

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

The *Industry Breakfast Sponsorship* gives a company the opportunity to take a leadership role and showcase its brand and focused message at one of the Industry Breakfasts held on each of the main days of the Conference which are open to all delegates. The Sponsor has the opportunity to contribute to the development of the topics to be discussed and participate in the presentation.

Deliverables

- Development of Industry Breakfast content (subject to CERA's approval).
- Host and welcoming remarks at one of the Industry 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 designated Industry Breakfast registration list.

Branding

- Acknowledgment and thanks from Conference Chair during CERAWEEK®.
- Acknowledgment, thanks, and introduction from the Industry Breakfast Chair.
- Identification and recognition as the Industry 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 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.