

 BETTER INVESTING™ The Leader In Investment Education	Guidelines for BINC Sponsorship and Participation by Businesses and Other Organizations
	Policy/Procedure 1.0/Page 1 of 4
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Contents

- 1.0 Introduction**
- 2.0 Purpose**
- 3.0 BetterInvesting National Convention**
- 4.0 Participation Levels**
- 5.0 Fee Schedule**
- 6.0 Agreement**
- 7.0 Endorsed Products**
- 8.0 Effective Date**

1.0 Introduction

BetterInvesting maintains a program of sponsorship and advertising. The program solicits several levels of corporate and other organization engagement including corporate membership; corporate sponsorship and participation in BI national events; advertising; product endorsement; and joint marketing or royalty agreements.

2.0 Purpose

This document provides guidelines for sponsorship and participation by corporate sponsors and other organizations in the BetterInvesting National Convention (BINC). These guidelines are consistent and compatible with the *Sponsorship and Advertising* and the *BetterInvesting Product and Service Endorsement* Policies approved by the BetterInvesting Board of Directors on 2/8/2011.

3.0 BetterInvesting National Convention (BINC)

BINC is the premiere national investment education event for BetterInvesting. This event is produced by the BetterInvesting Volunteer Advisory (BIVA) Board, National Volunteers, BetterInvesting Board of Directors, and staff. The proceeds from BINC are used to fund volunteer activities that advance BetterInvesting's investment education mission to retail investors. While BINC can be held at any time of the year and for any length of time, it is usually held over 3-4 days and includes a weekend.

BINC can include plenary sessions, individual educational classes on various investment topics, presentations by corporations and other organizations, town hall meeting(s), an Exhibitor's Hall, etc. At times, there may also be closed training session(s) for volunteers. When possible, on Saturday, BINC presentations are open to both members and the general public at no charge. The Exhibitor Hall hours are typically Friday evening and Saturday morning until noon.

The BINC schedule and framework can change as needed to meet the needs of the organization.

4.0 Participation Levels

a. Corporate Sponsorship. Publically traded companies and/or businesses offering products and services of interest to the BetterInvesting Community may participate in BINC in several different capacities. In order to participate in BINC, potential corporate sponsors must satisfy the eligibility criteria set forth in the *Sponsorship and Advertising Policy*.

Fees charged for all BINC corporate and associate sponsorship opportunities will be established each year by joint agreement between the designated representative(s) of the BIVA Board and staff.

Opportunities for corporate sponsorship may include:

- Meal presentations to the entire BINC audience (~ 25 minutes)
- Concurrent presentations to a subset of member attendees (~ 25 minutes)
- Concurrent presentations to the general public (~ 25 minutes)
- Booth in the Exhibition Hall (Exhibition Hall hours)

Meal presentations may be priced higher than concurrent presentations; presentations to a member – only audience may be priced higher than presentations to the general public to reflect the more informed nature of the BINC audience; and discounts may be extended to companies that commit to both presentations and a booth. Discounts may also be provided to those corporate sponsors who commit early to BINC. Other discounts may also be used to help fill available sponsorship opportunities. Presentation content is generally expected to be the IR presentation filed with the SEC or a product/service demonstration. Home office reserves the right to vet the presentation.

Companies can also take advantage of additional sponsorship opportunities. Illustrative examples include:

- Welcome Reception
- Convention Bag or Attaché Case
- Awards Dinner
- Computer Lab
- Name Tag
- CD (of all presentations)
- Program Booklet
- Program Booklet Ad

As feasible and based on printing considerations, meal sponsors will be listed in the program booklet. All sponsors will be acknowledged in convention materials made available to all attendees.

b. Associate Sponsorship. This level of sponsorship is reserved for businesses that manufacture or sell products and services of special interest to the BetterInvesting Community and generate less than \$2M in annual sales. Associate Sponsors must satisfy the eligibility requirements set forth in the *Sponsorship and Advertising Policy*. Associate Sponsor representatives attending BINC must be individual or club members of BI and current on their membership fees.

Associate Sponsors may be invited to present up to two (2) educational classes (50 minutes) and/or panel discussions during which the Associate Sponsor's product(s) can be used to illustrate educational content, but the presentation and/or panel discussion cannot be an open product or service promotion. Associate Sponsor fees will be BINC member registration (if the potential Associate Sponsor is already a BI member) or BINC non-member registration (which includes BI membership) at the time of BINC registration. Thus the Associate Sponsor can receive a discounted fee by registering early for BINC.

For an additional fee and when available, Associate Sponsors may also be given the use of

- a booth in the Exhibition Hall
- computer lab space
- and may present additional educational presentations or panel discussions

Educational sessions or panel discussion topics must be approved by the BINC Education Committee. The additional fee is jointly determined by the designated representatives of BIVA Board and home office. Associate Sponsors will be acknowledged in BINC materials.

c. Keynote Speakers. BetterInvesting will also seek keynote speaker(s) for BINC. Keynote speaker(s) create interest amongst the membership and general public, thus potentially positioning BINC to attract larger audiences. A larger BINC audience advances the BI mission by providing investment education to more people and makes BINC more attractive and valuable to corporate sponsors. Keynote speaker(s) will present at plenary session(s) of BINC and, as schedules allow, other opportunities may be explored to maximize their participation in this national event (e.g. participate in a panel discussion; conduct a book signing, etc.).

Suggestions from members, volunteers, board members and staff for potential keynote speaker(s) are encouraged. Keynote speaker suggestions should be forwarded to both the BINC Chair and BI CEO for their consideration. The Chair and CEO will jointly select the keynote(s).

Since formal negotiations for joint marketing agreements, barter agreements, and/or fees may be required, only BI staff will be authorized to negotiate agreements between keynote speaker(s) and BetterInvesting. Any speaker fees and/or expenses will be deducted from BINC proceeds. Amounts in excess of \$1000 will be discussed in advance with the BINC Chair(s) before arrangements are finalized.

Keynote speaker(s) will be publicized in advance as appropriate and included in the BINC Program Booklet.

d. Guest Speakers. The BINC Education Committee which prepares the BINC class schedule relies heavily on the investment education teaching talent of BI volunteer educators. From time to time, it may be desirable to augment the pool of speakers by inviting a representative of other organizations to teach at BINC. This is encouraged as it expands the content generated by BINC, increases exposure of other organizations to our members, and increases exposure of BI to other organizations. Requests for guest speaker slots should be made prior to the deadline jointly established by the BINC committee and staff.

Guest speakers can be representatives of a government agency, non-profit organization, or for-profit business. Presentation content must be educational in nature. Thus guest speakers representing for-profit businesses are expected to refrain from promoting their products and services. However, they can use their product/service as the platform for delivering educational content, etc.

Guest speakers will not be charged a fee for participating in BINC. However, because participating in BINC does have marketing value, guest speakers will be limited to up to three (3) educational presentations and/or panel discussions, both of which are ~50 minutes in length. Guest Speakers may have a booth in the Exhibitor's Hall if they so desire and as available. Staff will work with the BINC Education Committee to confirm participation of guest speakers in the BINC class schedule as an instructor.

5.0 Fee Schedule

As costs to produce BINC are subject to meeting venue expenses, each year the designated representatives of the BIVA Board and Staff will jointly determine the fee schedule for Corporate and Associate Sponsorship levels. Every effort will be made to set fees at competitive levels, generate positive net proceeds, better enable BI to represent the retail investor, and maintain BI's position as the leading non-profit provider of investment education.

6.0 Agreement

Formal agreements for BINC Corporate and Associate Sponsorships will be negotiated by the Director of Corporate Relations with the sponsor/advertiser. The Director of Corporate Relations will coordinate appropriately with the BINC Chair(s). Staff will also be responsible for negotiating agreements with keynote speaker(s) and guest speaker(s) and coordinate appropriately with BINC Chair(s) and/or BINC Education Committee Chair(s).

7.0 Endorsed Products

Implementation of these *Guidelines for Sponsorship and Participation by Businesses and Other Organizations* facilitates increased access to appropriate sponsors/organizations as well as new (to the BetterInvesting Community) publicly traded companies; the mere fact that a company or organization

participates in BINC is not intended as an endorsement. Each investor is expected to conduct their own analysis before making an investment or purchase decision. BetterInvesting also offers a third party product endorsement program. Policies associated with this program are described in the *Product Endorsement Policy*.

8.0 Effective Date

Recognizing that planning has already begun for the BetterInvesting National Convention scheduled September 13 – 16, 2012, and that development of the class schedule and speakers is already in progress, this document will be effective beginning October 1, 2012.