

THOUGHT LEADERSHIP & PEER CONTRIBUTION SPONSORSHIP**STRATEGIC SPONSOR**

The *Strategic Sponsorship* offers a company high-level recognition and profile throughout the Executive Conference, with a specific focus on one of the main days. The Strategic Sponsorship provides opportunities for a company to be directly affiliated with the discussions on challenges and solutions related to the industry.

Deliverables

- Sponsor to host and offer welcoming remarks at one Industry Breakfast during the Executive Conference.
- Interview with one (1) member of the Sponsor's senior leadership, taped on site and looped during the Executive Conference and broadcast on CERA.com. (This site will be online on plasma screens throughout the Conference area.)

Pre-Event Planning & On-site

- CERA liaison to provide assistance in coordinating all aspects of the sponsorship and participation, pre-event and on site. This includes arrangement of the Sponsor's participation, help with press and media, and (as the date of the Executive Conference approaches) weekly calls to review details.
- Private meeting room providing comfortable accommodations for Sponsor's use on site.
- Preview of the Executive Conference registration list.

Branding

- Acknowledgment and thanks from the Conference Chair during CERAWEEK®.
- Identification and recognition as the Strategic 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.
- If and when CERA runs national and international advertisements on CERAWEEK®, Strategic Sponsor will be identified.

Participation

- Preferential seating for one (1) Sponsor delegate at a head table at two (2) main meals of the Executive Conference.
- Complimentary passes for six (6) delegates from Sponsor's organization (or invited guests) to the Executive Conference (subject to CERA's approval).
- Complimentary passes for two (2) senior delegates to attend 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.