in-person signage.



**PLEASE EMAIL JACKI BRINKER AT
JBRINKER@CCRCORP.COM FOR MORE INFORMATION.**