SIOP partnerships opportunities are **limited** to ensure that your organization receives maximum exposure to this high-value audience of attendees.

* Partnership opportunities are sold on a first-come, first-served basis.
* Online sales form opens Monday, June 3, 2019, at 12:00 PM EDT (Noon)
* Orders are only accepted through the online order form.
* **No orders will be taken by email.**

### Attendance History

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Baltimore</td>
<td>201</td>
</tr>
<tr>
<td>2017</td>
<td>Minneapolis</td>
<td>247</td>
</tr>
<tr>
<td>2016</td>
<td>Atlanta</td>
<td>274</td>
</tr>
<tr>
<td>2015</td>
<td>Boston</td>
<td>190</td>
</tr>
<tr>
<td>2014</td>
<td>Chicago</td>
<td>219</td>
</tr>
</tbody>
</table>

- 78% Member Registrations
- 22% Nonmember Registrations

### 2018 Attending Companies

*(Sample Only—Not A Complete List)*

- 3M
- Amazon
- American Family Insurance
- BAE Systems
- Bristol-Myers Squibb
- Caterpillar
- Consumers Energy
- General Mills
- Government of Canada
- Indeed
- Ingersoll Rand
- Johnson & Johnson
- Marriott International
- Mastercard
- Medtronic
- Merck & Co
- Morgan Stanley
- Nike
- Oklahoma Electric Cooperative
- Novo Nordisk
- PepsiCo
- Prudential Financial
- SHRM
- U.S. Office of Personnel Management
- U.S. Dept of Veteran Affairs
- Walmart
## 2019 Leading Edge Consortium Partnership Prospectus

<table>
<thead>
<tr>
<th>Partnerships</th>
<th>Presenting Partner</th>
<th>Welcome Reception Partner</th>
<th>Friday Social Hour Partner</th>
<th>Coffee Breaks Partner</th>
<th>Lanyard Partner</th>
<th>WiFi Partner</th>
<th>Friday Breakfast or Lunch Partner</th>
<th>Saturday Breakfast or Lunch Partner</th>
<th>Workshop Partner</th>
<th>Vendor Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fee</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$6,000</td>
<td>$4,250</td>
<td>$4,000</td>
<td>$3,950 Each</td>
<td>$3,250 Each</td>
<td>$2,750</td>
<td>$1,750</td>
</tr>
<tr>
<td>Large branded signage displayed prominently within meeting space</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribution of branded keycards to guests in SIOP room block at the hotel upon check-in</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-event email to registrants on the partner’s behalf (e.g., free software trial)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduction of opening keynote speaker by a partner representative</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name recognition in script during opening comments of event</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on lanyard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose WiFi password</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Draw name for one lucky attendee to win a free dinner (Friday night only)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive “host” of sponsored event(s)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to greet attendees at door or mingle at event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of branded beverage napkins during event(s)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on signage of sponsored item or event(s)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Permission to display partner-supplied signage/materials/swag at the sponsored event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One 6-foot, skirted tabletop display in the Vendor Experience</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to add one of the following: Room Drop, Window Clings, or Elevator Wrap</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary consortium registration(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Half price off 1</td>
<td>Half price off 1</td>
<td></td>
<td>Half price off 1</td>
</tr>
<tr>
<td>Advertisement in printed program</td>
<td>Back Cover</td>
<td>Full-page inside</td>
<td>Half-page inside</td>
<td>Half-page inside</td>
<td>Half-page inside</td>
<td>Half-page inside</td>
<td>Quarter-page</td>
<td>Quarter-page</td>
<td>Quarter-page</td>
<td></td>
</tr>
<tr>
<td>Promotional slide in pre-show scrolling presentation</td>
<td>Exclusive Logo Slide</td>
<td>Exclusive Logo Slide</td>
<td>Group Logo Slide</td>
<td>Group Logo Slide</td>
<td>Group Logo Slide</td>
<td>Group Logo Slide</td>
<td>Group Logo Slide</td>
<td>Group Logo Slide</td>
<td>Group Logo Slide</td>
<td>Group Logo Slide</td>
</tr>
<tr>
<td>Posting of sponsored content on presentation materials web site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo or name recognition on main 2019 LEC webpage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Logo recognition on LEC’s partner-recognition webpage</td>
<td>Plus 25-word description</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Logo or name recognition in registration promotional emails</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Social media coverage of organization’s partnership</td>
<td>Exclusive Post</td>
<td>Exclusive Post</td>
<td>Group Post</td>
<td>Group Post</td>
<td>Group Post</td>
<td>Group Post</td>
<td>Group Post</td>
<td>Group Post</td>
<td>Group Post</td>
<td></td>
</tr>
<tr>
<td>Post-event attendee list</td>
<td>US mailing list. Single-use only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
<td>Name &amp; affiliation only</td>
</tr>
</tbody>
</table>
Exclusive Presenting Partner Benefits:

- Large branded signage displayed prominently within meeting space
- Distribution of branded keycards to guests in the SIOP room block at the hotel upon check-in (Qty 300)
- Pre-event email to registrants on the partner’s behalf
- Introduction of opening keynote speaker by a partner representative
- Name recognition in script during opening comments of event

Additional Partnership Benefits:

- One 6-foot, skirted tabletop display in the Vendor Experience (Optional)
- Complimentary consortium registration for three (3) partner representatives
- Full-page color advertisement on the back cover of printed program
- Exclusive promotional slide in pre-show scrolling presentation
- Posting of sponsored content on presentation materials website
- Logo recognition on the 2019 LEC web page
- Logo/link/25-word description recognition on partner recognition web page
- Logo recognition in registration promotional emails
- Social media coverage of organization’s partnership
- POST-EVENT: One U.S. mailing list with attendee name, affiliation, job title, and postal mailing address list. No international addresses. No emails. No telephone numbers. Single-use only. Registrant opt-in required.
Welcome Reception Partner Package
$15,000

Exclusive Welcome Reception Partner Benefits:
☆ Exclusive host of this event on the open terrace on an upper floor of the hotel on Thursday evening
☆ Opportunity to greet the reception attendee crowd (at door and mingle)
☆ Branded beverage napkins for use during the reception
☆ Logo recognition on formal SIOP Welcome Reception signage
☆ Permission to display partner-supplied signage/material/swag at the event

Additional Partnership Benefits:
☆ One 6-foot, skirted tabletop display in the Vendor Experience (Optional)
☆ Complimentary consortium registration for two (2) partner representatives
☆ Full-page color advertisement in printed program
☆ Logo recognition in pre-show scrolling presentation
☆ Posting of sponsored content on presentation materials website
☆ Logo recognition on main 2019 LEC web page
☆ Logo/link recognition on partner recognition web page
☆ Logo recognition in registration promotional emails
☆ Social media coverage of organization’s partnership
☆ POST-EVENT: Attendee list (name and affiliation only)
<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday Social Hour Partner</td>
<td>$7,500</td>
</tr>
<tr>
<td>Coffee Breaks Partner</td>
<td>$6,000</td>
</tr>
<tr>
<td>Lanyard Partner</td>
<td>$4,250</td>
</tr>
<tr>
<td>Wi-Fi Partner</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

**Additional Partnership Benefits**

*One 6’ skirted tabletop display in the Vendor Experience (Optional)*
*One (1) complimentary consortium registration*
*Half-page, full-color advertisement in the printed program*
*Logo recognition in pre-show scrolling presentation*
*Sponsored content on presentation materials website*
*Logo recognition on main 2019 LEC web page*

*Logos recognition on social hour signage*
*Branded beverage napkins for use during social hour*
*Partner draws name of lucky attendee for a free dinner*
*Permission to display partner-supplied signage/material/swag at the social hour on a skirted table*
*Name recognition in registration promotional emails*
*Social media group post of partner names*
*POST-EVENT: Attendee list (name & affiliation only)*
### Additional Partnership Benefits

*For Breakfast, Luncheon, and Workshops Partnerships*

- One half-price discounted consortium registration
- Quarter-page color ad in printed program
- Name recognition on main 2019 LEC web page
- Name recognition on LEC’s partner recognition web page
- Name recognition in registration promotional emails
- POST-EVENT: Attendee list (name & affiliation only)
The SIOP Vendor Experience provides organizations an opportunity to promote their business in an informal setting. Vendor tables will be open Friday and Saturday during breakfast, coffee breaks, and lunch (see www.siop.org/partners/lec for hours/details).

A Vendor Experience table is an option included in the list of benefits for the Presenting, Welcome Reception, Friday Social Hour, Coffee Breaks, Lanyard and Wi-Fi Partners. A minimum of six (6) other tables will be available on a first-come, first-served basis.

- One skirted 6-foot table, two chairs, wastebasket and optional electrical hook-up
- Name recognition in printed program
- Name recognition on partner recognition web page
- Name recognition in registration promotional emails
- POST-EVENT: Attendee list (name and affiliation only)

Vendor Experience $1,750

Staff working the table must register for an exhibitor only badge ($0), which does NOT include attendance to the educational sessions, meals or receptions. If staff wish to participate in the educational program as an attendee during the times when the Vendor Experience is closed, then they need a paid registration to the consortium.
Inexpensive branding opportunities with high visibility!

### Hotel Room Drop

**$2,400**

- Exclusive—one (1) available!
- Leave a branded gift plus one printed message in the room of attendees staying at the host hotel
- Item and message requires pre-approval of the SIOP Business Development Manager

### Elevator Wraps

**$1,250 Each**

- Eight (8) Individual Available
- Elevate your message!
- A great opportunity to surprise and engage a captive audience—while they wait—with larger-than-life messages on elevator wraps
- Conference floor only
- Total graphic area: 42” wide x 96” high

### Window Clings ($1,500 Set of Four)

**SOLD**

- A simple but powerful marketing tool!
  Your brand and message on the windows in the room where meals will be served
- Four-color ink on vinyl plastic
- Each cling is 57” wide x 36” high

**Only 2 Left**