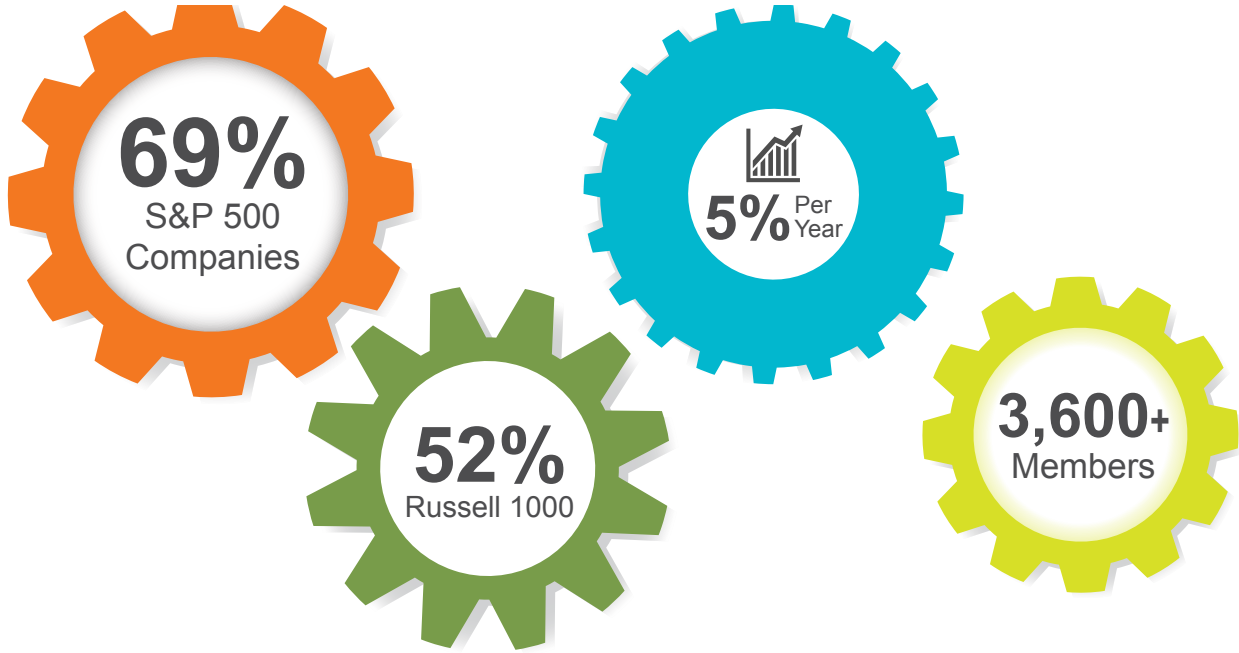


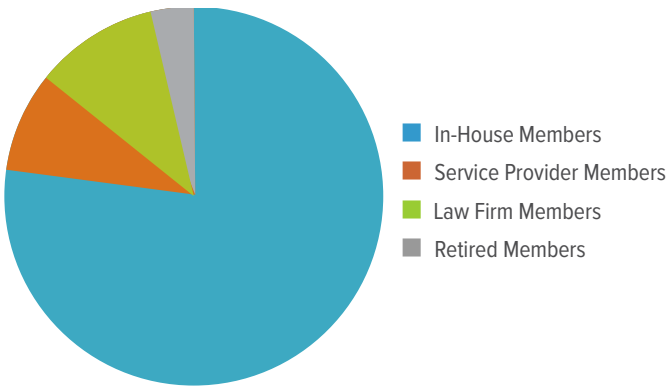
SPONSORSHIP OPPORTUNITIES

 **SOCIETY**
for Corporate Governance
Empowering governance professionals

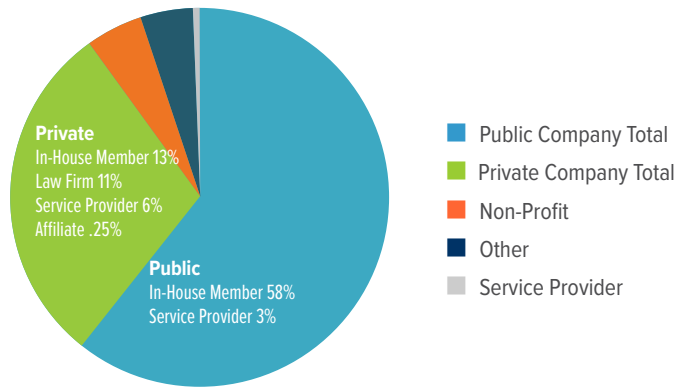
MEMBERSHIP PROFILE



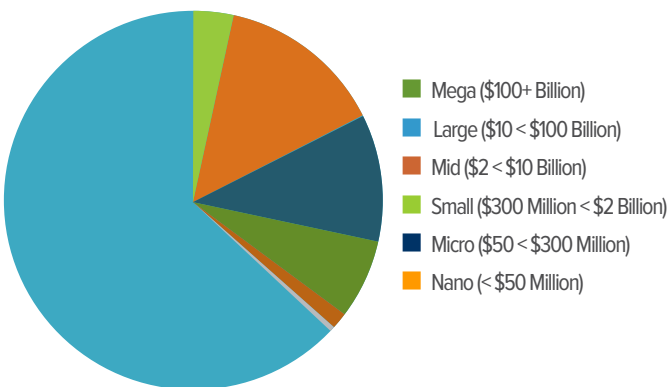
MEMBERS BY PROFESSION



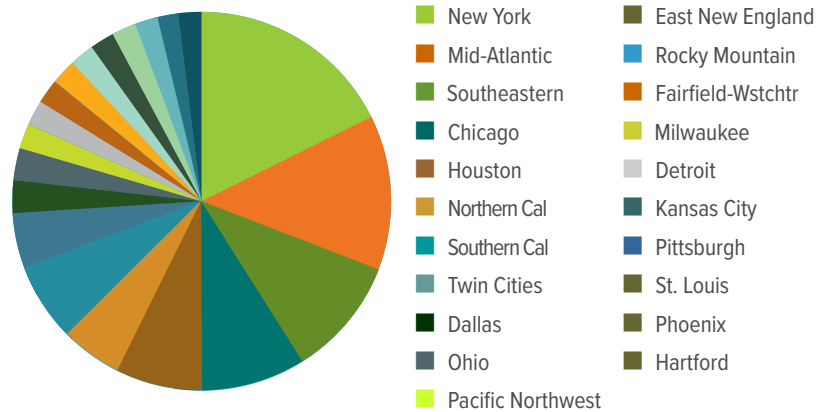
MEMBERS BY COMPANY TYPE



PUBLIC COMPANY MEMBERS BY MARKET CAP



CHAPTERS BY GEOGRAPHIC REGION



SPONSORSHIP OPPORTUNITIES



SOCIETY SPONSORSHIP OPPORTUNITIES

The Society offers Service Providers sponsorship opportunities that provide a value and service to our members by creating awareness of your services, brand, and work.

Organizational Partners

Newsletter, Service Directory and Webinars

Event Sponsorship and Exhibitor Booths

Society Alert™ and Directors' Cut™

Chapter Meetings

BENEFITS OF SPONSORSHIP

- In-person **networking with corporate secretaries** and other key governance professionals;
- **Listing of your company** on the Society's Conference website, event app, and in official brochures and program book;
- **Advance list** of conference registrants and awareness of competitors;
- **Market to a unique target audience** in a stimulating setting with numerous networking opportunities;
- **Exposure for your organization and products** to hundreds of public, private, and nonprofit companies and service providers;
- **For exhibitors:** Various networking events and meals in exhibit halls;
- **For sponsors:** Acknowledgment on event banners or signage and materials;
- Verbal or on-screen **acknowledgments** during key portions of the conference, and in materials.

ORGANIZATIONAL PARTNERS



ORGANIZATIONAL PARTNERS

- ▲ Looking for the most cost-effective way to get the most robust exposure for your marketing dollar?
- ▲ Want to plan your sponsorships with the Society during your annual budgeting process instead of getting surprised when the perfect opportunity comes up in the middle of the year?
- ▲ Would you rather execute your annual spend with the Society evenly throughout the year instead of in unpredictable peaks and valleys?

Organizational partners bundle their sponsorships into an annual plan that is more strategic, deeper, longer-term and more mutually beneficial than “one-off deals.” It literally takes what you would have likely sponsored anyway but with exclusive acknowledgements and added-value to both extend your brand and distribute your thought leadership.

Each bundle is custom-assembled to fit each Service Provider Partner’s goals. Gather last year’s total activity with the Society and then contact Luke Vander Linden at lukevl@societycorpgov.org to discuss creating the perfect bundle for you.

ACKNOWLEDGMENTS & BENEFITS

Partner Organizations receive prominent acknowledgment as a key supporter at ALL Society national events in a given year.

ORGANIZATIONAL SPONSORSHIP INCLUDES ACKNOWLEDGMENT IN:

- ▲ Welcome remarks and elsewhere at events
- ▲ Event signage
- ▲ Slideshows during major portions of events
- ▲ All annual publications (marketing materials and program books)
- ▲ Society website and conference materials

PLUS, YOU COULD ALSO BUNDLE:

- ▲ An enhanced listing in the Service Provider Directory
- ▲ Society *Alert*™ Newsletter top or bottom logo sponsorship for 1 week each month
- ▲ An annual sponsorship item across all national Society events
- ▲ Registrations and/or Exhibitor booths at all Society National events (as available)
- ▲ Society memberships for your staff
- ▲ A strategic “bundle” of select sponsorships at Society events throughout the year
- ▲ Opportunities at chapter events across the US

ENHANCED SERVICE PROVIDER DIRECTORY



ENHANCED SERVICE PROVIDER DIRECTORY

The Society has recently launched a brand new **Service Partner Directory**. The Partner Directory has nearly 200 listings and is aimed at providing the Society's in-house members - at public, private, and nonprofit companies - with information and contacts for services they require to conduct their critical day-to-day governance functions.

The Partner Directory received 12,000 unique page views last year and is available to both members and non-members (no log-in required).

The new directory offers an **Enhanced Listing** which provides partners the opportunity to submit their own content and thought leadership.

Think of it as a "microsite" on the Society's website, for which each individual service partner/provider will have their own username & password to upload their information across various tabs of content, including:

- Company Name & Logo
- Service and Products(s) Summary
- Unlimited product/service categories (for searching)
- Links to Videos/Podcasts and Articles or White Papers
- Links to Social Media
- Website/URL link
- Upcoming Events & Promotions
- Speaker Bios – for Chapters and Members looking for thought leaders
- And a keyword search across all tabs and content

ANNUAL ENHANCED LISTING
\$1,000

SERVICE PROVIDER CONTENT INTEGRATION

The Society's website is filled with publications, white papers, monographs, policy briefings and news curated from around the web. These are organized by topic and are a benefit to our members serving them in-depth expertise, peer surveys, or results from roundtables or interviews.

Topics of interest include (not exhaustive):

- proxy season outlook,
- key regulatory changes,
- corporate governance best practices,
- services or technologies for corporate secretaries,
- audit committee challenges,
- executive compensation,
- best practices for private or closely-held companies,
- shareholder engagement,
- managing relationships with activist investors.
- board diversity,

The Society is preparing the technology to take content from the Enhanced Service Provider Directory - including white papers, events and speaking information - and feature it on the appropriate corresponding pages on our website, putting your content right in front of our members as a service to them.

More details about this exciting new service will be shared with Service Provider Directory members in late 2018.

CONFERENCES AND EVENTS



EVENT SPECIFIC SPONSORSHIPS

An overview of Society events with sponsorship opportunities:

NATIONAL CONFERENCE

Held annually in late June or early July, 900 governance professionals gather to connect, communicate and collaborate with their peers and colleagues in the governance industry. The agenda is filled with topical speakers and panels but there's still plenty of time for networking - a hallmark of Society events. The 2019 National Conference will take place from June 26 - 29 at the Manchester Grand Hyatt in San Diego, California.

ESSENTIALS SEMINAR

A 3-day seminar held yearly in Florida in late January or early February geared towards basics or a refresher of the corporate secretarial function and learning practical solutions to everyday problems. The 2019 Essentials will take place January 29 - 31 at the Westin Fort Lauderdale Beach Resort.

ESSENTIALS EXPRESS

Takes place annually and is an abbreviated version of the Essentials Conference. This event is often paired with a regional meeting and provides deeper interactions at the local level. It takes place in the fall. The 2018 Essentials Express will be held September 12 - 14 at Caesars Palace in Las Vegas, Nevada.

CHAPTER & SPECIAL EVENTS

The Society's 21 chapters hold their own local and regional meetings, conferences and seminars throughout the country. The Society has also initiated new opportunities to serve its members such as its recent "Y Governance" event for younger governance professionals.

SELECT UPCOMING DATES:

NATIONAL CONFERENCE

June 26 - 29, 2019

Manchester Grand Hyatt
San Diego CA

ESSENTIALS EXPRESS / REGIONAL CONFERENCE

September/October TBD 2019

Houston, TX

ESSENTIALS SEMINAR

January 21 - 23, 2020

Loews Portofino Bay Hotel
Orlando, FL

CHAPTER & SPECIAL EVENTS

Numerous dates throughout the year

NATIONAL CONFERENCE

JUNE 26 - 29, 2019
MANCHESTER GRAND HYATT
SAN DIEGO, CA

SPONSORSHIP BENEFITS INCLUDE

- Logo, description and link on event website and app
- Acknowledgement on daily slide show in general session room
- Noted as sponsor in conference program book
- Logo included in on-site signage throughout event space
- Verbal acknowledgement by Society staff member or leadership volunteer at a General Session
- Sponsorship of certain sessions includes introduction of the speaker(s)
- Pre- and Post-Registration list for one-time marketing use

ATTENDEES INCLUDE PUBLIC, PRIVATE AND NON-PROFIT PROFESSIONALS:

- Corporate Secretaries and Assistant Secretaries
- General Counsel
- Chief Governance / Risk / Compliance Officers
- Chief Financial Officers
- Directors of Boards
- Outside Legal Experts
- Institutional Investors
- Service Providers

EXPECTED ATTENDANCE
800 - 1,000
Governance Professionals

SPONSORSHIP OPPORTUNITIES

ANNUAL LUNCHEON & ADDRESS
\$20,000
EXCLUSIVE

OPENING RECEPTION
\$10,000
CO-SPONSORSHIPS (2)

CLOSING PARTY
\$10,000
CO-SPONSORSHIPS (3)

PRIVATE COMPANY TRACK
\$15,000
EXCLUSIVE

OPENING ADDRESS
\$12,500
EXCLUSIVE

GENERAL SESSIONS
\$10,000
PER SESSION (3)

SATURDAY BRUNCH & KEYNOTE
\$7,500
EXCLUSIVE

HOTEL KEYCARDS
\$7,500
EXCLUSIVE

WIFI ACCESS
\$7,500
EXCLUSIVE

CONFERENCE APP
\$7,500
EXCLUSIVE

BREAKFAST & BREAKS
\$7,500
PER DAY (2)

ALL-DAY COFFEE
\$7,500
PER DAY (2)

ETHICS WORKSHOPS
\$5,000
PER WORKSHOP

DEVICE CHARGING STATION
\$5,000
EXCLUSIVE

BREAKOUT SESSIONS
\$3,000
PER SESSION (5)

INVESTOR FORUM
\$3,000
PER SESSION

DIVERSITY & INCLUSION
\$3,000
INITIATIVE CO-SPONSORSHIPS (4)

ROOM DROP
\$1,000
+ HOTEL FEES

NATIONAL CONFERENCE

JUNE 26 - 29, 2019

MANCHESTER GRAND HYATT
SAN DIEGO, CA



SPONSORSHIP OPPORTUNITIES CONTINUED

OFFICIAL CONFERENCE PROGRAM

All members are invited to place an ad in the Society's official conference program!

\$5,000/ Full Color Page Ad



EXHIBIT BOOTHS

EXHIBITION BOOTH (PREMIUM AND STANDARD) range \$6,000 - \$7,000

depending on location, priority and size of the Exhibit Hall

- Booth includes: One 10 x 10 space, booth piping and draping, electrical outlet, table and chairs.
- Exhibitors receive a listing in program book, website and event app.
- Premium booths are limited availability and are assigned on a "first-come; first-served" basis.
- Exhibitors and sponsors receive pre- and post-registration list for one-time marketing use

ENHANCE YOUR BOOTH

TOTE BAG INSERT \$1,000

Exhibitors and Sponsors can insert a thought-leadership piece or gift in the official conference tote bag for a 66% discount!

SERVICE PROVIDER DIRECTORY \$1,000

Have a year-round exhibit booth on the Society's website with our new Enhanced Service Provider Directory.

EXPAND YOUR BRAND

ANNUAL CONFERENCE/SEMINAR TOTE BAG FOR 2019

\$20,000

EXCLUSIVE

- Includes sponsor and event logo
- Will be used at every Society national event for a year!

TOTE BAG INSERT

\$3,000

Not a sponsor or exhibitor? You can still insert a thought-leadership piece or a gift to all attendees.

ANNUAL NAME TAG LANYARDS FOR 2019

\$15,000

EXCLUSIVE

- Includes sponsor and Society logo
- Will be used at every Society national event for a year!

ESSENTIALS SEMINAR

JANUARY 21 - 23, 2020
LOEWS PORTOFINO BAY HOTEL
ORLANDO, FL



ESSENTIALS SEMINAR - 3-DAY PROGRAM

ESSENTIALS is designed as both basic training for new corporate secretaries and as a refresher course for those with more experience.

The three-day program is taught by seasoned corporate secretaries and governance professionals who have mastered the tools needed to manage the multi-faceted responsibilities of corporate governance.

Attendees include corporate secretaries, assistant secretaries, general counsel, other corporate counsel, paralegals, compliance or ethics professionals, industry-related service providers, such as auditing firms and legal experts among others. There are also institutional investors and IR professionals, and others employed by public or privately held companies, public authorities, or nonprofits.

The Society expects approximately 250 attendees.

SPONSORSHIP OPPORTUNITIES

EVENING RECEPTIONS
\$3,000 EACH

LUNCHEON SPONSORSHIPS
\$3,000 EACH

WHOLE DAY BREAKFAST & BREAKS
\$3,000 EACH

ROOM DROP
\$1,000
PLUS HOTEL FEES

INDIVIDUAL SESSIONS
\$1,500
PER SESSION

HOTEL KEYCARDS
\$3,000

WIFI ACCESS
\$3,000

CONFERENCE APP
\$3,000

EXPAND YOUR BRAND

ANNUAL CONFERENCE/SEMINAR TOTE BAG FOR 2019
\$20,000
EXCLUSIVE

- Includes sponsor and event logo
- Will be used at every Society national event for a year!

TOTE BAG INSERT
\$3,000

Not a sponsor or exhibitor? You can still insert a thought-leadership piece or a gift to all attendees.

ANNUAL NAME TAG LANYARDS FOR 2019
\$15,000
EXCLUSIVE

- Includes sponsor and Society logo
- Will be used at every Society national event for a year!

EXHIBITORS

TABLE TOP EXHIBIT \$1,500

Your table top exhibit will be skirted and 2 chairs per table will be provided. Due to limited floor space each company may have 1 sign/banner less than 4' wide. All exhibitors and sponsors receive pre-and post-seminar registration lists for **one-time** use.

ENHANCE YOUR EXHIBIT

TOTE BAG INSERT \$500

Exhibitors can insert a thought-leadership piece or gift in the official conference tote bag for a 50% discount!

PROGRAM AD \$3,000

All members are invited to place a full-page color ad in the Society's official conference program!

ESSENTIALS EXPRESS AND REGIONAL CONFERENCE SEPTEMBER/OCTOBER 2019 HOUSTON, TX



ESSENTIALS EXPRESS & REGIONAL CONFERENCE

ESSENTIALS Express is designed as both basic training for new corporate secretaries and as a refresher course for those with more experience.

The one-and-a-half day program is taught by seasoned corporate secretaries and governance professionals who have mastered the tools needed to manage the multi-faceted responsibilities of the Secretary's Office. A Regional Conference usually follows which dives deeper into areas of corporate governance. These events are a unique opportunity to network and meet colleagues in local chapters.

The Society expects approximately 200 attendees with a strong contingent from local chapters.

SPONSORSHIP OPPORTUNITIES

EVENING RECEPTIONS
\$3,000 EACH

LUNCHEON SPONSORSHIPS
\$3,000 EACH

WHOLE DAY BREAKFAST & BREAKS
\$3,000 EACH

ROOM DROP
\$1,000
PLUS HOTEL FEES

INDIVIDUAL SESSIONS
\$1,500
PER SESSION

HOTEL KEYCARDS
\$3,000

WIFI ACCESS
\$3,000

CONFERENCE APP
\$3,000

EXHIBITORS

TABLE TOP EXHIBIT **\$1,500**

Your table top exhibit will be skirted and 2 chairs per table will be provided. Due to limited floor space each company may have 1 sign/banner less than 4' wide. All exhibitors and sponsors receive pre-and post-seminar registration lists for **one-time** use.

ENHANCE YOUR EXHIBIT

TOTE BAG INSERT \$500

Exhibitors can insert a thought-leadership piece or gift in the official conference tote bag for a 50% discount!

PROGRAM AD \$3,000

All members are invited to place a full-page color ad in the Society's official conference program!

EXPAND YOUR BRAND

ANNUAL CONFERENCE/SEMINAR TOTE BAG FOR 2019
\$20,000
EXCLUSIVE

- Includes sponsor and event logo
- Will be used at every Society national event for a year!

TOTE BAG INSERT
\$3,000

Not a sponsor or exhibitor? You can still insert a thought-leadership piece or a gift to all attendees.

ANNUAL NAME TAG LANYARDS FOR 2019
\$15,000
EXCLUSIVE

- Includes sponsor and Society logo
- Will be used at every Society national event for a year!



NEWSLETTERS

ALERT™

The *Alert*™ is the Society's weekly e-newsletter and communication vehicle.

- The *Alert*™ is sent to all Society members via email, generally on Wednesday afternoons.
- The *Alert*™ is chiefly a news publication, covering happenings at the SEC, in Congress, and in the Courts. The newsletter also covers issuer and investor related governance developments.
- The *Alert*™ highlights filings made by issuers that would be of interest to members, including proxy season filings, studies, academic reports and other third party research.

There are 48 issues annually. The Society generally does not publish the *Alert*™ during the weeks of New Year's, National Conference, Labor Day, or Thanksgiving.

QUARTERLY SPONSORSHIP

(12 issues per year / 1 week per month)

UPPER LOGO SPONSORSHIP

\$15,000

LOWER LOGO SPONSORSHIP

\$5,000

Half sponsorships (6 issues consisting of 1 weekly issue every alternating month) may be available, depending on inventory.

MEMBER RESOURCE NEWSLETTER

- A more casual monthly newsletter about the Society with more "human interest"-type stories about member benefits, upcoming events and news about your peers.

DIRECTORS' CUT™

- The *Directors' Cut*™ is a new quarterly publication summarizing the most important governance-related news, tailored specifically for Corporate Board Members.

The Society is now selectively offering the Directors' Cut to Service Provider partners for you to use as a benefit for your clients.

Because of your support and special relationship with the Society, you can offer your Director- and C-Suite clients and prospects a complimentary subscription.

For more information on how to participate, send an email to research@societycorp.gov

REACH...BY THE NUMBERS

Many Society members have come to rely on the *Alert*™ as a consistent source of invaluable news and analysis. Recent readership statistics include (over the last year):

of Recipients 3,700+
of Opens per issue 1,000+
% Open Rate (average) 34%
of Opens, Public Comp 800+

CHAPTERS



CHAPTER SPONSORSHIP & SUPPORT

Society membership is both national and local.

All of the Society's members are assigned to at least one of 21 local chapters throughout the United States.

Each of the Society's chapters have their own officers, local meetings, programs and conferences. Chapter meetings, which typically feature speakers and discussion at luncheons, dinners or receptions, afford members an important regular means of contact with and participation in the affairs of the Society. They also are an integral part of the overall networking opportunity the Society offers to its members.

CHAPTER LOCATIONS

- Chicago
- Dallas
- Detroit
- Eastern New England
- Fairfield-Westchester
- Hartford
- Houston
- Kansas City
- Middle Atlantic
- Milwaukee
- New York
- Northern California
- Ohio
- Pacific Northwest
- Phoenix
- Pittsburgh
- Rocky Mountain
- St. Louis
- Southeastern
- Southern California
- Twin Cities



Sponsorship of individual Chapter events is typically arranged with the local chapter directly. However some bundling of Chapter and national sponsorships can be arranged through the national office.

Chapter contact information can be found at: www.societycorp.gov/chapters



CONTACT US

If you have any questions about event sponsorship opportunities or exhibiting at a Society event, please contact:

Khalilah Wyatt

Event Manager
212.681.2014
kwyatt@societycorp.gov

Luke Vander Linden

Vice President, Membership & Business Development
212.681.2013
lukevl@societycorp.gov

OUR MISSION

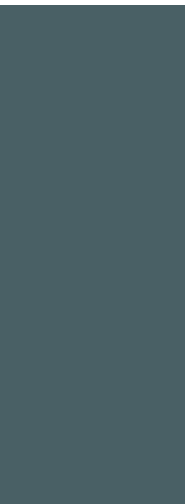
Shaping governance through education, collaboration and advocacy.

OUR VISION

Creating long-term shareholder value through better governance.

Note: Speaking Engagements are based solely on topic expertise. The agenda is developed independently by the Educational Programs Committee through each individual conference committee.

These sponsorship offerings are subject to change based on the fluid nature of event planning. This brochure is meant to be informative, not exhaustive. If you have any other ideas for sponsorship, please contact us.



SOCIETY
for Corporate Governance

Empowering governance professionals

52 Vanderbilt Avenue, Suite 903, New York, NY 10017 | 212.681.2000

