Impact Starts with EVENTS



Empower

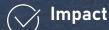
Your brand is invited into environments where your target audiences are aiming to discuss, debate and identify solutions to their business challenges



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



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



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



Moderators are the onair faces of CNBC with dedicated viewership



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



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



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



Our audience team & TV booking machine ensure qualified quests



We support through each step of sponsorship to ensure success

Key Benefits

FOR YOUR BRAND



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



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



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



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



For more info

or to register

for an event:

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CNBC Events 2023 – Key Experiences by Core Audience

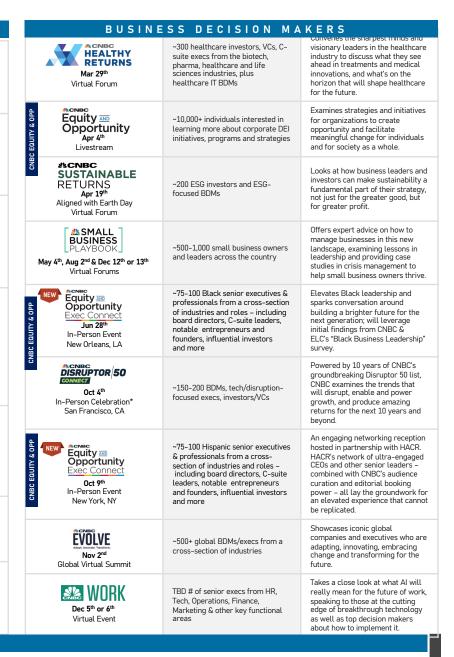
the message to the medium.

Capital Exchange focuses on the confluence of policy, business and

money, and delivers candid conversations about how business and

	CIADO EA	ents 2025 - r	rey Experie		
C - S U I T E					
	Jan 16 th – Jan 20 th In-Person Events Davos, Switzerland	Audience size & specifics pending event parameters; typically includes investors, business and political leaders, economists, celebrities & journalists	Leverage CNBC's long-standing relationship with the World Economic Forum to convene custom experiences for elite global audiences.		
CNBC COUNCILS	May 22 nd – May 24 th 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	Attendees meet for candid peer-to-peer dialogues and interactive conversations to create priceless takeaways for navigating a rapidly changing business environment.		
	Jun 24th – Jun 30th In-Person Festival Aspen, CO	~3,000 provocative thinkers, writers, artists, teachers, business leaders, policy makers & innovators	High-profile, global change- agents convene in Aspen, CO, for the 18th annual event designed to explore ideas and issues that shape our lives & challenge our times.		
	technology executive council & Oct 23"d_24th In-Person Summit* New York, NY	~40 members of CNBC's curated, invitation-only network of ClOs, CTOs, Chief Product Officers, Chief Digital Officers across industries	Members lead ongoing high- priority discussions about employing breakthrough technologies to solve problems and power growth while addressing the challenges presented by these innovations.		
CNBC COUNCILS	WORKFORCE EXECUTIVE COUNCIL Nov 13 th -14 th In-Person Summit* New York, NY	~40 members of CNBC's curated, invitation-only network of CHROs and Chief Diversity & Inclusion Officers across industries	Members explore how their roles will continue to be central in redefining how businesses survive and thrive in the next era as corporations and markets place more value on human capital concerns.		
	CFO COUNCIL Nov 28th-29th 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	Members convene regularly throughout the year to explore how the role of the CFO in the 21st century corporation has evolved.		
,	SPARK Custom Timing In-Person Event(s) Location TBD	~40+ CEOs, founders and senior executives from various industries	CNBC "Closing Bell: Overtime" Co-Anchor Jon Fortt hosts this CNBC event series focused on innovation Events feature significant, interactive conversations with CEOs of companies from all stages of life.		
	Quarterly Timing (TBD) Virtual Roundtable	~15-20 senior marketing leaders from iconic national and global brands	Led by Senior Media & Entertainment Correspondent Julia Boorstin, CMO Exchange provides a forum for marketers to discuss how marketing and branding are changing – from		

FINANCE & INVESTING					
ANNI Fe In-Per	NVESTING CLUB JIM CRAMER UAL MEETING bb 25 th sson Event York, NY	~250 CNBC Investing Club members	Led by CNBC Mad Money 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.		
AF Align	vealth Vealth To 11th ned with Literacy Month al Forum	~500 primarily female investors, business decision makers and consumers	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.		
Ad Ad Su: Jun 15 ^{tt}	ancial lvisor mmit • & Oct 12 th I Summits	~300 (per Summit) Registered Investment Advisors (RIAs) and similar Financial Advisors with attendees receiving Continuing Education credits from the CFP Board	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.		
GAME PLAN July 25 th 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	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.		
Se In-Person li	PHA ep 28 th nvestor Summit York, NY	~200 institutional investors, asset managers, service providers & financial advisors	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.		
	ct 17 th estream	~1,000+ total millennial viewers seeking advice for navigating their financial firsts	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.		
MC N Virtu	OVEY ov 9 th al Forum	~1,000+ investors, savers, and consumers	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.		
OPINION LEADERS (ALL CUSTOM-BUILT)					







All events and opportunities are subject to change; *Additional franchise touchpoints throughout the year