



2016

CONFERENCE
SAN DIEGO CA
APRIL 6-8

Sponsorship Opportunities



#gptwConf

The Annual Great Place to Work® Conference

is our premier event, where over 1,300 executives from around the country convene to network and learn from leaders at recognized *Fortune* 100 Best Companies to Work For.® Attendees get a chance to hear what these companies are doing to create and sustain a great workplace culture.

Our goal is to highlight and partner with organizations that are constantly evolving as a great workplace, featuring leaders who infuse their organizations with unique solutions and strategies to **Innovate, Collaborate, Transform** and maintain a **High-Trust Culture**.

We hope that your organization will **Be Inspired** to partner with Great Place to Work® on the 2016 Annual Conference by selecting one of the many sponsor opportunities outlined in this prospectus.

TRUST CULTURE INNOVATE



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TIER I SPONSORSHIP OPPORTUNITIES

Tier I Benefits Include:

- Logo on all promotional materials including but not limited to:
 - Conference website
 - Pre, during and post conference email communications
 - Direct mailers
 - Onsite signage
 - Mainstage presentations
- Mention in a press release
- Verbal recognition from the main stage
- Four (4) full conference passes
- Four (4) guest passes to the Thursday evening social reception aboard the USS Midway
- Reserved seating in the general session for four (4) attendees
- Recognition in the conference mobile app via listing, banner ad and push notification
- Opportunity to include gift item or collateral in conference bag
- 15 mentions on social media channels including Twitter, Facebook, LinkedIn and Blog
- Pre-show attendee list*

*Please note the pre-show attendee list only includes contact information for those attendees that opt in and does not include email addresses or phone numbers.

Welcome Reception, Wednesday April 6th (Exclusive)—\$30,000

Kick off the 2016 conference in style by welcoming attendees to San Diego with a networking cocktail reception. Use this opportunity to have one of your leaders highlight your world-class organization by making a few remarks (2–3 minutes). We'll take care of the food, drink, light décor and band, but we encourage you to make this reception your own and welcome the opportunity to discuss ideas on how to further show case your brand.

Social Event Aboard the USS Midway, Thursday April 7th 4 Opportunities Available—\$30,000 each

There is no better way to showcase your culture than to celebrate day one of the conference with a reception aboard a San Diego icon, the USS Midway—America's longest-serving aircraft carriers. Just a short walk from the conference hotel, guests will enjoy a fantastic evening on the water with great views of San Diego and exclusive access to the ship. Attendees will enjoy refreshments and food, accompanied by live music under the stars. As an additional benefit, branding opportunities surrounding ship experiences will be available. This includes flight simulator rides and guided docent tours for attendees to experience and learn all about this amazing vessel that was called "home" to over 225,000 service members. During the evening a member of your leadership team will have the opportunity to address guests briefly from the main stage aboard the ship.

BONUS TOP SECRET BENEFIT INCLUDED—CONTACT US FOR MORE DETAILS

Have an idea that isn't presented here?

Custom opportunities are available. Reserve your sponsorship today!
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Loren.maisels@greatplacetowork.com or (415) 844-2516

COLLABORATE



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Conference Bags (Exclusive)—\$30,000 - SPONSORED

Enhance our swanky conference bags with your logo that over 1,300 attendees get to enjoy, filled with conference materials and swag that they receive upon check-in.

Innovation Lounge (Exclusive)—\$30,000

New this year, the Innovation Lounge will allow attendees to gather over the 2-day conference to participate in various activities led by your organization and the Great Place to Work® team. This is truly a unique opportunity to partner with us to build an engaging collaborative area that will inspire attendees throughout the conference. This inaugural sponsorship opportunity means you can really make it your own!

Conference Mobile App (Exclusive)—\$30,000 - SPONSORED

Did you know that there is such a thing as “Nomophobia”?!! It is defined as the fear of being out of mobile phone contact. Being at a conference is no different as attendees are always staying connected to what’s happening back at the office or contributing to the conversation on social media. This year’s mobile app will replace our printed conference guide so all the conference content and information will be at attendees’ fingertips. This means every time an attendee accesses the app to get information on the agenda, speakers, maps and more—they’ll hit a splash screen with your brand and your company will have a prioritized listing within the app. There will be opportunities for gamification and we’ll also include some fun branded phone screen cleaners that adhere to the back the attendees’ phones with your logo on them.

Lanyards (Exclusive)—\$30,000 - SPONSORED

The next best thing to a strand of pearls—lanyards with your company logo! All attendees will receive a lanyard with your logo at registration which will be worn throughout the conference and be required to access all conference activities.

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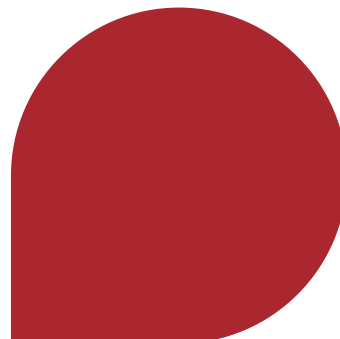
INNOVATE



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TIER II SPONSORSHIP OPPORTUNITIES

Tier II Benefits Include:

- Logo on all promotional materials including but not limited to:
 - Conference website
 - Pre, during and post conference email communications
 - Onsite signage
 - Mainstage presentations
- Verbal recognition from the main stage
- Two (2) full conference passes
- Two (2) guest passes to the Thursday evening social reception aboard the USS Midway
- Reserved seating in the general session for two (2) attendees
- Recognition in the conference mobile app via listing and banner ad
- Opportunity to include gift item or collateral in conference bag
- 10 mentions on social media channels including Twitter, Facebook, and LinkedIn
- Pre-show attendee list*

*Please note the pre-show attendee list only includes contact information for those attendees that opt in and does not include email addresses or phone numbers.

Keynote Sessions—3 Opportunities Remaining—\$20,000 each

Two Opportunities - SPONSORED

Have your brand front and center by sending a leader from your organization to say a few words and show a 1–2 minute video before introducing one of our keynote speakers. This sponsorship opportunity also includes the option to place an item on attendee chairs at the general session as well as have additional signage at the entrance to the general session.

Additionally, should we live stream all keynote sessions this year, your logo will be shared online to all virtual attendees.

Keynote Live Streaming (Exclusive)—\$20,000

Sponsor the video streaming of the conference keynotes to our virtual community. Spotlight your logo alongside the Great Place to Work® brand and specific keynote sponsors to provide the public the access to our world-class content and help us spread our mission.

Experiential Lounge—4 Opportunities (2 Day One & 2 Day Two)—\$20,000 each - Day One - SPONSORED

Allow attendees to experience your brand first hand by creating a custom experiential lounge in the highest traffic area where all attendees will network and pass on their way to sessions. Your area will be available to attendees starting during breaks at breakfast and concluding after the last session of the day, providing you with quality time to engage with conference attendees.

Sponsored by

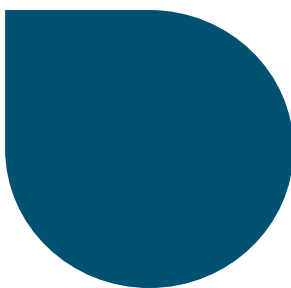


Please note costs associated with your specific lounge (i.e. set up, materials, shipping and storage are in addition to the sponsorship fee and the responsibility of the sponsoring organization.

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Wi-Fi & Charging Stations (Exclusive)—\$20,000 - SPONSORED

The necessary amenity at all great conferences, help attendees stay connected as they enjoy complimentary access to the conference Wi-Fi network. We'll include signage around the venue promoting the Wi-Fi password and sponsorship by your organization. Additionally, ensure those devices never run out of power with branded charging stations throughout the venue. These were a hit last year and we know they'll be popular again this year!

Sponsored by

Mercedes-Benz
Financial Services

Room Drops—2 Opportunities—\$20,000 - SPONSORED

With the majority of attendees staying at the conference hotel, you'll have a chance to welcome them with a branded room drop on Wednesday evening or Thursday evening. Room drop items may include a branded swag item, book, or perhaps marketing materials to provide attendees with more information on your organization. We'll work with you to find the right item that will leave a lasting impression.

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World Wide Technology, Inc.

Please note the sponsorship fee does not include the item you choose to room drop, however it does include the room drop fees charged by the hotel

Capture the Moment (Exclusive)—\$20,000 - SPONSORED

Capturing the innovation, collaboration, transformation, culture, trust and inspiration that takes place at the Great Place to Work® conference is a top priority. This year we want to make sure attendees get a chance to take some of that magic home and would love to work with a Best Company to come up with a creative way to make this happen. Perhaps a #selfie station with a fun backdrop or a testimonial booth? Let's brainstorm together!

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cādence®

Room Keys (Exclusive)—\$20,000 - SPONSORED

Want to put your brand in the hands of every attendee? Why not sponsor beautifully designed co-branded room keys that guests will receive upon check-in to the hotel and will frequently use to access their hotel rooms at the Manchester Grand Hyatt in San Diego.

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CULTURE



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TIER III OPPORTUNITIES

Tier III Sponsorship Benefits Include:

- Logo on all promotional materials including:
 - Conference website
 - Pre, during and post conference email communications
 - Onsite signage
 - Mainstage presentations
- Verbal recognition from the main stage
- One (1) full conference pass
- One (1) guest pass to the Thursday evening social reception aboard the USS Midway
- Reserved seating in the general session for one (1) attendee
- Opportunity to include gift item or collateral in conference bag
- Recognition in the conference mobile app via listing and banner ad
- 5 mentions on social media channels including Twitter, Facebook, and LinkedIn

Breakfast Co-Sponsorship—4 Opportunities

(2) Day One - SPONSORED & (2) Day Two—\$10,000 each

(2) Day Two - SPONSORED

Breakfast is the most important meal of the day and a perfect way to fuel attendees to gear up for a full day of inspiring content. Sponsors will receive branding on signage during the meal as well as have the opportunity to place a promotional item at breakfast tables.

Lunch Co-Sponsorship—4 Opportunities

(2) Day One - SPONSORED & (1) Day Two - SPONSORED

(2) Day Two—\$10,000 each

Lunch serves as a time for networking and collaboration. Sponsor this mid-day respite and you'll have the ability to place an item at each lunch table for guests to see. Signage highlighting your participation will be included during the meal. Sponsors will receive branding on signage during the meal as well as have the opportunity to place a promotional item at lunch tables.

Networking Coffee Breaks—2 Opportunities

(1) Day One - SPONSORED & (1) Day Two—\$10,000 each

Energize attendees with a cup of coffee or tea or refreshing beverage between sessions by sponsoring the breaks on day 1 or day 2. The sponsoring company will have visibility during both morning and afternoon breaks on one of the conference days.

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TRANSFORM



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Wellness Activity Sponsor—2 Opportunities (1) Day One & (1) Day Two—\$10,000 each

The Great Place to Work® conference community is one of early risers committed to health and wellness. Lead a pre-breakfast activity, such as a 3km walk/ 5 mile run or a rise-and-shine yoga class. Last year's turn out was excellent so these opportunities will go fast. Be first and reserve your sponsorship activity early.

Corporate Social Responsibility (CSR) Partner— 2 Opportunities—\$10,000 each - SPONSORED

We aim to give back to the community and starting this conference we'd like to focus on a cause that is important to our partners and the city hosting our attendees. Attendees will have the opportunity to take part in the CSR activity over the conference in some way and we'll be able to measure and share the results and impact of our collaborative efforts at the end of the conference. Partner with us to make this inaugural launch of the program be a success!

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Best Company Partner Expo—10 Opportunities—\$10,000 each 5 Opportunities - SPONSORED - 5 Spots Remaining

This year marks the launch of our first Best Company Partner Expo. The goal of the Best Company partner expo is to showcase Best Company referred and approved vendors that are focused on providing trusted products and services that help promote and inspire innovation, collaboration, and transformation within workplace culture.

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Package Includes:

- (2) Two full days of expo time (approximately 15–20 hours total)
- (1) One Expo only conference pass
- (1) One 6' skirted table with 2 chairs
- Access to power and Wi-Fi
- Tier III Benefits



Rules & Restrictions

- No pop up exhibits however one (1) pull up banner is allowed
- No pre-conference solicitation of attendees
- Lead scanning will not be provided however partners are permitted to collect business cards

TRUST

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2015 CONFERENCE FACTS

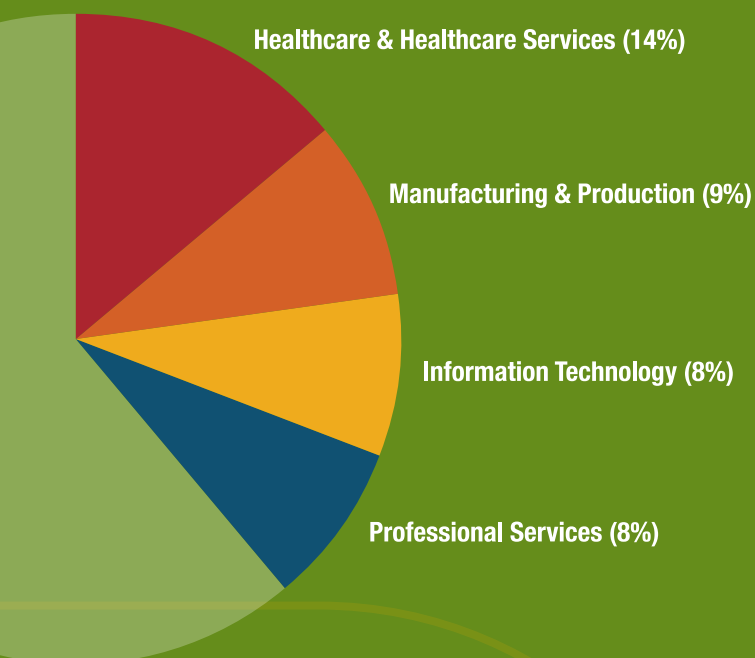


**MORE THAN 1,300 ATTENDEES
FROM OVER 380 COMPANIES**

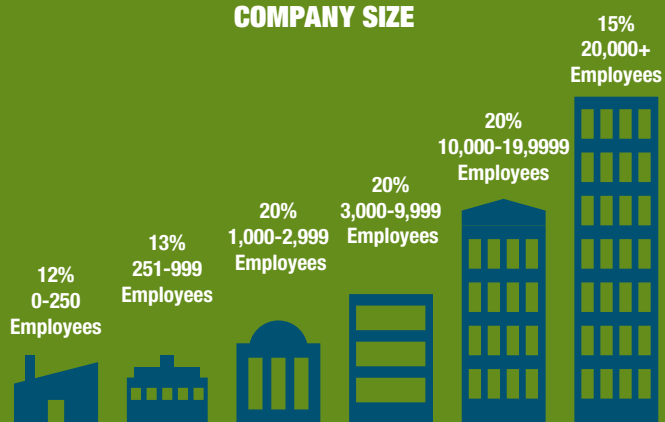


**HR PROFESSIONALS COMPRISED
NEARLY HALF OF ALL ATTENDEES**

INDUSTRIES MOST REPRESENTED



COMPANY SIZE

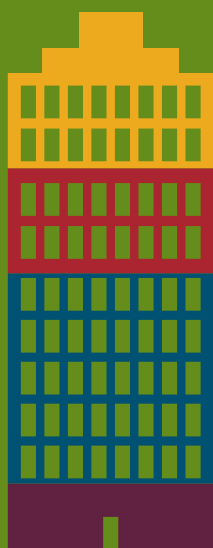


SOCIAL MEDIA REACH

**4,092 MENTIONS OF
#GPTWCONF**



**58,861,963 IMPRESSIONS
ACROSS SOCIAL MEDIA**



— **20% C-SUITE/VICE PRESIDENT
SENIOR VP / EXECUTIVE VP**

— **22% SENIOR DIRECTOR / DIRECTOR**

— **44% MANAGER**

— **14% STAFF**

TITLE & RESPONSIBILITY

OVERALL CONFERENCE ATTENDEE SATISFACTION RATING 90%

91% of attendees said they
would most likely attend the
conference again.



56% Of attendees said our
conference is better than other
conferences they attend/have
attended previously.

TESTIMONIALS

“The Great Place to Work® Conference gave me the confidence to be bold and wildly different at work; to break out of a leadership shell I was trapping myself in and to have more fun. The fun has already started to cascade to the team and has allowed me to grow the culture within my workgroups and organization and become more tied to the mission of our organization. Thank you for the opportunity to learn and hear such inspiring stories.”

–Roxanna Bryant, Director, Corporate Facilities Services, Hoag Memorial Hospital Presbyterian

“The Great Place to Work® conference continues to be the best conference I attend each year. Hearing from companies that are getting it right when it comes to their employees is invaluable. I always come back with things that I can incorporate into my organization. I really appreciate the work that the Great Place to Work® team puts into connecting companies so that we can all learn from each other. I can’t wait until next year!”

–Holly Dee, Associate Engagement Analyst, Corporate Affairs, Alliance Data Systems