

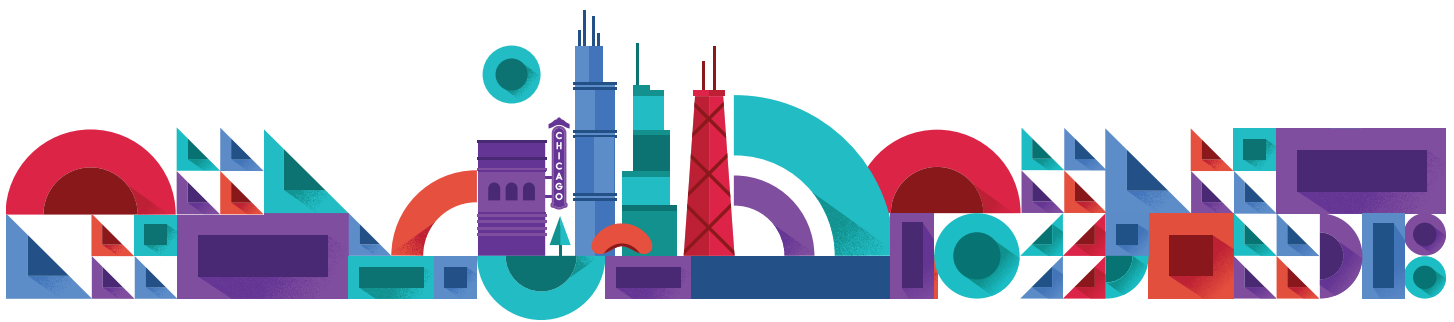
2017



GREAT
PLACE
TO
WORK®

FOR ALL

Sponsor Partnership Opportunities



MAY 23-25, 2017 ■ CHICAGO ■ #GPTW4ALL

Join us for an event marking the lift-off of a new, exciting mission: building a **Great Place to Work® For ALL**. On the 20th anniversary of the 100 Best Companies to Work For® List we produce for Fortune, Great Place to Work® is raising its sights and raising the bar on what it means to be a great workplace. Gather and network with other leaders reaching for greatness through workplaces that tap everyone's potential. Learn about the **solid business benefits** and human impact of leading with a belief that all people deserve to be treated with dignity and are capable of excellence. **Grow** your knowledge about how to create high-trust, innovative workplace cultures that yield better business results. **Leave inspired** to change the world one workplace at a time.

We hope that your organization will partner with Great Place to Work® on our 2017 Annual Conference by selecting one of the many sponsor opportunities outlined in this prospectus.

Have an idea that isn't presented here?

Custom and multi-year partnerships are available.
#GPTW4ALL

Reserve your sponsorship today!

Please contact Lizelle Festejo - Senior Programs & Events Manager
lfestejo@greatplacetowork.com or (415) 844-2518

PLATINUM PARTNER SPONSORSHIP OPPORTUNITIES



Platinum Partner 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
During live presentations

- › Mention in a press release
- › Verbal recognition from the main stage
- › Four (4) full conference passes
- › Four (4) guest passes to the Wednesday evening social reception at Crystal Gardens
- › Reserved seating in the general session for four (4) people
- › 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 who opt in and does not include email addresses or phone numbers. This will be sent to Partners one week before event.*

Receptions

~~Welcome Reception, Tuesday May 23rd - (Exclusive)~~
~~\$30,000~~ **SPONSORED**

Help us mark this momentous year in Great Place to Work® history by welcoming attendees to Chicago with a networking cocktail reception. Use this opportunity to have one of your leaders highlight your world-class organization by making 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. We'd love to partner with you on how to further showcase your brand as we kick off the 2017 Great Place to Work® For All Conference.



Social Event at Crystal Gardens, Wednesday May 24th

(1) Opportunity SPONSORED

~~4 Opportunities~~ **3 Opportunities Available - \$30,000 each**

Showcase your company by celebrating the first day of the conference with a reception at the beautiful Crystal Gardens at the historic Navy Pier. Nestled along the waterfront, this indoor, one acre, botanical garden within a six story glass atrium brings to mind a tropical paradise of lush foliage, lights and dancing leapfrog fountains. During the evening, a member of your leadership team will have the opportunity to address guests as we commemorate our 20th year of recognizing Best Workplaces. Last year's social culminated in an energetic, dance-filled celebration so don't miss out on your opportunity to create an atmosphere of fun and camaraderie at Great Place to Work® For All!

BONUS TOP SECRET BENEFIT INCLUDED - CONTACT US FOR MORE DETAILS



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PLATINUM PARTNER SPONSORSHIP OPPORTUNITIES

Experiential Lounge (Day One & Two) — 4 Opportunities

(1) Opportunity SPONSORED

Mercedes-Benz

3 Opportunities Available \$30,000 each

Financial Services

Engage conference attendees in creative ways to experience your brand first-hand with a custom experiential lounge in the main area where all attendees will network during the Welcome Reception, meals and breaks. Your area will be available to attendees starting at the Welcome Reception and concluding after the last session of the day, providing you with prime time throughout the entire conference to engage with attendees.

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

Innovation & Inspiration Lounge — (Exclusive)

\$30,000 SPONSORED



This year's Innovation Lounge gathers attendees over the conference to participate in various activities led by your organization and the Great Place to Work® team. This is an opportunity to partner with us to build an engaging collaborative area that will inspire attendees throughout the conference. Bring some of your own design-thinking practices to life through this hands-on workshop area.

Conference Bags — (Exclusive)

\$30,000 SPONSORED

Co-brand a chic carry-all with your logo that over 1,300 attendees get to enjoy, brimming with conference goodies that they receive upon check-in for the conference.



Conference Mobile App — (Exclusive)

\$30,000 SPONSORED

Put your brand at the touch of all attendees' fingertips! The conference guide goes tech savvy as attendees turn to the mobile app for the latest information on the agenda, speakers, maps and more. Each time an attendee accesses the app to get information, 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 attendee interactivity and we'll also include phone screen cleaners branded with your logo that adhere to the back of attendee phones.



Lanyards — (Exclusive)

\$30,000 SPONSORED

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.



Capture the Moment — (2 Opportunities)

\$30,000

SPONSORED (Social Event ONLY)

SPONSORED (Conference ONLY)

Capturing the inspiration, camaraderie, pride and positivity that take place at the Great Place to Work® For All Conference is one of the most satisfying partnerships. Help us ensure that attendees get a chance to take some of that magic home. We're excited to join forces with a best workplace to come up with a creative way to make this happen. Perhaps a #selfie station with a fun backdrop or a testimonial story booth? Let's brainstorm together to capture and share stories of the people that power great workplaces.



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GOLD PARTNER SPONSORSHIP OPPORTUNITIES



Gold Partner Benefits Include:

Logo on all promotional materials including but not limited to:

Conference Website
Pre, during and post conference email communications
Onsite Signage
During live presentations

- › Verbal recognition from the main stage
- › Two (2) full conference passes
- › Two (2) guest passes to the Wednesday evening social reception at Crystal Gardens
- › Reserved seating in the general session for two (2) people
- › 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 who opt in and does not include email addresses or phone numbers. This will be sent to Partners one week before event.*

Keynote Sessions

~~\$20,000~~ **SPONSORED**

Interested in having your brand front and center? Send a leader from your organization to say a few words and show a 1-2 minute video before introducing one of our keynote sessions. This sponsorship opportunity also includes the option to place a promotional item on general session attendee chairs as well as additional signage at the entrance to the general session. Additionally, should we live stream all keynote sessions this year, your brand will also be featured to all virtual attendees.



Keynote Live Streaming (Exclusive)

~~\$20,000~~ **SPONSORED**

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 access to our world-class content and help us spread our mission of creating great workplaces for all.



Wi-Fi & Charging Stations (Exclusive)

~~\$20,000~~ **SPONSORED**

A must-have 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 juice with branded charging stations throughout the venue. These were a welcome amenity last year and we know they'll be popular again this year.



Room Drops – 2 Opportunities

~~\$20,000~~ **each**

With the majority of attendees staying at the conference hotel, you'll have a chance to welcome them with a branded room drop on Tuesday or Wednesday evening. Room drop items have included in the past a branded swag item, book or handy travel devices to provide attendees. We'll work with you to find the right item that will leave a lasting impression.

*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.

Room Keys (Exclusive)

~~\$20,000~~ **SPONSORED**

Sponsor beautifully designed, co-branded room keys that guests will receive upon check-in to the hotel and will frequently use to access areas at the Hyatt Regency Chicago.



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SILVER PARTNER SPONSORSHIP OPPORTUNITIES



Silver Partner Benefits Include:

Logo on all promotional materials including but not limited to:

Conference Website

Pre, during and post conference email communications

Onsite Signage

During live presentations

- › Verbal recognition from the main stage
- › One (1) full conference pass
- › One (1) guest pass to the Wednesday evening social reception at Crystal Gardens
- › Reserved seating in the general session for one (1) person
- › Recognition in the conference mobile app via listing and banner ad
- › Opportunity to include gift item or collateral in conference bag
- › 5 mentions on social media channels including Twitter, Facebook, and LinkedIn

Breakfast and Lunch Co-Sponsorships

~~8 Opportunities (4 day one / 4 day two)~~

Day 1 Lunch & Day 2 Breakfast & Lunch - SPONSORED

4 Opportunities Available (2 day one / 2 day two)

\$10,000 each

Great Place to Work® takes food and nourishment seriously. Fuel attendees with sustaining fare to gear up for a full day of inspiring content at breakfast or create a collaborative environment over great food during lunch. Sponsor either breakfast or lunch on one of the two days and have the ability to place a promotional item at each table for guests to see, as well as signage highlighting your participation during the meal.



Refresh and Refuel Breaks

~~2 Opportunities (1 day one / 1 day two)~~ **SPONSORED**

~~\$10,000 each~~

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



Rise and Shine Wellness

~~2 Opportunities (1 day one / 1 day two)~~ **DAY 2 SPONSORED**

1 Opportunity Available (1 day one)

\$10,000 each

The Great Place to Work® conference community is one committed to health and wellness. Lead an activity on day one or two pre-breakfast such as a heart-pumping exercise class, a 3-km walk/5-mile run or a rise and shine yoga class. Last year we had an excellent turn out to our Zumba class so we're sure these opportunities will go fast. Be first and reserve your sponsorship activity early.



~~Giving Back to Chicago~~

~~2 Opportunities available~~

~~\$10,000 each~~ **SPONSORED**

Become our Corporate Social Responsibility Partner to impact Chicago in a positive way by connecting a cause that is meaningful to your organization with our attendees. Attendees will have the opportunity to take part in the CSR activity during the conference and we'll be able to measure and share the results and impact of our collaborative efforts.



**Please note costs associated with the CSR Activity (i.e. set up, materials, shipping and storage) are in addition to the sponsorship fee and are the responsibility of the sponsoring organization.*

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BEST WORKPLACES PARTNER EXPO

Benefits Include:

- › Logo on conference website
- › Logo on onsite signage
- › Listing in the conference app
- › 2 full days of expo time (approximately 15-20 hours total)
- › 1 6-ft skirted table with 2 chairs
- › Access to power and Wi-Fi

Notes:

- › No pop up exhibits allowed
- › One (1) pull up banner allowed
- › No solicitation of attendees' pre/post conference allowed.
- › No lead scanning will be provided however exhibitors are permitted to collect business cards.

~~10 Spaces Available~~ (2) Spaces SPONSORED

8 Spaces Available
\$ 10,000 each

Our Best Workplaces partner expo is designed to showcase Best Workplaces that are focused on providing trusted products and services that help carry on our mission of creating a Great Place to Work® For All.

O.C.TANNER



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2016 CONFERENCE REVIEW

2016 Conference

› More than

1,000

attendees from over 380 companies

- › HR Professionals comprised **nearly half** of all attendees
- › Industries most represented included Professional Services (28%), Information Technology (10%), Healthcare/Healthcare Services (9%), Manufacturing & Production (9%)
- › 52% of companies that attended are **Great Place to Work®-Certified™**

Company Size

34%

- › **of companies had 0-250 Employees**
- › 11% **251-999 Employees**
- › 23% **1,000-4,999 Employees**
- › 9% **5,000-9,999 Employees**
- › 10% **10,000-29,999 Employees**
- › 13% **30,000+ Employees**

Title/Responsibility

50%

of attendees were **Owners/Founders, C-Level, Director or VP-Level**

Social Media Reach

315,065

› mentions of #gptwConf & #GPTW4ALL

1,791,662

› impressions across social media

- › Trending on Twitter
- › Overall Conference Attendee **Satisfaction Rating 90%**
- › **93% of attendees** said they would most likely attend the conference again
- › 60% of attendees said our conference is **BETTER** than or **INCOMPARABLE** to other conferences they attend/have attended previously

Learn more about the Great Place to Work® Conference Experience by clicking [here](#).

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TESTIMONIALS

"Attending the Great Place to Work® Conference is an opportunity to celebrate, learn, network and be inspired by other like-minded leaders with a passion to create workplaces that out-distance all others. Whether you have attained recognition as a great workplace or you are on the journey, this is a place and experience that will open your eyes to the possibilities, where everyone encourages everyone and it is impossible to return home without having gained ideas that will determine your strategy for achieving an exceptional workplace culture. Be prepared to be challenged to go back and rethink your workplace strategy."

Karen Mathews, WLCP - Executive Director - Cultural Transformation, WellStar Health System

"The conference was very inspirational! The keynote address speakers delivered messages that really spoke to their companies and their people. Thank you GPTW for making the conference relevant to today and the future of workplaces to come."

Arvetta Powell - Director of Diversecity and Associate Exbeariance, Build-A-Bear Workshop, Inc.

"This is the second GPTW conference I've attended. I find them to be incredibly invigorating. It emphasizes and clarifies what 'trust' means by having people present real, feasible things they did at their company. I go back remembering what's so great about my company, but it also makes me think of things we can really do to make it even better!"

Cecilia Mische - Communications Manager, Allianz Life Insurance Company of North America

"Weeks after the event, I'm still bringing up ideas and examples I heard at the Great Place to Work Conference. Inspiring speakers, terrific connections and workplace ideas that stick are a few of the reasons I look forward to attending again."

Becky Graebe - Director, Communications, SAS

"I have been to several Great Place to Work conferences. The conference is the most inspiring event I attend each year. To have the opportunity to hear from so many C-level executives from Best Companies is rare and the chance to network with companies that are like-minded is very appreciated. I have made great contacts and also friends through this conference. I strongly suggest this conference to executives who believe that culture can be a strategic driving force in their companies."

Kelly Gaglione - Executive Vice President, Kahler Slater

It is an honor to support the annual GPTW conference that facilitates knowledge-sharing among professionals who are on the quest to create the most engaged workplaces on the planet. Ryan benefits greatly from participating in GPTW engagement surveys in our offices world-wide, and we consider it a privilege to add our brand to the conference mix.

Delta Emerson - President, Global Shared Services, Ryan



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