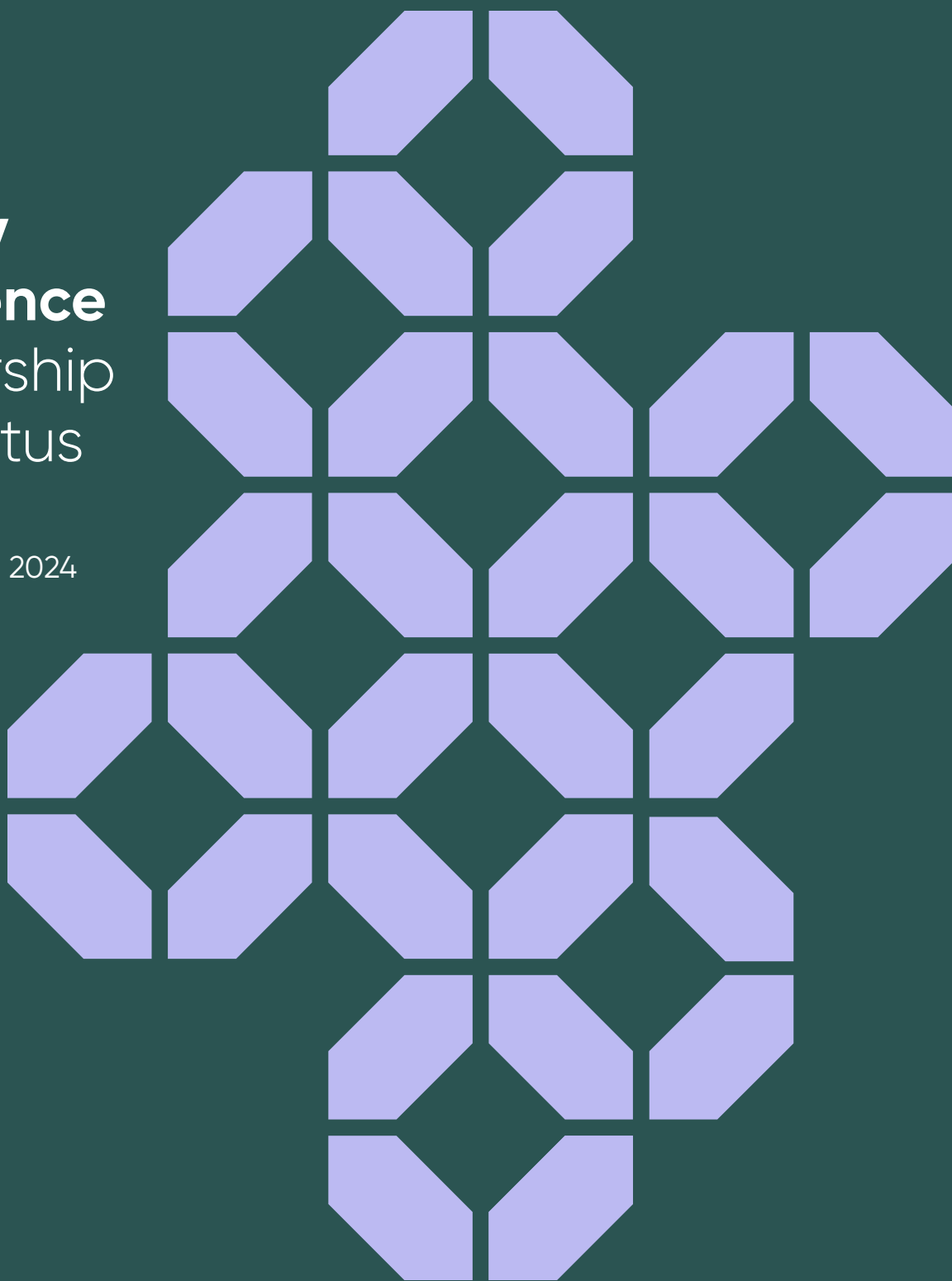


**Options
Industry
Conference**
Sponsorship
Prospectus

Asheville, NC
April 30 - May 2, 2024



Welcome to the 2024 Options Industry Conference®

Why Sponsor the Options Industry Conference?

The premier annual event for top-level management and trading professionals, the Options Industry Conference, is at the intersection of business and regulation, delivering what the industry needs to advance together, year after year.

We bring together the most diverse and accessible group of key industry professionals, influential speakers and top-quality content to curate an experience of connecting, learning and engaging. Whether you seek to expand your network, dive deep into new topics or share knowledge of your own, we provide the forum to achieve it all.

The Options Industry Conference is attended by senior level executives, decision makers, and representatives from all segments of the options business including:

- Exchanges
- Clearing firms
- Retail brokerage firms
- Institutional brokerage firms
- Trading and market maker professionals
- Financial technology firms
- Media

42nd Annual Options Industry Conference

The 2024 conference will be held in Asheville, NC from **April 30-May 2, 2024**. Discussions will focus on the most relevant topics facing our industry today including trading challenges, regulatory impacts and technology solutions. Don't miss the opportunity to participate in the options industry's most impactful annual event by becoming a conference sponsor.

Enclosed is a comprehensive list of sponsorship opportunities to showcase your firm. Thank you in advance for your sponsorship consideration!

375+

attendees
on average

85%

average attendee
return rate

30+

hours of sessions +
networking events

97%

average sponsor
return rate

Sponsorship Opportunities

The Options Industry Conference will give your company an unparalleled opportunity to reach top-level management and trading professionals. The conference sponsorship program is designed to provide maximum visibility and recognition.

Sponsorship level is determined by the total amount of sponsorships purchased. For example, by reserving the Registration Bags (\$15,000) and the Water Bottle sponsorship (\$7,500), your company would qualify for the Gold Sponsor level.

Each individual sponsorship you select has its own set of inclusions, and if you qualify as a top-level sponsor, you are provided these additional benefits:

Top Level Sponsor Benefits

*Access is subject to applicable privacy laws.

**Supporter level does not include purchased sponsorship item

Platinum \$30,000+

- Three complimentary conference registrations – a **\$3,585 VALUE!**
- Detailed description of your company's services on conference website
- Logo placement with link on conference website
- Logo placement on conference marketing materials and signage, including general session stage
- Access to conference registration list
- Sponsorship recognition through conference mobile app, including push notifications and enhanced listing

Gold \$20,000+

- Two complimentary conference registrations – a **\$2,390 VALUE!**
- Detailed description of your company's services on conference website
- Logo placement with link on conference website
- Logo placement on conference marketing materials and signage
- Access to conference registration list (no sooner than six weeks prior to event)*
- Sponsorship recognition through conference mobile app, including push notification and enhanced listing

Silver \$10,000+

- One complimentary conference registration – a **\$1,195 VALUE!**
- Detailed description of your company's services on conference website
- Logo placement with link on conference website
- Logo placement on conference marketing materials and signage
- Access to conference registration list (no sooner than six weeks prior to event)*
- Sponsor listing in conference mobile app

Bronze \$5,000+

- Detailed description of your company's services on conference website
- Logo placement with link on conference website
- Logo placement on conference marketing materials and signage
- Sponsor listing in conference mobile app

Supporter** \$2,500+

- Logo placement on conference signage
- Sponsor listing in conference mobile app

To reserve a sponsorship, or for more information regarding sponsorship opportunities, please contact Tricia Perl via email at pperl@theocc.com.

Sponsorship Opportunities

Be visible at the options industry's premier annual event by becoming a conference sponsor – we again will offer a range of traditional and destination-driven sponsorships.

Event Sponsorships

Afterhours Event – \$20,000 NEW

Sponsor the hottest ticket in Asheville! The afterhours party on Tuesday evening after our opening night event will be hosted in Elaine's, the hotel's Dueling Piano bar. The sponsorship includes one drink coupon for attendees, cocktail napkins, bar snacks, signage, push notification and entertainment. Sponsor can upgrade to provide a hosted bar for the duration of the evening.

All-Day Beverage Station – \$15,000

Branded beverage station outside of general session will be available during all sessions on Tuesday, Wednesday, and Thursday. Includes branded coffee cups and prominent signage.

Wednesday Lunch – \$10,000

Prominent signage and extras at the all-attendee lunch.

Monday Registration Welcome – \$8,500

Prominent signage at meeting registration desk in the conference area, featuring drinks, snacks and live music.

Sunset Sponsorship – \$8,500 NEW

Conference attendees will receive a sponsor-branded complimentary drink ticket redeemable at the hotel's iconic Great Hall Bar.

Breakfast – \$5,000/Wednesday or Thursday \$8,000/Wednesday + Thursday

Branded breakfast table tents and prominent signage with company logo will be displayed in buffet area.

Snack Breaks – \$3,000/daily or \$7,500/Tuesday Wednesday + Thursday

Snack break will be held outside of the general session. Signage with company logo will be displayed on snack stands and napkins.



Sponsorship Opportunities

General Sponsorships

Keynote – \$20,000

Company logo will be displayed during keynote session. Includes the option for company representative to introduce session. Branded company notebook with pen distributed to all attendees and also includes conference app push notification to advertise session. Speaker selected by conference team; reach out to [Tricia Perl](#) for details.

All Access Pass – \$15,000

Conference badge, distributed to all attendees at registration, will display sponsor logo on front and conference schedule on the back side. Branded lanyard included.

Check-in Experience – \$15,000

Company logo will be imprinted on hotel room keys, distributed to all hotel guests in branded key packet. Venue map will be branded with sponsor logo.

General Session Seating – \$15,000

Capture attendees' attention daily in general session. Sponsor logo placed on chair-back covers and signs placed on highboy tables in the rear of general session.

Registration Bags – \$15,000

Company logo will be displayed on conference registration bag, distributed to all attendees at registration.

Conference Wireless Internet – \$12,500

Placard with company logo will be distributed to each attendee highlighting sponsorship of guest room internet and wireless internet in meeting space. Company logo featured on mobile app internet icon.

Charging Area – \$10,000 NEW

Three branded charging areas in the meeting space foyer, allowing attendees to relax and charge their electronic devices while enjoying the mountain views.

Conference Attendee App – \$10,000

The Conference App will be the main tool for attendees to connect, build their schedule, and stay up to date on conference events throughout the week. Includes branded splash screen (viewable every time app is opened), home page icon, multiple rotating banner ads throughout the app and recognition on app launch emails. **79% of conference attendees logged into the app in 2023.**

Late Night Munchies – \$7,500

Company branding with late night snacks delivered to each attendee guest room.

Conference Survival Kit – \$7,500

Company branding on reusable travel pouch featuring meeting survival essentials, such as sunscreen, pain reliever, gum, etc.

Water Bottle Sponsor – \$7,500

Branded water bottle to be distributed to attendees in the conference bag. Water stations will be available in all conference areas for refilling.

To reserve a sponsorship, or for more information regarding sponsorship opportunities, please contact Tricia Perl via email at pperl@theocc.com.

Sponsorship Opportunities

Turn Down Sponsor – \$5,000



Branded *Do Not Disturb* door hanger card combined with a branded pillow treat (Monday, Tuesday, and Wednesday). Can be supplemented with sponsor-provided branded item.

Luggage Tag – \$4,000



Branded luggage tag provided to attendees. Also includes sponsorship of the bag check station made available to departing attendees on Thursday.

Panel Session Sponsorship – \$4,000

Four available sponsorships at \$4,000 each



Company logo will be displayed during selected panel presentation. Includes the option for company representative to introduce the panelists and session. Also includes conference app push notification to advertise session. Session sponsors will not have input as to panel topic or panelist selection.

General Room Drop – \$3,000/room drop

Opportunity to drop marketing materials and/or a logo promotion item in each attendee guest room. Limited to one item/bundle, i.e., one flyer, packaged giveaway, etc. Sponsor to provide item for delivery.

Daily Update – \$2,000 per day/\$5,000 all days



Nightly electronic update to include next day's sessions and activities, branded with sponsor logo, delivered to each attendee via email and conference app (Monday, Tuesday, and Wednesday).

Weather Sponsor – \$2,500



Branded card featuring tomorrow's forecast nightly on each attendee's pillow (Monday, Tuesday and Wednesday). Can be supplemented with sponsor-provided branded item.

General Session Chair Drop – \$2,000

Five available sponsorships at \$2,000 each

Drop marketing materials or a logo promotional item during the General Session on Monday, Tuesday, or Wednesday.

Registration Bag Insert – \$2,000

Include marketing materials or a logo promotion item in the registration bag, distributed to all conference attendees at registration. Size restrictions may apply.



To reserve a sponsorship, or for more information regarding sponsorship opportunities, please contact Tricia Perl via email at pperl@theocc.com.

Sponsorship Opportunities



Blue Ridge Bash – Wednesday Networking Event

Conference attendees will gather for a unique afternoon of networking at the hotel's beautiful terrace overlooking the gorgeous Blue Ridge Mountains. Limited sponsorships are available for this event, ensuring high visibility for sponsors. The conference will sponsor a beer/wine bar for all attendees. Sponsors are encouraged to offer food and beverage (light bites, sweet treats, specialty drinks, etc. purchased from the resort or its authorized vendors) in their networking area and are responsible for any additional cost of these items.

Fireplace Area – \$20,000

One available

Seating area flanking existing stone fireplace. Includes s'mores station, game area and branded blankets.

Lounge Area – \$20,000

One available

This distinctive 12' x 12' lounge sitting space is a focal point on the terrace, where you can be the center of attention.



Firepit Seating Areas – \$15,000

Six available at \$15,000 each

Wood burning firepit with seating in the round.

Swag Bag – \$3,000

One available

Company logo on tote available at entrance to hold promotional items, collateral materials, etc.



All sponsors will be included in general event signage.

To reserve a sponsorship, or for more information regarding sponsorship opportunities, please contact Tricia Perl via email at pperl@theocc.com.

Sponsorship Opportunities

Thursday Golf Outing

Golf Hospitality Bag – \$6,500



Company logo will be featured on shoe bag distributed to golfers. Bag will hold all golf giveaways (towels, balls, etc.).

Golf Beverage Carts – \$5,000/cart

Two sponsorships available at \$5,000 each



Beverage cart to feature company logo. Cart will distribute beverage koozies with company logo.

Golf Cooling Towels – \$5,000

Company logo will be featured on cooling towels distributed to golfers.

Golf Towels/Balls – \$5,000



Company logo will be featured on towels and (1) sleeve of balls distributed to golfers.

Specialty Drink Hole – \$5,000

Company logo will be displayed on signage at the tee area and pin flag. Beverage costs are included in sponsorship.

Beat the Pro Hole – \$3,500

Company logo will be displayed on signage at the tee area and pin flag. Golfers who hit their shot closer to the hole than the pro will win a prize. Prize(s) will be provided by the conference.

Golf Box Lunch – \$2,500



Includes sponsorship of lunch for golfers. Company logo will be displayed, including branded lunch boxes and signage.

Golf Cart Signs – \$2,500



Golf carts will display company logo prominently on the cart exterior.

Golf Closest to the Pin Contest – \$2,500

Signage displaying company logo located at the tee area.

Golf Longest Putt Contest – \$2,500

Signage displaying company logo located at the tee area.

Golf Longest Drive Contest – \$2,500

Signage displaying company logo located at the tee area.

Golf Holes – \$1,000/hole

Thirteen sponsorships available at \$1,000 each

Company logo will be displayed on signage at the tee area and pin flag. Opportunity for sponsor to staff the hole, and sponsor is encouraged to provide activity or another draw for the hole. Sponsor will be responsible for any additional amenities or food and beverage.

To reserve a sponsorship, or for more information regarding sponsorship opportunities, please contact Tricia Perl via email at pperl@theocc.com.

Sponsorship Agreement

April 30–May 2, 2024

This Sponsorship Agreement ("Agreement") for the 2024 Options Industry Conference ("Conference") is between The Options Clearing Corporation ("OCC"), with offices located at 125 South Franklin Street, #1200, Chicago, Illinois and the sponsor listed below ("Sponsor"), collectively referred to as the ("Parties"). This agreement incorporates by reference the Terms and Conditions attached as Exhibit A (collectively the "Agreement") and represents the full and complete understanding between the Parties concerning the Conference.

SPONSORSHIP SELECTION

Platinum

Gold

Silver

Bronze

Supporter

Sponsorship Item(s)

Total Sponsorship Fees

SPONSOR / CONTACT INFORMATION

Contact Information

Sponsor Entity Legal Name

Sponsor Address (Address, City, State, Zip)

Contact Name/Title

Email

Phone

Fax Number

Sponsor Conference Logistics Contact

Name

Address (Address, City, State, Zip)

Email

Phone

Fax Number

2024 Options Industry Conference Sponsorship Agreement

Each individual signing below represents that he or she has been authorized to execute this Agreement on behalf of his or her respective company, and that he or she has read, fully understands and agrees to the terms and conditions of this Agreement.

Sponsor

Signed (Insert E-Signature or Print and Sign)

Name

Title

Date

The Options Clearing Corporation

Signed (Insert E-Signature or Print and Sign)

Name

Title

Date

2024 Options Industry Conference Sponsorship Agreement

Exhibit A

TERMS AND CONDITIONS

1. BINDING ON COUNTERSIGNATURE

The Agreement shall become binding and effective upon countersignature by OCC.

2. FEES

OCC will invoice Sponsor for payment of fees due under this Agreement ("Sponsorship Fees"), which shall be paid within thirty (30) days of receipt of invoice. Unless otherwise explicitly stated herein, all Sponsorship Fees paid are non-refundable.

3. CONFERENCE CHANGES

OCC may, in its reasonable discretion, change Conference dates and times, and may cancel any portion of the Conference. OCC shall make reasonable efforts to accommodate Sponsor if sponsorship is materially diminished or modified as a result of such changes, but OCC is not obligated to refund any paid Sponsorship Fees. OCC shall inform Sponsor of any such changes promptly and in writing.

4. TERMINATION

OCC may terminate this Agreement at any time for any reason upon notice to Sponsor. Notwithstanding Section 5 below, if OCC terminates this Agreement, it shall refund any Sponsorship Fees paid by Sponsor. This refund is Sponsor's sole and exclusive right and remedy in the event of termination by OCC, and Sponsor will not be entitled to any other payment or claim for damages, whether incidental, direct, consequential, special or otherwise in the event of termination by OCC.

5. FORCE MAJEURE

OCC shall not be responsible for any failure to perform under the terms of this Agreement due to reasons beyond its reasonable control, including without limitation, acts of God, the occurrence of an outbreak, epidemic, or pandemic as each of those terms is defined by the U.S. Centers for Disease Control (the "CDC"), government authority, acts of terrorism, disaster, strikes, labor disputes and or civil disorders; any one of which makes performance illegal or impossible. If, because of a force majeure event, the Conference or any part thereof is prevented from being held, is canceled by OCC or the space becomes unavailable, OCC, in its sole discretion, shall determine and refund to the Sponsor its proportionate share of the balance of the aggregate Sponsorship Fees received which remains after deducting expenses incurred by OCC plus reasonable compensation to OCC. In no case shall the amount of the refund to the Sponsor exceed the amount of the Sponsorship Fees paid by Sponsor.

6. ATTENDEES LIST

OCC may provide Sponsor with a list of Conference attendees. Sponsor will not use the list for any other purpose but to promote the Conference. Sponsor will remove attendees from any communication promptly following attendee communication to be removed from any contact list. All Sponsor communication with Conference attendees shall be in compliance with applicable law.

7. NO ASSIGNMENT

The rights hereunder are exclusive to Sponsor. Sponsor may not assign its rights or obligations hereunder to a third party without the prior written consent of OCC.

8. INDEMNITIES AND LIMITATION OF LIABILITY

NEITHER OCC NOR ITS SUCCESSORS, ASSIGNS, OFFICERS, DIRECTORS, EMPLOYEES, CONTRACTORS, CONSULTANTS, REPRESENTATIVES AND AGENTS ARE RESPONSIBLE FOR ANY INJURY, LOSS, OR DAMAGE THAT MAY OCCUR TO SPONSOR OR ITS SUCCESSORS, ASSIGNS, OFFICERS, DIRECTORS, EMPLOYEES, CONTRACTORS, CONSULTANTS, REPRESENTATIVES AND AGENTS OR ANY OF THEIR RESPECTIVE PROPERTY, BUSINESSES, OR OTHER ACTIVITIES FROM ANY CAUSE WHATSOEVER. Sponsor assumes all such risk. Except to the extent such Losses (as defined below) are the result of OCC's gross negligence or willful misconduct, Sponsor will indemnify, defend, protect and hold harmless OCC (and its successors, assigns, officers, directors, employees, contractors, consultants, representatives and agents) from and against any and all losses, damages, injuries (including death), causes of action, claims, penalties, interest, additional taxes, demands and expenses, including reasonable legal fees and expenses (collectively, "Losses"), arising out of:

- any breach of this Agreement by Sponsor;
- any violation by Sponsor of any law, rule, regulation, or terms and conditions of Conference venue in connection with Sponsor's performance of this Agreement;
- infringement of the intellectual property rights of any third party or OCC IP by Sponsor in connection with its performance of this Agreement;
- the death or personal injury of third parties, including invitees or employees of OCC, arising out of, or in any way resulting from, the negligent or willful acts or omissions of Sponsor, and any of its agents, employees or representatives; or
- any other act or omission by Sponsor in connection with its performance of this Agreement or presence at the Conference.

2024 Options Industry Conference Sponsorship Agreement

Sponsor's indemnity and defense obligations cover all claims brought under common law or statute, including but not limited to strict tort liability, strict products liability, negligence, misrepresentation, or breach of warranty. Sponsor will indemnify OCC against any and all costs and expenses incurred in connection with the enforcement of this provision.

EXCEPT AS EXPRESSLY PROVIDED HEREIN AND TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, OCC MAKES NO WARRANTIES OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, AND SPECIFICALLY DISCLAIMS ALL IMPLIED WARRANTIES, INCLUDING ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE WITH RESPECT TO THE SERVICE AND/OR RELATED DOCUMENTATION.

9. INSURANCE

Sponsor shall obtain and maintain liability insurance providing coverage against injuries to the person and property of others, with minimum limits that are commercially reasonable for the type of business and activities engaged in by Sponsor. Sponsor agrees to furnish evidence of such insurance upon request by OCC. Sponsor hereby waives all rights of subrogation against OCC and the owner and manager of the Conference venue. All property of Sponsor shall remain under Sponsor's custody and control, in transit to, within, or from the confines of the Conference.

10. SEVERABILITY

Invalidity, illegality or unenforceability of any provision of this Agreement does not affect any other provision. If a court finds a provision of this Agreement invalid, illegal or unenforceable (an "Unenforceable Provision"), that provision will be severed, and this Agreement will remain in force in all other respects. If that happens, the Parties shall negotiate in good faith a valid provision that corresponds as far as possible to the spirit, purpose and commercial value of the Unenforceable Provision.

11. INTELLECTUAL PROPERTY

Sponsor grants to OCC a revocable, non-transferable, non-sub-licensable, non-exclusive, worldwide license to use the Sponsor name(s), logo(s) or other trademarks, data, materials or other intellectual property provided by Sponsor to OCC solely for the purposes of the Conference, and such other purposes expressly made known by Sponsor.

To the extent Sponsor's attendance at the Conference requires Sponsor to access and use any OCC intellectual property as approved by OCC, OCC grants to Sponsor a revocable, non-transferable, non-sub-licensable, non-exclusive license to use the OCC's intellectual property solely for the purposes of the Conference, in accordance with this Agreement and the OCC Trademark Usage Guidelines which shall be provided to Sponsor.

Each Party acknowledges and agrees that: (a) it shall not use any intellectual property of the other Party other than as permitted by, and in accordance with, this Agreement; and (b) it shall not acquire any rights in respect of any intellectual property of the other Party.

12. USE OF PHOTOGRAPHS

Sponsor agrees that OCC and its agents and subcontractors may use the name, image, likeness and voice in audio and video recordings and photographs of Sponsor or any of its employees, agents and representatives attending the Conference (the "Photographs") for marketing and promotional purposes related to the Conference. Sponsor represents that only those of its employees, agents and representatives who have consented to let OCC and use the Photographs will be allowed by Sponsor to attend the Conference.

13. NO WAIVER

The failure of any Party at any time to require performance by the other Party of any provision of this Agreement will in no way affect the right to require such performance at any time thereafter, nor will the waiver of any Party of a breach of any provision of this Agreement constitute a waiver of any succeeding breach of the same or any other provision.

14. COMPLIANCE WITH LAWS

Sponsor shall abide by and comply with all applicable laws, rules and regulations, ordinances, and all rules of the facility at which the Conference occurs.

15. GOVERNING LAW

The Agreement will be interpreted in accordance with, and governed by, the laws of the State of Illinois, without reference to its choice of law rules. Any actions or proceedings by a Party against the other Party in connection with this Agreement may only be brought in the State of Illinois. Each Party waives any objection based on lack of personal jurisdiction, place of residence, improper venue or forum non conveniens in any such action.

