

THOUGHT LEADERSHIP & PEER CONTRIBUTION SPONSORSHIP**LEADERSHIP CIRCLE BREAKFAST SPONSOR**

The *Leadership Circle Breakfast Sponsorship* allows a company to take a highly visible role at the Conference through recognition and exposure at one of the Leadership Circle Breakfasts held on each the main days of the Conference. The Sponsor has the opportunity to contribute to the development of the topics and to participate in the presentation.

The Leadership Circle is an exclusive gathering of the most senior executives (chairmen, CEOs, presidents) and ministers at the Conference. CERA is responsible for the content of the events.

**Deliverables**

- Development of Leadership Circle Breakfast content (subject to CERA's approval).
- Host and welcoming remarks at one of the Leadership Circle Breakfasts held on each of the main days of the Executive Conference.

Pre-Event Planning & On-site

- CERA liaison to provide assistance in coordinating all aspects of the sponsorship and participation, pre-event and on site.
- Preview of the Leadership Circle Program invitation and registration lists.

Branding

- Acknowledgment and thanks from Conference Chair during CERAWEEK®.
- Acknowledgment, thanks, and introduction from the Leadership Circle Breakfast Chair.
- Identification and recognition as a Leadership Circle Breakfast Sponsor of CERAWEEK®, including in selected pre-event marketing, on-site in the form of signage and in the Program Guide, and on the event web site before and during the event.
- Logo and link to Sponsor's Web site on CERA.com through the end of the event.

Participation

- Complimentary passes for four (4) delegates from Sponsor's organization (or invited guests) to the Executive Conference (subject to CERA's approval).
- Complimentary passes for four (4) senior delegates to attend the exclusive Leadership Circle Breakfasts (subject to CERA's approval and separate registration for the Executive Conference).
- Complimentary pass for one (1) additional delegate from the Sponsor's organization to serve only as support staff to coordinate on-site participation.
- Additional Sponsor organization executives attending the Executive Conference will receive a discount of 20 percent off the CERA client rate.