



GLOBAL EQUITY ORGANIZATION
the future of global employee compensation

ENGAGEMENT OPPORTUNITIES 2025-6

EMPOWERING BUSINESSES
THROUGH SPONSORSHIP
OPPORTUNITIES WITH GEO

J.P.Morgan
WORKPLACE SOLUTIONS

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

GEO's 27th Annual Conference **Austin, 21-23 April 2026**

25th GEO Awards **Austin, 22 April 2026**

Pan European Regional Event 2026 **London, November 2026**

East Coast Regional Event 2026 **December 2026**

CHAPTER SUPPORT AND EVENTS

16th Annual NorCal Forum **September 2026**

Local GEO Chapter events, **Global, various dates**

DIGITAL BRANDING AND MARKETING

Email and social media marketing

Online advertising

THOUGHT LEADERSHIP AND DATA

Surveys and reports

Global Equity Insights Study (GEIS)

Global Share Plan Rankings Study (GSPRS)

Expert content

Leaders' Lounge

Webcasts, podcasts and articles

Spotlight blog or case study series

Reward and recognition

Future Leaders of Global Equity

GEO Awards - Excellence in Global Share Plans

CONTACT US

GEOinfo@globalequity.org

**FIND THE RIGHT OPPORTUNITY
FOR YOUR BUSINESS**



LET'S MEET
**27TH ANNUAL
CONFERENCE**
AUSTIN
21 - 23 APRIL 2026

*Time to
Plan!*

GET READY FOR AN UNPARALLELED LEARNING
EXPERIENCE AT GEO'S 27TH ANNUAL CONFERENCE
HELD IN AUSTIN, TEXAS 21 - 23 APRIL 2026

EXPERIENCE SOMETHING AMAZING AT GEO's 27TH ANNUAL CONFERENCE!

THE PREMIER EQUITY CONFERENCE OF THE YEAR
21-23 APRIL 2026 | JW MARRIOTT | AUSTIN, TEXAS

GEO's flagship conference offers our members, prospects and industry colleagues the opportunity to spend four days together networking, getting inspired and learning about the **latest and greatest in equity compensation**.

With sessions and speakers that share **actionable advice** that will help you to really **make a difference to your share plans**, certification opportunities, and a **special events** schedule, this conference is not to be missed. All conference delegates will have **free VIP 25th Anniversary GEO Awards event access**. Don't miss out on this exceptional conference experience.

Secure your sponsorship today to showcase your brand and connect with a highly influential, global audience.



3
CONFERENCE
DAYS



150+
ISSUER
DECISION MAKERS



25+
COUNTRIES



55+
EDUCATIONAL
SESSIONS



165+
GLOBAL SPEAKERS



13
NETWORKING
EVENTS



2
KEYNOTES
PLUS ONE EXPERT PANEL



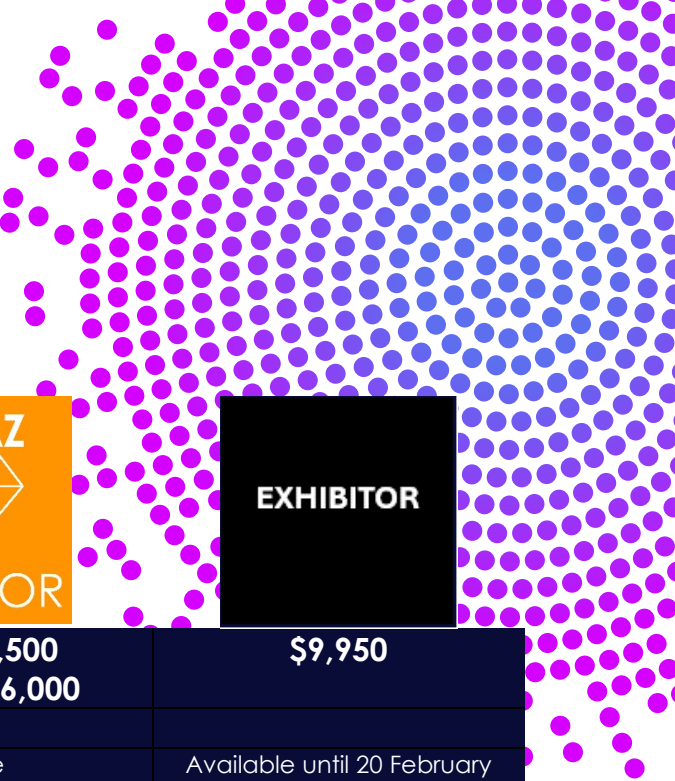
VIP
OPENING PARTY

BOOK EARLY TO SAVE!
EARLY RATES END 30 NOVEMBER 2025



GEO'S 27TH ANNUAL CONFERENCE

PREMIUM SPONSORSHIPS



BOOK EARLY TO SAVE!
EARLY RATES END 30 NOVEMBER 2025



EXHIBITOR

Number of opportunities

PREMIUM SPONSOR ITEM

Choice of one, first option to Diamond sponsor then on a first come, first served basis to other package sponsors at package addition prices set out below

Early \$112,500
Regular \$125,000

Early \$84,500
Regular \$93,500

Early \$61,000
Regular \$67,500

Early \$36,000
Regular \$41,500

Early \$23,500
Regular \$26,000

\$9,950

One

Three

Four

Five

Multiple

Available until 20 February
2026

Opening Party – Austin Experience event and speaker slot at the Conference opening all-attendee session

Attendee Bag - branding on attendee bags distributed at registration
Day 2 Expert Panel or Day 1 Keynote Session, incl. speaker introduction
Puppy Party - branded interactive charity activation
Conference Registration Desk - branding on the registration desk
The Big Austin Social - your branding at the structured networking event in the Exhibit Hall

Room Key Cards - branding on attendee hotel room key cards
Day 3 Keynote Session, incl. speaker introduction
Issuer-only Event Sponsorship - branding at the issuer-only sessions on Day 1
Private Breakfast – Host an issuer-only breakfast on Day 3 for 100, including branded e-invites

Breakfast or Lunch Break - branding during one of the breakfast or lunch breaks
Tabletop Branding - branding on 50% (max 25) of the high tables throughout the event (2 opportunities)
Post-Conference Materials – session materials hosted in the app/GEOLearn

Networking Break Sponsorship - branding during one of the networking breaks

N/A
Exhibition Space* Only

PACKAGE INCLUSIONS

Visibility	Offsite company branding prominence ¹	High	High	Moderate	Moderate	Lower	Basic
Visibility	Speaking slot	2 minutes plus mention in opening/closing remarks	-	-	-	-	-
Visibility	Branded banner - in meeting foyer	Yes	-	-	-	-	-
Visibility Lead gen	Exhibition booth - allocated according to investment and contract signing	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
Client engagement	GEO Awards guest passes	10	-	-	-	-	-
Client engagement	GEO Awards premium table reservation	3	-	-	-	-	-
Lead gen	Attendee registration lists (pre- and post-event) ²	Yes - with issuer survey responses	Yes - with issuer survey responses	Yes	Yes	Post-event list only	50% discount
Lead gen	Delegate software scanning	Yes	Yes	Yes	Yes	Yes	Yes
Client engagement	Issuer guest registration discount	15%	15%	15%	15%	-	-
Visibility	Logo on sponsor signage during event	Yes	Yes	Yes	Yes	Yes	-
Visibility	Event app logo and gamification ³	Yes	Yes	Yes	Yes	Yes	Yes
Visibility	Attendee bag insert ⁴	1	1	1	1	1	1
Visibility	Sponsor/exhibitor badge ribbons	Yes	Yes	Yes	Yes	Yes	Yes
Client engagement	Private meeting space	Yes	Available to purchase	Available to purchase	Available to purchase	-	-

*EXHIBITION OPTIONS AND UPGRADES

Exhibition space only \$9,950	10' x 10' (3m x 3m) exhibition space. No additional tickets included when additional space is purchased.
Pre-built booth options VARIOUS PRICES	GEO has arranged for options to be made available for exhibiting companies to have booths designed, installed and dismantled by Freemans directly. These services are subject to Alliance's terms and conditions. Contact us for details.

1 Company branding and description on GEO's website, all conference marketing emails.
2 Opt-in attendees. Sponsors may receive access to attendee lists for one-time use only per list. The list must be used in accordance with data protection laws (e.g., GDPR). Exhibitor discount is from the first list purchase only.
3 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.
4 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 water bottles, mobile chargers, to-go hot drink mugs, marketing flyers, etc.



GEO'S 27TH ANNUAL CONFERENCE

BESPOKE SPONSORSHIP OPTIONS

CONNECT WITH A
RELEVANT AUDIENCE

55%

ARE BUDGET INFLUENCERS

	ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
Visibility	Mobile app	3	Ad displayed on opening of the conference mobile app. One day only.	\$6,500	Sponsor provides ad design. Each ad displayed for one day of the conference – determined on a first come, first served basis.
Lead gen	App push notification	9	Send an alert or update to attendees and fellow exhibitors/sponsors with a custom push notification.	\$500 per notification	Three (3) push notification slots available each day of the conference, sent at a pre-agreed time. Character limit may apply. Attendees receive messages as long as they have the application open on their device (subject to change).
Lead gen	Additional delegate list*	Max. 2 per sponsor company	Receive an additional registration/attendee list at the time of your choosing. Includes name, company, country and email address.	\$3,000 per list \$4,500 for emails sent from GEO using the list	Offer available to Prague 2025 event sponsors and exhibitors only. Opt-in attendees. One time use only.
Visibility	Attendee bag insert	5	Include a branded item or flyer in the attendee bag distributed at registration.	\$1,500 per 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.
Visibility	Fellows and Newbies breakfast sponsor	1	Sponsor our Fellows and newbies brunch the morning after the GEO Awards.	\$4,500	Sponsor branding included on event signage and napkins.
Visibility	Happy Hour sponsor*	1	Sponsor our three happy hours for Fellows, Future Leaders and global Chapter Leaders	\$6,000	First right of refusal for Ruby sponsors and above. Sponsor branding included on event signage and cocktail napkins.
Visibility	Venue branding	Limited	Custom branding opportunities throughout the conference venue, including banners, floor decals, and directional signage.	Location specific pricing	Priced according to size and location – please ask for detail. Limited to select locations to maintain venue aesthetics.
Visibility	Video commercial (breakout sessions only)*	10	A video commercial to be played at the start of a selected session.	\$3,500 per video	Maximum 30-seconds. Sponsor to arrange and provide recording to GEO in MP4 format.
Lead gen	Issuer-only demo session*	2	Demonstrate your products/solutions in a dedicated area during a refreshment or lunch break for up to 30 minutes. GEO will provide A/V and WiFi, as well as promote your session. Also includes a list of all issuer attendees, along with answers to their registration survey. Opportunities available on Day 2 and Day 3 of the conference.	\$15,000	First right of refusal for Diamond sponsors. Sponsor responsible for session content and materials. GEO handles room setup, A/V, WiFi, and promotion.
Lead gen	Photo booth*	1	Host a pop-up photo booth for maximum social media exposure and lasting memories. Your sponsorship includes promotional logo within the photo backdrop.	\$15,000	First right of refusal for Ruby sponsors and above. Sponsor provides logo for backdrop design, which is provided by GEO. Includes social media integration for attendee photo sharing.
Visibility	Chair drop	3	Provide a special gift to be placed in chairs during an all-attendee session of your choice.	\$12,000 per drop	Limited to one item. Expense of gift and shipping to the venue are the responsibility of the sponsor. Items must be pre-approved by GEO.
Client engagement	Private meeting space	1	Secure a private room with a large screen and connection that seats 10 people.	\$5,000	Additional audio-visual, food, and beverages charged separately. Rooms are reserved on a first-come, first-served basis.
Visibility	Coffee station branding*	1	Display your logo on all coffee carts throughout the conference.	\$10,000	Only available in the absence of a coffee cup sponsor
Visibility	Coffee cup branding*	1	Display your logo on eco-friendly, fully recyclable 8oz cups that will be used by attendees through all three days of the conference. The cups will be available for all breaks and at all-day coffee stations throughout the venue.	\$15,000 (cups provided) \$12,000 (sponsor provides cups)	Sponsor provides design for approval. Includes distribution at all coffee stations and exhibit hall.

*Exclusively available to conference sponsors and exhibitors only.
After 30 November, GEO reserves the right to offer any unsold package additions to other members.

	ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
Lead gen	Outreach email to GEO membership	6	Sponsor a GEO-distributed email to over 6,500 GEO members and prospects before, during or after the conference.	\$4,950 each	Content must be industry relevant and not conflict with GEO's core initiatives. GEO will distribute the email from its official address and include a GEO-branded footer. The timing of the email will be coordinated to avoid overlap with GEO's key promotional campaigns. Please note, while GEO facilitates distribution, specific engagement metrics (e.g., open or click-through rates) are not guaranteed.
Visibility	Post-conference summary thought leadership brochure	1	Position your name on a summary of the conference themes with a series of thought leadership articles. Distributed digitally to all attendees post-event.	\$20,000	Sponsor provides logo and branding elements. GEO manages content creation and distribution.
Visibility	Device charging station	1	Sponsor a charging station where attendees can power their devices. The station includes your branding on all visible surfaces.	\$10,000	First right of refusal for Ruby sponsors and above at an additional cost of \$3,000. Sponsor provides branding elements. GEO handles placement and setup of the charging station.
Visibility	Badge lanyards	1	Display your logo on attendee badge lanyards for maximum visibility during the event and lasting exposure in event photographs.	\$30,000	First right of refusal for Diamond and Sapphire sponsors at an additional cost of \$25,000. Sponsor to provide high-res logo. GEO to provide proof prior to print.
Visibility	Mocktail cart	3	Host a pop-up mocktail cart providing an assortment of alcohol-free options. Your sponsorship includes custom table tents and promotional signage within dining space.	\$5,000 per day	Sponsor branding included on table tents and cart signage. Sponsor may provide branded napkins.
Visibility	Refreshment break	4	Host a conference snack break for all attendees. Your sponsorship includes custom table tents and promotional signage within dining space.	\$10,000 per break	First right of refusal for Topaz sponsors and above. Sponsor branding included on table tents and signage. Snack selection managed by GEO in coordination with venue catering.
Visibility	Breakfast or lunch break	4	Host breakfast or lunch for all attendees. Your sponsorship includes custom table tents and promotional signage within dining space.	\$25,000 per break	First right of refusal for Ruby sponsors and above. Sponsor branding included on table tents and signage. Menu selection managed by GEO in coordination with venue catering.
Visibility	Sustainable event partner incl. branded reusable water bottles	1	Position your company as a leader in sustainability by sponsoring eco-friendly initiatives throughout the event, including recycling stations, reduced plastic usage. Reusable water bottles dual branded with your logo and signage will be made available at the conference water stations and at your stand throughout the event. Attendees will receive event app push notifications throughout the event.	\$25,000 (bottles provided - dual branding) \$20,000 (sponsor provides bottles - sponsor branding only)	Sponsorship includes branding at all sustainability stations, a dedicated page in the event app, and a mention in the opening and closing remarks.
Visibility	WiFi sponsorship	1	Sponsor the conference Wi-Fi network. Your company name will be used as the Wi-Fi network name.	\$25,000	First right of refusal for Emerald sponsors and above. Sponsor must provide all necessary digital assets (logo, splash page design, etc.) and comply with Wi-Fi provider technical requirements.
Visibility	Exclusive in-room welcome gift sponsor	1	Sponsor a high-quality, eco-friendly welcome gift for all attendee hotel guests. The gift will be placed in their hotel rooms, and your logo will be prominently displayed on the item.	\$20,000	Sponsor provides logo and branding elements. All costs associated with production and shipping of the gift are the responsibility of the sponsor. GEO must approve the gift and final design.
Visibility	Venue branding	Limited	We have a wide range of venue branding options. Please contact us for details.	Various	See venue branding document for details



SPONSOR AN ICONIC AUSTIN EXPERIENCE

CENTRAL MACHINE WORKS

21 APRIL 2026

Elevate your brand at an Opening Night Party to remember at **Central Machine Works**, exclusively for GEO's conference attendees and their guests.

Following food and entertainment in the Exhibit Hall, guests will be transported to our external venue where they will have full access to three unique spaces – the indoor covered area, the lively taproom, and the expansive outdoor grounds. Throughout the evening, enjoy a vibrant mix of games, live music on both indoor and outdoor stages, and plenty of room to connect and celebrate.

Sip on locally brewed Austin beers crafted onsite in the taproom or choose from a variety of mocktails and soft drinks. Delight in a curated menu of small bites, appetizers, and desserts prepared by on-site catering.

With screens, menus, and space for pop-up banners, this high-energy event also offers unique branding opportunities for sponsors looking to make a lasting impression.

This is more than just a party—it's an exclusive VIP experience set in one of Austin's most iconic venues.

EVENT HIGHLIGHTS

- **Complimentary transport** to and from the conference hotel
- **Full access to three unique spaces:** indoor covered area, taproom, and outdoor grounds
- **Live music** across indoor and outdoor stages
- **Fun games and activities** throughout the evening, designed to raise sponsor staff profiles and make connections
- **Local Austin beer** (brewed onsite), wine, mocktails and soft drinks
- **Curated menu** of small bites, appetizers, and desserts with full dietaries
- **Branding opportunities** on screens, menus, and pop-up banners

BOOST YOUR BRAND VISIBILITY

77%

ARE HAPPY WITH
BRAND EXPOSURE

SPONSOR BENEFITS

- **Premium brand visibility** with your logo featured on event materials, venue banners, and digital screens. There's also an opportunity for branded gifts or materials to be placed at each guest's coach seat at your own cost.
- **Priority seating and a dedicated VIP section**, ensuring a personalized experience for you and your clients.
- **Dedicated shout-outs** acknowledging your company during the event's welcome speech and throughout the evening, with special mentions by the event's host.

BOOK EARLY TO SAVE!
EARLY RATES END 30 NOVEMBER 2025



OPENING
PARTY

JOIN GEO ATTENDEES AND
THEIR GUESTS FOR A NIGHT
TO REMEMBER AT
CENTRAL MACHINE WORKS
ON **21 APRIL 2026**

AUSTIN





CELEBRATING 25 YEARS OF GLOBAL SHARE PLAN EXCELLENCE

LONE STAR BALLROOM, JW MARRIOTT
WEDNESDAY, 22 APRIL 2026

EXCLUSIVE 'PREMIER' SPONSORSHIP OF THE GEO AWARDS IS AVAILABLE

Now in its 25TH 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.

The 2026 gala will be held in the stunning **Lone Star Ballroom** of the JW Marriott hotel in Austin, Texas.

This year, guests will be invited to an after party with a difference at the **Edge Rooftop**.

NOTE: Premier GEO Awards sponsor logos will be prominently displayed on GEO Awards–related communications only. Sponsor recognition will not appear in general communications for the 27th Annual Conference.



	PREMIER SPONSOR	ELITE SPONSOR	PRESTIGE SPONSOR
	Early \$112,500 Regular \$125,000	Early \$35,000 Regular \$45,000	Early \$20,500 Regular \$30,000
Number of opportunities	One	One – only in absence of a Premier sponsor	Two – only in absence of a Premier sponsor
PREMIUM SPONSOR ITEM	GEO Awards – 25 th celebration gala and after party, includes speaker slot at the GEO Awards	Table centrepieces - branding on each centrepiece arrangement	Entertainment - branded recognition during one of the two entertainment breaks

GEO AWARDS SPONSOR BENEFITS			
Company branding ¹	High	High	Moderate
Speaking slot	2 minutes plus mention in opening/closing remarks	-	-
Logo on branded event banner	Yes	Yes	Yes
Awards event guest passes ²	10	6	4
Additional guest pass discount	15%	15%	15%
Premium table reservation	3	2	1
Use of GEO's branded sponsor images	Yes	Yes	Yes

ADDITIONAL GEO'S 27TH ANNUAL CONFERENCE BENEFITS			
Branded GEO Awards banner - in conference meeting foyer	Yes	-	-
Exhibition booth - allocated according to investment and contract signing	20' x 10'	-	-
Attendee conference passes	4	-	-
Attendee registration lists (pre- and post-event) ²	Yes - with issuer survey responses	-	-
Delegate software scanning	Yes	-	-
Issuer guest registration discount	15%	-	-
Logo on sponsor signage during event	Yes	-	-
Event app logo and gamification ³	Yes	-	-
Attendee bag insert ⁴	1	-	-
Sponsor/exhibitor badge ribbons	Yes	-	-
Private meeting space	Yes	-	-

BESPOKE SPONSORSHIP OPTIONS Only available in the absence of a Premier sponsor

ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
Premium table reservation ³	Limited	Host your clients at a VIP table at which you can enjoy a prime location, sparkling wine and VIP service.	"Early \$3,500 per table	
Entertainment	1	Exclusive sponsorship of the evening's live music and entertainment during the dinner at the GEO Awards celebration. This includes branding on all entertainment-related materials, including the online event program, digital displays, and announcements before and after the entertainment segments.	\$20,000	Sponsor's branding will be prominently displayed during all entertainment-related activities, including any screens, stage backdrops, and program mentions. GEO will manage all logistics related to the entertainment, including talent booking.
Opening reception	1	Sponsorship of the opening reception, including branding on all reception materials and a dedicated mention during the opening speech.	\$15,000	Includes branding on invitations and at the reception venue.
After party	1	Exclusive sponsorship of the after-party, including branding on all event materials, and in-event mentions.	\$25,000	Includes prominent signage at the event and branded drink napkins or coasters.
Table centrepieces	1	Sponsorship of table centrepieces, featuring your logo or branding prominently displayed on every table during the Awards event.	\$10,000	Includes design and production of branded centrepieces.
Photo booth	1	Host a pop-up photo booth for maximum social media exposure and lasting memories. Your sponsorship includes promotional logo within the photo backdrop.	\$15,000	Sponsor provides logo for backdrop design. GEO will manage booth setup and social media integration.
Mocktail and/or cocktail cart	1	Host a pop-up mocktail and/or cocktail cart - includes custom table tents and promotional signage within dining space.	\$10,000	Sponsor branding included on table tents and cart signage. Sponsor may provide branded napkins.

1 Company branding and description on GEO's website, all conference marketing emails.
2 Opt-in attendees. Sponsors may receive access to attendee lists for one-time use only per list. The list must be used in accordance with data protection laws (e.g., GDPR).
3 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.
4 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 water bottles, mobile chargers, to-go hot drink mugs, marketing flyers, etc.



LONDON, UNITED KINGDOM

Join the global GEO community in the city of London for our 2026 Pan European Regional Event, where we will delve into the dynamic and ever-evolving equity compensation landscape.



TIERED SPONSORSHIPS

	DIAMOND SPONSOR	SAPPHIRE SPONSOR	EMERALD SPONSOR	RUBY SPONSOR
	\$25,500 One	\$15,500 Two	\$10,500 Three	\$6,500 Multiple
Number of opportunities	One	Two	Three	Multiple
PREMIUM SPONSOR ITEM First option to Diamond sponsor followed by Sapphire sponsors until 4 August 2025. Opportunities offered on a first signed basis.	FIRST CHOICE OF: Lanyards Conference bags Keynote speaker	SECOND CHOICE OF: Lanyards Conference bags Keynote speaker	Event app Lunch Closing reception	
PACKAGE INCLUSIONS				
Offsite company branding prominence	High	High	Moderate	Moderate
Optional exhibit space	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Optional attendee bag item	Yes	Yes	Yes	Yes
Attendee passes	4	3	2	1
Attendee registration lists (pre- & post-event)	Yes – with issuer survey responses	Yes	Yes	Post-event list only
Private meeting room	Subject to venue availability	N/A	N/A	N/A
Logo on signage during event	Yes	Yes	Yes	Yes
Logo on event app and gamification	Yes	Yes	Yes	Yes
Use of GEO's digital sponsor assets	Yes	Yes	Yes	Yes

NOTE: PRICES LISTED DO NOT INCLUDE VAT**

DISCOUNT DEADLINE: 14 AUGUST 2026*

A LA CARTE OPPORTUNITIES

ITEM	DESCRIPTION	AVAILABILITY / OPPORTUNITIES	EARLY PRICE Ends 14 August 2026	STANDARD PRICE From 14 August 2026
Exhibit space only 3m x 3m / 10' x 10'	Do not miss the opportunity to expose your brand and encourage face-to-face discussions with GEO's global audience. Exhibit space only	Eight including tiered sponsors	-	\$3,500
Attendee bag*** If available after 14 August only	Recycled / environmentally friendly reusable bags bearing sponsor logo plus GEO event branding	One	\$6,500	\$7,500
Attendee bag item	Creative, eco-friendly and useful items or flyers bearing sponsor logo	Six	-	\$500 plus cost of item
Outreach email to GEO membership	Distributed by GEO	Three	-	\$4,950
App push notification	Send an alert or update to attendees with a custom push notification Sent at a pre-agreed time. Character limit may apply. Attendees receive messages as long as they have the application open on their device (subject to change).	Five	-	\$500 per notification
Hot beverage cups	Your brand will be displayed on branded disposable recyclable paper cups and on signage at the two coffee stations in the exhibit space...your brand will literally be in everyone's hands around the entire exhibit space, all day. Unmissable!	One	-	\$5,000 (cups provided) \$3,000 (sponsor provides cups)
Cloakroom sponsor	Signage at the cloakroom and branding on the coat/bag tickets	One	\$2,000	\$3,500
Venue branding	We have a wide range of venue branding options. Please contact us for details.	Limited		Various

*After this date GEO reserves the right to offer any unsold package additions to other members.

****Reverse Charge Liability** The prices listed for PERE 2025 do not contain VAT. The place of supply of the services described is in your country and these services are therefore subject to VAT in your own country. This VAT should be paid by the recipient of the invoiced services to the competent tax authorities.

*** Only available to tiered sponsors.



ELEVATE YOUR BRAND IN YOUR NEIGHBORHOOD

FALL - WINTER 2026

HOSTED AT DIAMOND SPONSOR'S LOCATION

We invite forward-thinking companies to secure strategic Diamond and digital sponsorship packages for our 2026 East Coast regional event. This is your chance to showcase your expertise in the dynamic equity compensation landscape.

Sponsorship benefits:

- Connect with passionate industry professionals
- Demonstrate thought leadership in employee ownership
- Access key decision-makers in the global equity community

PREMIUM SPONSORSHIPS



DIGITAL
SPONSOR

COCKTAIL
HOUR
SPONSOR

BY APPLICATION

Number of opportunities

PREMIUM SPONSOR ITEM

Choice of one, first option to Diamond sponsor then on a first come, first served basis to other package sponsors at package addition prices set out below

PACKAGE INCLUSIONS

Offsite company branding prominence¹

Optional exhibit space

Optional attendee bag insert²

Attendee passes

Attendee registration lists (pre- & post-event)³

Logo on signage during event

Logo on event app and gamification⁴

Use of GEO's digital sponsor assets

PACKAGE ADDITIONS (DIGITAL SPONSOR PRICING AFTER 30 SEPTEMBER 2026*):

Event app

Keynote speaker

	IN KIND Venue and F&B provision One	\$7,500 Six	\$2,750 Four
	Lanyards Event app Keynote speaker		
	High	High	
	10' x 10'	No	
	Yes	Yes	
	4	3	
	Yes – with issuer survey responses	Yes	Post-event list only
	Yes	No	
	Yes	Yes	Yes – at cocktail hour only
	Yes	Yes	
		\$4,500	
		\$6,000	



A LA CARTE OPPORTUNITIES

ITEM	DESCRIPTION	AVAILABILITY / OPPORTUNITIES	EARLY PRICE Available until 4 August 2025	STANDARD PRICE 4 August 2025 onwards
Attendee bag item	Creative, eco-friendly and useful items or flyers bearing sponsor logo	Six	-	\$500 plus cost of item
Outreach email to GEO membership	Distributed by GEO	Three	-	\$4,950
App push notification	Send an alert or update to attendees with a custom push notification Sent at a pre-agreed time. Character limit may apply. Attendees receive messages as long as they have the application open on their device (subject to change).	Five	-	\$500 per notification

¹ Company branding and description on GEO's website and all conference marketing emails.

² 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.

³ Opt-in attendees. Sponsors may receive access to attendee lists for one-time use only. The list must be used in accordance with data protection laws (e.g., GDPR).

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

DIGITAL BRANDING AND MARKETING

EXPAND YOUR BRAND - BROADEN YOUR REACH

EMAIL MARKETING

Our emails are sent to over 6,500 contacts and enjoy a 30-40% open rate.

ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
Insights e-newsletter: banner adverts	3	Place a banner advertisement in an edition of GEO's highly popular monthly newsletter, GEOinsights which features global industry articles, the latest news, and updates on GEO events and member benefits. Distributed to both GEO members and non-members, GEOinsights reaches a wide global audience, offering maximum exposure for your brand.	Top banner: \$4,500 Mid-page ad: \$2,500 Footer ad: \$1,500	All ads must be industry related and are subject to GEO's approval to ensure alignment with the organization's values and content guidelines. GEO reserves the right to reject any ad it deems inappropriate. Banner ads will appear in one edition of GEOinsights, with distribution dates agreed upon in advance. GEO does not guarantee specific engagement metrics.
Outreach email	3	<p>Sponsor a company-branded email, distributed by GEO to its global network of 6,500 industry professionals.</p> <p>This tailored email allows you to showcase your brand, expertise, and services directly to a highly engaged audience within the equity compensation community. Sponsors will receive an engagement report that details the post's performance.</p>	\$4,950 each	The sponsor has the flexibility to create content showcasing their expertise and promoting their services, provided it aligns with industry relevance and does not conflict with GEO's core initiatives. GEO will distribute the email from its official address and include a GEO-branded footer. The timing of the email will be coordinated to avoid overlap with GEO's key promotional campaigns. Please note, while GEO facilitates distribution, specific engagement metrics (e.g., open or click-through rates) are not guaranteed.

SOCIAL MEDIA POSTS

Boost your brand's presence in the professional community with a sponsored post on GEO's official social media pages. Access a highly-targeted network of professionals in the equity compensation industry and beyond. Sponsors will receive an engagement report that details the post's performance.

ITEM	AVAILABILITY	PRICE	TERMS
LinkedIn posts	3	GEO main page: \$12,000 Chapter-specific page: \$4,500	The sponsor can create tailored content that emphasizes their expertise and promotes their services, provided it aligns with industry relevance and GEO's initiatives. GEO will share the sponsored content via its official LinkedIn page or a chapter page, ensuring visibility within the professional network. Post timing will be arranged to avoid conflicts with GEO's core promotional content. While GEO facilitates sharing, specific engagement metrics such as impressions or engagement rates are not guaranteed.
Facebook posts	3	GEO main page: \$5,000 Chapter-specific page: \$1,500	The sponsor has the flexibility to craft content that highlights their expertise and promotes their services, ensuring it aligns with industry relevance and GEO's key values. GEO will post the sponsored content from its official Facebook page or a chapter page, ensuring maximum reach within the community. Timing will be coordinated to avoid overlap with GEO's primary promotional posts. While GEO ensures distribution, specific engagement metrics such as likes, shares, or reach are not guaranteed.

AD SIZES

Leaderboard	728x90
Wide Skyscraper	160x600
Square pop-up	300x250

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

728 x 90

300 x 250

160 x 600



ONLINE ADVERTISING

Why be restricted by geography? GEO's online advertising opportunities are cost effective and reach the individuals you want to talk to, wherever they are in the world.

Create visibility among GEO's engaged members and contacts to grow your business quickly.

ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
GEO website home page	3	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.	Top banner: \$4,500 Mid-page ad: \$2,500 Footer ad: \$1,500	<p>All ads must be industry related and are subject to GEO's approval to ensure alignment with the organization's values and content guidelines. GEO reserves the right to reject any ad it deems inappropriate.</p> <p>Banner ads will run for four weeks.</p>
GEOconnect home page	3	GEOconnect is the online networking portal, used by members to access job listings, find trusted suppliers, mentors and more.	Top banner: \$1,500 Mid-page ad: \$950 Footer ad: \$650	<p>All ads must be industry related and are subject to GEO's approval to ensure alignment with the organization's values and content guidelines. GEO reserves the right to reject any ad it deems inappropriate.</p> <p>Banner ads will run for four weeks.</p>
GEOlearn home page	3	GEOlearn is the online learning resources centre, where our members access educational content specially developed for the global equity and executive compensation community.	Top banner: \$1,500 Mid-page ad: \$950 Footer ad: \$650	<p>All ads must be industry related and are subject to GEO's approval to ensure alignment with the organization's values and content guidelines. GEO reserves the right to reject any ad it deems inappropriate.</p> <p>Banner ads will run for four weeks.</p>

THOUGHT LEADERSHIP AND DATA

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.

SURVEYS AND REPORTS **Strictly by invitation only**

ITEM	AVAILABILITY	DESCRIPTION	PRICE
Global Equity Insights Study (GEIS)	2 x Issuer Company sponsor spaces available	Launched in 2002, access and align your brand with the latest industry data. Sponsors receive a copy of the full report, including an industry view of the data. They also gain a place on GEO event panels delivering the results and, in the report, and on the GEO website summarising the results in their area of expertise.	\$20,000
Global Share Plan Rankings Study (GSPRS)	5	Launched in 2024, sponsor this useful report which ranks countries in terms of their propensity to offer equity-based compensation and the ease in which to enter each market.	\$2,500 project team members \$6,000 non-project team members

EXPERT CONTENT

ITEM	AVAILABILITY	DESCRIPTION	PRICE
Leaders' Lounge Associate your brand with leading industry insights delivered by celebrated GEO Fellows	1	Gain brand visibility across webcasts, panels, articles, and marketing materials tied to the Leaders' Lounge series, plus access to event attendee lists. The Leaders' Lounge offers in-person panels, webcasts, and articles with insights from GEO Fellows on key equity compensation trends, providing valuable resources for industry professionals. Events are held during GEO conferences, with one annual virtual session and exclusive meetings for GEO Fellows. Sponsor benefits: - Prominent branding on all content and mentions - Access to post-event attendee lists (opt-ins, one-time use) - Branding on a blog article after each webcast - Featured in pre- and post-event email promotions. Sponsored webcasts include the following features: - link to additional resources including demos, case studies, etc - dual branded webcast back drop - speaker profiles with headshot/bio and link to LinkedIn - presentation PDF available for instant download.	\$20,000
Webcasts, podcasts and articles Amplify your brand and share industry expertise with GEO's global audience	4	Your content will be promoted to GEO's extensive contact lists and followers, ensuring maximum visibility. Podcasts will also be distributed across leading platforms like Apple Podcasts, Spotify, and Google Podcasts—reaching millions of potential listeners worldwide! Sponsor benefits: - Prominent branding on all content and mentions. - Access to post-event opt-in attendee lists (opt-ins, one-time use). - A 500-word blog on the GEO website, highlighting your expertise. - Two social media posts per content item on GEO's channels. - Featured in pre- and post-event email promotions.	Company-led: \$7,500 GEO-led: \$3,500
Spotlight blog or case study series	2	A series of six (6) written or video blogs to elevate your company and spokespersons, highlighting your area of expertise. Sponsor benefits: - Prominent branding on all content and mentions. - Two social media posts per blog on GEO's channels. - Featured in pre- and post-event email promotions.	\$12,000 for three \$20,000 for six



ACCESS THE RIGHT OPPORTUNITIES

84%

RATE SPONSOR OPTIONS GOOD OR EXCELLENT

REWARD AND RECOGNITION

ITEM	AVAILABILITY	DESCRIPTION	PRICE
Future Leaders of Global Equity Class of 2025 18-month sponsorship	3	Connect with the brightest rising stars and position your brand at the forefront of innovation and change by sponsoring GEO's Future Leaders Program. This sponsorship aligns your brand with the industry's emerging talent, while fostering connections that support your organization's succession planning and long-term growth. It's a unique opportunity to create a lasting buzz and recognize the industry's future leaders. Sponsor benefits: - Recognition as program sponsor on thought leadership project - Sponsor branding on email communications to GEO's contact list, website pages and social media, articles and blogs and online and in-person panel sessions - Contact list for Future Leaders program participants (opt-in consent required) - Attend wrap party and in-person socials - Host a Skills Session	\$20,000 sole sponsor or \$3,500 x six sponsors \$2,500 for annual book sponsorship (one opportunity)
Excellence in Global Share Plans*	3	Align your company with the innovation, excellence, and success of GEO's Award Winners. As a sponsor, your brand will be featured across a comprehensive content series, including 6 articles, 4 webcasts, and a dedicated branded area on the GEO website, highlighting industry-leading achievements. Additionally, sponsors will have first refusal on all GEO Awards-focused webcasts or events, including exclusive panel sessions featuring award-winning companies. Sponsor benefits: - Email and digital branding across all articles and webcasts - Featured mention in the introduction and closing of each webcast - Branded area on the GEO website, dedicated to the GEO Awards series - First refusal - exclusive first refusal for sponsorship of all future GEO Awards-focused webcasts or events	\$30,000

