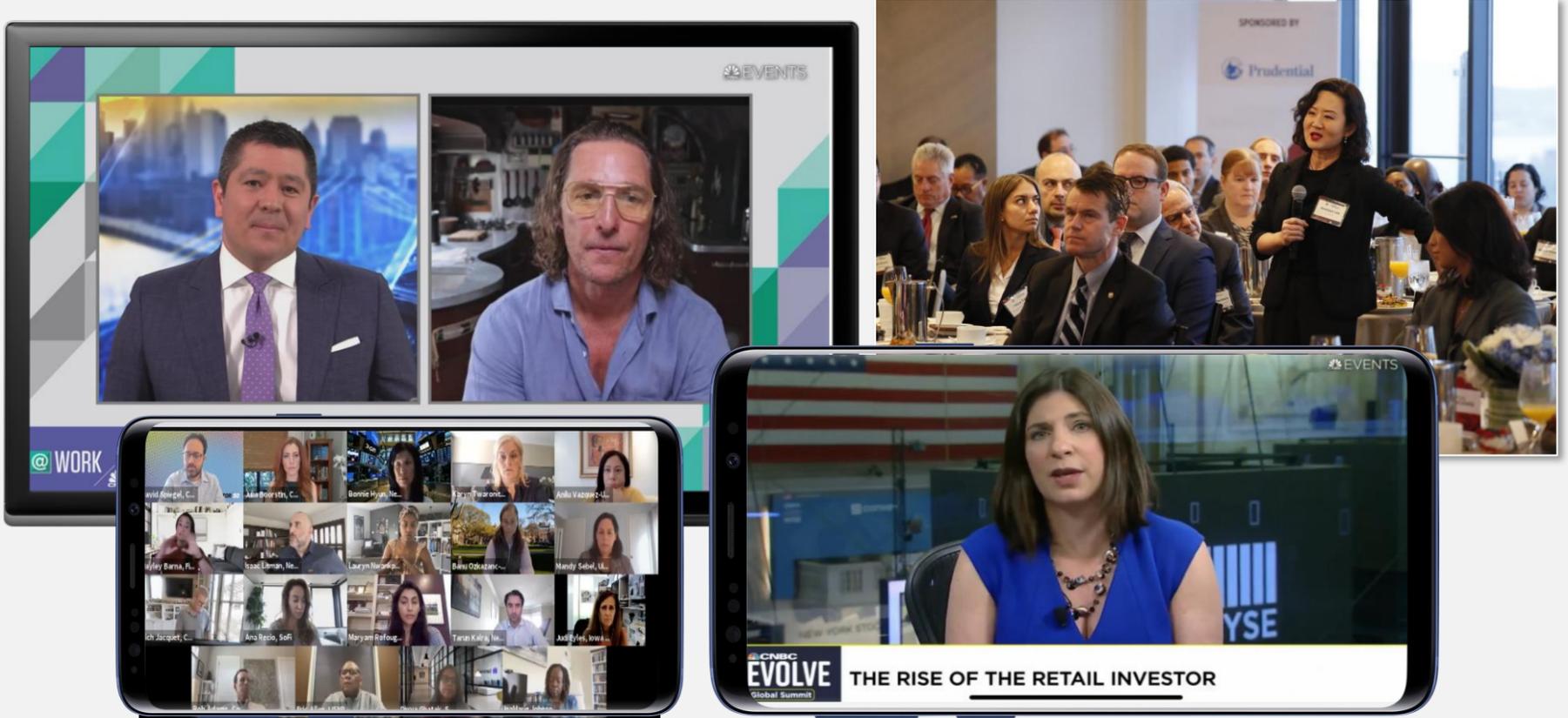


# EXPERIENCE THE POWER OF CNBC EVENTS IN 2022



## CNBC Editorial Expertise

Exclusive insight from the biggest names in all things money, including CNBC's recognizable anchors & reporters



## Highly-Coveted Audiences

C-suite, global business decision makers, entrepreneurs, financial advisors, opinion leaders, consumers & more



## All-New Event Formats

Virtual, hybrid and in-person gatherings both domestically and globally created in response to informative audience insights



## Timely & Relevant Topics

Climate crisis and sustainability, innovations in technology, cryptocurrency, workplace transformation, equity and inclusion & more



## Benefits That Deliver Value

Opportunities for thought leadership, lead generation, networking and robust branding create an environment for sponsors to achieve KPIs



## Beyond the Events

NBCU's 360 ecosystem allows for unmatched distribution of sponsored sessions and more, plus contextually relevant editorial alignments across TV, digital and social

TO SEE CNBC EVENTS IN ACTION, CONTACT THE SALES & MARKETING TEAM TO REGISTER FOR AN UPCOMING EVENT

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# COLLABORATE WITH US TO IDENTIFY THE RIGHT ALIGNMENTS FOR YOUR BRAND

## C-SUITE | Global CEOs, CFOs, CMOs convene for functional, intimate gatherings

	<p><b>5/22 – 5/26</b> Various Formats Davos, Switzerland</p>	<p>Investors, business and political leaders, economists, celebrities &amp; journalists</p>	<p>Leverage CNBC's long-standing relationship with the World Economic Forum to convene custom experiences for elite global audiences</p>
	<p><b>6/25 – 7/1</b> Multi-Day Festival Aspen, CO <b>**Note: NBCU opportunity</b></p>	<p>Provocative thinkers, writers, artists, teachers, business leaders, policy makers &amp; innovators</p>	<p>High-profile, global change-agents convene in Aspen, CO, for the 18th annual event designed to explore ideas and issues that shape our lives &amp; challenge our times</p>
	<p><b>11/30</b> Summit Washington, DC  <b>3/23, 6/8 &amp; 9/15</b> Roundtable Dinners NYC   San Francisco   NYC  <b>1/25, 3/15, 5/3, 6/14, 7/26, 9/20, 11/1 &amp; 12/13</b> Fed Matters Virtual (Zoom)</p>	<p>Chief Financial Officers from top-tier public and private companies</p>	<p>CNBC's premier network of select CFOs convenes regularly throughout the year to explore how the role of the CFO in the 21st century corporation has evolved into one that includes monitoring macroeconomic trends, managing new risk paradigms, optimizing operations, and supporting the CEO and other strategic partners within the C-suite.</p>
	<p><b>11/15</b> Summit NYC  <b>4/28 &amp; 9/13</b> Roundtable Dinners NYC   San Francisco  <b>2/17, 6/23 &amp; 12/14</b> Town Halls Virtual (Zoom)</p>	<p>CIOs, CTOs, Chief Product Officers, Chief Digital Officers across industries</p>	<p>CNBC's premier network of tech executives leads ongoing high-priority discussions about employing breakthrough technologies to solve problems and power growth while addressing the challenges presented by these innovations.</p>
	<p><b>10/13</b> Summit NYC &amp; Virtual  <b>7/14</b> Roundtable Dinner San Francisco  <b>2/10, 5/25 &amp; 12/7</b> Town Halls Virtual (Zoom)</p>	<p>CHROs and Chief Diversity &amp; Inclusion Officers across industries</p>	<p>CNBC's premier network of HR executives explores how their roles will continue to be central to redefining how business survive and thrive in the next era as corporations and markets place more value on human capital concerns.</p>
	<p><b>7/18 &amp; 12/8 (tentatively)</b> Roundtables Virtual (Zoom)</p>	<p>Senior marketing leaders from iconic national and global brands</p>	<p>Led by Senior Media &amp; Entertainment Correspondent Julia Boorstin, CMO Exchange provides a forum for marketers to discuss how marketing and branding are changing – from the message to the medium.</p>
	<p><b>6/27</b> Inaugural Dinner In-Person in Aspen *Plus: Dinners, Virtual Roundtables, &amp; In-Person Summit</p>	<p>Global CEOs from top enterprise organizations across industries</p>	<p>CNBC's curated, invitation-only network of CEOs meets for candid peer-to-peer dialogues and interactive conversations to create priceless takeaways for navigating a rapidly changing business environment</p>

## FINANCE & INVESTING | Financial professionals and investors convene for market discussions

	<p><b>6/15 &amp; 12/6</b> Summits Virtual Platform</p>	<p>RIAs and similar, with attendees receiving Continuing Education credits from the CFP Board</p>	<p>Taps experts to share their insights on the markets and how RIAs can provide extra insights and a valuable edge to an increasingly educated investor class; includes content and speakers featured in CNBC's FA 100.</p>
	<p><b>9/28</b> Investor Summit NYC</p>	<p>Institutional investors, asset managers, service providers &amp; financial advisors</p>	<p>CNBC's highly-anticipated, 12<sup>th</sup> annual investor conference will bring together the biggest names in the investment community, as well as influential political and economic leaders, to explore critical issues facing investors in today's global economy.</p>
	<p><b>11/1</b> Forum Virtual Platform</p>	<p>Sophisticated investors and financially-savvy consumers</p>	<p>Led by Senior Personal Finance reporter Sharon Epperson, Your Money convenes top financial experts to explore ways to maximize your finances while navigating challenges such as inflation, building a financial safety net and planning for a brighter future.</p>
	<p><b>In Development</b> Details TBD</p>	<p>TBD</p>	<p>Starting in 2022, CNBC will bring <i>Mad Money</i> host Jim Cramer's energy and passion for the stock market to audiences across the country via all-new live events.</p>

# COLLABORATE WITH US TO IDENTIFY THE RIGHT ALIGNMENTS FOR YOUR BRAND



## BUSINESS DECISION MAKERS | From various industries convene to assess new opportunities

	<p><b>3/10</b> Livestream CNBC.com &amp; Social</p>	<p>Individuals interested in learning more about corporate DEI initiatives, programs and strategies</p>	<p>Gathers leaders and experts who are managing differently, narrowing the wage gap, creating new pathways to wealth and expanding the talent pool in innovative ways, resulting in meaningful change.</p>
	<p><b>3/30</b> Summit Virtual Platform</p>	<p>Healthcare investors, VCs, C-suite execs from the biotech, pharma, health care and life sciences industries, plus health care IT BDMs</p>	<p>Convenes the sharpest minds, bold pioneers and visionary leaders in the health care industry to discuss what they see ahead for treatments and innovations, what's working, what needs to improve, and what's on the horizon that will shape health care for the future.</p>
	<p><b>5/5 &amp; 8/3**</b> Forums Virtual Platform</p>	<p>Small business owners and leaders across the country</p>	<p>Offers expert advice on how to manage businesses in this new landscape, examine lessons in leadership and provide case studies in crisis management to help small business owners thrive in 2022 and beyond.</p>
	<p><b>7/13</b> Global Summit Virtual Platform</p>	<p>Global BDMs/execs from a cross-section of industries</p>	<p>Showcases best-in-class companies transforming for the future. In 2022, we will explore how legacy companies are taking pages out of start-ups' game plans and applying scale and scope, changing the way we do business.</p>
	<p><b>10/6</b> Forum Virtual Platform</p>	<p>ESG investors and ESG-focused BDMs</p>	<p>As corporations reckon with issues including climate change, stakeholder capitalism &amp; DEI, CNBC convenes corporate leaders and noted investors who are succeeding in the space to share their best ideas when it comes to where to invest and how to measure the impact.</p>
	<p><b>10/19</b> Summit Virtual Platform</p> <p><b>6/7 &amp; 9/22</b> Roundtable Dinners San Francisco   NYC</p>	<p>Summit: BDMs, tech/disruption-focused execs, investors/VCs</p> <p>Dinners: Former and current D50 company leaders/execs</p>	<p>What areas and sectors are ripe for disruption? Which technologies and innovations will power the next upheaval in the business world? Powered by 10 years of CNBC's groundbreaking Disruptor 50 list, we'll examine the trends that will disrupt, enable and power growth, and produce amazing returns for the next 10 years and beyond.</p>
	<p><b>10/25 – 10/26</b> Two-Day Summit Virtual Platform</p>	<p>Senior execs from HR, Tech, Operations, Finance, Marketing &amp; other key functional areas</p>	<p>CNBC Work delivers insight into how the most forward-thinking companies are shaping the work of tomorrow. From resignation to re-evaluation, the future of work may get a bit more into focus in 2022 as the upheaval of the past two years turns more into a natural rhythm.</p>
	<p><b>Built-if-Sold</b> Livestream CNBC.com &amp; Social</p>	<p>Mid-level to senior tech execs/BDMs, tech industry-curious, tech aficionados, investors, influencers</p>	<p>Hosted by the same CNBC anchor(s) as TechCheck on CNBC Business Day, livestreams offer deep dives examining the latest innovative ideas and explore how new technologies work, as well as the best ways to utilize and invest in them.</p>

## OPINION LEADERS | The beltway meets the boardroom in these engaging conversations

	<p><b>Built-if-Sold</b> Forum Virtual Platform</p>	<p>Business execs, policy makers, top Congressional candidates, lobbyists, think tank leaders</p>	<p>It's never been more important to foster a productive dialogue between government and industry, and there's no one more qualified than CNBC to bring the private sector perspective to the Beltway through this engaging forum.</p>
	<p><b>Built-if-Sold</b> Livestream CNBC.com &amp; Social <b>**Note: NBC News opportunity</b></p>	<p>Targeted list of policy makers, Beltway influencers and business execs, plus topically-engaged stakeholders including First Read morning briefing readers</p>	<p>Hosted by Chuck Todd, this interactive program offers audiences insight into current policies and issues from top industry leaders and experts. Each livestream will do a deep dive on a particular topic to drive max engagement.</p>

## CUSTOM-CURATED AUDIENCES + EVENTS | Built in collaboration with your brand



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\*\*8/3 Small Business Playbook is built-if-sold