



**2016 CBOE
Risk Management Conference Europe
September 26-28, 2016
Powerscourt Hotel
Enniskerry, County Wicklow
IRELAND**

Sponsorship Opportunities

CBOE is excited to return to lovely Powerscourt Hotel and Resort just outside of Dublin, for the Fifth Annual CBOE Risk Management Conference (“RMC”) Europe. With a legacy of compelling, in-depth material, RMC has evolved into one of the most highly regarded events in the equity derivatives space, attracting the most dedicated and knowledgeable group of institutional investment professionals. Attendees come from a variety of organizations including top money management firms, hedge funds, pension plans, insurance companies, commercial banks, foundations and endowments. Now in its 32nd year in the U.S., sponsorship of the CBOE RMC will provide your firm the opportunity to align itself with this key sector of the investment community and showcase it as a prominent participant in the equity derivatives space. Year after year firms find value in participating with CBOE in this top-notch event.

For questions or for additional opportunities that may not be listed, please contact:
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Please complete the Sponsorship Application and Agreement and return to:

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Note that Sponsorship prices are quoted in U.S. Dollars.

Attendance is limited to approved registrants. Sponsorship may be restricted and will be approved at the discretion of the Conference organizers.

Sponsorships Opportunities Overview

<u>Platinum Level</u> <i>(includes 6 firm plus 6 customer passes)</i>	
Conference Jackets/Vests (subject to CBOE approval)	\$25,000
Conference Bags (subject to CBOE approval)	\$25,000
Monday Evening Welcome Reception Package	\$25,000
<u>Gold Level</u> <i>(includes 4 firm plus 4 customer passes)</i>	
Wi-Fi/Internet Sponsorship	\$15,000
Charging Station	\$13,000
Welcome Reception Wine Bar	\$10,000
Seated Luncheon – (Tuesday)	\$10,000
<u>Silver Level</u> <i>(includes 2 firm passes plus 3 customer passes)</i>	
Registration Badge Lanyards	\$8,500
Hotel Room Key Cards Cost:	\$8,500
Notepads	\$8,000
Pens	\$8,000
Coffee Breaks – Cost per coffee break:	\$7,500
Buffet Dinner – closing night (Wednesday evening)	\$7,500
<i>(See detailed description below for discounts for sponsoring two or more items.)</i>	
<u>General Sponsorship</u>	
General Sponsor	\$6,500
<u>Exhibit Booth Sponsorship</u> <i>(includes 2 staff passes plus 3 customer passes)</i>	
Exhibit Booth Sponsor <i>(Limited to 9 exhibitors)</i>	\$8,500

Summary of Sponsorship Benefits

Benefit	Platinum	Gold	Silver	General	Exhibit
Firm/Staff registration passes	6	4	2	None	2
Buyside Customer registration passes	6	4	3	2	3
Attendee list with all contact information two weeks in advance	Yes	Yes	Yes	Yes	Yes
Company name/logo in advertising materials	Yes	Yes	Yes	Yes	Yes
Company name/logo on signage and screens	Yes	Yes	Yes	Yes	Yes
Literature on general sponsors/media table	Yes	Yes	Yes	Yes	Yes
Full-page, color ad in the on-site brochure	Yes	Yes	Yes	No	Yes
Your ad on the App with link to your site	Yes	Yes	Yes	No	Yes
Authorization for room drops to selected attendees	Yes	Yes	Yes	No	Yes
Give-aways/literature in conference bags	Yes	Yes	No	No	N/A

Details of Sponsorship Benefits

- Where and as noted, Sponsors receive a combination of complimentary conference registrations for their employee representatives and for their institutional investor buy-side clients who would otherwise be approved for the \$800 special registration fee and who have not already registered for the conference (“Buy-side Customer”) Buy-side Customer passes may not be used by Sponsor employee representatives in any circumstance.
- General Sponsorship includes marketing exposure, but does not include any registration passes for Sponsor employee representatives.
- Additional passes for all level Sponsors, including General Sponsors, may be purchased for the Sponsoring firm’s employees for the discounted rate of \$800, at the discretion of CBOE and the number may be limited.
- In order to encourage qualified buy-side attendees to the Conference, CBOE will allow additional complimentary registration passes for all level Sponsoring firms’ employees, provided that the Sponsor registers additional qualified Buy-side Customers, who would otherwise qualify for the zero or \$800 rate. One additional firm pass will be granted for every two additional Buy-side Customers that the firm registers (beyond those offered as part of the sponsorship agreement specified in the table above). In order to receive this incentive, the Buy-side Customer’s names must be given in advance to CBOE/registered and noted as the firm’s customer, must not have already been registered for the Conference, and must attend the Conference.
- A one-page, color advertisement will be included in the on-site Conference agenda handbook and an ad will appear in the Sponsor section of the conference App with a link to the firm’s website. (Note that these benefits are not included with General Sponsorship.)
- Notice of company sponsorship included in Conference marketing materials, pre-conference notices, and company listing on conference website (following confirmation of sponsorship and receipt of payment).
- Up to two pieces of company literature can be placed on the general conference sponsor table.
- Two pieces of literature or a promotional item will be included in the Conference bag that is given to all attendees. (Not available to Silver or General sponsors).
- Authorization from CBOE for Sponsor to arrange with the hotel for delivery of company item to delegates’ hotel room (charges for handling and delivery to be paid by Sponsor). Note: Hotel will not conduct a room delivery to RMC delegates without prior approval of the Conference organizers. (Not available to General Sponsors).
- Company name promoted on signage at conference.
- Pre- and post-conference attendee lists with all contact information received is provided only to Sponsors.

Platinum Level Sponsorships

As a premium sponsor, all Platinum Level sponsorships include 6 company representative conference passes and 6 qualified Buyside Customer passes. (Cannot substitute investor passes for firm/staff representatives).

Conference Jackets/Vests Cost: \$25,000

Conference Jackets/Vests may be worn throughout the conference and for years afterward. This is a high-quality fleece or comparable fabric jacket or vest provided to all attendees. Your logo will be co-branded with the CBOE's. (This premium sponsorship is subject to CBOE acceptance.)

Conference Bags Cost: \$25,000

Conference bags allow attendees to showcase your company logo throughout the conference and beyond with your name and logo co-branded on a premium RMC conference bag. (This premium sponsorship is subject to CBOE acceptance.)

Welcome Reception Package (Monday Evening) Cost: \$25,000

The RMC Welcome Reception is an outstanding opportunity to interact with speakers and conference delegates. This event includes cocktail bar, premium wine bar, local beer and an abundance of food stations. Your company can sponsor the entire event as a package, or the beverage stations can be purchased individually (see below) along with a co-sponsor(s). Included in this sponsorship are tables at the event to display your branded literature and give-aways, along with imprinted napkins, your logo prominently displayed on the wall and other signage. You can be sure that your firm's name will be top of mind for the rest of the conference following this gala event sponsored by your firm!

Gold Level Sponsorships

All Gold level sponsorships include 4 company representative conference passes and 4 additional registration passes for your qualified buy-side institutional investor clients.

Wi-Fi/Internet Sponsorship Cost: \$15,000

Sponsor internet access in the conference rooms and your name and logo can be the first thing attendees see when accessing the internet at the conference each day. Your name and logo will appear at log in, as well on signage with login instructions

Charging Station Cost: Cost: \$13,000

After a full day of contacting clients and home offices and scanning the latest headlines, attendees' phones may need a jumpstart. The charging station will provide attendees with an opportunity to recharge phones so that they can stay connected throughout the conference. The station is covered in your firm's messaging with plenty of room for a display ad (aprx 4 feet x 2 feet x 3 feet).

Premium Wine Bar Cost: \$10,000

Featuring a variety of hand-picked premium wines, attendees will keep your company's name on the tips of their tongues while sampling wines from the finest vineyards. Included in this sponsorship are cocktail napkins imprinted with your company logo, prominent signage noting the sponsoring firm, and an opportunity to distribute company-branded "give-away" of your choice, such as a logo'd corkscrew or decanter (Amenities are additional and at sponsor's expense). A Guinness Beer station is an alternative option.

Seated Luncheon – Tuesday Cost: \$10,000

Treat the RMC delegates and speakers to a lovely seated lunch following the keynote speaker while they network and discuss the morning's events. The opportunity to include a branded company giveaway at each place setting is included with this sponsorship. (Amenities are additional and at sponsor's expense.)

Silver Level Sponsorships

All Silver level sponsorships include two company representative conference passes and three registration passes for your qualified buy-side institutional investor clients.

Registration Badge Lanyards Cost: \$8,500 (Sold)

Worn by delegates throughout the conference, your company name and logo will be displayed on badge lanyards worn by attendees throughout the conference. Badges are required for admittance to all conference functions and are worn throughout the day and evening events.

Hotel Room Key Cards Cost: \$8,500 (Sold)

Have your company logo, brand messaging and contact information imprinted on one of the most important items delegates will carry throughout the conference—their hotel room key cards. The key cards are distributed during hotel check-in and will be carried by attendees for the duration of their stay.

Notepads or Pens Cost: \$8,000 Pens or Notepads (pick one, or \$12,000 for both)

Have your company's name at every attendee's fingertips during conference sessions with your company name and logo on conference pens or notepads. You choose whether you'd like these sponsored items placed inside each delegate's conference bag or set out at each seat during conference sessions for all three days. (Cost of item selected and shipping is additional cost depending on item(s) selected.)

Coffee Breaks – Monday or Tuesday Afternoon

Tuesday or Wednesday Morning

Cost: \$7,500 each or \$11,000 for any two, or \$15,000 for three coffee breaks

Everyone needs a break! Be the star of the very popular morning or afternoon coffee breaks that always include specialty snacks. Prominently displayed signage at coffee service giving notice of your company sponsorship is included with this sponsorship as is the opportunity to distribute your company's branded coffee cup or "give-away" of your choice. (Amenities extra and at sponsor's expense.)

Buffet Dinner - Wednesday Evening Cost: \$7,500

Be the sponsor of this very popular final evening event. A casual buffet dinner enjoyed by all may possibly be the most valuable networking event of the conference. The final night buffet dinner is an ideal way to bring RMC to conclusion and has become one of the most popular events.

General and Exhibitor Sponsorships

General Sponsorship Cost: \$6,500

One of our most popular sponsorship opportunities. Benefits include the opportunity to invite two qualified buy side clients to the conference, significant signage at the event, discounted additional staff conference passes, and access to pre and post conference attendance lists including all contact information.

Exhibitor Booth Sponsor Cost: \$8,500

Exhibitor booths allow face-to-face interaction with the conference's highly targeted audience. A limited number of booths are set up in the heart of the conference, outside of the main conference session rooms, in the midst of coffee breaks and the registration/information desk. Exhibit spaces will accommodate a 10' wide booth and table, are sold on a first come-first serve basis, and are limited to a maximum number of nine exhibitors.