

# Impact Starts with CNBC EVENTS

## ✓ Empower

Your brand is invited into environments where your target audiences are aiming to **discuss, debate and identify solutions to their business challenges**

## ✓ Engage

While in these environments, your brand can engage these audiences and **form or grow meaningful experiential connections** that reach beyond the events

## ✓ Extend

Your brand messaging is extended and **amplified to audiences beyond the event** by leveraging CNBC's ecosystem to activate across TV, digital and social

## ✓ Impact

Through established experiential connections & message amplification, your brand is positioned as **part of the solution set** for various business challenges

## What CNBC Events BRINGS TO THE TABLE



### CNBC TALENT

Moderators are the on-air faces of CNBC with dedicated viewership



### HEADLINE SPEAKERS

We leverage relationships with on-air bookings to confirm event speakers



### CONVENING POWER

Our audience team & TV booking machine ensure qualified guests



### PRODUCTION VALUE

Events are run by the same producers who contribute to 14 hours of live TV



### MEDIA EXTENSIONS

CNBC's media ecosystem amplifies event content & in-person experiences



### DEDICATED TEAM

We support through each step of sponsorship to ensure success

## Key Benefits

FOR YOUR BRAND

### THOUGHT LEADERSHIP

Spotlight **your brand's CEO or another senior leader** via executive remarks, sponsored sessions, executive spotlights & more

### BRANDING, RECOGNITION & ACTIVATION

Receive **robust logo inclusion** leading up to, during and after the event, **sponsor recognition**, and potential for engaging **on-site activations**

### EXECUTIVE ACCESS & NETWORKING

Gain access to sponsored events via **complimentary passes** for your executives and clients to engage, network & generate new leads

### 360 MEDIA & BRANDED CONTENT

Amplify messaging to additional audiences across CNBC's TV, digital and social platforms via **360 media alignments**, plus **branded content** produced by CNBC Brand Studio

## Contact Us

For more info  
or to register  
for an event:









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# CNBC Events 2023 – Key Experiences by Core Audience

CNBC EVENTS 2023

C - SUITE		
CNBC COUNCILS	 <b>Jan 16<sup>th</sup> – Jan 20<sup>th</sup></b> In-Person Events Davos, Switzerland	Audience size & specifics pending event parameters; typically includes investors, business and political leaders, economists, celebrities & journalists
	 <b>May 22<sup>nd</sup> – May 24<sup>th</sup></b> In-Person Summit* Santa Barbara, CA	~75-100 CEO Council (CNBC's curated, invitation-only network of global CEOs from top enterprise orgs) members, prospects and other influential guests
	 <b>Jun 24<sup>th</sup> – Jun 30<sup>th</sup></b> In-Person Festival Aspen, CO	~3,000 provocative thinkers, writers, artists, teachers, business leaders, policy makers & innovators
CNBC COUNCILS	 <b>Oct 23<sup>rd</sup>–24<sup>th</sup></b> In-Person Summit* New York, NY	~40 members of CNBC's curated, invitation-only network of CIOs, CTOs, Chief Product Officers, Chief Digital Officers across industries
	 <b>Nov 13<sup>th</sup>–14<sup>th</sup></b> In-Person Summit* New York, NY	~40 members of CNBC's curated, invitation-only network of CHROs and Chief Diversity & Inclusion Officers across industries
	 <b>Nov 28<sup>th</sup>–29<sup>th</sup></b> In-Person Summit* Washington, D.C.	~40 members of CNBC's curated, invitation-only network of Chief Financial Officers from top-tier public and private companies
	 <b>Custom Timing</b> In-Person Event(s) Location TBD	~40+ CEOs, founders and senior executives from various industries
	 <b>Quarterly Timing (TBD)</b> Virtual Roundtable	~15-20 senior marketing leaders from iconic national and global brands

FINANCE & INVESTING		
CNBC YOUR MONEY	 <b>WITH JIM CRAMER</b> <b>ANNUAL MEETING</b> <b>Feb 25<sup>th</sup></b> In-Person Event New York, NY	~250 CNBC Investing Club members
	 <b>Aligned with</b> Financial Literacy Month Virtual Forum	~500 primarily female investors, business decision makers and consumers
	 <b>Jun 15<sup>th</sup> &amp; Oct 12<sup>th</sup></b> Virtual Summits	~300 (per Summit) Registered Investment Advisors (RIAs) and similar Financial Advisors with attendees receiving Continuing Education credits from the CFP Board
CNBC YOUR MONEY	 <b>July 25<sup>th</sup></b> In-Person Summit Santa Monica, CA	~250 influential leaders, athletes, key decision makers and high-profile industry movers driving innovation in the business of sports
	 <b>Sep 28<sup>th</sup></b> In-Person Investor Summit New York, NY	~200 institutional investors, asset managers, service providers & financial advisors
	 <b>Oct 17<sup>th</sup></b> Livestream	~1,000+ total millennial viewers seeking advice for navigating their financial firsts
	 <b>Nov 9<sup>th</sup></b> Virtual Forum	~1,000+ investors, savers, and consumers
		Led by CNBC <i>Mad Money</i> host Jim Cramer, the event will offer exclusive insights from global CEOs to help map out a game plan for approaching the markets and maximizing investments in 2023.
		CNBC Senior Personal Finance Correspondent Sharon Epperson will host CNBC's newest extension of the Your Money franchise designed to elevate female voices and offer women guidance on how to maximize their finances.
		With content and speakers featured in CNBC's FA 100, FA Summit taps experts to share insights on the markets and how RIAs can provide a valuable edge to an increasingly educated investor class.
		CNBC and Boardroom are teaming up for an all new, high-powered event focused on the intersection of business and sports. Featuring conversations between athletes, innovators, and key industry leaders, this dynamic summit brings together the most influential players and game changers who are shaping the future of the sports business.
		CNBC's highly-anticipated annual investor conference brings 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.
		Provides millennials the tools they need to get smarter about how they earn, save, invest and spend their money to successfully navigate their financial firsts.
		Your Money convenes top financial experts to explore ways to maximize finances while navigating challenges such as inflation, building a financial safety net and planning for a brighter future.

BUSINESS DECISION MAKERS		
CNBC EQUITY & OPP	 <b>Mar 29<sup>th</sup></b> Virtual Forum	~300 healthcare investors, VCs, C-suite execs from the biotech, pharma, healthcare and life sciences industries, plus healthcare IT BDMS
	 <b>Apr 4<sup>th</sup></b> Livestream	~10,000+ individuals interested in learning more about corporate DEI initiatives, programs and strategies
	 <b>Apr 19<sup>th</sup></b> Aligned with Earth Day Virtual Forum	~200 ESG investors and ESG-focused BDMS
CNBC EQUITY & OPP	 <b>May 4<sup>th</sup>, Aug 2<sup>nd</sup> &amp; Dec 12<sup>th</sup> or 13<sup>th</sup></b> Virtual Forums	~500-1,000 small business owners and leaders across the country
	 <b>Jun 28<sup>th</sup></b> In-Person Event New Orleans, LA	~75-100 Black senior executives & professionals from a cross-section of industries and roles – including board directors, C-suite leaders, notable entrepreneurs and founders, influential investors and more
	 <b>Oct 4<sup>th</sup></b> In-Person Celebration* San Francisco, CA	~150-200 BDMS, tech/disruption-focused execs, investors/VCS
	 <b>Oct 9<sup>th</sup></b> In-Person Event New York, NY	~75-100 Hispanic senior executives & professionals from a cross-section of industries and roles – including board directors, C-suite leaders, notable entrepreneurs and founders, influential investors and more
	 <b>Nov 2<sup>nd</sup></b> Global Virtual Summit	~500+ global BDMS/execs from a cross-section of industries
	 <b>Dec 5<sup>th</sup> or 6<sup>th</sup></b> Virtual Event	TBD # of senior execs from HR, Tech, Operations, Finance, Marketing & other key functional areas
		Convenes the sharpest minds and visionary leaders in the healthcare industry to discuss what they see ahead in treatments and medical innovations, and what's on the horizon that will shape healthcare for the future.
		Examines strategies and initiatives for organizations to create opportunity and facilitate meaningful change for individuals and for society as a whole.
		Looks at how business leaders and investors can make sustainability a fundamental part of their strategy, not just for the greater good, but for greater profit.
		Offers expert advice on how to manage businesses in this new landscape, examining lessons in leadership and providing case studies in crisis management to help small business owners thrive.
		Elevates Black leadership and sparks conversation around building a brighter future for the next generation; will leverage initial findings from CNBC & ELC's "Black Business Leadership" survey.
		Powered by 10 years of CNBC's groundbreaking Disruptor 50 list, CNBC examines the trends that will disrupt, enable and power growth, and produce amazing returns for the next 10 years and beyond.
		An engaging networking reception hosted in partnership with HACR. HACR's network of ultra-engaged CEOs and other senior leaders – combined with CNBC's audience curation and editorial booking power – all lay the groundwork for an elevated experience that cannot be replicated.
		Showcases iconic global companies and executives who are adapting, innovating, embracing change and transforming for the future.
		Takes a close look at what AI will really mean for the future of work, speaking to those at the cutting edge of breakthrough technology as well as top decision makers about how to implement it.

## OPINION LEADERS (ALL CUSTOM-BUILT)



Capital Exchange focuses on the confluence of policy, business and money, and delivers candid conversations about how business and government can better collaborate to create jobs and economic growth.

NEW



Former White House Press Secretary and political expert Jen Psaki will take her new MSNBC show on the road to D.C. in an all-new event series featuring editorial lunch programs.



Hosted by Chuck Todd, these interactive livestream programs offer audiences insight into current policies and issues from top industry leaders and experts.