



**2019 Cboe®
RMC Forum Tel Aviv
4-5 December, 2019
David InterContinental Hotel
Tel Aviv**

Sponsorship Opportunities

Cboe® is excited to bring the Cboe Risk Management ConferenceSM (“RMC”) to Tel Aviv. 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 36th year in the U.S and 8th year in Europe, 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 partnering with Cboe in this top-notch event.

For questions or for additional opportunities that may not be listed, please contact:

In London:

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Or

Sarju Gudka

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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.

Sponsorship Opportunities Overview

<u>Platinum Level</u> <i>(includes 6 firm plus 3 customer passes)</i>	
Conference Jackets/Vests (subject to Cboe approval)	\$10,000
Conference Bags (subject to Cboe approval)	\$10,000
RMC Welcome Reception Package	\$10,000
<u>Gold Level</u> <i>(includes 5 firm plus 3 customer passes)</i>	
Wi-Fi	\$8,500
Registration Badge Lanyards	\$7,500
Lunch	\$7,500
Welcome Reception - Premium Wine Bar	\$7,500
Charging Station (subject to availability)	\$7,500
<u>Silver Level</u> <i>(includes 4 firm passes plus 3 customer passes)</i>	
Breakfast	\$5,000
Notepads	\$5,000
Pens	\$5,000
Coffee Breaks – Cost per coffee break:	\$5,000
<u>General Sponsor</u> <i>(includes 2 firm passes)</i>	\$3,500
<u>Exhibit Booth Sponsorship</u> <i>(includes 3 staff passes)</i>	
Exhibit Booth Sponsor <i>(Limited to 3 exhibitors)</i>	\$8,500

Summary of Sponsorship Benefits

Benefit	Platinum	Gold	Silver	General	Exhibit
Firm/Staff registration passes	6	5	4	2	3
Buyside Customer registration passes	3	3	2	2	
Attendee list with all contact information one week 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
Giveaways/literature in conference bags	Yes	Yes	Yes	Yes	N/A

Details of Sponsorship Benefits

As noted, Sponsors receive a combination of complimentary conference registrations for their employee representatives and for their institutional level investor Buyside clients who would otherwise be approved for the special Asset Manager or Asset Owner registration fee, and who have not already registered for the conference (“Buyside Customer”). Buyside Customer passes may not be used by Sponsor employee representatives in any circumstance.

- In order to encourage qualified Buyside attendees to the Conference, Sponsoring firms can earn up to two additional free passes by inviting and registering additional Qualified Buyside Customers, who would otherwise qualify for the zero rate. These Qualified Buyside Customers include pension fund managers and traders, insurance company asset managers and traders and certain allocators (must be pre-approved by Cboe). One additional firm pass will be granted for every two additional Qualified Buyside Customers that the Sponsoring firm registers (beyond those offered as part of the sponsorship agreement specified in the table above). In order to receive this incentive, the Buyside Customer’s names must be given in advance to Cboe and registered using the Sponsoring firm’s Customer Code, 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.). Ads must be received by the deadline in order to be included in printed materials.
- Notice of company sponsorship included in Conference marketing materials, pre-conference notices, and company listing on conference website following confirmation of sponsorship, receipt of payment and receipt of creative materials.
- Up to two pieces of company literature and/or a ‘giveaway’ can be provided to Cboe to be placed in the Conference bag.
- Company name promoted on signage at conference.
- Pre- and post-conference attendee lists with all registrants’ contact information received is an exclusive benefit provided only to Sponsors.

Platinum Level Sponsorships

As a premium sponsor, all Platinum Level sponsorships include 6 company representative conference passes and 3 qualified Buyside Customer passes. (Cannot substitute investor passes for firm/staff representatives.)

Conference Jackets/Vests Cost: \$10,000

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 Cboe's. (This premium sponsorship is subject to Cboe acceptance.)

Conference Bags Cost: \$10,000

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 Cost: \$10,000

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 giveaways, 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 following this gala event sponsored by your firm!

Gold Level Sponsorships

All Gold level sponsorships include 5 company representative conference passes and 3 additional registration passes for your buy-side institutional investor clients.

Wi-Fi/Internet Sponsorship: \$8,500

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 as on signage with login instructions

Registration Badge Lanyards: \$7,500

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.

Lunch: \$7,500

Treat the RMC delegates and speakers to a rejuvenating lunch following the morning sessions while they network and discuss the day'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.)

Premium Wine Bar: \$7,500 each

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 "giveaway" of your choice, such as a logo'd corkscrew, glasses or decanter (Amenities are additional and at sponsor's expense).

Silver Level Sponsorships

All Silver level sponsorships include 4 company representative conference passes and 2 registration passes for your qualified buy-side institutional investor clients.

Breakfast Buffet: \$5,000

Your company will shine as it will be the first sponsoring firm name that they see while they enjoy coffee and prepare for the day. Benefits include prominently displayed signage and the opportunity to distribute your company branded coffee cup or other "giveaway." (Amenities are additional and are at sponsor's expense).

Notepads or Pens: \$5,000 (pick one, or \$ 8,000 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 every conference session. (Cost of item is at Sponsor's expense).

Coffee Breaks: \$5,000 each

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 "giveaway" of your choice. (Amenities extra and at sponsor's expense.)

General and Exhibitor Sponsorships

General Sponsorship: \$3,500

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 and access to pre and post conference attendance lists including all contact information.

Exhibitor Booth Sponsor: \$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 maximum 10 foot wide booth and table, are sold on a first come-first serve basis, and are available to a very limited number of exhibitors.