





WHO YOU'LL REACH

Our sponsors are able to connect with an audience of engaged and inspired individuals from some of the most successful brands, as well as representatives of numerous smaller, private companies who are looking for equity plan solutions.

They will be looking to invest in professional services and innovative tools which will help them deliver market-leading plans – so whether you're in administration services, technology, brokerage, legal, tax or accounting services, or anything else, they will be keen to hear from you.

CONTENTS

GEO's 24th Annual Conference	04
GEO Exhibitor Benefits	16
Chapter Events	22
One Day Conferences	24
2023 Pan European Regional Event	26
2023 Australian Regional Events	30
2023 East Coast Regional Event	34
Virtual Events	38
Digital Marketing	42
Thought Leadership Initiatives	44

Sponsorship with GEO provides your company with the ideal platform to meet its marketing and business development objectives

SPONSOR WITH GEO





SPONSOR WITH GEO GEO'S 24TH ANNUAL CONFERENCE

Edinburgh, Scotland (In-Person) 19-21 April 2023 Virtual Conference Summer 2023

EARLY DISCOUNT ENDS 9 DECEMBER 2022

Our flagship conference is where the best equity minds meet. It brings together academics, thought leaders, stock plan experts and policy makers from across the globe to explore best practice in equity compensation and work together to drive a vision for future employee share ownership.

Sponsors can access a wide range of promotional opportunities across educational and networking sessions and fantastic brand profile before, during and after the event.

OUR SPONSORSHIP PACKAGES

Sponsor packages for companies of all sizes and budgets are available.

If you are interested in an opportunity that you do not see listed, please contact us - we welcome new suggestions and ideas on how to adapt our packages to more effectively meet your goals.

All prices quoted are plus UK VAT.

VIRTUAL CONFERENCE

GEO creates a virtual conference experience for share plan professionals that are not able to attend our conference in-person. Video and audio recordings of key sessions at our conferences are made available to existing and new attendees from around the globe.

Complimentary sponsorship of these events is included with each sponsorship package.



Sponsorship Terms and Conditions can be found on the GEO website

JOIN GEO IN EDINBURGH FOR OUR 24TH ANNUAL CONFERENCE







SPONSORSHIP OPPORTUNITIES DI AMOND

Edinburgh, Scotland (In-Person) 19-21 April 2023 Virtual Conference Summer 2023

EARLY DISCOUNT ENDS 9 DECEMBER 2022

- 6m x 3m exhibition booth with preferential placement
- Branded sail at event venue entrance
- Four complimentary Conference passes
- 15% registration discount for clients and contacts¹
- Acknowledgement in Conference opening and closing remarks
- Ability to make two minutes of remarks during conference
- Full-page ad in GEO Awards Winner Book²
- Sponsor badge ribbons with sponsor level designation
- One attendee bag insert

CHOICE OF PREMIUM CHOICE ITEMS:

- Wednesday Opening Reception and evening event on 19 April 2023
- Exclusive sponsorship of the 2023 GEO Award Presentations and Dinner on 20 April 2023
- Post conference summary thought leadership brochure distributed to all GEO members and promoted to non-members via email and social media, session materials and recordings

PLUS STANDARD SPONSOR PACKAGE BENEFITS:

- Sponsor branding in Conference marketing emails, on the GEO website and on-site
- Company description in the Conference program guide²
- Company description on GEO website
- Pre-Conference registration list³
- Post-Conference attendee list³
- Use of our sponsor logo and email signature block
- Mobile App branding, including logo, rotating advert, company description and link to company designated URL

PRICE AVAILABLE UPON REQUEST

Discount from regular conference rate, appropriate member category will apply

² May be produced virtually

³ Inclusive of emails, opt-in only, for one-time use



SPONSORSHIP OPPORTUNITIES SAPPHIRE

Edinburgh, Scotland (In-Person) 19-21 April 2023 Virtual Conference Summer 2023

EARLY DISCOUNT ENDS 9 DECEMBER 2022

- 3m x 3m exhibition booth with preferential placement
- Two complimentary Conference passes
- 15% registration discount for clients and contacts*
- Full-page ad in GEO Awards Winner Book¹
- Sponsor badge ribbons with sponsor level designation
- One attendee bag insert

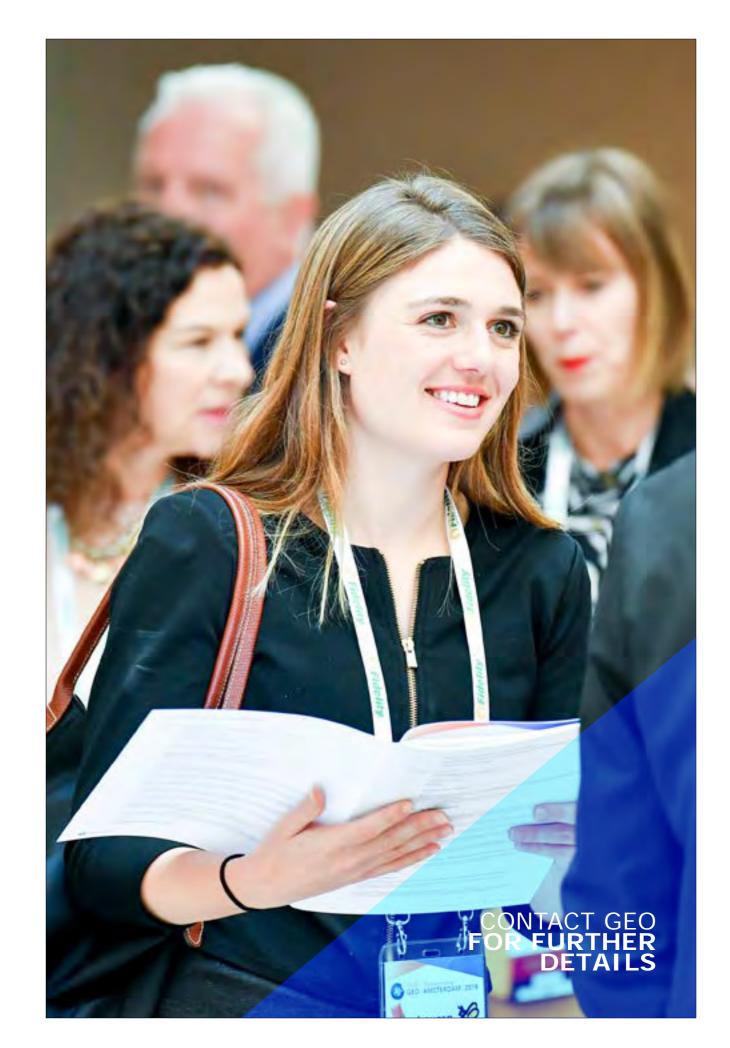
CHOICE OF SPONSOR ITEM:

- Executive Compensation Matters headline sponsor
- Badge lanyards
- Attendee bag
- Conference mobile app
- Event schedule, presentation links, and session surveys are accessed via the app
- · Opening Keynote Speaker

PLUS STANDARD SPONSOR PACKAGE BENEFITS:

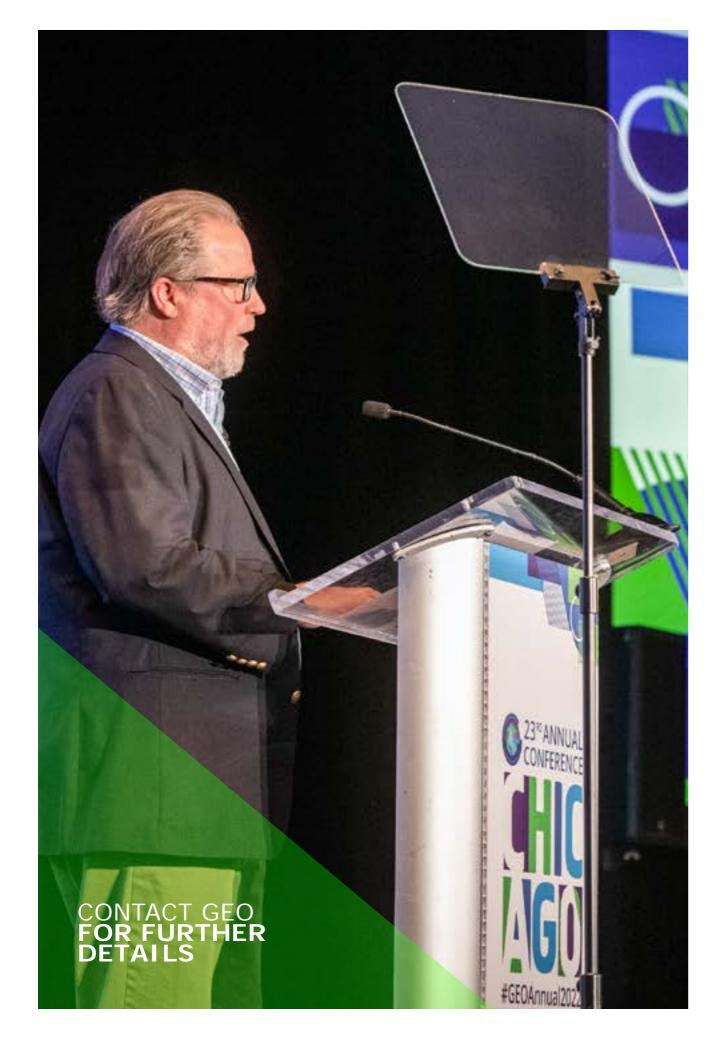
- Sponsor branding in Conference marketing emails, on the GEO website and on-site
- Company description in the Conference program guide²
- Company description on GEO website
- Pre-Conference registration list³
- Post-Conference attendee list³
- Use of our sponsor logo and email signature block
- Mobile App branding, including logo, rotating advert, company description and link to company designated URL

EARLY DISCOUNT \$80,500 REGULAR RATE \$88,500



Discount from regular conference rate, appropriate member category will apply
² May be produced virtually

³ Inclusive of emails, opt-in only, for one-time use







SPONSORSHIP OPPORTUNITIES EMERALD

Edinburgh, Scotland (In-Person) 19-21 April 2023 Virtual Conference Summer 2023

EARLY DISCOUNT ENDS 9 DECEMBER 2022

- 3m x 3m exhibition booth with preferential placement
- Two complimentary Conference passes
- 15% registration discount for clients and contacts*
- Sponsor badge ribbons with sponsor level designation
- · One attendee bag insert

CHOICE OF SPONSOR ITEM:

- Full-page advert in Attendee Guide²
- Closing Keynote Speaker and Lunch
- Thursday Keynote Speaker
- Thursday Lunch
- Vinyl branded tops of high bistro tables in exhibit hall
- Branded Seat Caps
- Issuer Council and Luncheon Sessions

PLUS STANDARD SPONSOR PACKAGE BENEFITS:

- Sponsor branding in Conference marketing emails, on the GEO website and on-site
- Company description in the Conference program guide²
- Company description on GEO website
- Pre-Conference registration list³
- Post-Conference attendee list³
- Use of our sponsor logo and email signature block
- Mobile App branding, including logo, rotating advert, company description and link to company designated URL

EARLY DISCOUNT \$57,500 REGULAR RATE \$63,250

Discount from regular conference rate, appropriate member category will apply

² May be produced virtually

³ Inclusive of emails, opt-in only, for one-time use



SPONSORSHIP OPPORTUNITIES RUBY

Edinburgh, Scotland (In-Person) 19-21 April 2023 Virtual Conference Summer 2023

EARLY DISCOUNT ENDS 9 DECEMBER 2022

- 3m x 3m exhibition booth with preferential placement
- Two complimentary Conference passes
- 15% registration discount for clients and contacts*
- Sponsor badge ribbons with sponsor level designation
- · One attendee bag insert

CHOICE OF SPONSOR ITEM:

- GEO Conference registration desk
- Conference networking break:
 Choice of morning or afternoon break on Thursday, or morning break on Friday
- Shirts for GEO Team
- Conference flowers

PLUS STANDARD SPONSOR PACKAGE BENEFITS:

- Sponsor branding in Conference marketing emails, on the GEO website and on-site
- Company description in the Conference program guide²
- · Company description on GEO website
- Pre-Conference registration list³
- Post-Conference attendee list³
- Use of our sponsor logo and email signature block
- Mobile App branding, including logo, rotating advert, company description and link to company designated URL

 Discount from regular conference rate, appropriate member category will apply
 May be produced virtually
 Inclusive of emails, opt-in only, for one-time use



EARLY DISCOUNT **\$34,500**REGULAR RATE \$37,950







SPONSORSHIP OPPORTUNITIES TOPAZ

Edinburgh, Scotland (In-Person) 19-21 April 2023 Virtual Conference Summer 2023

EARLY DISCOUNT ENDS 9 DECEMBER 2022

- 3m x 3m exhibition booth with preferential placement
- Two complimentary Conference passes
- Sponsor badge ribbons with sponsor level designation

ABILITY TO INSERT ITEM* IN ATTENDEE BAG. SUGGESTED ITEMS INCLUDE:

- Highlighters
- Pens
- Luggage tags
- Notebook pads
- Water bottles
- Mobile chargers
- To-go hot drink mugs
- Marketing flyers

PLUS STANDARD SPONSOR PACKAGE BENEFITS:

- Sponsor branding in Conference marketing emails, on the GEO website and on-site
- Company description in the Conference program guide²
- Company description on GEO website
- Pre-Conference registration list³
- Post-Conference attendee list³
- Use of our sponsor logo and email signature block
- Mobile App branding, including logo, rotating advert, company description and link to company designated URL

EARLY DISCOUNT \$23,000 REGULAR RATE \$25,300

Discount from regular conference rate, appropriate member category will apply

² May be produced virtually

³ Inclusive of emails, opt-in only, for one-time use

^{*} All expenses associated with insert item to be incurred by sponsor. Item must be pre-approved by GEO.



A LA CARTE OPPORTUNITIES

Available individually or bundled into a customized package

EARLY DISCOUNT ENDS 9 DECEMBER 2022

FULL PAGE AD IN GEO AWARDS WINNER BOOK	\$1,850
ROTATING AD IN MOBILE APP	\$2,500
APP PUSH NOTIFICATIONS (CHARGE PER NOTIFICATION) Send an alert or update to attendees and fellow exhibitors/sponsors with a custom push notification. Only attendees that have downloaded the app receive messages.	\$500
ATTENDEE BAG INSERT	\$3,500
OUTREACH EMAIL TO GEO MEMBERSHIP Sponsor Non-sponsor Distributed by GEO. Limited to 6 opportunities.	\$3,950 \$4,950
EICC EXTERNAL BRANDED SAIL PVC material, H 6980mm x W 990mm. Limited opportunities.	\$4,950
BRANDED PILLAR WRAPS:	
 Outdoor External EICC H 3000mm x W 2350mm. Limited opportunities. In EICC GEO Registration Foyer Limited opportunities. In EICC GEO Plenary Foyer Limited opportunities. 	\$3,950 \$2,950 \$1,950
PREMIUM GEO AWARDS TABLE RESERVATION WITH PROSECCO TOAST	
Early Discount Regular Rate Available to Ruby sponsors and above only.	\$3,500 \$4,000
VIDEO COMMERCIAL (SESSIONS)	\$2,500
Record a short 30-second video commercial to be played at the start of a selected session. Limited to ten opportunities at the start of selected breakout sessions All expenses associated with the video to be incurred by sponsor. Video must be pre-approved by GEO.	
SPONSORED TECH DEMO SESSIONS - PRIVATE SPACE	\$10,000

Show off your solution and demonstrate your products in a private area during lunch on Thursday. GEO will provide A/V and WiFi, as well as promote and announce

your session. Limited to two opportunities, sponsoring/exhibiting firms only.





A LA CARTE OPPORTUNITIES

Available individually or bundled into a customized package

EARLY DISCOUNT ENDS 9 DECEMBER 2022

SPONSORED ROUNDTABLE DISCUSSION FORUMS - PRIVATE SPACE

\$10,000

This is a unique opportunity to dive deep with attendees by sponsoring a 50-minute roundtable discussion centered on a topic that is critical to the employee ownership agenda. You may choose your own topic or work with GEO to craft one.

You are required to submit your facilitation ideas, questions and activities and what insights and knowledge the audience will gain as a direct result of participating in the roundtable or workshop. A GEO content director will be assigned to partner with you on the design of your roundtable session. Limited to three opportunities.

THOUGHT LEADERSHIP PRESENTATION - MAIN STAGE*

\$15,000

A quick-fire presentation that is positioned in the event to allow for premium exposure and follow up. Session is 15 minutes in front of the entire audience and is conducted on the main stage of the Exhibit Hall. This Thought Leadership Session is intended to spark the interest of the group and create organic follow up conversations to solidify the message. This session is a great way to increase exposure without a full presentation. Limited to four opportunities.

* In the Exhibit Hall or other area at GEO's discretion.

GENERAL SESSION CHAIR DROP

\$5,000

Provide a special gift that GEO will place on attendees' chairs at a Keynote. Limited to two opportunities. All expenses associated with insert item to be incurred by sponsor. Item must be pre-approved by GEO.

WATER STATION BRANDING AND WATER BOTTLES

\$15,000

Display your brand at the conference water stations and provide reusable water bottles with your logo. All expenses associated with insert item to be incurred by sponsor. Item must be pre-approved by GEO.

ESCALATOR

• Branding - Your brand on each side of two high-traffic escalators during the event.

\$8,000

• Banner - Your logo, messaging or even an invitation to stop by your booth on a large hanging banner (4800mm x 2600mm) at the bottom of the escalator leading into the entrance foyer.

\$6,000

BRANDED FLOOR STICKERS

\$POA

Brand the floor stickers that lead attendees to their sessions and other activities. Limited to four opportunities.

MOBILE APP ATTENDEE POLLING QUESTION

\$1,500

Get attendee feedback with one poll question of your choice during the event.



SPONSOR WITH GEO CHAPTER EVENTS



Connect With Passionate, Like-Minded People in Your Target Regions

Run and chaired by regional GEO members, GEO's Chapters deliver education programs and networking events that make it easy to connect with passionate, like-minded people and develop genuine relationships with those in the area.

Designed to inspire insights and aid the professional and personal development, our chapter events empower attendees to stay at the cutting edge of what's happening in the share plan and compensation industry.

SPONSOR OPPORTUNITIES

Sponsorship of one or more of GEO's Chapters

around the world is a great way to provide your firm additional exposure to relevant local GEO members.

As a sponsor, not only will you reach the attendees of the meeting, but your brand will be visible to GEO's contact lists, website visitors and social media followers while the event is promoted.

Opportunities differ per Chapter – view the information for each Chapter below or contact the Chapter lead for more information.

Visit the GEO Chapters page of the GEO website for contact details for our current Chapters.

NORCAL CHAPTER SPONSOR PACKAGES

Incorporating the East Bay, San Francisco and Silicon Valley Chapters, the NorCal Chapter hosts a number of virtual and in-person events throughout the year including the Annual NorCal Forum.

Additional sponsor opportunities are offered for the Annual NorCal Forum and will be announced closer to the event date.

GOLD Limited to four sponsors. \$2,995
SILVER Limited to eight sponsors. \$1,795
BRONZE Unlimited. \$1,195

UK & CHANNEL ISLANDS CHAPTER SPONSOR PACKAGES SAVE 10% WHEN YOU COMMIT TO A TWO-YEAR TERM!

The UK and Channel Islands Chapter hosts a number of fun and engaging virtual and in-person events throughout the year which attract both high profile speakers and senior-level Issuer decision makers as attendees and supporters.

Issuing companies can access all the benefits of being a Chapter Supporter in return for donation of support resources that may include the provision of meeting rooms, refreshments, prizes, manpower, etc!

For firms with more than 100 employees. \$1,965
For firms with 30 - 100 employees. \$1,200
For firms with less than 30 employees. \$600



Sponsorship Terms and Conditions can be found on the GEO website



SPONSOR WITH GEO ONE DAY CONFERENCES



A Unique Branding Experience

GEO runs several regional one-day educational and networking events throughout the year that address region-specific hot topics and attract senior-level industry stakeholders.

Beyond meeting and learning from friendly equity compensation professionals who are at the top of their game, here's what makes sponsoring GEO's one-day events unique:



High brand visibility



Exclusive speaking opportunities



Extensive networking sessions



First-class conference experience



Wide ranging and powerful promotional opportunities

Opportunities differ per event – view the information for each announced event for accurate information.

Sponsor packages for companies of all sizes and budgets are available. If you are interested in an opportunity that you do not see listed, please contact us - we welcome new suggestions and ideas on how to adapt our packages to more effectively meet your goals.







- Four complimentary event passes
- Pre-event registration list¹
- Full-page advert in Attendee Guide²

CHOICE OF PREMIUM SPONSOR ITEM:

- Lanyards
- Keynote Speaker
- Mobile App
- Post-Event Evening Reception
- Lunch
- Post conference summary thought leadership brochure

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpage
- · Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT **\$22,000**REGULAR RATE \$25,000



SAPPHIRE SPONSOR

- Three complimentary event passes
- Pre-event registration list¹
- Full-page advert in Attendee Guide²

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpage
- Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT **\$11,000**REGULAR RATE \$13,000





- Two complimentary event passes
- Pre-event registration list¹
- Full-page advert in Attendee Guide²

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpage
- · Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT \$6,000 REGULAR RATE \$7,000



· One complimentary event pass

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpage
- Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT \$4,500 REGULAR RATE \$5,000

A LA CARTE **OPPORTUNITIES**

Available individually or bundled into a customized package

TABLETOP EXHIBITION STAND

\$2,500

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 one table, two chairs and Wi-Fi.

OUTREACH EMAIL TO GEO MEMBERSHIP

\$4,950

Distributed by GEO. Limited to three opportunities.

VIDEO COMMERCIAL

\$2,500

Record a short 30-second video commercial to be played at the start of a selected session. All expenses associated with the video to be incurred by sponsor. Video must be pre-approved by GEO. Limited to three opportunities.

SPONSORED TECH DEMO SESSIONS

\$7,500

Show off your solution and demonstrate your products in a private room for 50 minutes. GEO will provide A/V and WIFI, as well as promote your session. Limited to one opportunity.

All prices quoted are plus UK VAT.

¹ Inclusive of emails, opt-in only, for one-time use

² May be produced virtually





- Four complimentary event passes to use in location(s) of choice and ten passes for the virtual session series
- Pre-event registration list¹

CHOICE OF SPONSORSHIP:

- Event Location Host in Sydney (in-kind) for opening and/or closing networking events
- Event Location Host in Melbourne (in-kind) for opening and/or closing networking events

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Full page ad in the event Attendee Guides²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpages
- Sponsor acknowledgement in event Attendee Guides²

PRICE AVAILABLE ON REQUEST



SAPPHIRE SPONSOR

- Three complimentary event passes to use in location(s) of choice and three passes for the virtual session series
- Pre-event registration list¹
- Full-page advert in Attendee Guide²

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Full page ad in the event Attendee Guides²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpages
- Sponsor acknowledgement in event Attendee Guides²

EARLY DISCOUNT \$5,000 REGULAR RATE \$5,500





 Two complimentary event passes to use in location(s) of choice and three passes for the virtual session series

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Full page ad in the event Attendee Guides²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpages
- Sponsor acknowledgement in event Attendee Guides²

EARLY DISCOUNT \$3,000 REGULAR RATE \$3,300

A LA CARTE **OPPORTUNITIES**

Available individually or bundled into a customized package

OUTREACH EMAIL TO GEO MEMBERSHIP

Distributed by GEO. Limited to three opportunities.

 Sponsor
 \$4,950

 Non-sponsor
 \$5,950

VIDEO COMMERCIAL \$2,500

Record a short 30-second video commercial to be played at the start of a selected session.

All expenses associated with the video to be incurred by sponsor. Video must be pre-approved by GEO. Limited to two opportunities.

SPONSORED VIRTUAL ROUNDTABLE DISCUSSION FORUM \$5,000

This is a unique opportunity to dive deep with attendees by sponsoring a 50-minute roundtable discussion centered on a topic that is critical to the employee ownership agenda. You may choose your own topic or work with GEO to craft one. You are required to submit your facilitation ideas, questions and activities and what insights and knowledge the audience will gain as a direct result of participating in the roundtable or workshop.

A GEO content director will be assigned to partner with you on the design of your roundtable session.

Limited to one opportunity. All prices quoted are plus UK VAT.

²May be produced virtually



¹ Inclusive of emails, opt-in only, for one-time use





- Four complimentary event passes
- Pre-event registration list¹
- Full-page advert in Attendee Guide²

CHOICE OF PREMIUM SPONSOR ITEM:

- Lanyards
- Keynote Speaker
- Mobile App
- Post-Event Evening Reception
- Lunch
- Post conference summary thought leadership brochure

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpage
- Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT **\$22,000**

REGULAR RATE \$25,000



SAPPHIRE SPONSOR

- Three complimentary event passes
- Pre-event registration list¹
- Full-page advert in Attendee Guide²

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpage
- Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT **\$11,000**REGULAR RATE \$13,000





- Two complimentary event passes
- · Pre-event registration list1
- Full-page advert in Attendee Guide²

PLUS STANDARD PACKAGE BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- · Logo on event webpage
- · Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT \$6,000 REGULAR RATE \$7,000



One complimentary event pass

PLUS STANDARD SPONSOR BENEFITS:

- Post-event attendee list¹
- Sponsor acknowledgement in event Attendee Guide²
- Logo listed on event email invitations and marketing blasts
- Logo on event webpage
- · Logo on electronic signage during event
- Table-top exhibition space inclusive of vendor table and chairs
- Mobile App branding, including logo, company description and link to company designated URL

EARLY DISCOUNT \$4,500
REGULAR RATE \$5,000

A LA CARTE OPPORTUNITIES

Available individually or bundled into a customized package

TABLETOP EXHIBITION STAND

\$2,500

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 one table, two chairs and Wi-Fi.

VIDEO COMMERCIAL

\$2,500

Record a short 30-second video commercial to be played at the start of a selected session. All expenses associated with the video to be incurred by sponsor. Video must be pre-approved by GEO. Limited to three opportunities.

OUTREACH EMAIL TO GEO MEMBERSHIP

\$4,950

Distributed by GEO. Limited to three opportunities

SPONSORED TECH DEMO SESSIONS

\$7,500

Show off your solution and demonstrate your products in a private room for 50 minutes. GEO will provide A/V and WIFI, as well as promote your session. Limited to one opportunity.

All prices quoted are plus UK VAT.

¹ Inclusive of emails, opt-in only, for one-time use

² May be produced virtually





VIRTUAL EVENTS

GEO OFFER YOU VALUE-ADDED ENGAGEMENT -DRIVEN EXPERIENCES THAT CREATE AN IMPACT THAT EXTENDS BEYOND A COMPUTER SCREEN.

The value of face-to-face interaction will never go away but working with us, you can create one-off episodes or a series of unforgettable webinars or podcasts that allow attendees from around the world to join in and listen.

The GEO team will manage the technology, arrange the logistics and attendees – you just need to decide which formats or topics will best deliver your company's message to drive leads and revenue, drive adoption, and build loyalty among your target audiences.

All virtual event sponsorships include promotion in GEO's e-newsletter and a dedicated email and social media promotion.

SPONSOR WITH GEO VIRTUAL EVENTS

WEBINARS

Our sponsored webinars provide an opportunity to shape the content and speaker line-up for a webinar. GEO will market the webinar to our members and manage the technical aspects of the webinar.

GEO-LED WEBINAR SPONSORSHIP

GEO to develop content and speaker line up for a one-off webinar in partnership with and sponsored by your company.

• LEAD GENERATION:

Details of those delegates who consent to share information with the webinar sponsor to be shared with sponsor company

A BLOG ARTICLE PER SESSION:

GEO to publish a related blog (approx. 500 words), on the GEO website

COMPANY BRANDING:

Your company logo and boiler plate (100 words) to be included on the event posting on the GEO website

SOCIAL MEDIA PROMOTION:

Three promotional posts per session across LinkedIn, Facebook and Twitter, tagging your company

EVENT COMMUNICATIONS:

Your branding included in all promotional mailers and all pre/post event comms to delegates

ONE SESSION \$5,500 THREE SESSIONS \$15,000

COMPANY-LED WEBINAR SPONSORSHIP

Your organization to develop content and speaker line up for a one-off webinar hosted by GEO.

· LEAD GENERATION:

Details of those delegates who consent to share information with the webinar sponsor to be shared with sponsor company

A BLOG ARTICLE PER SESSION:

Opportunity to publish a guest blogs (approx. 500 words each), on the GEO website (one pre webinar and one post webinar)

COMPANY BRANDING:

Your company logo and boiler plate (100 words) to be included on the event posting on the GEO website

SOCIAL MEDIA PROMOTION:

Three promotional posts per session across LinkedIn, Facebook and Twitter, tagging your company

EVENT COMMUNICATIONS:

Your branding included in all promotional mailers and all pre/post event comms to delegates

ONE SESSION \$6,500 THREE SESSIONS \$18,000

SPONSOR WITH GEO VIRTUAL EVENTS PODCASTS



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

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

As well as marketing the podcast to our contact lists, GEO will manage the technical aspects of the podcast.

GEO-LED PODCAST SPONSORSHIP

GEO to develop content and speaker line up for a one-off podcast in partnership with and sponsored by your company.

LEAD GENERATION:

Details of those delegates who consent to share information with the podcast sponsor to be shared with sponsor company

BLOG ARTICLES:

Blog articles: GEO to publish a related blog (approx. 500 words), on the GEO website

COMPANY BRANDING:

Your company logo and boiler plate (100 words) to be included on the event posting on the GEO website

SOCIAL MEDIA PROMOTION:

Three promotional posts per session across LinkedIn, Facebook and Twitter, tagging your company

EVENT COMMUNICATIONS:

Your branding included in all promotional mailers and all pre/post event comms to delegates

ONE SESSION **\$5,500** THREE SESSIONS **\$15,000**

COMPANY-LED PODCAST SPONSORSHIP

Your organization to develop content and speaker line up for a one-off podcast hosted by GEO.

LEAD GENERATION:

Details of those delegates who consent to share information with the podcast sponsor to be shared with sponsor company

BLOG ARTICLES:

Opportunity to publish one guest blog per session (approx. 500 words each), on the GEO website

COMPANY BRANDING:

Your company logo and boiler plate (100 words) to be included on the event posting on the GEO website

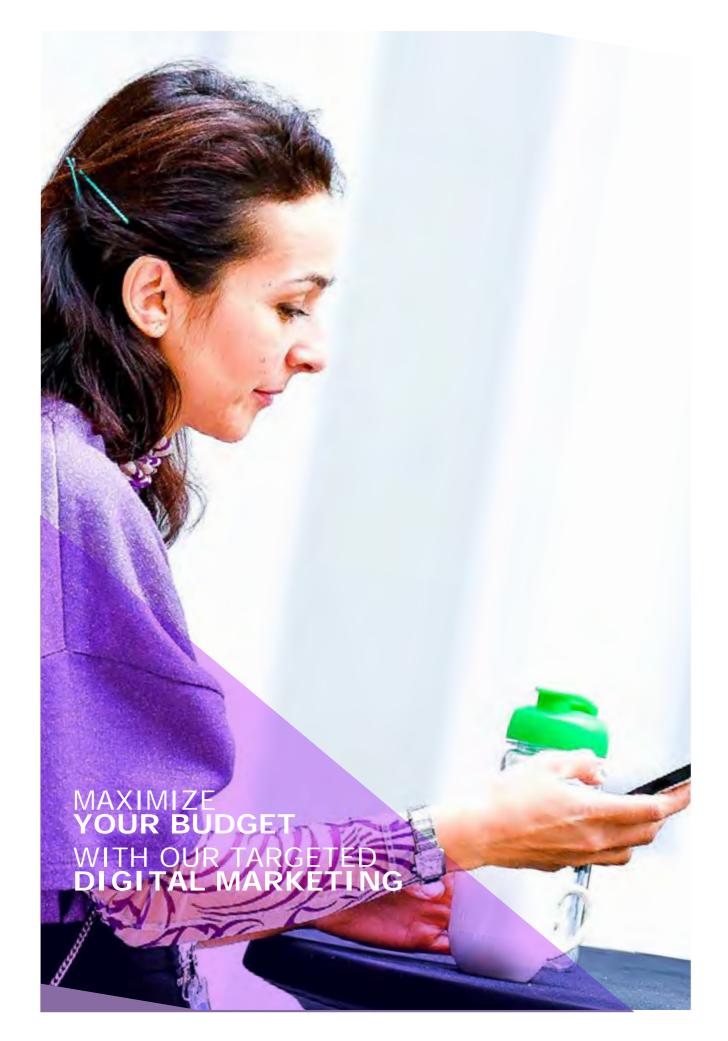
SOCIAL MEDIA PROMOTION:

Three promotional posts per session across LinkedIn, Facebook and Twitter, tagging your company

EVENT COMMUNICATIONS:

Your branding included in all promotional mailers and all pre/post event comms to delegates

ONE SESSION \$6,500 THREE SESSIONS \$18,000



SPONSOR WITH GEO DIGITAL MARKETING



MAXIMISE YOUR BUDGET WITH OUR TARGETED DIGITAL MARKETING

Why be restricted by geography? GEO's digital marketing and sponsorship 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 and costeffectively online and via email.

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.

ONE MONTH OR 50,000 VIEWS	\$5,000
TWO MONTHS OR 100,000 VIEWS	\$8,000

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 HOMEPAGE - ONE MONTH	POSITION 1: \$2,500
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POSITION 2: \$1,500 POSITION 3: \$1,000

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GEO CONNECT HOMEPAGE - ONE MONTH POSITION 1: \$2,500

POSITION 2: \$1,500 POSITION 3: \$1,000

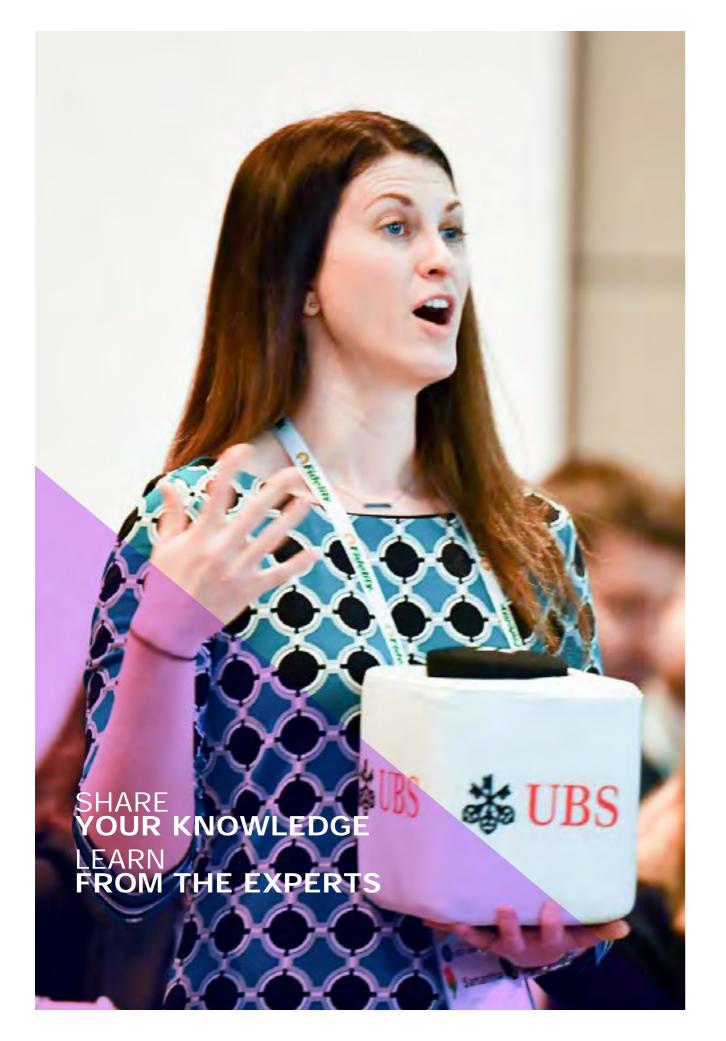
43

EMAIL MARKETING

GEO's website is the online meeting place for the global share plan community - a hub of activity, Include your branding in our regular e-newsletters: GEOnews and What's Coming Up. Sent to GEO's database of members and qualified prospects, the newsletter enjoys 30-40% open rates.

OUTREACH EMAIL TO GEO MEMBER LIST DISTRIBUTED BY GEO	\$4,950
POSITION 1: TOP BANNER AD FOR ONE MONTH	\$4,500
POSITION 2: MID-PAGE BANNER AD FOR ONE MONTH	\$2,500
POSITION 3: LOWER-PAGE BLOCK SQUARE AD FOR ONE MONTH	\$1,500





SPONSOR WITH GEO THOUGHT LEADERSHIP INITIATIVES



SHARE CONTENT WITH AN AUDIENCE WHO IS EAGER TO LEARN FROM THE 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.

A LA CARTE **OPPORTUNITIES**

Available individually or bundled into a customized package, these opportunities are limited to one sponsor.

GLOBAL EQUITY INSIGHTS SURVEY POA

Joint sponsorship of GEO's GEIS survey, a popular and wide-reaching source of industry data collated by HKP//group. Limited opportunities available.

BESPOKE INDUSTRY SURVEY POA

Engage with data driven insights on the industry's most pressing issues with an industry survey.

Dependent upon scope and frequency of survey.

SPOTLIGHT BLOG SERIES \$35,000

A series of six written or video blogs that raise your company and spokesperson's profiles, focused on your area of expertise.

CASE STUDY SERIES

\$35,000

Showcase how you have helped clients to the GEO community with a series of six real-life success stories.

INDUSTRY TALENT AWARD POA

Create a buzz and recognize the industry's rising stars with GEO's sponsored annual accolade.

Guide price \$25,000 - \$50,000 depending on agreed award program format.

QUARTERLY SOCIAL

\$20,000

\$85,000

45

Global online events at which attendees learn a new skill (for example art, cookery, astronomy) and receive critical business updates and information from your company.

Sponsor covers the cost of all related 3rd party suppliers.

EXCELLENCE IN GLOBAL SHARE PLANS

Align your company with the innovation and success demonstrated by GEO's Award Winners through a series of 12 articles, four webcasts, a branded area on the GEO website supported by frequent social media and email promotionfrom your company.

Sponsor covers the cost of all related 3rd party suppliers.

The current year GEO Awards sponsor has first refusal.



