

# PRI in Person

12-14 September 2018

San Francisco Marriott Marquis

**A unique suite of partnership opportunities to showcase your brand at the world's premier responsible investment conference**

UPDATED MARCH 2018

**ALL PARTNERSHIPS NOW SOLD.  
ADDITIONAL BRANDING OPPORTUNITIES  
CURRENTLY AVAILBLE.**



DISCLOSURE UNIVERSAL OWNER FRAMEWORK HEDGE FUNDS ACTIVE OWNERSHIP AGENT ENGAGEMENT BUSINESS COLLABORATION  
INTEGRATION ACTIVE OWNERSHIP LIABILITIES GENERAL INVESTMENT ADVISOR MANDATES MISSION AUDIT AND ASSURANCE GROWTH FIDUCIARY DUTY CONSULTING  
ACTIVE OWNER MARKETING RESPONSIBLE INVESTMENT ASSET ESG WEBINAR BUSINESS PARTNERS ENCOURAG  
FOUNDATION SOCIAL CHANNEL PARTNERSHIP OPPORTUNITIES ACADEMIC NETWORK PROXY VOTING  
ENDOWMENT ENVIRONMENTAL CONFERENCE SUSTAINABLE ASSET ALLOCATION BUDGET INVESTOR SHORT TERMISM DATA SET PROVIDERS  
INITIATIVE REGULATIONS SECRETARIAT ROUTE TO MARKET BUSINESS PLAN ECONOMY DEVELOPMENT COLLABORATION  
SUSTAINABILITY INVESTMENT ADVISOR PUBLICATION INCOME LABOUR RELATIONS REPORTING PENSION FUNDS ACTIONS CORPORATE GOVERNANC  
STRATEGIC TRENDS ACCOUNTABILITY COUNCIL CLIMATE CHANGE REPORTING PENSION FUNDS ACTIONS CORPORATE GOVERNANC  
REPORTING AND ASSESSMENT CLEARING HOUSE TRANSPARENCY BOARD REGIONAL NETWORK



## PRI'S MISSION

“We believe that an economically efficient, sustainable global financial system is a necessity for long-term value creation. Such a system will reward long-term, responsible investment and benefit the environment and society as a whole.

The PRI will work to achieve this sustainable global financial system by encouraging adoption of the Principles and collaboration on their implementation; by fostering good governance, integrity and accountability; and by addressing obstacles to a sustainable financial system that lie within market practices, structures and regulation.”

## THE BLUEPRINT

Since the PRI was launched over ten years ago at the United Nations, we have been dedicated to creating a robust, sustainable financial system that supports long-term value creation and benefits society. A decade on, the PRI – and our signatories – continue to go from strength to strength. We are now the voice of more than 1,700 asset owners, investment managers and service providers representing over US\$68 trillion in assets under management.

Through our [Blueprint for Responsible Investment](#), our aim over the next ten years is to bring responsible investors together to work towards sustainable markets that contribute to a more prosperous world for all. We are in a unique position to guide responsible investment and bolster the financial system in which our signatories operate.



## INTRODUCING PRI IN PERSON 2018

PRI in Person plays a unique role in bringing our industry leaders together, with the aim of informing, debating and effecting change. This is the world's premier responsible investment conference, convening up to 1,000 delegates each year to hear the latest developments, share experiences and discuss best practice.

The 2018 conference will be the 12<sup>th</sup> annual event. The venue, the San Francisco Marriott Marquis, offers a wide range of branding options. There are also opportunities available to partners at the accompanying evening events, which will be held in spectacular venues around the city.

The conference is founded on open peer-to-peer dialogue and networking, aimed at sharing emerging best practice ESG integration, voting and engagement strategies. The agenda consists of a mix of plenary sessions and interactive workshops which will discuss the challenges of implementing responsible investment in specific asset classes, and identifying new opportunities for collaboration among investors.

The programme will include experts from PRI signatories, the wider financial community and other relevant stakeholders.

We expect the conference to sell out: for partners this means that the prestige of PRI in Person continues to increase as a must-attend global forum with excellent opportunities to do business and reach a global investor audience with a keen interest in responsible investment.

The PRI is committed to giving our partners a high return on their investment and value for money, which is why we have frozen many of our partnership package prices for 2018.

## WHO WILL BE THERE?

The audience will be made up of a diverse group of investment industry stakeholders, including asset owners, foundations, investment managers and service providers. Among them will be CEOs, CIOs, directors, decision-makers and RI/ESG specialists.

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## A GLOBAL CONFERENCE COMING TO SAN FRANCISCO

The PRI is committed to supporting its diverse signatory base; previous conferences have been held in Seoul, Rio de Janeiro, Paris, Sydney, Cape Town, Montréal, London, Singapore and, in September 2017, Berlin.

In 2018, the conference returns to San Francisco, one of the United States' most lively and exuberant cities. A major culture centre and economic hub, with many a beautiful sight across its 43 hills and the famous Golden Gate Bridge at its heart, San Francisco offers an exciting location for PRI in Person 2018.



On Wednesday, 12 September, a Welcome Reception will take place at the prestigious California Academy of Sciences, the only venue in the world where one can explore an aquarium, planetarium and natural history museum under one 'living' roof. The PRI is delighted to be supporting the Academy's mission to explore, explain and sustain life on Earth.



CALIFORNIA  
ACADEMY OF  
SCIENCES



A Networking Dinner will take place on Thursday, 13 September at San Francisco's City Hall. Modelled after St Peter's Basilica in Vatican City, the dome is higher than that of the US Capitol in Washington, DC. The 103-year-old venue is the civic centrepiece of the city.

## PARTNERSHIP OPPORTUNITIES FOR PRI IN PERSON 2018

Lead, Gold, Silver and Bronze partnership levels provide comprehensive packages for organisations who wish to be featured at the conference.

Our unique partnerships allow you to choose from a wide range of product or branding opportunities, connecting you with audiences in the way that best suits your organisation's mission and goal.

The PRI can advise on bespoke packages, and we are always open to new and innovative ideas for reaching out to your audience.

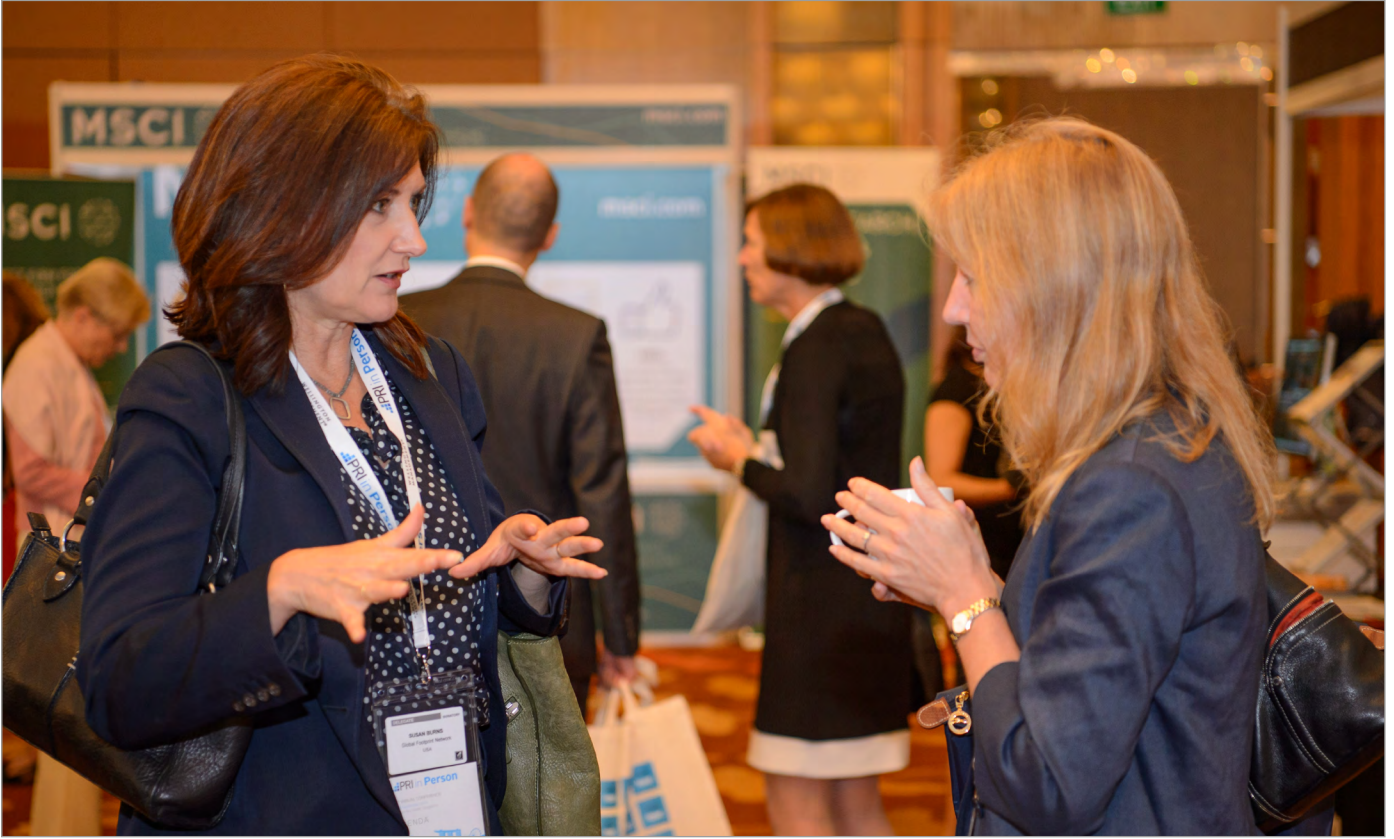


# PARTNERSHIP PACKAGE SUMMARY

	<del>LEAD</del>	<del>SOLD</del>	<del>SOLD</del>
	<del>GOLD</del> <b>SOLD</b>	<del>SILVER</del> <b>SOLD</b>	<del>BRONZE</del> <b>SOLD</b>
Package price (VAT may be applicable)	US\$60,000	US\$30,000	US\$15,000
Conference registrations including welcome reception	7	4	2
Discounted conference tickets*	50% (Max 5)	30% (Max 6)	20% (Max 6)
Networking Dinner tickets	7	4	2
Exhibition (Space only)	4x2 m (13x6.5 ft)	3x2 m (10x6.5 ft)	2x1 m (6.5x3 ft)
Free-standing tower (dedicated)	✓	✗	✗
Free-standing tower (shared)	✗	✓	✓
Logo on joint branding panel	✓	✓	✓
Logo on PRI website's partnerships page	✓	✓	✗
Description on PRI in Person event website	✓	✓	✓
Logo in printed agenda	✓	✗	✗
Logo on online post conference report	✓	✓	✓
Media spokesperson	✓	✓	✗
PRI Academy courses	5	3	1

\* Subject to deadline | These discounted tickets must be registered by Friday 13 July, 2018.

# PARTNERSHIP BENEFITS



All PRI in Person partners will have their logo and organisational message featured on the 'Our Partners' webpage of the PRI in Person website and their logo in the digital post-conference report. Lead, Gold and Silver partners will also see their logo featured on the partnerships webpage of the PRI website:

[www.unpri.org/partnerships](http://www.unpri.org/partnerships)

Please note the PRI runs a paper free conference: we encourage all partners/exhibitors to disseminate their promotional materials electronically or via alternative innovative and sustainable methods.

Exhibition only packages, which are sold subject to availability, offer a 2x1 metre (6.5 x 3ft) exhibition space at the conference and are charged at US\$5,000. This price includes two exhibition registrations, allowing two of your colleagues to manage your stand but does not offer entry to the conference sessions. Exhibitor passes can be upgraded to full conference passes for an additional fee. Please ask the partnerships team for details.

Please note, due to space limitations at the conference venue, exhibition spaces are reserved for the Lead, Gold, Silver and Bronze partners; once these packages have been sold we will be able to identify the number of exhibition only packages available.

# PRODUCT PARTNERSHIPS

Available on a first-come, first-served basis, we are delighted to be offering a suite of product partnership opportunities at PRI in Person.

Lead, Gold, Silver and Bronze partners also have the choice to enhance their presence at PRI in Person with these additional custom packages. These products and supportive collateral have been designed to maximise brand visibility at the conference and accompanying social evening events.

PRODUCT PARTNERSHIP PACKAGE	PRICE USD (VAT may be applicable)	CONFERENCE REGISTRATIONS AND WELCOME RECEPTION	LOGO ON PRI IN PERSON EVENT WEBSITE	150 WORD DESCRIPTION ON PRI IN PERSON EVENT WEBSITE	LOGO IN DIGITAL POST CONFERENCE REPORT
Welcome Reception <del>(1 available)</del>	\$20,000 <b>SOLD</b>	3	✓	✓	✓
Carbon Offsetting <del>(1 available)</del>	\$20,000 <b>SOLD</b>	3	✓	✓	✓
Social Media Screen <del>(1 available)</del>	\$15,000 <b>SOLD</b>	2	✓	✓	✓
Conference App <del>(1 available)</del>	\$15,000 <b>SOLD</b>	2	✓	✓	✓
Conference Lanyards <del>(1 available)</del>	\$15,000 <b>SOLD</b>	2	✓	✓	✓
Conference WiFi <del>(1 available)</del>	\$12,000 <b>SOLD</b>	1	✓	✓	✓
Conference Charging Station <del>(1 available)</del>	\$12,000 <b>SOLD</b>	1	✓	✓	✓
Oasis Area <del>(1 available)</del>	\$12,000 <b>SOLD</b>	1	✓	✓	✓
Barista Coffee Bar <del>(2 available)</del>	\$10,000 <b>SOLD</b>	1	✓	✓	✓
Conference Bags <del>(1 available)</del>	\$10,000 <b>SOLD</b>	1	✓	✓	✓
Conference Eco-friendly pen <del>(1 available)</del>	\$6,000 <b>SOLD</b>	x	✓	✓	✓



## THE WELCOME RECEPTION

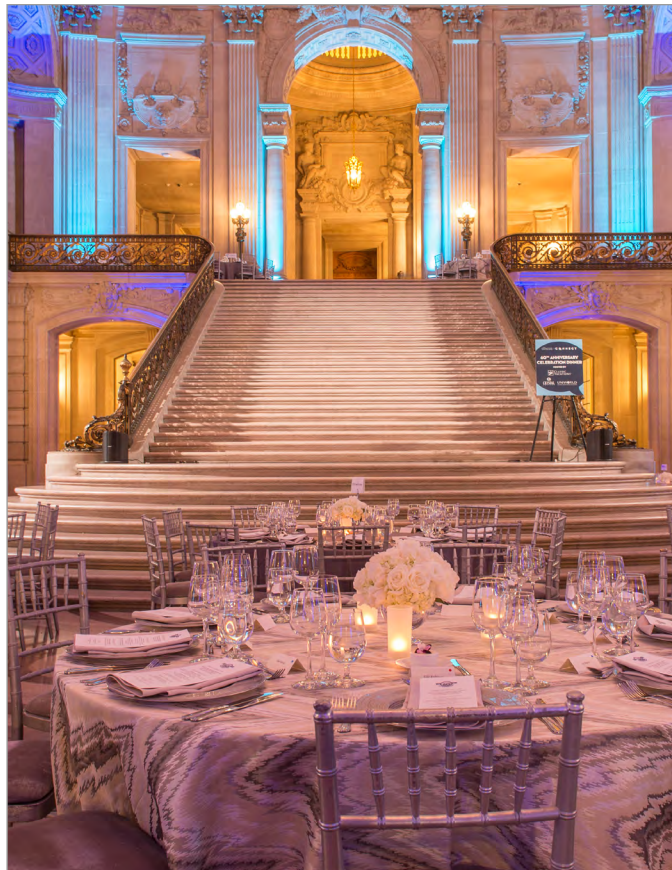
The PRI in Person Welcome Reception will draw the first day of the conference to a close (Wednesday, 12 September). It will take place in one of the largest museums of natural history in the world, **The California Academy of Sciences** located in San Francisco's Golden Gate Park. The Academy began as a learned society in 1853, and today it is home to an aquarium, rainforest, planetarium and 26 million specimens.

This is an exclusive exposure opportunity, open to one organisation, and offers a partner the chance to align itself with the PRI and the California Academy of Sciences. Brand visibility will be offered through the Academy's main lobby entrance, and the partner will also have the opportunity to deliver a short speech in the Piazza, where refreshments will be served throughout the reception.

Delegates will be able to visit the Academy's various world class exhibits which will be open exclusively for this event. This truly is a spectacular venue, and one which will be most memorable for all those who attend the Welcome Reception.

~~Price: US\$20,000 (1 available)~~

**SOLD**



## THE NETWORKING DINNER

The PRI in Person Networking Dinner will be hosted on Thursday, 13 September in the city's seat of government, San Francisco City Hall. This is an historic landmark venue and provides the perfect backdrop for this occasion.

Complimentary transportation from the San Francisco Marriott Marquis to City Hall will be provided, where upon arrival, welcome drinks will be served in the lavish Rotunda, followed by a dinner in the historic light courts of City Hall.

**This exclusive partnership opportunity is included with our Lead Partnership package.**

Further details regarding our Lead package are available upon request from the PRI partnerships team: [partnerships@unpri.org](mailto:partnerships@unpri.org)

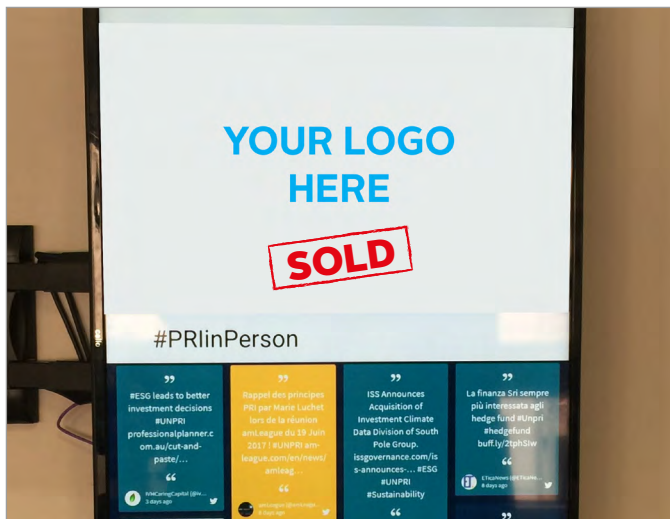
**SOLD**

## CARBON OFFSETTING

The PRI is committed to sustainable events management, and we work in line with our ISO 14001 accreditation. This unique opportunity allows a Partner to offset the carbon footprint of delegates' travel to and from PRI in Person as well as the conference's energy consumption.

The partner will work with the PRI in procuring carbon credits; these will then be allocated to an approved VCS climate protection project. A dedicated poster board including the partner's logo will explain the climate protection project and will be on display in the exhibition area. A carbon offsetting certificate including the partner's logo will be emailed to all delegates after the conference.

~~Price: US\$20,000 (1 available)~~



## SOCIAL MEDIA SCREEN

At PRI in Person 2018, we will offer two large plasma screens, in prime locations, displaying live social media streams. These high resolution screens will connect delegates to the diverse discussions being generated on social media as a result of the conference. The screens include a dedicated section for the partner's branding.

~~Price: US\$15,000 (1 available)~~

## THE CONFERENCE APP

The PRI has run successful conference apps for four years, and PRI in Person is proud to be a paperless conference. In 2016 the conference app was used over 124,000 times. PRI in Person 2018 will once again see its conference app used as the main source of information and as a prime networking platform.

The partner will have their logo displayed on both the app start screen and the app's menu and will be able to craft a number of promoted messages, and offer delegate prizes.

Each delegate will receive instructions on how to download the app, which will also reference the Partner. A branded sign advertising the app will be placed near the registration desk.

~~Price: US\$15,000 (1 available)~~



## CONFERENCE LANYARDS

One of the most visible of all branding opportunities, a partner will be able to place its logo on the lanyards which are worn by all delegates for the full duration of the conference.

The lanyards (co-branded with the PRI) will be printed double sided and made from 100% recycled/eco-friendly material. Every delegate will receive a lanyard along with their badge upon arrival.

~~Price: US\$15,000 (1 available)~~



**SOLD**

## CONFERENCE WIFI

A seamless WiFi connection will allow all delegates, including those travelling from overseas, to remain connected throughout the conference.

The partner can name the WiFi password after their organisation name, in addition, upon accessing the WiFi connection users will be directed to a URL of the partner's choosing.

~~Price US\$12,000 (1 available)~~

## CHARGING STATIONS

PRI in Person 2018 offers two charging stations located in prime locations, where delegates can charge their smartphones. The partner's logo will feature on the charging station. With the increasing reliance on technology, this is an excellent opportunity to ensure your organisation gains exposure amongst our delegates.

~~Price: US\$12,000 (1 available)~~



## OASIS AREAS

At PRI in Person 2018 we will be offering dedicated areas where delegates can relax, check their emails and connect with fellow attendees. Made into an 'Oasis' through soft furnishings and comfortable seats the area is ideal to present your organisation.

The area will be designed to seat at least 35 delegates and branding will be offered through a backlit poster frame (or similar).

~~Price: US\$12,000 (1 available)~~



## BARISTA COFFEE BAR

PRI in Person 2018 will offer two opportunities to host a dedicated Barista Coffee Bar. This presents a fantastic prospect for any partner to gain exposure and connect with the delegates in a novel way. Each Barista Coffee Bar will be located in an area of the conference which maximises delegate footfall.

~~Price: US\$10,000 (2 available)~~

**SOLD**

## CONFERENCE BAGS

PRI in Person will feature an eco-friendly conference bag which will be available to all conference delegates. The bag will be made of high-quality material and will display a design of the partner's choosing to include the PRI in Person logo and the partner's logo.

As an item which will potentially be used by delegates for years to come, our conference bag presents an opportunity for partners to create a lasting impression, while associating their brand with sustainability.

~~Price: US\$10,000 (1 available)~~

**SOLD**



## ECO-FRIENDLY CONFERENCE PEN

The official conference pen will be available for all delegates throughout the conference. These pens, made from eco-friendly materials, can either be branded entirely with a Partner's logo, or can be co-branded with the PRI.

~~Price: US\$6,000 (1 available)~~



## ADDITIONAL BRANDING OPTIONS



### DELEGATE BEDROOM KEY CARDS

For PRI in Person 2018 we are pleased to offer customised bedroom key cards at the San Francisco Marriott Marquis. A partner can literally put its organisation's message in delegates' hands! The key cards will be handed to those delegates staying at the hotel and will be distributed upon check-in.

**Further details and prices available upon request**

### DO NOT DISTURB SIGNS

We are able to offer an opportunity to brand the 'Do not disturb' bedroom signs used in the San Francisco Marriott Marquis; the signs will hang in delegates' hotel bedrooms during their stay at the conference. A partner can include their message and logo on the sign which is co-branded with the San Francisco Marriott Marquis logo and hotel safety information.

**Further details and prices available upon request**



## ESCALATORS

An opportunity to mount clings to the glass sidewalls of the escalators that connect the conference area 'Yerba Buena Ballroom', located on level B2, with the main San Francisco Marriott Marquis. As all delegates will be required to use these escalators when arriving or departing the conference area, they offer a great opportunity to showcase your brand.

**Further details and prices available upon request**

## STAIRS

You can include your branding on the step recess of the Yerba Buena stairs which connect the 'Yerba Buena Ballroom' located on Level B2 with the San Francisco Marriott Marquis. The stairs are located between the escalators.

**Further details and prices available upon request  
(1 available)**

## LIGHTBOX AT THE END OF THE YERBA BUENA GRAND ASSEMBLY

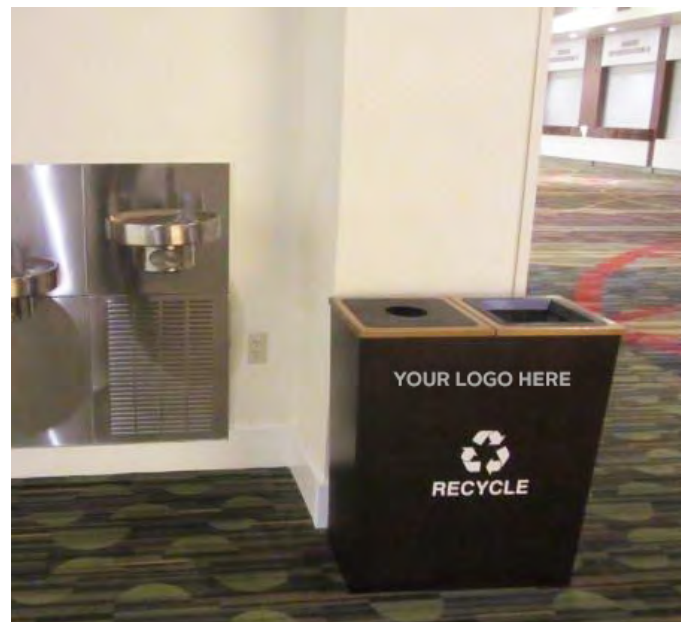
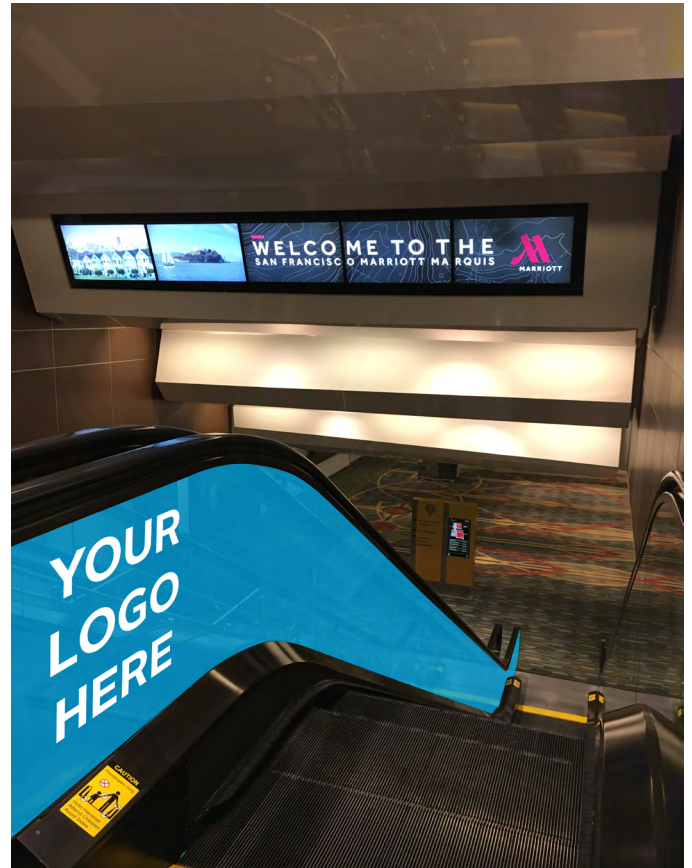
Located at one end of the Yerba Buena Grand Assembly is the opportunity to brand a lightbox. This is in full sightline of delegates when they are using this area to walk between conference sessions and in and out of the exhibition. This is a main thoroughfare for delegates thus securing maximum footfall and brand exposure.

**Further details and prices available upon request  
(1 available)**

## RECYCLE BINS LOCATED THROUGHOUT THE YERBA BUENA GRAND ASSEMBLY

An opportunity to encourage recycling and show your organisation's green credentials by branding the recycling bins. These bins will be positioned in the Yerba Buena Grand Assembly.

**Further details and prices available upon request  
(5 available)**



## PRI IN PERSON PARTNERSHIP PROTOCOLS

- Companies renewing a PRI in Person partnership from one year to another are entitled to an exclusive 5% previous partner discount
- Otherwise partnerships are non-negotiable in price or content which ensures all partners can be confident they are all receiving fair value and equal treatment
- Partnerships are sold on a first come, first served basis
- Where demand exceeds supply, partnerships will be released back to the market if a signed contract has not been received after one calendar month of being raised
- Partnership benefits accrue through the on-boarding stage; for example, access to a delegate registration list detailing organisation name and job title is available on receipt of a signed partnership agreement; access to a list of named delegates is available upon receipt of payment in full of the partnership invoice.

## A NOTE ABOUT CONTENT

- 'No pay to play' is interpreted to mean that payment, or the prospect of payment (typically in the form of a partnership), will not influence decision-making about conference agenda topics and speakers
- Decision-making on agenda topics and speakers is driven by the PRI's mission to provide its signatory base and the responsible investment community with useful, timely and challenging content
- This also means that payment or the prospect of payment will not act as a perverse incentive and serve to remove from consideration a potential speaker who is employed by a partner or potential partner.

## LEAD PARTNER

- The PRI is pleased to extend an opportunity to the Lead Partner of PRI in Person to make a Welcome Address
- For the avoidance of doubt, this decision is taken in advance of and in separation from development of the conference agenda and sits outside the scope of the influencing concerns which the pay to play principle is a safeguard against
- The Lead Partner speaker will be expected to adhere to PRI in Person speaker guidelines.

## GUIDANCE

- All companies who believe they have a speaker of interest should in the first instance refer to the Head of Event Programmes. Selected speakers will be asked to adhere to PRI's speaker guidelines and refrain from promoting their own company, its products or services during their speaking session
- All companies who wish to have a branded presence at the conference should refer to the Partnerships team
- Companies interested in both partnership and speaking are requested to pursue separate lines of enquiry.

## RATIONALE

PRI believes this approach:

- Is consistent with serving the signatory base of the PRI and PRI's not-for-profit mission orientated status
- Supports quality assurance of PRI in Person which distinguishes the event in the responsible investment market
- Recognises the commercial value of partnering with PRI in Person.

## The Principles for Responsible Investment (PRI)

The PRI works with its international network of signatories to put the six Principles for Responsible Investment into practice. Its goals are to understand the investment implications of environmental, social and governance (ESG) issues and to support signatories in integrating these issues into investment and ownership decisions. The PRI acts in the long-term interests of its signatories, of the financial markets and economies in which they operate and ultimately of the environment and society as a whole.

The six Principles for Responsible Investment are a voluntary and aspirational set of investment principles that offer a menu of possible actions for incorporating ESG issues into investment practice. The Principles were developed by investors, for investors. In implementing them, signatories contribute to developing a more sustainable global financial system.

More information: [www.unpri.org](http://www.unpri.org)



## The PRI is an investor initiative in partnership with UNEP Finance Initiative and the UN Global Compact.

### United Nations Environment Programme Finance Initiative (UNEP FI)

UNEP FI is a unique partnership between the United Nations Environment Programme (UNEP) and the global financial sector. UNEP FI works closely with over 200 financial institutions that are signatories to the UNEP FI Statement on Sustainable Development, and a range of partner organisations, to develop and promote linkages between sustainability and financial performance. Through peer-to-peer networks, research and training, UNEP FI carries out its mission to identify, promote, and realise the adoption of best environmental and sustainability practice at all levels of financial institution operations.

More information: [www.unepfi.org](http://www.unepfi.org)



### UN Global Compact

The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals. The UN Global Compact is a leadership platform for the development, implementation and disclosure of responsible corporate practices. Launched in 2000, it is the largest corporate sustainability initiative in the world, with more than 9,500 companies and 3,000 non-business signatories based in over 160 countries, and more than 70 Local Networks.

More information: [www.unglobalcompact.org](http://www.unglobalcompact.org)

