



ENGAGEMENT OPPORTUNITIES 2024-5

EMPOWERING BUSINESSES
THROUGH SPONSORSHIP
OPPORTUNITIES WITH GEO



GLOBAL EQUITY ORGANIZATION
the future of global employee compensation

SPONSORING WITH GEO IS A REWARDING EXPERIENCE

IN-PERSON EVENTS

Pan European Regional Event **London, 13 November 2024**

GEO's 26th Annual Conference **Prague, 28-30 April 2025**

GEO Awards 2025 **Prague, 29 April 2025**

Pan European Regional Event 2025 **Date TBC**

Asia-Pacific Regional Event 2025 **Date TBC**

VIRTUAL EVENTS

Executive Compensation Matters **February 2025**

CHAPTER SUPPORT AND EVENTS

14th Annual NorCal Forum **18 September 2024**

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

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.

CONTACT US
GEOinfo@globalequity.org

FIND THE RIGHT OPPORTUNITY
FOR YOUR BUSINESS



LONDONUK PAN EUROPEAN REGIONAL EVENT

13 NOVEMBER 2024

WEDNESDAY, 13 NOVEMBER 2024

CONVENE 133 HOUNDSDITCH, LONDON, UNITED KINGDOM

We are thrilled to gather the global GEO community in the city of London for our 2024 Pan European Regional Event, where we will delve into the dynamic and ever-equity compensation landscape.

MEET NEW
CONTACTS

25%

ARE FIRST TIME
ATTENDEES

DIAMOND SPONSOR	SAPPHIRE SPONSOR	EMERALD SPONSOR	RUBY SPONSOR
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\$25,000 **\$15,000** **\$10,000** **\$6,000**

Number of opportunities

One Two Three Multiple

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

Lanyards
Event app
Lunch
Keynote speaker
Closing reception

PACKAGE INCLUSIONS

Offsite company branding prominence	High	High	Moderate	Moderate
Optional exhibit space	Pop up stand	Pop up stand	Tabletop area only	Tabletop area only
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
Logo on signage during event	Yes	Yes	Yes	Yes
Logo on event app	Yes	Yes	Yes	Yes
Use of GEO's digital sponsor assets	Yes	Yes	Yes	Yes

PACKAGE ADDITIONS (SAPPHIRE, EMERALD, RUBY PRICING UP TO 30 JUNE 2024*):

Lanyards		\$1,000	\$1,250	\$1,500
Event app		\$2,000	\$2,500	\$3,000
Lunch		\$2,500	\$3,000	\$3,500
Keynote speaker		\$3,000	\$3,500	\$4,000
Closing reception		\$5,000	\$5,500	\$6,000

BESPOKE SPONSORSHIP OPTIONS

ITEM	DESCRIPTION	AVAILABILITY / OPPORTUNITIES	EARLY PRICE	STANDARD PRICE
			Available until 15 July 2024	16 July 2024 onwards
Tabletop exhibit space	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	Between eight and ten spaces	\$1,750 each	\$2,500 each
Attendee bag	Recycled / environmentally friendly reusable bags bearing sponsor logo plus GEO event branding	One opportunity only	\$2,000	\$3,500
Attendee bag item	Creative, eco-friendly and useful items bearing sponsor logo	Up to six opportunities	\$500 plus cost of item	
Outreach email to GEO membership	Distributed by GEO	Up to three opportunities		\$1,500
Sponsored sessions	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	Up to three opportunities	\$3,500 each	\$5,000 each
Selfie-wall	Your brand will be displayed (alongside up to two others) on a prominently placed repeater banner along with GEO's event brand as an opportunity for delegates to take selfies and distribute them through all usual social media channels. A great opportunity to get your brand distributed visually across your target audience and beyond	Up to three opportunities	\$1,750 each	\$2,500 each
AV screens in exhibit space	Your brand will be displayed on two prominently placed AV screens in the exhibit space	Up to three opportunities	\$1,750 each	\$2,500 each
Exhibit space pillars	Your brand will be displayed on one of two prominently placed pillars in the exhibit space	Up to three opportunities	\$1,750 each	\$2,500 each
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 opportunity available	\$2,000	\$3,000

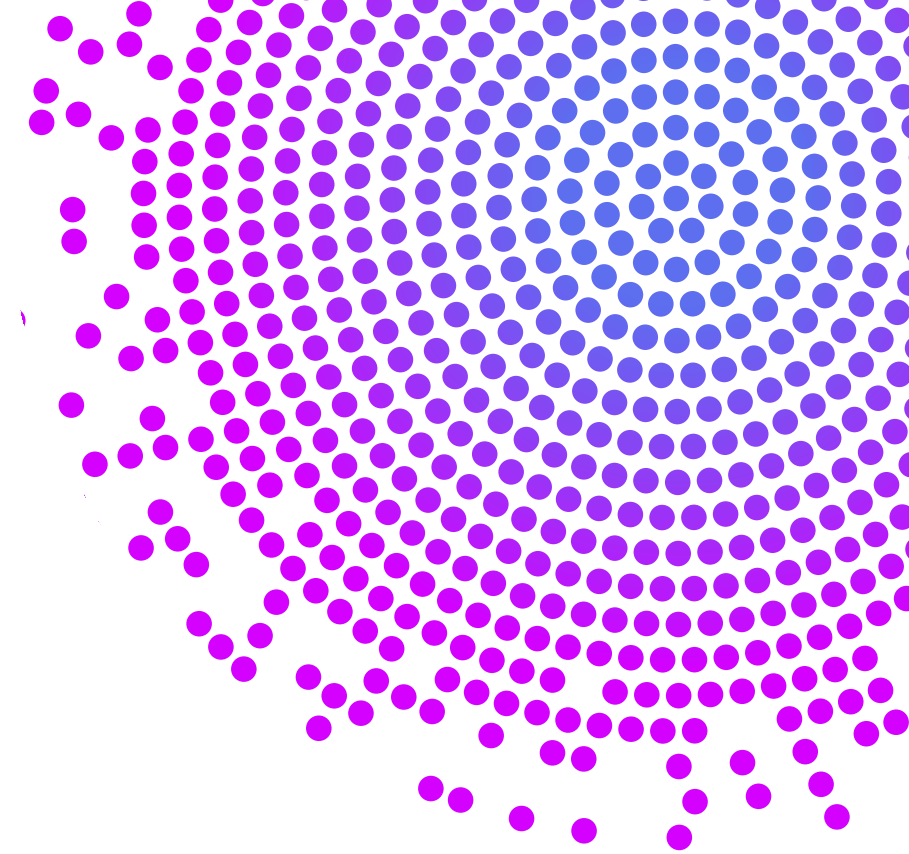
DISCOUNT DEADLINE: 15 July 2024

NOTE: PRICES LISTED DO NOT INCLUDE UK VAT AT 20%

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



LET'S MEET
**26TH ANNUAL
 CONFERENCE
 PRAGUE**
 28 - 30 APRIL 2025



EXPERIENCE SOMETHING AMAZING AT GEO'S 26TH ANNUAL CONFERENCE!
 THE PREMIER EQUITY CONFERENCE OF THE YEAR
28-30 APRIL 2024 | PRAGUE HILTON | CZECH REPUBLIC

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 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 audience.

BOOK EARLY TO SAVE!
 EARLY RATES END 31 DECEMBER 2024



**3
 CONFERENCE
 DAYS**



**10
 NETWORKING
 EVENTS**



**50+
 EDUCATIONAL
 SESSIONS**



**4
 KEYNOTES**
 SILVIA GARCIA | JAN MÜHLFEIT
 JASON BEVAN | DUNCAN STEVENS



**VIP OPENING
 PARTY**
 GRAND BOHEMIA BOAT



**HISTORIC
 GEO AWARDS
 VENUE**
 ŽOFÍN PALACE



**150+
 ISSUER
 DECISION MAKERS**



GEO'S 26TH ANNUAL CONFERENCE

PREMIUM SPONSORSHIPS

BOOK EARLY TO SAVE!
EARLY RATES END 31 DECEMBER 2024



	Early \$108,000 Regular \$120,000	Early \$81,000 Regular \$90,000	Early \$58,500 Regular \$65,000	Early \$34,500 Regular \$40,000	Early \$22,500 Regular \$25,000	From \$9,950
Number of opportunities	One	Three	Four	Five	Multiple	Available until 14 February 2025

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

Opening Party - Grand Bohemia VIP Cruise and speaker slot at the Conference opening all-attendee session

GEO Awards - celebration gala at Žofin Palace and after party at Cloud9, includes speaker slot at the GEO Awards

Attendee Bag - branding on attendee bags distributed at registration

Badge Lanyards - custom branding on attendee lanyards

VR Experience Booth - branded VR booth in exhibit hall

Conference Registration Desk - branding on the registration desk

Day 1 Keynote Session, incl. speaker introduction⁵:
1/ Silvia Garcia

Post-Conference Materials - session materials hosted in the app and on GEOlearn

Room Key Cards - branding on attendee hotel room key cards

Day 2 or Day 3 Keynote Session, incl. speaker introduction⁵:
2/Jan Mühlfeit
3/Jason Bevan

Issuer-only Events Sponsorship - branding at the issuer-only events on Day 1

Networking Break Sponsorship - branded recognition during two of the key breaks

Charging Station - sponsor branded charging station

Photo Booth Sponsorship - branded photo booth for social media engagement

Breakfast or Lunch Break - branding during one of the breakfast or lunch breaks

Standard Exhibition Booth Space - see upgrade options overleaf

Exhibition Booth - choose booth format and upgrade options overleaf

PACKAGE INCLUSIONS

Offsite company branding prominence¹	High	High	Moderate	Moderate	Lower	Basic
Speaking slot	2 minutes plus mention in opening/closing remarks	-	-	-	-	-
NEW! Branded banner - in meeting foyer	Yes	-	-	-	-	-
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
NEW! GEO Awards guest passes	10	-	-	-	-	-
NEW! GEO Awards premium table reservation	3	-	-	-	-	-
Attendee registration lists (pre- and post-event)²	Yes - with issuer survey responses	Yes - with issuer survey responses	Yes	Yes	Post-event list only	Post-event list only
Delegate software scanning	Yes	Yes	Yes	Yes	Yes	Yes
Issuer guest registration discount	15%	15%	15%	15%	-	-
NEW! Sponsor company employee registration discount	10%	10%	10%	10%	-	-
Logo on signage during event	Yes	Yes	Yes	Yes	Yes	Yes
Event app logo and gamification³	Yes	Yes	Yes	Yes	Yes	Yes
Optional attendee bag insert⁴	1	1	1	1	1	-
Sponsor/exhibitor badge ribbons	Yes	Yes	Yes	Yes	Yes	Yes
Private meeting space	Yes	Available to purchase	Available to purchase	Available to purchase	-	-

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. 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 highlighters, pens, luggage tags, notebook pads, water bottles, mobile chargers, to-go hot drink mugs, marketing flyers, etc.

⁵ Keynote session timings: 1/ Monday, April 28, 2025: 12:30 pm – 2:00 pm 2/ Tuesday, April 29, 2025: 9:00 am – 10:30 am 3/Wednesday, April 30, 2025: 2:30 pm – 4:00 pm

GEO'S 26TH ANNUAL CONFERENCE

BESPOKE SPONSORSHIP OPTIONS

AVAILABLE INDIVIDUALLY OR BUNDLED INTO A BESPOKE PACKAGE

BOOK EARLY TO SAVE!

EARLY RATES END 31 DECEMBER 2024

ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
Mobile app	5	Rotating ad in the conference mobile app.	\$2,500	Sponsor provides ad design. Rotation based on equal display time for each sponsor throughout the event.
App push notification	10	Send an alert or update to attendees and fellow exhibitors/sponsors with a custom push notification.	\$500 per notification	Five (5) 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).
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.
Attendee bag insert	5	Include a branded item or flyer in the attendee bag distributed at registration.	\$3,500 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.
NEW! Happy Hour event sponsor	1	Sponsor our three happy hours for Fellows, Future Leaders and First Timers, GEO Fellows and global Chapter Leaders	\$6,000	Sponsor branding included on event signage and cocktail napkins.
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.
NEW! 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.
Issuer-only promotional session*	2	Demonstrate your products/solutions or host a roundtable in a private room of up to 60 issuer-only attendees, for up to 45 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.	\$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.
NEW! 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.
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.
Private meeting space	2	Secure a private room with a/v that seats 10 people	\$5,000	Additional audio-visual, food, and beverages charged separately. Rooms are reserved on a first-come, first-served basis.
NEW! 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.
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.

ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
NEW! 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.	\$30,000	Sponsor provides logo and branding elements. GEO manages content creation and distribution.
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. Sponsor provides branding elements. GEO handles placement and setup of the charging station.
NEW! 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.
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 Ruby sponsors and above. Sponsor branding included on table tents and signage. Snack selection managed by GEO in coordination with venue catering.
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.
NEW! Sustainable event partner	1	Position your company as a leader in sustainability by sponsoring eco-friendly initiatives throughout the event, including recycling stations, reduced plastic usage, and sustainable catering options.	\$25,000	Sponsorship includes branding at all sustainability stations, a dedicated page in the event app, and a mention in the opening and closing remarks.
NEW! Branded reusable water bottles	1	Provide reusable water bottles with your logo and the GEO logo at the conference water stations. These will be distributed to attendees upon registration and will also be available at water stations throughout the event.	\$10,000	Sponsor is responsible for providing water bottles, subject to GEO's approval.
WiFi sponsorship	1	Sponsor the conference Wi-Fi network. Your company name will be used as the Wi-Fi network name, and a branded splash page will appear whenever an attendee connects to the Wi-Fi (if available).	\$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.
NEW! 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.
Venue branding	Limited	We have a wide range of venue branding options. Please contact us for details.	Various	See venue branding document for details

***Exclusively available to conference sponsors and exhibitors only.**

After 1 January, GEO reserves the right to offer any unsold package additions to other members.

CONNECT WITH A
RELEVANT AUDIENCE

55%

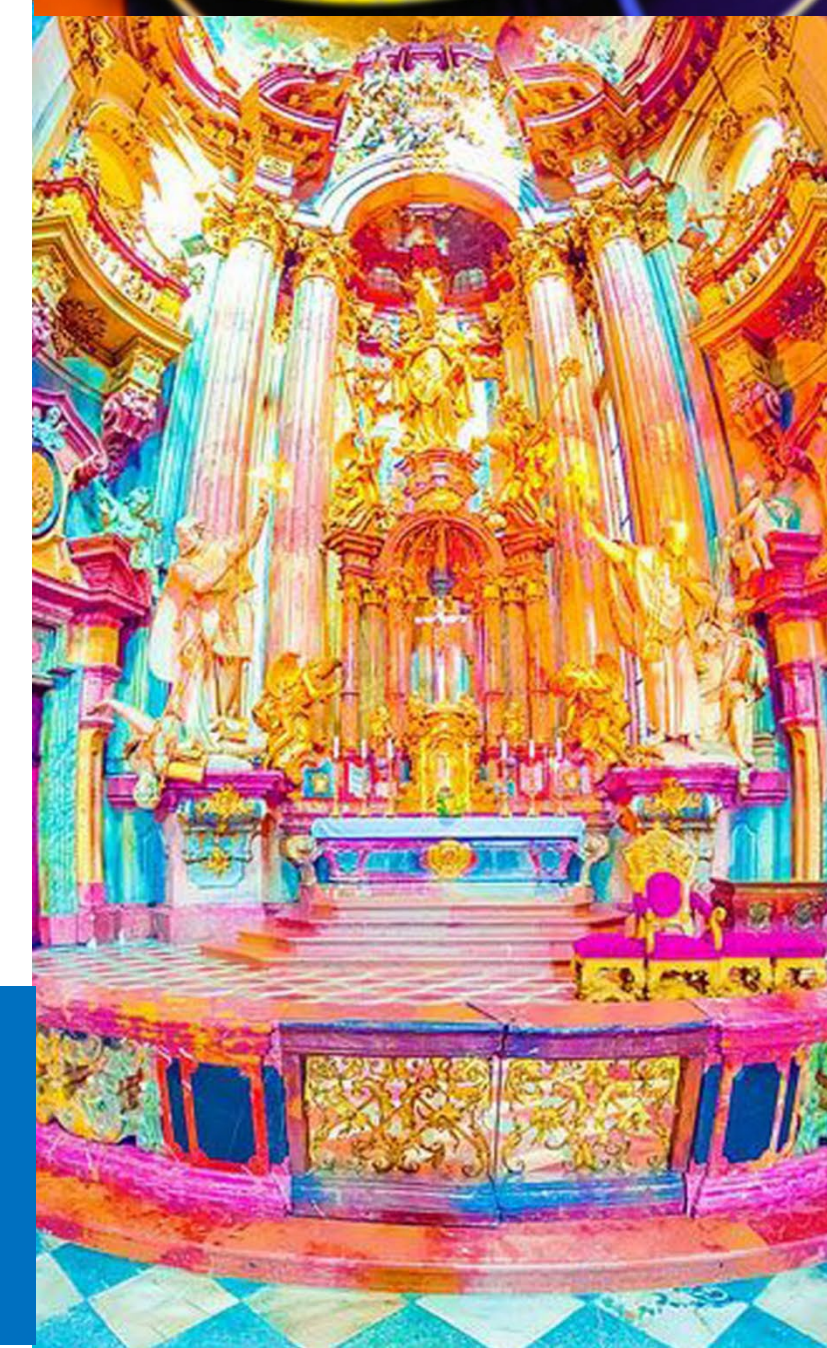
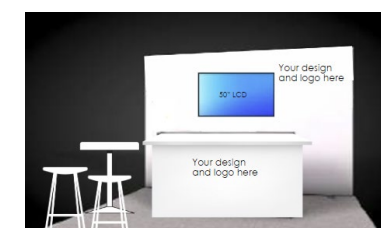
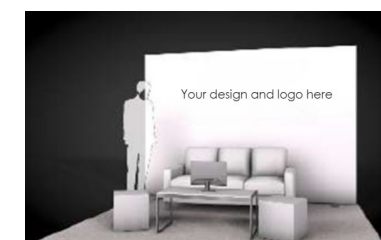
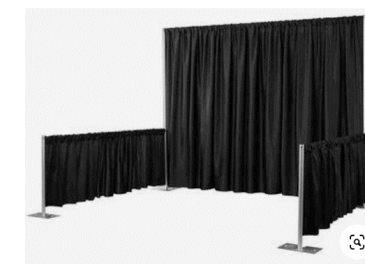
ARE BUDGET INFLUENCERS

BOOTH OPTIONS AND UPGRADES

AVAILABLE UNTIL 14 FEBRUARY 2025

BOOTH OPTIONS

	Standard booth space	10' x 10' (3m x 3m) stand space, pipe and drape surround, company name header only	\$9,950	10' x 10' (3m x 3m) stand space only Pipe and drape only (in white material). Back drape: 10'W x 8'H; Side drapes: 3'H x 10'W. Company name board identifier. <i>Power and additional furniture rentals extra.</i>
NEW!	Option 1 - Pre-built backdrop	10' x 10' (3m x 3m) foamboard backdrop for logo and company description printed in full color	A - \$11,950 backdrop only B - \$13,950 inc furniture, 50" LED TV and power	A includes: 10' x 10' (3m x 3m) foamboard backdrop for logo and company description printed in full colour B also includes: Low table, sofa and two stools (as shown) 50" led tv monitor <i>on table</i> Power and socket gang <i>Additional furniture rentals extra.</i>
NEW!	Option 2 - Pre-built backdrop and table only	10' x 10' (3m x 3m) foamboard backdrop for logo and company description; Standing table unit with inbuilt shelf for storage and logo/company description printed in full color on the front	A - \$13,950 backdrop and table unit only B - \$15,950 inc furniture, 50" LED TV and power	A includes: 10' x 10' (3m x 3m) foamboard backdrop for logo and company description Standing table unit with inbuilt shelf for storage and logo/company description printed in full colour on front B also includes: High table and two high chairs 50" led tv monitor <i>on stand</i> Power and socket gang <i>Additional furniture rentals extra</i>
NEW!	Option 3 - Pre-built backdrop with 50" LCD monitor and table	10' x 10' (3m x 3m) foamboard backdrop for logo and company description printed in full color; 50" inbuilt LED TV monitor; Standing table unit with inbuilt shelf for storage and logo/company description printed in full color on the front	A - \$14,950 backdrop and table unit only B - \$16,950 inc furniture, built-in 50" LED TV and power	A includes: 10' x 10' (3m x 3m) foamboard backdrop for logo and company description printed in full colour and <i>cut out for inbuilt monitor</i> Standing table unit with inbuilt shelf for storage and logo/company description printed in full colour on front B also includes: 50" <i>inbuilt</i> led tv monitor High table and two high chairs Power and socket gang <i>Additional furniture rentals extra</i>



ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
Additional booth space*	Limited	Upgrade your booth space by 10' x 10' (3m x 3m)	Early \$8,950 Regular \$9,950	Available to existing sponsors and exhibitors only. Standard booth space only. Pre-built stand options, power and additional furniture options at cost.
VR experience booth*	1	Sponsor a 10' x 10' VR booth in the Exhibit Hall for all three conference days. The booth will feature two experiences of your choice with four headsets and your logo/branding on the backdrop and flanked by two branded banners.	\$30,000	First right of refusal for Sapphire sponsors and above. All branding assets provided by GEO.

IMPORTANT NOTE: Reverse Charge Liability

The prices listed for GEO's 26th Annual Conference and GEO Awards in Prague 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.

CONTACT US
GEOinfo@globalequity.org

FIND THE RIGHT OPPORTUNITY FOR YOUR BUSINESS

KEYNOTE SPEAKER SPONSORSHIPS

AVAILABLE TO TIERED-LEVEL SPONSORS ONLY



DAY 1/OPENING KEYNOTE: SILVIA GARCIA

Former Coca-Cola Global Director of Happiness, Marketing and Communications

The single most important competitive advantage for any business is their employees. However, 52% of employees are actively seeking a new job, according to Gallup's global survey. Why?

Gallup found employees want a work culture with **higher engagement and wellbeing**, essential for happiness. This represents a huge opportunity for those organizations wanting to **retain and attract the best talent**. Silvia Garcia, world recognised expert on leadership and work culture, will inspire the audience to create work cultures where people and business thrive. Based on the latest science discoveries, Silvia Garcia will give the keys to **unlock eight dimensions of happiness at work** and will prove their direct impact on business results.

The future may be challenging and uncertain, but it is not set in stone. **The audience will be left empowered to own a future of unimagined opportunities.**

SAPPHIRE-LEVEL OPPORTUNITY | HAPPINESS, EMPLOYEE ENGAGEMENT, WELLNESS



DAY 2 KEYNOTE: JAN MÜHLFEIT

Former Microsoft Chairman, Global Strategist, Olympic Games Winners' Coach, Bestselling Author

Promising to be an inspiring and insightful **journey into high performance**, blending his extensive leadership experience with a deep understanding of human potential. With passion, humility, and humor, Jan will draw on his distinguished career as chairman of Microsoft Europe, his background as a sportsman, and his work as an executive coach. His address will seamlessly integrate lessons from his bestselling book *The Positive Leader*, weaving in **anecdotes from Czech history** and culture to highlight leadership styles that unlock personal and organizational excellence.

Radiating energy and authenticity, Jan will openly share his life's triumphs and challenges, offering actionable insights on **how to lead in today's fast-paced world**.

Audience members will leave not only inspired but equipped with practical tools to foster high performance in their teams and themselves.

EMERALD-LEVEL OPPORTUNITY | LEADERSHIP, RESILIENCE, HIGH PERFORMANCE



DAY 3/CLOSING KEYNOTE: JASON BEVAN

Former Creative Development Head at Warner Bros

Packed with **insider secrets, movie footage and inspiration** from 19 years working in the big film world, Jason shows **how innovation and creativity** has become one of our most valuable and potent business skills where **humans still outperform the growing powers of artificial intelligence**.

He demystifies the psychology of **how we generate ideas** with simple logic and gives clear, easy to follow steps and tools we can all apply to our work and home lives, regardless of our walk of life. All taken from some of the most creative people in the film world; Jason's talks show how we can **tap into the creativity and storytelling skills we already have**, but often don't use...including people that don't think they are innovative!

It's a chance to **transform your thinking**, identify what triggers your own ideas and **embed a culture of creativity** into your organisation, with a **fun, uplifting and highly energetic, movie-led experience**.

The audience will hear clear, practical tips to take away that can be very quickly and easily used to strong and sometimes transformational effect.

EMERALD-LEVEL OPPORTUNITY | CREATIVITY, HUMAN POTENTIAL, STORY TELLING



VIP PRAGUE BOAT TOUR

SPONSOR A MAGICAL EVENING WITH GEO

Join us for an unforgettable evening aboard one of **Prague's most luxurious glass boats**, exclusively available for GEO's conference attendees and their guests.

This **super-modern vessel** offers an **unparalleled view of Prague's iconic monuments**, illuminated against the night sky. Glide along the scenic Vltava River, passing through the historic Smíchov lock twice, and take in the breathtaking sights of Charles Bridge, Prague Castle, the National Theatre, and Rudolfinum.

This is **more than just a river cruise**—it's an exclusive **VIP experience** designed to leave a lasting impression. With undisturbed, panoramic views from the deck and a glass dome roof for full visibility, this evening will be a unique and magical opportunity to see Prague in all its glory.

As you dine under the stars, enjoy a lavish buffet featuring a wide selection of Czech appetizers and entrees, perfectly complemented by a welcome glass of sparkling prosecco. Live music and surprise entertainment will enhance the ambience, creating a perfect atmosphere for networking and celebration.

Take advantage of this extraordinary opportunity to sponsor an event that combines business with pleasure in the heart of one of Europe's most enchanting cities.

EVENT HIGHLIGHTS

- Complimentary transport to/from the Prague Hilton
- 3-hour evening cruise in grand style aboard a luxurious glass boat
- A delicious buffet dinner featuring local Czech delicacies
- Welcome glass of prosecco and free-flowing drinks onboard
- Live music and special entertainment
- Free printed guide in 16 languages and interactive online guide accessible via mobile phone

SPONSOR BENEFITS

- **Premium brand visibility** with your logo featured on event materials, the welcome banner, and digital guides. There's also an opportunity for branded gifts or materials to be placed at each guest's seat at your own cost.
- **Priority seating and a dedicated VIP section onboard**, ensuring a luxurious and 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.





THE INDUSTRY'S PREMIER ANNUAL AWARDS EVENT TUESDAY, 29 APRIL 2024

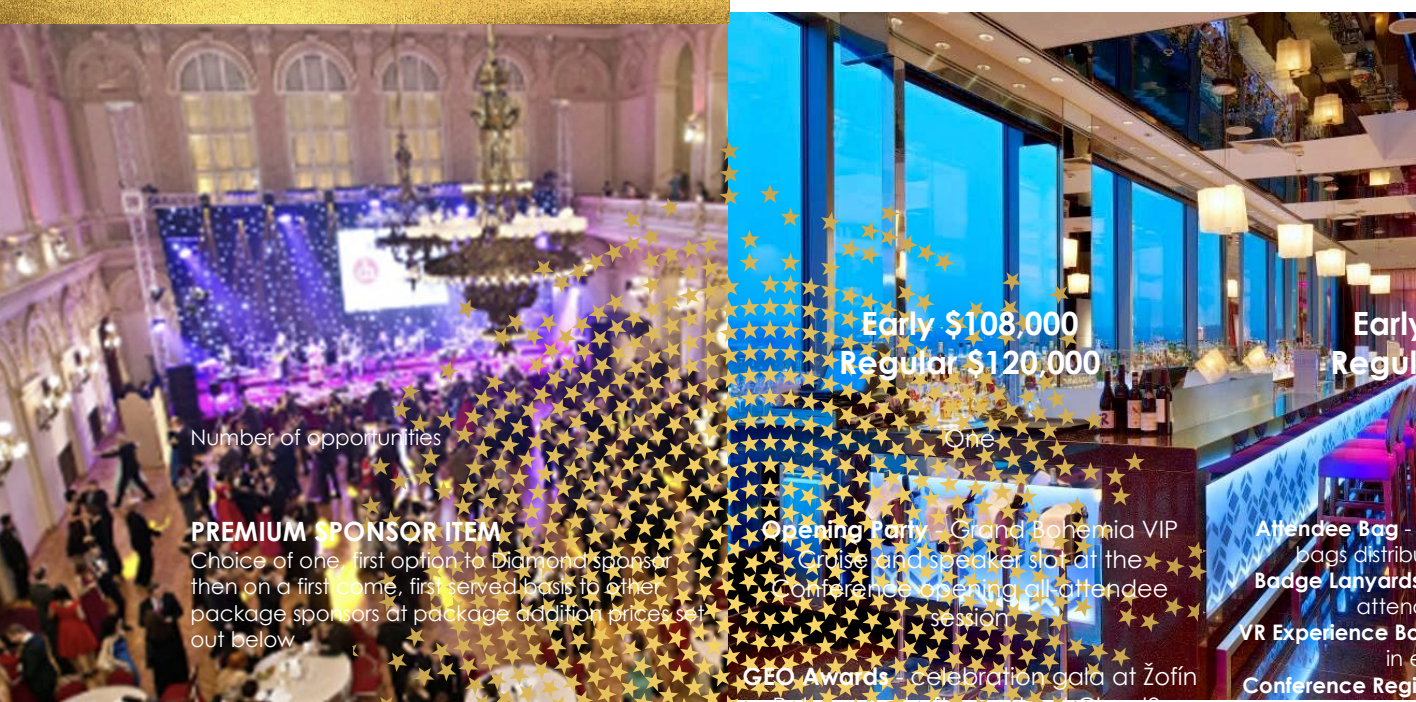
ŽOFÍN PALACE AND CLOUD9 SKY BAR AND LOUNGE PRAGUE

EXCLUSIVE SPONSORSHIP OF THE GEO AWARDS IS AVAILABLE AS A DIAMOND-LEVEL SPONSORSHIP PACKAGE FOR GEO'S 26TH ANNUAL CONFERENCE.

Now in its 24TH 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 2025 gala will be held at the stunning **Žofín Palace**, a Neo-Renaissance building situated on Slovanský ostrov, a private island in the Vltava River in New Town, Prague. This year, guests will be invited to an after party with a difference at the Prague Hilton's **Cloud9 Sky Bar and Lounge**.

BOOK EARLY TO SAVE!
EARLY RATES END 31 DECEMBER 2024



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

Opening Party - Grand Bohemia VIP
Cruise and speaker slot at the Conference opening all attendee session

GEO Awards - celebration gala at Žofín

Attendee Bag - bags distributed
Badge Lanyards - attendees
VR Experience Booth in e
Conference Regi



	DIAMOND SPONSOR	SAPPHIRE SPONSOR	RUBY SPONSOR
	Early \$108,000 Regular \$120,000	Early \$35,000 Regular \$45,000	Early \$20,500 Regular \$30,000
Number of opportunities	One Note: Plus additional conference benefits	One	Two
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	GEO Awards - celebration gala at Žofín Palace and after party at Cloud9. Includes speaker slot at the GEO Awards	Table centrepieces - branding on each centrepiece arrangement	Entertainment - branded recognition during one of the two entertainment breaks
PACKAGE INCLUSIONS			
Company branding¹	High	High	Moderate
Speaking slot	2 minutes plus mention in opening/closing remarks	-	-
Logo on branded event banner	Yes	Yes	Yes
Awards event guest passes²	10	6	4
Additional guest pass discount	15%	15%	15%
Premium table reservation	3	2	1
Use of GEO's branded sponsor images and digital assets	Yes	Yes	Yes

BESPOKE SPONSORSHIP OPTIONS

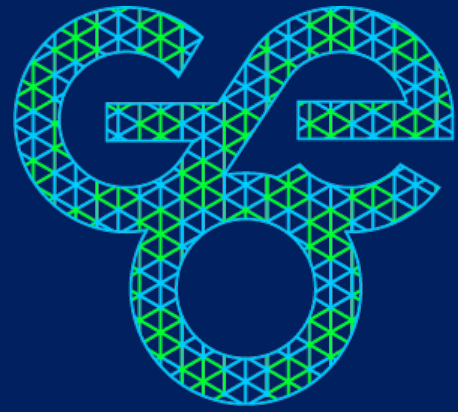
Only available in the absence of a Diamond sponsor

ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
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 providing an assortment of drink options. Your sponsorship 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.
Transport	1	Sponsor the return coaches from the hotel to the venue. You also have the option to arrange a seat drop for the outbound/return journeys.	\$7,500	Sponsor provides branding materials for seat drops. GEO will arrange coach services and oversee branding placement.
Premium table reservation³	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	

1 Company branding and description on GEO's website, all GEO Awards marketing emails and on-site.

2 GEO's 26th Annual Conference attendees receive complimentary attendance.

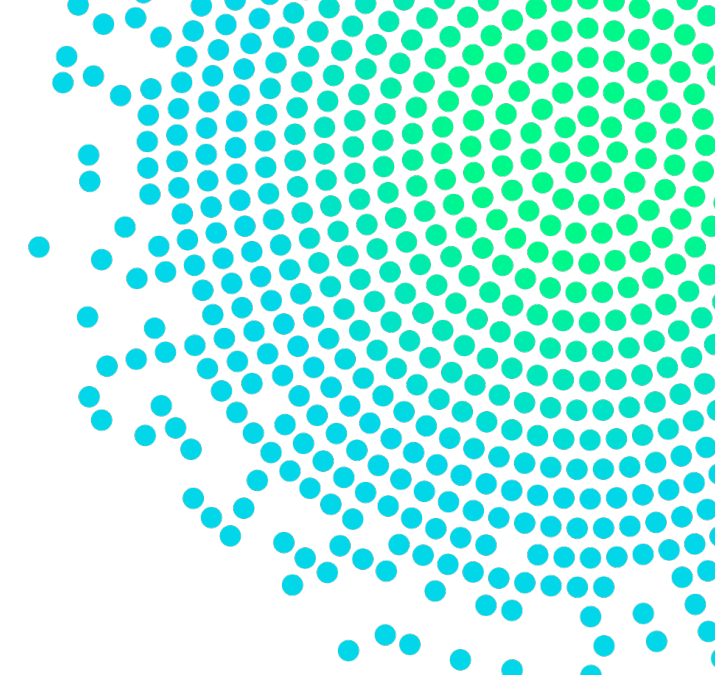
3 Preferential placement table with branded centrepiece and Prosecco toast.



GEOEVENT
LEARN
DEVELOP
NETWORK

SPONSOR GEO'S 2025 REGIONAL EVENTS

LONDON – DATE TBC
ASIA-PACIFIC, MELBOURNE AND SYDNEY – DATE TBC



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

	TBC	TBC	TBC	TBC
	One	Two	Three	Multiple
	Lanyards Event app Lunch Keynote speaker Closing reception			
Offsite company branding prominence	High	High	Moderate	Moderate
Optional exhibit space	Pop up stand	Pop up stand	Tabletop area only	Tabletop area only
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
Logo on signage during event	Yes	Yes	Yes	Yes
Logo on event app	Yes	Yes	Yes	Yes
Use of GEO's digital sponsor assets	Yes	Yes	Yes	Yes

PACKAGE ADDITIONS (SAPPHIRE, EMERALD, RUBY PRICING UP TO 30 JUNE 2025*):

Lanyards		\$1,000	\$1,250	\$1,500
Event app		\$2,000	\$2,500	\$3,000
Lunch		\$2,500	\$3,000	\$3,500
Keynote speaker		\$3,000	\$3,500	\$4,000
Closing reception		\$5,000	\$5,500	\$6,000

BESPOKE SPONSORSHIP OPTIONS

ITEM	DESCRIPTION	AVAILABILITY / OPPORTUNITIES	EARLY PRICE <small>Available until 1 July 2025</small>	STANDARD PRICE <small>1 July 2025 onwards</small>
Tabletop exhibit space	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	Between eight and ten spaces	TBC	TBC
Attendee bag	Recycled / environmentally friendly reusable bags bearing sponsor logo plus GEO event branding	One opportunity only	TBC	TBC
Attendee bag item	Creative, eco-friendly and useful items bearing sponsor logo	Up to six opportunities	TBC	TBC
Outreach email to GEO membership	Distributed by GEO	Up to three opportunities	TBC	TBC
Sponsored sessions	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	Up to three opportunities	TBC	TBC
Selfie-wall	Your brand will be displayed (alongside up to two others) on a prominently placed repeater banner along with GEO's event brand as an opportunity for delegates to take selfies and distribute them through all usual social media channels. A great opportunity to get your brand distributed visually across your target audience and beyond	Up to three opportunities	TBC	TBC
AV screens in exhibit space	Your brand will be displayed on two prominently placed AV screens in the exhibit space	Up to three opportunities	TBC	TBC
Exhibit space pillars	Your brand will be displayed on one of two prominently placed pillars in the exhibit space	Up to three opportunities	TBC	TBC
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 opportunity available	TBC	TBC

DISCOUNT DEADLINE: 15 July 2025

NOTE: PRICES LISTED DO NOT INCLUDE VAT

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

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	Sponsor a company-branded email, distributed by GEO to its global network of 6,500 industry professionals. 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.	\$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

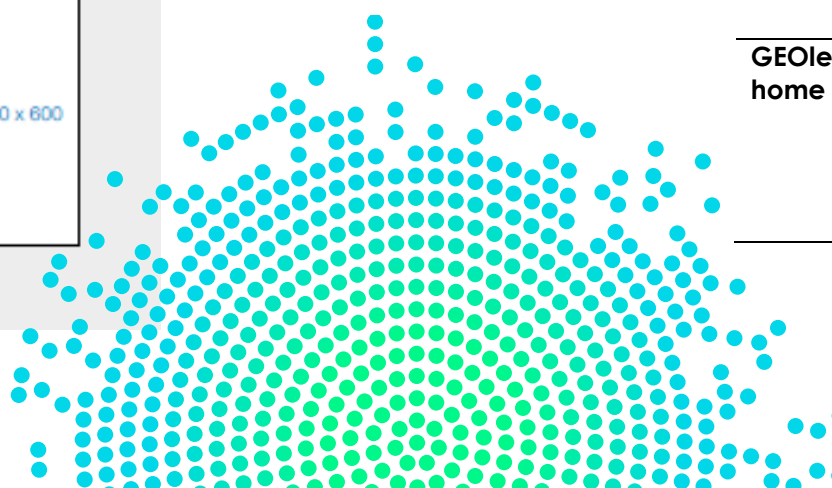
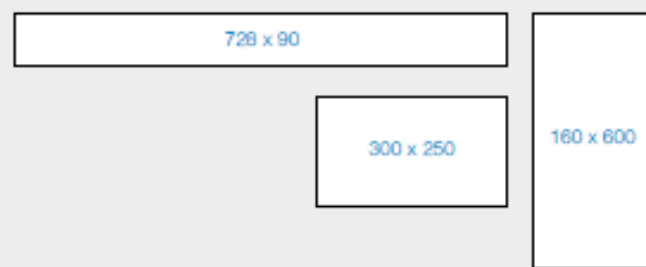
Boost your brand's presence in the professional community with a sponsored post on GEO's official social media pages. Access a highly-targeted network of professionals in the equity compensation industry and beyond. Sponsors will receive an engagement report that details the post's performance.

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



MAKE A
SMART INVESTMENT

61%

CONSIDER THE COST
GOOD OR EXCELLENT

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.

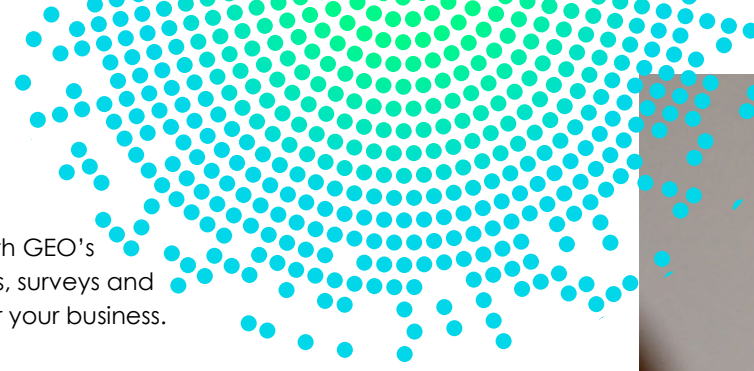
Create visibility among GEO's engaged members and contacts to grow your business quickly.

ITEM	AVAILABILITY	DESCRIPTION	PRICE	TERMS
GEO website home page	3	GEO's website is the online 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	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 run for four weeks.
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	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 run for four weeks.
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	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 run for four weeks.

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.

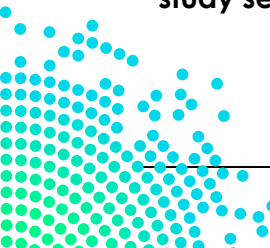


SURVEYS AND REPORTS **Strictly by invitation only**

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
NEW! 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.	\$12,000

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
NEW! 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. - Access to post-event opt-in attendee lists (one-time use). - Two social media posts per blog on GEO's channels. - Featured in pre- and post-event email promotions.	\$30,000



ACCESS THE RIGHT OPPORTUNITIES

84%

RATE SPONSOR OPTIONS GOOD OR EXCELLENT

REWARD AND RECOGNITION **Strictly by invitation only**

ITEM	AVAILABILITY	DESCRIPTION	PRICE
NEW! Future Leaders of Global Equity	6	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: - Prominent branding on all program communications, including Program website pages; Social media mentions; Featured articles and blogs; Email communications to GEO's 10,000+ contact list; Banner ad on GEOconnect - Receive access to Future Leaders Program participants (one-time only, subject to opt-in consent) for follow-up engagement and potential recruitment.	\$2,000
NEW! 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



GLOBAL EQUITY ORGANIZATION
the future of global employee compensation

All statistics featured in this brochure are sourced from the GEO Edinburgh 2023 and Nashville 2024 survey findings.

Terms and conditions apply to the offers in this document – contact GEO for details

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