



GEO SPONSORSHIP OPPORTUNITIES

**EMPOWERING BUSINESSES**  
THROUGH SPONSORSHIP  
OPPORTUNITIES WITH GEO



# OUR 2023/24 SPONSORSHIP OPPORTUNITIES

DRIVE NEW BUSINESS

**57%**

ARE LOOKING FOR  
A NEW SUPPLIER

No matter your budget, GEO will work with you  
to ensure positive return on your investment.



**GLOBAL EQUITY ORGANIZATION**  
the future of global employee compensation

## SPONSORING WITH GEO IS A REWARDING EXPERIENCE

### IN-PERSON EVENTS

Pan European Regional Event	16 November 2023
Executive Compensation Matters (NetworX)	25 October 2023
Bootcamp - Global Share Plan Basics	25 October 2023
GEO's 25th Annual Conference	9-11 April 2024
GEO Awards 2024	10 April 2024

### VIRTUAL EVENTS

Leaders' Lounge	19 September 2023
Bootcamp - Global Share Plan Basics	3 - 19 October 2023
Excellence in Global Share Plans	7 December 2023

### CHAPTER SUPPORT AND EVENTS

13th Annual NorCal Forum	26 October 2023
Local GEO Chapter support	

### DIGITAL MARKETING

Email marketing  
Ad retargeting  
Online advertising

### THOUGHT LEADERSHIP INITIATIVES

Webinars  
Blogs  
Articles  
White papers  
Surveys  
Industry awards

**CONTACT US**  
[GEOinfo@globalequity.org](mailto:GEOinfo@globalequity.org)  
**FIND THE RIGHT OPPORTUNITY  
FOR YOUR BUSINESS**





WEDNESDAY, 25 OCTOBER 2023  
PAR 3, SAN MATEO, CALIFORNIA

This one-day conference brings together thought leaders and practitioners who will address the key issues and trends in global executive compensation, C-suite and Board priorities via EXECUTIVE COMPENSATION MATTERS and deliver first-class introductory-level education through GEO's BOOTCAMP course.



	<div>SAPPHIRE</div> <div></div> <div>SPONSOR</div>	<div>EMERALD</div> <div></div> <div>SPONSOR</div>	<div>RUBY</div> <div></div> <div>SPONSOR</div>	
	\$13,000.00	\$7,000.00	\$5,000.00	VISIBLE ON BOTH EVENT DAYS?
Premium Item (choice of one)	<ul style="list-style-type: none"><li>Lanyards</li><li>Mobile app</li><li>Registration desk</li><li>NetworX post-event reception</li></ul>	-	-	Yes Yes Yes NetworX only
Offsite company branding <sup>1</sup>	High	Moderate	Moderate	NetworX only
Branded banner or window cling (4' x 5') <sup>2</sup>	Both	Banner only	Banner only	Sapphire - both Emerald/Ruby - NetworX only
Attendee passes for Executive Compensation Matters or Bootcamp	3	2	1	-
Attendee registration lists (opt-in, pre- and post-event)	Yes	Yes	Yes	Yes
Mobile app <sup>3</sup>	Yes	Yes	Yes	Yes
Golf tee/yard sign (visible where all F&B is served)	Yes	Yes	Yes	Yes
Outreach marketing email to GEO membership <sup>4</sup>	Yes	-	-	-
Use of GEO's sponsor assets	Yes	Yes	Yes	Yes

<sup>1</sup> Company branding and description on GEO's website, all conference marketing emails and on-site.  
<sup>2</sup> Branded banner with all sponsor logos will be positioned at the registration desk. Window clings will be visible from the session rooms and the networking area.  
<sup>3</sup> Logo, rotating advert, company description and url link. Event schedule, presentation links, session surveys and chat features are all accessed via the app.  
<sup>4</sup> Distributed by GEO. Expires 31.12.23.







# GEOEVENT PAN EUROPEAN REGIONAL EVENT



16 NOVEMBER 2023  
BERLINGERMANY

THURSDAY, 16 NOVEMBER 2023  
HUMBOLDT CARRÉ, BERLIN, GERMANY

We are thrilled to gather the GEO community in the vibrant city of Berlin for 2023 Pan European Regional Event. Join us for insightful discussions, networking opportunities, and the latest updates in the world of global equity. The conference attracts inspired individuals from across Europe and beyond. You will meet representatives from public household name companies and smaller, private companies who are looking to share their knowledge and connect with you.

**Discount deadline 1 November 2023**

## À LA CARTE SPONSORSHIP

	 DIAMOND SPONSOR	 SAPPHIRE SPONSOR	 EMERALD SPONSOR	 RUBY SPONSOR
	Discount \$22,000 Regular \$25,000	Discount \$11,000 Regular \$13,000	Discount \$6,000 Regular \$7,000	Discount \$4,500 Regular \$5,000
<b>Premium item</b> (choice of one)	<ul style="list-style-type: none"><li>• Lanyards</li><li>• Keynote speaker</li><li>• Mobile app</li><li>• Post-event reception</li><li>• Lunch</li></ul>	-	-	-
<b>Offsite company branding</b> <sup>1</sup>	High	High	Moderate	Moderate
<b>Optional exhibition space</b> <sup>2</sup>	Pop up stand	Pop up stand	Tabletop area only	Tabletop area only
<b>Attendee passes</b>	4	3	2	1
<b>Attendee registration lists</b> (pre- and post-event) <sup>3</sup>	Yes - with issuer survey responses	Yes	Yes	Post-event list only
<b>Logo on signage during event</b>	Yes	Yes	Yes	Yes
<b>Mobile app</b> <sup>4</sup>	Yes	Yes	Yes	Yes
<b>Use of GEO's sponsor assets</b>	Yes	Yes	Yes	Yes

ITEM	DESCRIPTION	PRICE
<b>Tabletop exhibition stand</b>	Do not miss the opportunity to expose your brand and encourage face-to-face discussions with GEO's global audience. Cost of tabletop stand includes 1 table, 2 chairs and Wi-Fi	<b>\$2,500</b>
<b>Outreach email to GEO membership</b>	Distributed by GEO Limited to three opportunities	<b>\$1,500</b>
<b>Post conference summary thought leadership brochure</b>	Digital brochure distributed to attendees, wider GEO members and published to the GEO website	<b>\$4,950</b>
<b>Video commercial</b>	Record a short 30-second video commercial to be played at the start of a selected session Limited to three opportunities	<b>\$1,500</b>
<b>Sponsored sessions</b>	Show off your solution and demonstrate your products in a private room for thirty minutes. Your room holds up to 40. GEO will provide A/V and WiFi, as well as promote your session. All issuer attendees will be invited to attend the event. Limited to 1 opportunity.	<b>\$6,000</b>

<sup>1</sup> Company branding and description on GEO's website and all conference marketing emails.

<sup>2</sup> Inclusive of vendor table and chairs. Preferential placement in the networking area for Diamond and Sapphire sponsors only. Note all display materials must be set up and broken down on the day of the event.

<sup>3</sup> Opt-in attendees. One time use only.

<sup>4</sup> Logo, rotating advert, company description, three gamification questions and url link. Event schedule, presentation links, session surveys and chat features are all accessed via the app.

MEET NEW  
CONTACTS

25%

ARE FIRST TIME  
ATTENDEES





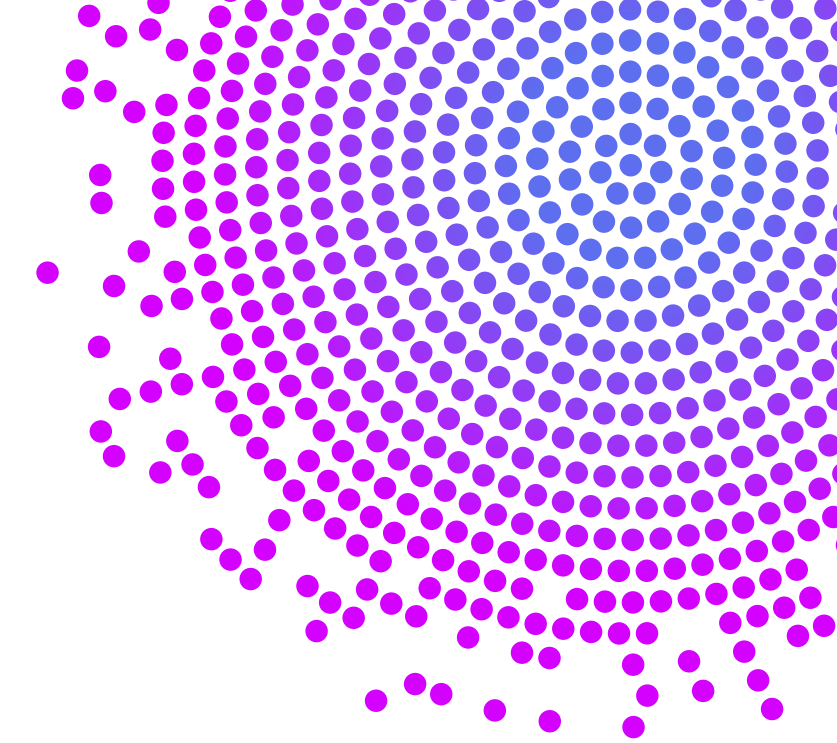
# LET'S MEET 25<sup>TH</sup> ANNUAL CONFERENCE NASHVILLE

9-11 APRIL 2024

**SAVE!**  
BOOK EARLY TO  
SECURE YOUR  
DISCOUNT

Discount rates available on or  
before 1 November 2023

CONTACT US TODAY



## JOIN US AT GEO's 25TH ANNUAL CONFERENCE

### THE PREMIER THREE DAY CONFERENCE OF THE YEAR

9-11 APRIL 2023 INCLUSIVE  
RENAISSANCE HOTEL,  
NASHVILLE, TENNESSEE

With 50+ knowledge sessions, keynote speakers, certification opportunities, and a special events schedule, this conference is not to be missed.

All conference delegates will have VIP access to the highly anticipated GEO Awards gala dinner.

Don't miss out on this exceptional conference experience. Join us at GEO's Annual Conference and gain invaluable knowledge, network with industry leaders, and be part of the future of the global share plan industry. Secure your sponsorship today to showcase your brand and connect with a highly influential audience.

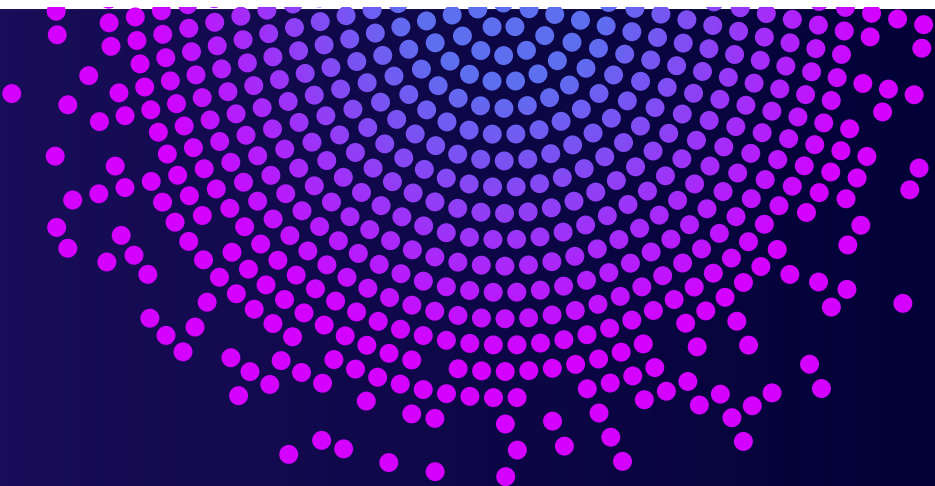




# GEO'S 25TH ANNUAL CONFERENCE

BE PART OF OUR SILVER ANNIVERSARY CELEBRATIONS

Discount deadline 1 November



	<div>DIAMOND</div> <div></div> <div>SPONSOR</div> <div>Price available on application</div>	<div>SAPPHIRE</div> <div></div> <div>SPONSOR</div> <div>Discount \$80,500 Regular \$88,500</div>	<div>EMERALD</div> <div></div> <div>SPONSOR</div> <div>Discount \$57,500 Regular \$63,250</div>	<div>RUBY</div> <div></div> <div>SPONSOR</div> <div>Discount \$34,500 Regular \$37,950</div>	<div>TOPAZ</div> <div></div> <div>SPONSOR</div> <div>Discount \$23,000 Regular \$25,300</div>	<div>EXHIBITOR</div> <div></div> <div>Discount \$8,950 Regular \$9,950</div>
Premium item (choice of one)	<ul style="list-style-type: none"><li>Tuesday opening reception and evening event</li><li>Badge lanyards</li><li>2024 GEO Awards*</li></ul> <p>*Solo sponsor confirmation deadline 1 Oct 2023</p>	<ul style="list-style-type: none"><li>Attendee bag</li><li>Post-conference session materials and recordings</li><li>Post-conference summary thought leadership brochure</li><li>Tuesday opening keynote</li><li>VR experience booth</li></ul>	<ul style="list-style-type: none"><li>Thursday closing keynote and lunch</li><li>Wednesday keynote</li><li>Wednesday lunch</li><li>Conference Wi-Fi</li><li>Room key cards</li></ul>	<ul style="list-style-type: none"><li>Conference registration desk</li><li>Conference networking break<ul style="list-style-type: none"><li>Wed morning or afternoon break or Thurs morning</li></ul></li><li>Shirts/vests for GEO Team</li><li>Prizes for issuer luncheon</li><li>Conference flowers</li><li>Charging station</li></ul>	-	-
Company branding <sup>1</sup>	High	High	Moderate	Moderate	Lower	Basic
Speaking slot	2 minutes plus mention in opening/closing remarks	-	-	-	-	-
Branded banner - meeting foyer	Yes	-	-	-	-	-
Exhibition booth (preferential placement)	20' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Attendee passes	4	3	2	2	2	2
Attendee bags insert <sup>2</sup>	1	1	1	-	1	-
Attendee registration lists (pre- and post- event) <sup>3</sup>	Yes - with issuer survey responses	Yes - with issuer survey responses	Yes	Yes	Post-event list only	Post-event list only
Guest registration discount	15%	15%	15%	15%	-	-
Mobile app <sup>4</sup>	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor/exhibitor badge ribbons	Yes	Yes	Yes	Yes	Yes	Yes
Use of GEO's sponsor assets	Yes	Yes	Yes	Yes	Yes	Yes

<sup>1</sup> Company branding and description on GEO's website, all conference marketing emails and on-site.

<sup>2</sup> All expenses associated with insert items are to be incurred by the sponsor. Item must be pre-approved by GEO and fit into the bag. Examples include: highlighters, pens, luggage tags, notebook pads, water bottles, mobile chargers, to-go hot drink mugs, marketing flyers, etc.

<sup>3</sup> Opt-in attendees. One time use only.

<sup>4</sup> Logo, rotating advert, company description and url link. Event schedule, presentation links, session surveys and chat features are all accessed via the app.





LET'S MEET  
25<sup>TH</sup> ANNUAL  
CONFERENCE  
NASHVILLE

9-11 APRIL 2024

À LA CARTE SPONSORSHIP

AVAILABLE INDIVIDUALLY OR BUNDLED INTO A BESPOKE PACKAGE

ITEM	DESCRIPTION	PRICE
Mobile app	Rotating ad in the conference mobile app.	\$2,500
App push notifications	Send an alert or update to attendees and fellow exhibitors/ sponsors with a custom push notification. Attendees receive messages as long as they have the application on their device.	\$500 per notification
Additional registration or attendee list	Must be a current event sponsor or exhibitor and receive an affiliated list.	\$2,500
Attendee bag insert	All expenses associated with insert items are to be incurred by the sponsor. Item must be pre-approved by GEO and fit into the bag.	\$3,500
Outreach email to GEO membership (Limited to 6 opportunities)	Price per email distributed by GEO.	Sponsor \$4,950 Non-sponsor \$5,950
Branded banners / decals in foyer. Limited opportunities	Priced according to size and location – please ask for details	\$ TBD Contact GEO for pricing
Video commercial (sessions) Limited to ten opportunities	A 30-second video commercial to be played at the start of a selected session. Sponsor to arrange recording.	\$3,500
Sponsored issuer-only sessions (Limited to five opportunities)	Show off your solution, demonstrate your products or host a roundtable in a private room of issuer-attendees, for 45 minutes. Your room holds up to 50. GEO will provide A/V and WiFi, as well as promote your session. Must secure sponsorship by 1 October 2023	\$8,000
Water station and branded water bottles	Display your brand at the conference water stations and provide reusable water bottles with your logo and the GEO logo throughout the conference	\$12,000
Room or chair drop gift Limited to two opportunities	Provide a special gift to be delivered to attendees' hotel rooms at the Renaissance or placed in chairs during a plenary session. Limited to one item.	\$12,000
VR experience booth Also available in the Sapphire package	Sponsor a VR booth in the Exhibit Hall. The booth will feature two experiences (a tour of Nashville and an interactive game with leaderboard) with four headsets. It will be in situ for all three days of the conference.	Early \$25,000 Standard \$30,000



LET'S TALK  
ANNUAL  
CONFERENCE  
EDINBURGH

19 - 21 APRIL 2023

PAUL BRU

SPONSORED BY:  
UBS

CONNECT WITH A  
RELEVANT AUDIENCE

55%

ARE BUDGET INFLUENCERS







WEDNESDAY, 10 APRIL 2023  
RENAISSANCE HOTEL, NASHVILLE, TENNESSEE

Now in its 23rd year, the GEO Awards gala celebration is a fantastic networking opportunity. Bringing together senior stakeholders to celebrate the industry's greatest and most impressive share plans.

The event is held as part of the annual conference and provides a significant platform for sponsors to gain visibility, reach stakeholders and position themselves with innovation and excellence.

LET'S CELEBRATE  
**THE GEO AWARDS**  
**2024**  
10 APRIL 2024

# THE INDUSTRY'S PREMIER AWARDS EVENT

EXCLUSIVE SPONSORSHIP OF THE GEO AWARDS IS AVAILABLE AS A DIAMOND LEVEL SPONSORSHIP PACKAGE FOR GEO'S 25TH ANNUAL CONFERENCE.

**Discount deadline 1 November 2023**

	<div>DIAMOND  SPONSOR</div>	<div>SAPPHIRE  SPONSOR</div>	<div>RUBY  SPONSOR</div>
	Discount \$50,000 Regular \$60,000	Discount \$35,000 Regular \$45,000	Discount \$20,000 Regular \$30,000
Premium Item	Opening reception and after party	Table Centrepieces	Entertainment
Company branding <sup>1</sup>	High	High	Moderate
Speaking slot	2 minutes plus mention in opening/closing remarks	-	-
Award category sponsorship <sup>2</sup>	1 plus the Judges' Award	1	1
Logo on branded event banner	Yes	Yes	Yes
Awards event guest passes <sup>3</sup>	10	6	4
Premium table reservation <sup>4</sup>	3	2	1
Use of GEO's sponsor assets	Yes	Yes	Yes

<sup>1</sup> Company branding and description on GEO's website, all GEO Awards marketing emails and on-site.  
<sup>2</sup> Award category is branded on all category communications, the 2024 GEO Awards page of the GEO website and announced at the event.  
A sponsor representative may hand the award to the recipient at the event.  
<sup>3</sup> GEO's 25th Annual Conference attendees receive complimentary attendance.  
<sup>4</sup> Preferential placement table with branded centrepiece and Prosecco toast.

## À LA CARTE SPONSORSHIP

Diamond, Sapphire and Ruby sponsors receive first refusal.

ITEM	PRICE
Entertainment	\$15,000
Opening reception	\$15,000
After party	\$25,000
Table centerpieces	\$10,000
Award category sponsorship (each) <sup>2</sup>	\$10,000
Judges' Award <sup>1</sup>	\$12,000
Premium table reservation <sup>4</sup>	Early Discount \$3,500   Regular Rate \$4,000

<sup>1</sup> Company branding and description on GEO's website, all GEO Awards marketing emails and on-site.  
<sup>2</sup> Award category is branded on all category communications, the 2024 GEO Awards page of the GEO website and announced at the event.  
A sponsor representative may hand the award to the recipient at the event.  
<sup>3</sup> GEO's 25th Annual Conference attendees receive complimentary attendance.  
<sup>4</sup> Preferential placement table with branded centrepiece and Prosecco toast.







YOURCOMMUNITY






LOCAL CHAPTER



NETWORKING EVENTS

## LOCAL CHAPTER SUPPORT

Run and chaired by senior-level regional GEO members, GEO's Chapters deliver education programs and networking events that make it easy to connect with your target contacts. There are annual sponsorship programs or bespoke sponsorship options for specific chapters and meeting dates around the world.

Visit [GEO's website](#) for details and locations of our current Chapters.

  <div><div>NORTH AMERICA CHAPTER</div><div>NORCAL</div><div>NETWORKING EVENTS</div></div>	 <div>DIAMOND SPONSOR</div>	 <div>SAPPHIRE SPONSOR</div>	 <div>RUBY SPONSOR</div>
	4 SPONSOR LIMIT \$2,995.00	8 SPONSOR LIMIT \$1,795.00	UNLIMITED \$1,195.00
Chapter-specific company branding <sup>1</sup>	High	Moderate	Moderate
Norcal Annual Forum passes - providers or issuers <sup>1</sup>	4	2	1
Norcal Annual Forum passes - issuers only	10	6	-
Norcal Annual Forum attendee bag insert <sup>2</sup>	Yes	Yes	Yes
NorCal Annual Forum tabletop exhibition space	Yes - premium location	Yes	Yes
NorCal Annual Forum registration lists (opt-in, pre- and post-event)	Yes	Post-event list only	Post-event list only
NorCal Annual Forum keynote sponsorship and session introductions	First refusal	Second refusal	-
NorCal Annual Forum premium item sponsorship priority selection	First refusal	Second refusal	-
Option to host one local Chapter meeting or Friday Koffee Klatch	First refusal	Second refusal	-
Use of GEO's sponsor assets	Yes	Yes	Yes
Priority option on sponsorship renewal	Diamond-level	Uncommitted diamond-level	Uncommitted sapphire-level
Contact the NorCal Chapter Leadership Team for details (Tara Hagen). Sponsorship outreach begins end November. Sponsorship year begins 1 January			
<div><sup>1</sup> Company branding and description on GEO's NorCal Chapter web page, GEOconnect and all NorCal-specific Chapter and Forum marketing emails.</div> <div><sup>2</sup> One double-sided page print advertisement, subject to print space and content.</div>			

  <div>EUROPEAN CHAPTER UK AND CHANNEL ISLANDS NETWORKING EVENTS</div>	UK - BASED EMPLOYEES - (tiered for affordability and inclusivity)		
	100 +	30 - 100	UP TO 30
PROVIDERS / ADVISORS	\$1,700 approx. £1,500	\$1,200 approx. £1,000	\$600 approx. £500
ISSUERS	Payment in kind <sup>1</sup>		
Contact the UK and Channel Islands Chapter Leadership Team for details (Sophie Altaf). Contributions are spent on enhancing UK event experiences to ensure maximum attendance and engagement. In 2023, this meant hosting fun events like quizzes and bingo and giving away prizes to winners!			

<sup>1</sup> May include the use of meeting rooms or event spaces, providing refreshments, prizes, event management assistance, etc.





# WEBCASTS AND PODCASTS

Sponsor and develop a thought leadership webcast or podcast episode or series to share your insights and client success stories.

Not only will your content be shared with GEO members, GEO's contact lists and followers, podcasts will be listed in the top podcast directories including Apple Podcasts, Spotify, Google Podcasts, reaching millions of potential listeners!

As well as marketing the event to our contact lists, GEO will manage all technical production.

	GEO Led	Company Led
	One episode \$2,500 Six episodes \$10,500	One episode \$3,500 Six episodes \$12,000
Overview	GEO to develop content and speaker line up in partnership with your company.	Your company to develop content and speaker line up hosted by GEO.
Additional sponsor benefits	Attendee lists (opt-in attendees, one time use only) 500-word blog article (two, published to the GEO website) Online branding (company logo, description and url) 10 social media posts Branded email promotions (pre- and post-event)	



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If you want to share your experience in equity based compensation with international experts, then GEO is the perfect place for you.

Head of compensation and benefits. Siemens Energy



BOOST YOUR BRAND VISIBILITY

77%

ARE HAPPY WITH BRAND EXPOSURE



# DIGITAL BRANDING

EXPAND YOUR BRAND -  
BROADEN YOUR REACH

## EMAIL MARKETING

Include your branding in our regular e-newsletter: GEOinsights. Sent to over 10,000 contacts, the newsletter enjoys a 30-40% open rate.

ITEM	PRICE
Banner advert in 5 GEO newsletter emails	\$950
Banner advert in 10 GEO newsletter emails	\$1,500
Outreach email to GEO member list distributed by GEO	\$4,950
Position 1, top banner ad	\$4,500
Position 2, mid-page banner ad	\$2,500
Position 3, lower-page block square ad	\$1,500

## AD RETARGETING

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you’re trying to reach with detailed reports to track the ROI of your adverts.

Advertise directly to GEO website visitors and members accessing GEO’s services. Retarget these visitors with your brand’s advert anywhere they visit online.

Tap into GEO’s exclusive global network rather than relying on broad, generic targeting on common ad platforms.

ITEM	PRICE
50,000 impressions	\$5,000
100,000 impressions	\$8,000
200,000 impressions	\$12,000



MAKE A  
SMART INVESTMENT

61%

CONSIDER THE COST  
GOOD OR EXCELLENT

## ONLINE ADVERTISING

GEO’s website is the online meeting place for the global share plan community - a hub of activity, members visit regularly to access GEO’s services and to update on the latest industry news.

	GEO WEBSITE HOME PAGE 3 months	GEOCONNECT HOME PAGE 3 months
Position 1	\$2,500	\$1,500
Position 2	\$1,500	\$950
Position 3	\$1,000	\$650

## AD SIZES

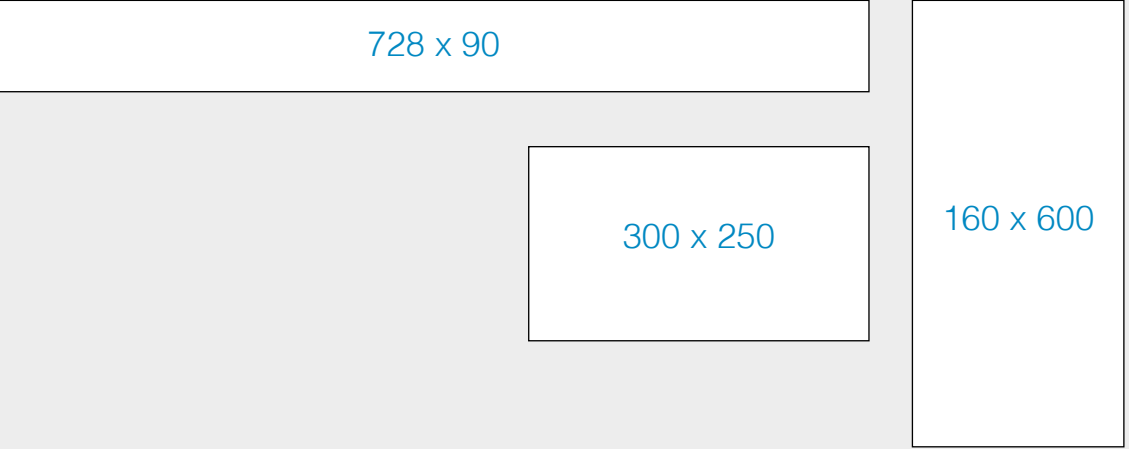
- Leaderboard

728x90
- Wide Skyscraper

160x600
- Square pop-up

300x250

Ad sizes and Specs. Jpeg or gif static images only.  
No flash ads





# THOUGHT LEADERSHIP

AN AUDIENCE EAGER TO  
LEARN FROM EXPERTS

Use thought leadership content to share your company’s valuable knowledge with GEO’s members and wider audiences. From webinars, blogs and articles to white papers, surveys and industry recognition, work with GEO’s team to identify the best content vehicle for your business.

All opportunities are limited to one sponsor.

ITEM	DESCRIPTION	PRICE
GEIS survey	Engage with data driven insights on the industry's most pressing issues with an annual industry survey	\$20,000
Spotlight blog series	A series of 8 written or video blogs that raise your company and spokesperson's profiles, focused on your area of expertise	\$20,000
Case study series	Showcase how you have helped clients to the GEO community with a series of 6 real-life success stories	\$15,000
Future Leaders of Global Equity	Connect with industry talent, create a buzz and recognize the industry's rising stars with GEO's Future Leaders' program sponsorship	\$30,000
Quarterly Social	Global online events at which attendees learn a new skill (art, cookery, astronomy) and receive critical business updates and information from your company	\$20,000
Excellence in Global Share Plans initiative	Align your company with the innovation and success demonstrated by GEO's Award Winners through a series of 12 articles, 4 webcasts and a branded area on the GEO website Virtual one-day event - first refusal	\$45,000
Excellence in Global Share Plans - virtual one-day event	Sponsor this one-day virtual event which showcases panel sessions from award-winning companies. Sponsors receive email and event branding benefits, plus a mention in the introduction and closing words.	\$4,500

STAY  
INFORMED

86%

ATTEND FOR  
INDUSTRY  
UPDATES







**GLOBAL EQUITY ORGANIZATION**  
the future of global employee compensation

All statistics featured in this brochure are sourced from the GEO Edinburgh 2023 survey findings, 13 sponsors and 38 issuer respondents