

TOTAL REWARDS '23



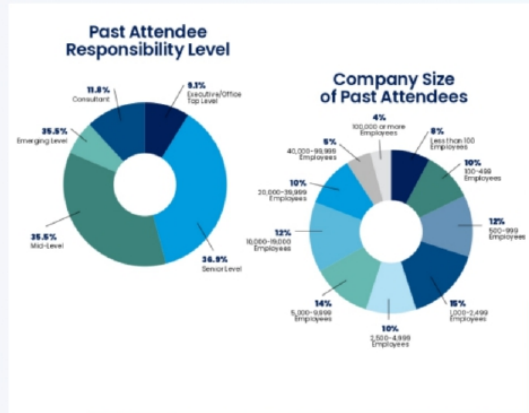
EXHIBITOR & SPONSOR PROSPECTUS

Connect with your target audience — Enhance your brand visibility and image, build relationships, share your thought leadership and create new business opportunities at a one-of-its-kind and the only total rewards event for HR leaders and professionals.

WHERE THE DECISION MAKERS CONVENE

HR and Total Rewards professionals from global, industry-leading organizations will come together for learning, networking, and solutions at Total Rewards '23 conference. They will be looking to solve the challenges they are facing and to hone their technical and professional impact skills in an engaging and supportive environment. Will you be there to meet them?

With a variety of options and pricing levels, you'll find what you need to stand out from the crowd and meet your specific business needs.



PAST ATTENDEE TITLES

- ✓ VP/AVP, Compensation & Benefits
- ✓ Director of Human Resources
- ✓ Global Compensation Total Rewards
- ✓ VP/AVP, Total Rewards
- ✓ Director of Total Rewards
- ✓ Compensation Analyst
- ✓ Chief Human Resources Officer
- ✓ Director, Compensation
- ✓ Compensation & Benefits Manager
- ✓ Chief People Officer
- ✓ Benefits Director
- ✓ Total Rewards + Employee Experience Manager

PAST ATTENDEE WORKPLACES



A FEW OF THE PAST SPONSORS

Gympass

Morgan Stanley
AT WORK

OneIO^x

PayScale

SYNDIO

TRUSAIC
Done and Done Right

uflexreward
THE DIGITAL TOTAL REWARD PLATFORM

wtw



EXHIBIT BOOTH PRICING

Booth Size	Exhibit Pricing
10'x10' Inline	\$5,200
10'x10' Corner	\$5,650
10'x20'	\$11,300
10'x30'	\$16,950
20'x20'	\$22,600
20'x30'+	See your Account Manager for full pricing package

A 50% deposit is required upon submission of agreement or within 30 days of invoice date to reserve booth space and/or sponsorship. Final 50% balance is due by January 31, 2023. Payment is due in full upon receipt for agreements executed after January 31, 2023.



INCLUDED WITH YOUR BOOTH

- Two full-conference registrations (per 10'x10' space)
- Discounted full-conference registration (Booth Staff only)
- Listing on conference website, onsite signage and mobile app
- Pre- and post-conference attendee postal lists
- Pipe, drape where applicable
- 48" (W) x 18" one-line identification sign (if applicable)

SPONSORSHIP OPPORTUNITIES

SPEAKING SESSIONS/THOUGHT LEADERSHIP

• Closing Session and Send Off (Wednesday) ▾

Be the highlight of the closing Main Stage session by sponsoring and introducing one of our plenary speakers to 1000+ captivated attendees. You will receive exposure on all relevant marketing materials and onsite signage, one reserved table at the plenary session, 5 static ads on the scrolling slides, opportunity to hand out collateral, and 2 minutes to introduce a speaker onstage.

Quantity – 1

\$22,500

• Main Stage Sponsorship (Tuesday) ▾

Be the highlight of the Main Stage by sponsoring and introducing one of our plenary sessions to 1000+ captivated attendees. You will receive exposure on all relevant marketing materials and onsite signage, one reserved table at the plenary session, 5 static ads on the scrolling slides, opportunity to hand out collateral, and 2 minutes to introduce a speaker onstage.

Quantity – 1

\$15,000

• Opening General Session and Breakfast (Monday) ▾

Be part of the kick-off of Total Rewards '23 by sponsoring the Opening Session and Breakfast. This opening event draws a large crowd which equals to great visibility for you. You will receive exposure on all relevant marketing materials and onsite signage, one reserved table at the plenary session, 5 static ads on the scrolling slides, opportunity to hand out collateral, and 2 minutes to introduce a speaker onstage.

Quantity – 1

\$22,500

• Sponsored Concurrent Sessions (45-60 mins) ▾

Sponsor a up to 60-minute concurrent session as part of the overall Total Rewards '23 conference. In order to purchase a breakout session, you must have a booth space.

Quantity – 7 (5 left)

\$16,000

• Sponsored Express Learning (25 mins) ▾

These 25-min sessions will take place in the Connection Zone throughout the conference. This is your time to highlight a new project, premier service, or unique solutions that only you can offer.

Quantity – 10 (9 left)

\$7,500

BRAND FORWARD

• Entrance Marquee Digital Ad ▾

Give your digital ads eye-catching exposure on giant flat-screen TVs, positioned prominently in one of the conference's highest traffic areas.

Quantity – 6

\$5,000

• Escalator Clings ▾

Display customised branding against the runners down the center of the escalators.

Quantity – 1

\$14,000

• Escalator Digital Ad ▾

Run your digital ads in continual rotation, placed in one of the conference's highest traffic areas.

Quantity – 4

\$5,000

• Lanyards ▾

Participants will do the advertising for you as they move around wearing name badges or lanyards co-branded with your company name. As a sponsor, your logo will be on display for the entire event. We handle the production and distribution – your company gets the exposure!

Quantity – 1

\$20,000

• Quick Guide In-Side Back Cover ▾

A full page color ad, printed on the last page of the Quick Guide handed out to every attendee upon checking-in.

Quantity – 1

\$3,500

• Quick Guide In-Side Front Cover ▾

A full page color ad, printed on the inside and center of the front cover of the Quick Guide handed out to every attendee upon checking-in.

Quantity – 1

\$3,500

• Room/Key Card [SOLD OUT] ▾

This sponsorship literally lets you place your company's brand into the hands of participants. As a sponsor, your logo will appear on co-branded hotel guest room keys. Place your logo in participants' hands, every time they enter their hotel rooms.

Quantity – 1

\$18,500 [SOLD OUT]

• Stacking Cube Displays ▾

Include your logo or message on one side of our 3 high-stacked cube displays that will be placed in several high traffic locations in the convention center. Each cube offers 1 opportunity for advertising.

Quantity – 12

\$500 per cube

SPONSORSHIP OPPORTUNITIES

NETWORKING OPPORTUNITIES

• BrainDate ▾

Create an engaging attendee experience that empowers them to form valuable connections with the people that they need to make their event journey worthwhile. Your company's brand will be connected to this valuable service that allows attendees to create peer-to-peer learning opportunities through face-to-face knowledge sharing conversations.

Quantity – 2

\$15,000

• Certification Lounge ▾

The Lounge is a space for networking, thought exchange, and relaxation. Attendees from all over the world come to the lounge to plan their conference day, join in on engaging discussions, reunite with old friends and colleagues, and re-energize for upcoming sessions. The Lounge is open during the entire conference.

Quantity – 1

Call for Pricing

• Champagne Welcome Reception ▾

As this sponsor, get to host the very first social gathering on Sunday evening (pre-conference). The reception will take place outdoors (if the weather permits) and will include hosted appetizers and drinks. Open to all registered attendees and exhibitors.

Quantity – 1

\$20,000

• Cocktails in the Connection Zone ▾

Amplify your exhibit exposure by hosting a cocktail at this popular happy hour event, which takes place on the Connection Zone floor on Monday/Tuesday. Your sponsorship includes a bar location near your exhibit space or an approved location of your choice on the show floor.

Quantity – 5/day

\$7,500

• Corporate Delegation VIP Event & Lounge ▾

Host an evening for our Top-Tier Corporate Attendees at Total Rewards '23. This reception will be off-site with approximately 200 attendees. The lounge will be an exclusive space for networking, thought exchanging, and relaxing for our Top-Tier Corporate Partners.

Quantity – 1

Call for Pricing

ON-SITE SPONSORSHIP

• Charging Station ▾

Keep the attendees coming back with co-branded mobile charging stations. This valuable and in-demand service will ensure maximum brand recall with your company logo displayed on the tabletops or lockers everywhere across the conference.

Quantity – 2

Call for Pricing

• Education Break Station ▾

A grab-and-go/pick-me-up is just what the attendees might need as they're heading into an educational session! If they couldn't take a break in the Connection Zone on their way to the session, no problem, we have them covered—and you get the credit! This break station is available during session hours on Monday, Tuesday, and Wednesday, and will feature your logo displayed on signage. Help keep the attendees nourished while they're on the move! Become the exclusive sponsor by supporting all days and receive a discount.

Quantity – 3

\$10,000

• Engagement Wall ▾

It's been said that a picture is worth a thousand words. Link your brand with visual summaries that tell the stories of keynotes and other select sessions. While actively listening to presentations, a graphic artist synthesizes spoken words into illustrative texts and visuals. Speakers talk. They draw. It's awesome.

Quantity – 1

\$20,000

• Evening Amenity (Room Drop) ▾

What better way to say good night than by sending each attendee a delightful evening amenity. As a sponsor, your company-branded gift will be delivered directly to the hotel rooms of registered attendees within the Rewards'23 room block. As they enter the room for the evening, their last waking thoughts will be of you. Sponsor to provide an approved gift.

Quantity – 2

\$15,000

• Hand Sanitizer Stations ▾

Hand sanitizer stations will be strategically placed throughout our event venues with your company's name/logo featured prominently.

Quantity – 1

\$5,000

SPONSORSHIP OPPORTUNITIES

• Empowerment Zone ▾

Achieve branding visibility by hosting the Empowerment Zone. Your company's brand will be connected to this valuable service that offers participants insight on how to focus on their digital brand, their being or their brain.

Quantity – 3

\$20,000

• Full Conference Activation ▾

Collaborate with WorldatWork to create a unique experiential activation that will engage with participants at Total Rewards '23 in an interesting way. Activation will be running through the conference.

Quantity – 3

Call for Pricing

• Gone to the Dogs ▾

Attract the attendees for this one-day sponsorship for scratch-and-stress relief between educational sessions and show-booth interactions in the Connection Zone.

Quantity – 1

\$6,000

• International Reception ▾

Welcome attendees from around the world by sponsoring the International Reception. This elegant reception is a great way to position your company as a global leader in total rewards. Promotion includes logo placement in relevant pre-event marketing materials and onsite collateral.

Quantity – 1

Call for Pricing

• Lunch (Tuesday) ▾

Highly visible sponsorship for one of the most attended activities at Total Rewards '23. The lunch sponsorship provides excellent branding including on-site signage, table tents, and napkins.

Quantity – 1

\$20,000

• Mid-morning Energizer (AM Break) ▾

Help attendees stay energized between sessions on Monday, Tuesday and Wednesday by sponsoring the Mid-Morning Energizer break in the Connection Zone. Become the exclusive sponsor by supporting all days and receive a discount.

Quantity – 3

\$7,500

• Headshot Lounge ▾

This one is always a popular area on the show floor. Provide attendees an opportunity to upgrade the look of their headshot photo! Your logo will be prominently displayed in the photo area, in the delivery of the final digital photo, and on promotions for the lounge. You will also have the option to distribute marketing materials in the lounge footprint.

Quantity – 1

\$20,000

• Mobile App ▾

Take your company's brand straight to the attendees' palms with the Total Rewards Conference Mobile App. This one-stop portal offers attendees the ability to access the conference schedule, up-to-date attendee listing, speaker presentations, and much more. As a sponsor, your company's logo will be featured throughout the conference app and will appear on promotional and onsite materials advertising the app download.

Quantity – 1

\$15,000

• Plinko Prize Giveaway ▾

Interact with the attendees by participating in our Plinko Prize Giveaway. Attendees will receive tickets to drop-off in your booth (one for each participating sponsor) for you to scan their badge and get them a chance to play the Plinko Board located at the WorldatWork Hub. On Tuesday afternoon, you will join Scott Cawood (our CEO) for the drawing of your Plinko Contestant and saying a few words to the crowd of attendees waiting for their name to be called out. Your logo will be displayed on giveaway promotion and the Grand Prize Signage of \$5,000 awarded on Wednesday right before the Connection Zone closes. (Minimum participation of 6 companies needed).

Quantity – 15

\$2,500

• Social Media Wall ▾

The Social Media Wall displays posts with the official Total Rewards '23 hashtag in real time, your company logo will continually display in the static header image or on the physical unit. With a prominent location in one of the conference's highest traffic areas, your brand is sure to get plenty of visibility.

Quantity – 1

\$15,000

SPONSORSHIP OPPORTUNITIES

• Networking Hubs ▾

The Networking Hubs are designed for attendees/exhibitors to meet up with colleagues, recharge devices, check emails, host WorldatWork organized meet ups, and meet new Total Rewards peers.

Quantity – 2

\$16,000

• Pop Up Conference Activation ▾

Your brand is sure to stand out with a Pop-Up Activation. Collaborate with WorldatWork to create a unique experiential pop-up activation during a strategically planned time on the exhibit hall floor.

Quantity – 3

Call for Pricing

• Private Hosted Reception ▾

Host a private reception to showcase your organization or to connect and meet with key stakeholders. On Monday or Tuesday evening, after the conference ends, host an invitation-only reception for one hour. We will work with you to reserve a room at either host hotel or convention center for up to 100 people. Use our pre-conference attendee list* to invite guests based on job title, company, regions and/or interest level. The sponsorship includes a joint email invitation sent on your behalf and signage at the entrance. Food and beverage costs are separate and arranged through the venue.

Quantity – 2

Call for Pricing

• Private Meeting Room ▾

Are you looking for a more private experience for your customers right on the show floor or at the convention center? A dedicated private meeting room will keep attendees close while offering a place to have a more personal conversation away from the crowds. Each enclosed meeting room comes complete with furnishings, an identification sign and features a door for more privacy. We offer different room sizes and layouts depending on your needs.

Quantity – 4

Call for Pricing

• Rise & Shine Morning Activity + Breakfast ▾

Lead an activity on day 2 or 3 pre-breakfast such as a heart-pumping exercise class, a 3-km walk/5-mile run or a Rise and Shine Yoga class. Then fuel participants to gear up for a full day of inspiring content at breakfast.

Quantity – 2

Call for Pricing

• Water Bottles ▾

Help attendees stay hydrated during Total Rewards '23 by sponsoring a high-quality, environmentally-friendly water bottle for them to carry throughout the event. Includes production and distribution of 1500 co-branded water bottles.

Quantity – 1

\$20,000

• Welcome Entertainment – Lobby DJ and Ambiance (3 Days) ▾

Be the company that provides the cool factor to the attendee experience on-site. The Lobby DJ will spin tunes from the start through the close of the day's session each day of the conference. The DJ will also deliver your, and only your, company's commercial announcements throughout the event!

Quantity – 1

\$15,000

• Welcome Refreshment ▾

Be the 'it' company—the one that knows how to welcome the industry to its annual event. Create a custom activation designed around greeting and treating attendees as they arrive on-site.

Quantity – 3

\$5,000

• WiFi-Sponsor ▾

Get attendees connected by providing internet access throughout the conference space—with your company name as the password, your brand name will become a recognizable phrase when attendees connect to the conference Wi-Fi.

Quantity – 1

\$15,000

• Workspace Pods ▾

Offer participants a little solitude from the crowd. These quiet workspaces offer a great opportunity to make a call or send personal correspondence. As a sponsor, your company's logo and brand message will be prominently displayed at these workspaces.

Quantity – 2

\$15,000

SPONSORSHIP OPPORTUNITIES

- **Tuesday Evening Afterparty [SOLD OUT]** ✓

Catch the sunny sunsets of San Diego over sunglasses and flip-flops as the social calendar winds up with an after party. Let loose with music, dance, food and fiesta amidst colleagues from around the world. Open to all registered attendees and exhibitors.

Quantity – 1

\$40,000 [SOLD OUT]

SPONSORSHIP LEVELS

	Strategic Partner	Champion	Leader
MINIMUM COST (includes booth spend)	\$40,000+	\$25,000+	\$15,000
ADDITIONAL BENEFITS			
1. Access & Passes			
Additional staff pass (1 for every \$5,000 spent over booth cost)	✓	✓	✓
Complimentary customer registration	3	2	1
Discount off of New Registrations (starting 2/16/23)	\$200	\$150	\$100
2. Education Champion			
Participation in a WorldatWork pre-conference webinar promoting Total Rewards '23 or place an advertisement in the June Total Rewards'23 edition in our Workspan magazine.	✓	NA	NA
Host a roundtable at the Community and Conversation Tuesday Breakfast	✓	✓	\$500
3. Digital			
Company logo listed as a sponsor on the event website	✓	✓	✓
Ad(s) in Education Session Scrolling Slides	2	1	NA
Social Media mentions	3	2	1
Push Notifications during Total Rewards '23 Conference	2	1	NA

SPONSORSHIP LEVELS

	Strategic Partner	Champion	Leader
Logo on 2 Total Rewards '23 Conference emails to registered participants	✓	NA	NA
4. On-site Recognition			
Ad in the Quick Guide	1/2 page	1/4 page	NA
Sponsor Recognition from the Main Stage	✓	✓	NA
Thank you signage in high-traffic areas	✓	✓	✓

SCHEDULE AT A GLANCE

Exhibitor Move-In

Saturday, June 10

12:00 - 5:00 PM

Sunday, June 11

8:00 AM - 5:00 PM

Expo Hall Hours

Dedicated Attendee Time

Monday, June 12

9:30 AM - 6:00 PM

9:30 - 10:15 AM; 12:15 - 1:30 PM;
4:00 - 5:30 PM

Tuesday, June 13

8:00 AM - 5:15 PM

8:00 - 8:30 AM; 10:45 - 11:15 AM;
12:00 - 1:30 PM; 4:00 - 5:00 PM

Wednesday, June 14

8:00 AM - 12:15 PM

8:00-8:30 AM; 10:30 - 11:15 AM

Exhibitor Move-Out

Wednesday, June 14

12:00 - 8:00 PM

Additional Networking Opportunities

Time

Welcome Reception with
Champagne

Sunday, June 11

4:30 - 6:00 PM

Breakfast/Opening Session

Monday, June 12

8:00 - 9:30 AM

WorldatWork After Hours Party

Tuesday, June 13

7:30 - 9:30 PM

*Schedule is subject to change.

NEED MORE INFO OR WANT TO RESERVE SPACE?

CONNECT WITH US AT
VISIBILITY@WORLDATEWORK.ORG

THANK YOU