



We would like to take this opportunity to invite you to become an exhibitor and sponsor of the third annual one day event, Aspirations, on November 12th, 2013. This event provides you the opportunity to reach an audience of approximately 150 potential private company clients. Our venue this year, in downtown Campbell, CA, is a new and improved location that provides a better space for our lunchtime general session and will allow attendees to more easily move through the exhibit hall during the breaks and session changes giving our exhibitors and sponsors maximum visibility and attendee access. Exhibitor packages are listed below for your review. Combining an exhibitor package with a sponsorship (opportunities listed below) will dramatically increase your visibility and exposure to potential clients.

We appreciate your support and look forward to working with you on this event!

Sincerely,
The SOS Team



Conference Date:

November 12th, 2013

Conference Location:

[Villa Ragusa](#)

Campbell, California

Success in 2012:

Aspirations 2012 was our second annual all-day equity compensation conference for executives and stock plan staff from private companies targeting a liquidity event. There were 37 speakers and 13 educational sessions on topics ranging from stock plan management to securities law to accounting standards & taxation to international topics. Given the success in 2012, SOS is eager to provide private company employees with another stellar event in 2013. In 2012 we had over 100 attendees and 12 event sponsors. With the interest we have already seen and the plans we have in place this year, we are expecting over 150 attendees and more than 15 sponsors for 2013.

With the expected growth we have moved the venue to a more desirable time of year and to a larger space that will accommodate not only our increased number of attendees, but also it provides dedicated exhibitor space and larger presentation rooms.

Target Audience:

Executives and stock plan staff from private companies offering equity compensation. Target attendees include executives and staff from finance, HR, legal, accounting, and executive compensation. Conference attendees preparing their stock plans for an IPO or liquidity event, dealing with complex issues arising from the management administration of their plans, or looking to gain valuable knowledge around private equity compensation should attend.

Target Attendance:

At least 150 attendees from companies issuing equity compensation
Up to 40 speakers and sponsors, including SOS personnel

Conference Format:

Two general sessions, morning & afternoon
Three breakout / parallel sessions with three topics each (some of which may repeat)
Networking/Cocktail reception

Exhibitor Hall:

Tables placed in central dedicated location for partners/vendors

Speakers:

Best and brightest experts on stock plan management, securities law, accounting standards, taxation, and international topics

TENTATIVE SCHEDULE:

Session	Begin	End
Welcome / Morning General Session/Sponsor Drawing 1	8:45 AM	10:00 AM
Morning Break	10:00 AM	10:30 AM
Sessions 1A – 1C	10:30 AM	11:45 AM
Lunch / Afternoon General Session/Sponsor Drawing 2	11:45 AM	1:30 PM
Change Sessions	1:30 PM	1:45 PM
Sessions 2A – 2C	1:45 PM	3:00 PM
Change Session	3:00 PM	3:15 PM
Sessions 3A – 3C	3:15 PM	4:30 PM
Networking/Cocktail Reception/Sponsor Drawing 3	4:30 PM	5:30 PM



A Note to Sponsors:

SOS anticipates the attendance figures noted above. If the timing of the event is not appropriate and/or the attendance is not as expected, then we may move forward with a half-day conference or cancel and reschedule the event. In the event of a schedule change or cancelation, SOS will refund a portion or the full amount of your sponsorship fees.

ABOUT STOCK & OPTION SOLUTIONS

Stock & Option Solutions is a leading provider of top-tier stock plan management and consulting services for companies offering equity compensation and benefit programs to its employees. Since 1999, hundreds of organizations, from start-ups to Fortune 500 companies, have relied on Stock & Option Solutions' expertise for strategic planning, methodologies and skilled resources to build and support the most effective stock plan programs possible.