SPONSORSHIP OPPORTUNITIES

SOCIETY
for Corporate Governance
Empowering governance professionals
**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.

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**Organizational Partners**

**Newsletter, Service Directory and Webinars**

**Event Sponsorship and Exhibitor Booths**

**Society Alert™ and Directors’ Cut™**

**Chapter Meetings**

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**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

▲ 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.

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

ACKNOWLEDGMENTS & BENEFITS

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

The Alert™ is the Society’s weekly e-newsletter.

- 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.

The Society generally does not publish during the National Conference and depending when they fall, certain holidays.

EXCLUSIVE QUARTERLY SPONSORSHIP
(12 issues per year / 1 week per month)

$15,000
Partial sponsorships and special issues may be available, depending on inventory.

THE DIRECTORS’ CUT™

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

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@societycorpgov.org

ENHANCED SERVICE PROVIDER DIRECTORY

The Society’s 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.

A basic listing is free and chances are, all of the companies in our service provider community already have one.

However, an Enhanced Listing 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(s) and products(s) summary
- Unlimited product/service categories
- Links to videos, podcasts, articles & white papers
- Links to social media
- Website/URL link
- Upcoming events & promotions
- Speaker Bios – for Chapters scheduling events
- Keyword search across all tabs and content

ANNUAL ENHANCED LISTING
$1,000
EVENT SPECIFIC SPONSORSHIPSHIPS

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.

ESSENTIALS SEMINAR
A 3-day seminar held yearly in Florida in late January geared towards basics or a refresher of the corporate secretarial function and learning practical solutions to everyday problems.

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.

PRIVATE COMPANY GOVERNANCE SYMPOSIUM
For the first time, the Society is hosting a day-long program to provide education, resources and relationship-building opportunities specifically geared toward improving corporate governance for private companies.

Y GOVERNANCE
These special events for “under 40” governance professionals are held in select cities throughout the year. Law firm associates in select practice areas are targeted for personal invitations as they are the most likely corporate governance professionals of tomorrow.

SELECT UPCOMING EVENTS:

PRIVATE COMPANY GOVERNANCE SYMPOSIUM
September 12, 2019
Wyndham Grand Riverfront
Chicago, IL

ESSENTIALS EXPRESS & HOUSTON CHAPTER CONFERENCE
October 23 - 24, 2019
Houston Hyatt Regency
Houston, TX

ESSENTIALS SEMINAR
January 21 - 23, 2020
Loews Portofino Bay Hotel
Orlando, FL

NATIONAL CONFERENCE
July 8 - 11, 2020
The Broadmoor
Colorado Springs, CO
### 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-conference registration list to use to set up meetings while at the conference.

### 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

### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Amount</th>
</tr>
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<tbody>
<tr>
<td>Annual Luncheon &amp; Address</td>
<td>$20,000</td>
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<tr>
<td>Opening Reception</td>
<td>$10,000</td>
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<tr>
<td>Closing Party</td>
<td>$10,000</td>
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<tr>
<td>Opening Address</td>
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<tr>
<td>General Sessions</td>
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<tr>
<td>Private Company Track</td>
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<tr>
<td>General Sessions</td>
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<tr>
<td>Saturday Brunch &amp; Keynote</td>
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<tr>
<td>Hotel Keycards</td>
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<tr>
<td>WiFi Access</td>
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<tr>
<td>Conference App</td>
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<tr>
<td>Breakfast &amp; Breaks</td>
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<tr>
<td>All-Day Coffee</td>
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<tr>
<td>Ethics Workshops</td>
<td>$5,000</td>
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<tr>
<td>Device Charging Station</td>
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<tr>
<td>Breakout Sessions</td>
<td>$3,000</td>
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<tr>
<td>Investor Forum</td>
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<tr>
<td>Diversity &amp; Inclusion Initiative Co-Sponsorships</td>
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<tr>
<td>Room Drop</td>
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### Sponsorship Levels are Recent Amounts and are Subject to Change as More Information Becomes Available.
SPONSORSHIP OPPORTUNITIES CONTINUED

SPONSORSHIP LEVELS ARE RECENT AMOUNTS AND ARE SUBJECT TO CHANGE AS MORE INFORMATION BECOMES AVAILABLE.

EXHIBIT BOOTHs

EXHIBITION BOOTH (PREMIUM AND STANDARD) range $6,000 - $7,500 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 branded 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 2020 $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 branded gift to all attendees.

ANNUAL NAME TAG LANYARDS FOR 2020 $15,000 EXCLUSIVE
- Includes sponsor and Society logo
- Will be used at every Society national event for a year!
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

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 6’ wide. All exhibitors and sponsors receive pre-seminar registration lists to use to set up meetings while at the conference.

ENHANCE YOUR EXHIBIT

TOTE BAG INSERT $500
Exhibitors can insert a thought-leadership piece or branded 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
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ANNUAL NAME TAG LANYARDS FOR 2019 $15,000 EXCLUSIVE
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ESSENTIALS EXPRESS & HOUSTON CHAPTER CONFERENCE
OCTOBER 23 - 24, 2019
HYATT REGENCY DOWNTOWN
HOUSTON, TX

ESSENTIALS EXPRESS & HOUSTON CHAPTER 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. The chapter conference that follows dives deeper into current issues of corporate governance.

These joint events are a unique opportunity to meet with both members who are new to the governance role and those who are more seasoned in a single setting. The Society expects approximately 200 attendees.

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HOUSTON CHAPTER CONFERENCE

SUPPORT THE HOUSTON CHAPTER WITH THESE OPPORTUNITIES AT THEIR CHAPTER CONFERENCE ON THURSDAY AFTERNOON:

CONFERENCE UNDERWRITER $7,500
CONFERENCE SIGNAGE $5,000
with “footnote” logo

AUDIO/VISUAL SPONSOR $5,000
with GOBO

RAFFLE PRIZES $750
(Sponsor to present)

NOTEPADS IN SEATS $500
(Sponsor to provide)
“Y” GOVERNANCE & “NEXTGEN” MEMBERS

The career path for typical Society members is remarkably similar: six to eight years at a law firm, followed by a transition to an in-house role and then assignment to corporate governance work a few years later. This is when many members find the Society to learn the basics of their new role via the ESSENTIALS seminar or to access the Society’s library of information.

We see an opportunity to be proactive in targeting and engaging these blossoming governance professionals earlier in their legal or business careers, even before they come to specialize in corporate governance. “Y Governance” events are an important part in this outreach strategy.

A HIGHLY-TARGETED AUDIENCE

All governance professionals around or under the age of 40 are invited to these events. In addition, law firm associates in certain corporate- and governance-related practice groups are carefully curated and personally invited.

This is the group from which future corporate secretaries and governance professionals will come. Many will choose to go in-house and specialize. Others will stay on the partner track at a law firm. Both groups will benefit greatly from their early association with the Society.

- Those who go in-house will discover corporate governance as a profession much earlier in their careers, and they will learn how to perform in that role much sooner.
- Those who stay at a law firm will better know what their clients are going through and better still, be able to meet those clients earlier and develop a relationship with them through the Society.

Both alternatives provide ways for an aspiring governance professional to find greater potential success, no matter their specific path.

These events also feature the addition of two or three more established members offering remarks about the Society and how it is beneficial to them. These and a handful of other “Ambassadors” remind members and nonmembers of the important work the Society is doing and to think about how it does or can fit into their own professional lives.

Y GOVERNANCE SPONSORSHIPS

$2,500

Sponsors are welcome to bring one ambassador from their company and can collaborate with the Society in nominating other ambassadors as well.

Sponsor branding will be included on invitations and on signage at each event. Since the Society is not using these events as a revenue generator but seeks only to cover expenses, there will be a maximum of four sponsors per event.

PLANNED Y GOVERNANCE EVENTS

The Society has or is planning Y Governance events in the following metro areas through the remainder of 2019 and through early 2020:

- Atlanta (September 4, 2019)
- Washington, DC (October TBD 2019)
- New York City (November 25, 2019 (TBC))
- Silicon Valley (February TBD 2020)
- Houston (March TBD 2020)
- Chicago (May TBD 2020)

Adding additional markets is always an option based on interest from members, service providers and others.
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.societycorpgov.org/chapters
CONTACT US

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

Tamara Johnson
Events Manager
212.681.2014
tjohnson@societycorpgov.org

Luke Vander Linden
Vice President, Membership & Business Development
212.681.2013
lukevl@societycorpgov.org

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.