

SPARK BOLD IDEAS

Our best and boldest ideas emerge when we come together and inspire one another. Ignite your thinking and learn new ways to solve your most pressing challenges.

ENGAGE YOUR COMMUNITY

Network and collaborate with other change-makers to build connections and benchmark best practices that will take your career forward and develop your professional skills.

LEAD THE EVOLUTION OF EQUITY COMPENSATION

Choose to be at the forefront of our profession as thought leaders and innovators explore what's new and next at the largest event in stock and executive compensation.

TURN YOUR **CHALLENGES** INTO **WINS**

#NASPP26 is all about equipping you to achieve your absolute best. Gain the motivation, skills, and resources to turn bright ideas into strategic plans of action that result in success. Through a mix of formal and experiential learning, craft a personalized agenda ensuring a truly unique professional development experience that reflects the very best in equity and executive compensation. When you join your nearly 2,000 peers attending, you can expect:



Exceptional education



Best-in-class speakers



Innovative solutions



Practical tools and resources



Powerful networking



Bonus! Receive complimentary access to the
“Say-on-Pay” Workshop: 15th Annual Executive Compensation Conference
with your #NASPP26 registration.

Register today at naspp.com/naspp26

TUESDAY SEPTEMBER 25

- 7:00 AM – 8:30 AM **Breakfast:**
Pay Ratio & Proxy Disclosure Conference and
Stock Plan Administration Boot Camp
- 8:00 AM – 4:00 PM Stock Plan Administration Boot Camp*
- 8:30 AM – 5:00 PM Pay Ratio & Proxy Disclosure Conference*
- 4:00 PM – 5:00 PM First-Time Attendees' Reception (*Issuers only*)
- 5:00 PM – 7:00 PM Welcome Reception

WEDNESDAY SEPTEMBER 26

- 7:30 AM – 8:30 AM Breakfast
- 7:30 AM – 5:30 PM NASPP HUB / Exhibit Hall Open
- 8:30 AM – 9:30 AM **Keynote:**
Steven Clifford, author of
The CEO Pay Machine
- 9:30 AM – 10:15 AM Refreshment Break
- 10:15 AM – 11:15 AM Session I
- 11:15 AM – 12:45 PM Lunch
- 12:45 PM – 1:45 PM Session II
- 1:45 PM – 2:30 PM Refreshment Break
- 2:30 PM – 3:30 PM Session III
- 3:30 PM – 3:45 PM Session Change
- 3:45 PM – 4:45 PM Session IV

THURSDAY SEPTEMBER 27

- 7:30 AM – 8:20 AM Breakfast
- 7:30 AM – 5:30 PM NASPP HUB / Exhibit Hall Open
- 8:20 AM – 9:30 AM **Keynote:**
The Changing Role of the Compensation
Committee
- 9:30 AM – 9:45 AM Awards Presentation
- 9:45 AM – 10:30 AM Refreshment Break
- 10:30 AM – 11:30 AM Session V
- 11:30 AM – 1:00 PM Lunch / Luncheon Roundtable Discussions
- 1:00 PM – 2:00 PM Session VI
- 2:00 PM – 2:45 PM Refreshment Break
- 2:45 PM – 3:45 PM Session VII
- 3:45 PM – 4:00 PM Session Change
- 4:00 PM – 5:00 PM Session VIII

FRIDAY SEPTEMBER 28

- 8:00 AM – 9:00 AM Breakfast
- 9:00 AM – 9:25 AM Session IX: Power Sessions
- 9:25 AM – 9:40 AM Session Change
- 9:40 AM – 10:05 AM Session X: Power Sessions
- 10:05 AM – 10:35 AM Break
- 10:35 AM – 11:00 AM Session XI: Power Sessions
- 11:00 AM – 11:15 AM Session Change
- 11:15 AM – 11:40 AM Session XII: Power Sessions

Schedule subject to change.
* Additional Fee Required



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SEPTEMBER 25

STOCK PLAN ADMINISTRATION BOOT CAMP

SPONSORED BY: Morgan Stanley

Are you looking for a quick and effective way to power up your equity compensation knowledge? Our Stock Plan Administration Boot Camp covers all the basics from the ground up.

Designed specifically for those needing a comprehensive understanding of the essential concepts, terms, rules, and best practices in stock plan administration, this boot camp assembles leading experts who will cover the fundamentals in accounting, tax, and securities laws for equity awards. These industry veterans will also provide a full lifecycle overview for various equity types and their administration, including options, restricted stock and units, and employee stock purchase plans.

This program is ideal for anyone new to stock compensation or needing a refresher. It's also great preparation for the CEP Level I exam.

2

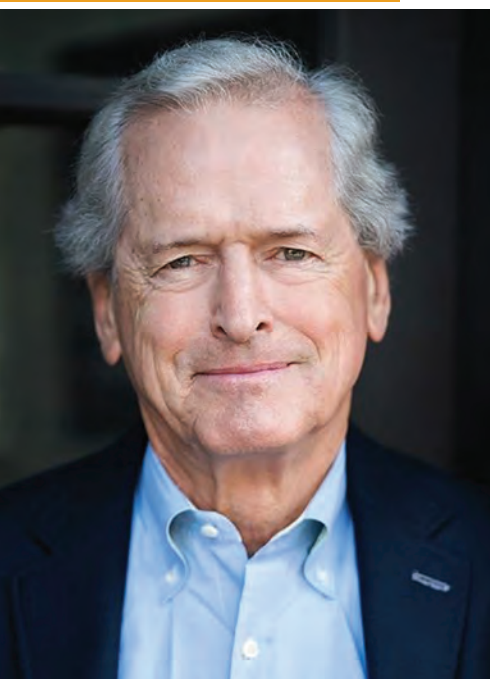
SEPTEMBER 25

TACKLING YOUR 2019 COMPENSATION DISCLOSURES:

PAY RATIO & PROXY DISCLOSURE CONFERENCE

Prepare yourself for the 2019 proxy season. With pay ratio disclosure here, executive compensation disclosures are met with increased scrutiny from Congress, the SEC, investors, and media. It's critical to have the best possible guidance for addressing next year's proxy statement compensation disclosures. This program is a "must" for anyone with a role in setting/approving compensation arrangements or the preparation or review of proxy statements. Led by an expert faculty, you will learn:

- Strategies for calculating your CEO pay ratio and crafting the disclosure
- The latest news on SEC rulemaking and interpretations impacting your proxy disclosures
- Emerging best practices for executive compensation and related disclosures
- Impact of the TCJA on executive compensation practices
- Solutions to many of the difficult issues that you will continue to face in setting compensation practices



SEPTEMBER 26

STEVEN CLIFFORD

Former CEO and Author of *The CEO Pay Machine*

Today, the pay gap between CEOs and their employees is greater than ever—with the largest CEO pay ratios coming in at 1000 to 6000 times that of the median worker. What's behind this controversial trend in CEO compensation, and where do we go from here?

Join author and former CEO Steven Clifford as he takes on “The CEO Pay Machine” to examine how it works, the role board directors and compensation committees play, and what it all means for companies, shareholders, the economy, and workers themselves.

Clifford was CEO for King Broadcasting Company and National Mobile Television, as well as a past director of 13 public and private companies. As Special Deputy Comptroller for the City of New York from 1974 to 1977, Clifford played a key role in helping the city avoid bankruptcy. His book, *The CEO Pay Machine*, was published by Penguin Publishing Group in May 2017.

SEPTEMBER 27

The Changing Role of the Compensation Committee

The game has changed for compensation committees. A host of recent, highly publicized corporate scandals have demonstrated that committees need to more proactively address the risk and reward profile of executive compensation programs. Join a panel of industry luminaries as they offer guidance on what companies should be doing to assess and manage compensation program risk, with a focus on the use of clawbacks in cases of significant financial or reputational harm to a company. Take a close look at the SEC risk disclosure rules, the compensation committee's role in reviewing risk created by pay programs, and the proper response to risk for non-financial services companies.



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**STEVEN
SEELIG**

Counsel
**Willis Towers
Watson**



SHAYNE KUHANECK

Assistant Director of Technical Activities / Financial Accounting Standards Board

In his role with the FASB, Mr. Kuhaneck oversees implementation activities for FASB standards and projects related to credit losses, hedging, recognition and measurement of financial instruments, and leases. He also oversees projects that include nonemployee share-based payments, consolidations, and distinguishing liabilities from equity. He previously worked as part of GE Capital's Accounting Policy Group and KPMG's Audit Practice.



STEPHEN TACKNEY

Deputy Associate, Chief Counsel / Office of Chief Counsel, IRS

Mr. Tackney supervises approximately 50 attorneys working in the area of federal tax law and employee benefits, including executive compensation arrangements, qualified retirement plans, and health and welfare plans. He has been with Tax Exempt and Government Entities, Office of Chief Counsel for over 18 years, and has served as primary author of regulations and other guidance under sections 409A and 457A.



LEARN FROM YOUR PEERS

One of the most effective ways to learn is first-hand from peers who have walked in your shoes and lived to tell all about it. Take a look at just some of the issuer companies you can expect to see speaking on stage at #NASPP26.

AbbVie

ADP

Allen Matkins

Amazon.com

Apptio

Baker Hughes

Banc of California

Broadcom

Campbell Soup Company

Cisco Systems

Dell

Encompass Health

Genpact US Holdings

Horizon Pharma

Lockheed Martin

Mindbody

NIKE

Pivotal

PNC Financial Services
Group

Radian Group

Salesforce

Senseonics

Spirit Airlines

T-Mobile

Twilio

US Cellular

Vital Therapies



TODAY'S HOTTEST TOPICS



The Impact of Tax Reform on Incentive Compensation

A panel of leaders from the Big 4 will discuss how the Tax Cuts and Jobs Act impacts equity and executive compensation. The panelists will discuss evolving plan design in light of the changes to Section 162(m), financial accounting implications of the TCJA, and strategies to maximize deductions in non-US locations and mitigate the “deemed repatriation” requirement.

Levels II & III

Navigating Equity Plan and Award Changes After Tax Reform and Other Guidance

This panel, featuring an IRS executive, will help you navigate the changing landscape for equity plans and award agreements after the Tax Cuts and Jobs Act. The group will focus on key tax issues, opportunities, and pitfalls when designing or modifying an equity plan or award agreement from government, legal, and accounting perspectives.

Levels II & III

Hot Topics in Equity Compensation

This year promises upheaval and late-breaking developments, both in terms of legislation and plan design. This session, featuring key thought leaders, will cover the latest hot topics in stock compensation.

Levels II & III

The IRS Speaks

Featuring key IRS staffers, this perennially popular session will focus on new tax laws and regulations and provide timely updates on ongoing projects at the IRS impacting stock compensation.

Levels II & III

Around the World in 60 Minutes: Key International Updates

This always popular panel will cover key tax and legal changes around the world—as well as enforcement

activity—and provide you with a clear action plan to address recent changes.

This session covers issues related to global stock plans only.

Levels II & III

EU Data Protection Laws – Four Months into the EU GDPR and What is Next?

The General Data Privacy Regulation, effective May 2018, introduced stricter requirements for compliance and higher penalties for noncompliance. We’ll discuss the new legal landscape under GDPR, various approaches for covering the transfer of personal data to the EU, and the pros and cons of each approach.

This session covers issues related to global stock plans only.

Levels II & III

Section 16 & Insider Considerations in Today’s Market

Hear the leading authorities on Section 16 and Rule 144 discuss evolving case law, news from the plaintiffs’ bar, recent reporting developments, and guidance from the SEC in these highly visible areas of compliance. Join the most respected experts in these areas!

Levels II & III

10b5-1 Plans: Hot Topics and Current Trends

As Rule 10b5-1 plans continue to increase in popularity, even beyond the C-suite, having strong policies and procedures is a vital part of company and board oversight. This panel will review the hot topics and trends in this



area, including current approaches to plan design, policy considerations, and disclosure practices.

Levels II & III

EXECUTIVE COMPENSATION



The SEC All-Stars: The Bleeding Edge

Straight talk on the issues of the day from an all-star panel of former senior SEC staffers.

Levels II & III

The Investors Speak

Representatives from leading institutional investment firms provide a frank discussion of their most critical concerns for executive compensation.

Levels II & III

Navigating ISS & Glass Lewis

Learn about the proxy advisors' latest hot button issues so you are prepared for your next Say-on-Pay vote.

Levels II & III

Hot Topics: 50 Practical Nuggets in 60 Minutes

A lightning round of executive compensation hot topics and practical strategies you can implement immediately.

Levels II & III



The Consultants Speak: Hot Topics in Executive Compensation

Always one of our most popular sessions—our experienced experts will share straight talk on the latest issues, challenges, and best practices for executive compensation.

Levels II & III

Hold 'Em or Fold 'Em? Timing Executive Officer Terminations and Severance

Termination of public company executives who are entitled to severance benefits could negatively impact taxes, proxy reporting, and shareholder relations. This session will use real-life scenarios to explain why timing matters in executive terminations. We'll also discuss how to manage termination consequences and maintain investor confidence through the transition.

Levels II & III

COMPENSATION STRATEGY & DESIGN



Time to Invest Some Sweat Equity in Your TSR-based Incentive Plan

Discover how to evaluate performance measures that, in conjunction with or in place of TSR, may achieve better results for your company and shareholders. We'll explain why these measures may be better drivers of performance and be preferred by proxy advisors when managed correctly.

Levels II & III

Playing Moneyball: Using Data and Analytics to Design Better LTI Plans

Explore how big data and analysis can create more efficient LTI plans. With three robust datasets from Aon, Fidelity, and ClearBridge, you'll learn how rising trends can design better plans for shareholders and employees, as well as how designs relate to behavior.

Levels II & III

Director Compensation in the Crosshairs

In this informative session, you'll discover director compensation trends and how to protect your plan from plaintiffs' bar litigation. We'll also discuss best practices for determining director compensation, proxy disclosure strategies, and proxy advisory firms' evolving approach to director compensation.

Levels II & III

New Tax Laws, Same Uncertainty: US Changes in a Global Context

Expert panelists examine the recent overhaul of the US tax code, sharing ways to maximize the transition period, and expected changes to equity plan design. Additional discussion will include recent tax law changes in other jurisdictions and examination of current political trends and their effect on future tax law.

The focus of this session is split between US and global plans.

Levels II & III

Cash Settled Plans: Has Their Time Arrived?

Dive into cash awards with our industry experts. The panelists will review a case study on cash- vs. stock-settled awards and weigh the pros and cons of providing cash awards to employees.

Levels I & II

Designing an Innovative and Effective Grant Guideline Program

Learn how to create grant guidelines that ensure the right people are compensated and incented to impact your company. We'll discuss who (and when) to include, how to calculate the right range, and when to make changes to your guidelines. We'll also review tools to support a global grant review program.

Levels II & III

Evolution of an LTI Program After an IPO

Spirit Airlines will share the strategic changes in the design of its LTI program to navigate a volatile stock price, changes in tax law, a growing employee population, and business



evolution. Spirit will also share how it successfully balances shareholder interests with the need to retain key talent.

Levels II & III

What's Trending in Change-in-Control Benefits?

With data from 200 companies across 10 industries, we'll explore current trends in CIC benefits, including severance, equity awards, and excise tax protection agreements. We'll also cover highlights from the Golden Parachute Rules and the issues that arise with executive compensation in M&A.

Level II



COMPENSATION BEST PRACTICES

Technical vs. Practical; The Clash of Technical Accuracy v. Practical Efficiency

Explore the tension between compliance risk and administrative cost when it comes to global stock plans. Panelists will share experiences in specific countries and discuss the policy, processes, and systems that drive compliance decisions. Learn how they assess exposure and move on.

This session is focused primarily on global stock plans.

Levels II & III



How to Score Your Equity Plan for Success

Find out how your equity program compares to others. We'll introduce a tool to help you evaluate your program against key metrics, such as value vs. expense, retention, payouts, and more. After completing your scorecard in the session, we'll poll the audience, share rankings, and discuss how to ensure your plan achieves your goals.

Levels I & II

True Cost of an ESPP

Your ESPP may not cost as much as you think. Explore the expensing and tax benefits of different types of ESPPs and the various costs related to administering and offering a successful ESPP.

Levels I & II

Going Global: Implementing a Global Stock Plan

Learn about tax, administration, compliance, reporting and fund disbursement matters to consider before expanding to countries like Israel, France, or the UK. Attendees can expect a collaborative, "ask the audience" approach with game-styled questions, scenarios, and case studies in this interactive session.

This session covers issues related to global stock plans only.

Levels I & II

Your 2018 Global Compliance Check-Up

Using the NASPP/PWC 2018 Global Equity Incentives Survey, this panel will show how to test your global equity program for common compliance problems, including both general administrative concerns and country-specific problem areas. The panelists will also suggest NASPP resources to help you eliminate any unsightly trouble spots and outline ways to maintain a compliance regimen to ensure a clean bill of health.

This session covers issues related to global stock plans only.

Levels I & II



ACCOUNTING & TAXATION

The Top 10 Accounting Waves in 2018

Join us as we review the 10 trickiest and most common accounting issues of 2018, including complications relating to performance awards, modifications, CICs, taxes, and more. Not a CPA? Don't worry—we'll break down each one in layman's terms.

Levels I & II

The Big 4 Examination of Your Mobility Practices

Experts from the Big 4 weigh in with contrasting perspectives on the best mobility practices. The panelists will cover the current state of mobility tracking, integrated solutions for plan sponsors, and how to prioritize various tax, data, and technology considerations to create an action plan.

This session covers issues related to global stock plans only.

Levels II & III

Tax Battle: East v. West

New York and California's aggressive pursuit of tax revenue from mobile employees has complicated compliance for companies doing business in those states. Our experts will share their top strategies for taxation of business travelers and teleworkers, tax audits, and more.

Level II

Let's Get This Started! Build Your Mobility Tax Compliance Program

Industry experts will guide you through building (or expanding upon) your domestic or global income sourcing program. This session will cover assessing risk exposure, securing people resources to define tax policies, and utilizing system resources to manage mobile taxation in the face of varying legislation.

The focus of this session is split between US and global plans.

Levels I & II

End Panic Sessions: Advanced EPS Tips

This panel will take on advanced topics in calculating earnings per share, including best practices for documentation, performance awards, retirement provisions, post-vesting holding periods, and ESPPs. Our equity experts will also cover flux differences, anti-dilutive shares, and what auditors look for.

Levels II & III

The Aftermath of FASB Standard-Setting

Join us as we review the FASB's most recent changes to ASC 718. Panelists will discuss how companies responded to the changes, sharing survey results and direct experience, as well as emerging best practices and compliance considerations.

Levels II & III

Financial Reporting, Audit, Compliance: What to Care About If You Don't Care About Accounting

Whether you're from HR, payroll, or legal, our finance gurus will walk you through data-driven processes that create audit-proof financial reports. Panelists will offer tips to monitor monthly data trends, leverage current record-keeping systems, and strengthen internal controls.

Levels I, II & III

Valuation 201: How the Latest Trends Affect Fair Value

If you loved last year's "Valuation 101" program, you won't want to miss this follow-up session! We'll illustrate how

today's hottest trends impact award fair value, including post-vest holding periods, payout caps, premium-priced options, and option exchanges.

Levels II & III



ADMINISTRATION & COMMUNICATION

5 Equity Plan Numbers to Have at Your Fingertips

Don't dread that urgent call from your CEO looking for data on the equity compensation plan. Be prepared and look like a star! This session will ease your dread by disclosing five key figures plan administrators should always have on hand, plus who will be interested in each figure and how it's derived.

Level I

Employee Communications: What's Your Plan?

This interactive session will discuss the most effective methods of communication to help employees fully realize the value of their stock compensation. We'll explore how to secure management buy-in, sharpen your message, and get your message across, along with the merits of various technology solutions and in-person training.

Levels I & II

Simplifying Global Stock Plans: Easy as ABC and 123

Join us as we take a common-sense approach to the complex world of global stock plans. Dell and Ameriprise will break down the most intricate areas, like legal and tax compliance processes, risk minimization, and reducing your suite of stock plan documents.

This session is focused primarily on global stock plans.

Levels I & II

Show Me the Dividend! Paying Dividends and Equivalents on Awards in the US and Abroad

Dive into the challenges (and rewards) of paying dividends and equivalents globally. We'll discuss tax withholding

requirements, regulations, accounting issues, and the effects on other benefit plans, such as 401(k). With proactive steps and clear communication, these payments can provide an excellent benefit with minimal effort from issuers.

This session is focused primarily on global stock plans.

Levels I & II

A Survivor's Guide to Ghastly Global Stock Plan Filings

Take an in-depth look at stock plan filings—including tax, foreign exchange, and securities law—in Australia, China, Japan, Malaysia, Philippines, Saudi Arabia, Thailand, and the UK. Attendees will gain actionable insights for surviving the most challenging global stock plan filings, as well as tips on which filings can be do-it-yourself projects.

This session covers issues related to global stock plans only.

Levels II & III

Everything I Need to Know about Stock Plan Communication I Learned from Social Media

Clever social media strategies drive action and engagement, and your stock plan communications strategy can, too. Join our creative panelists for a discussion on how you can adapt successful social media techniques into your stock plan communications to educate and captivate your audience.

Levels I, II & III

Show Me the Money! How to Get the Funding You Need

Industry experts explain the key elements of a strong project proposal and how to make a compelling case every time you request more funding. This interactive workshop will give

audience members a chance to collaborate, share ideas, and outline their own proposals for use back in the office.

Levels I, II & III

Solving the Issue of RSU Non-Acceptance

Explore practical solutions to the challenges of grant acceptance for RSUs, including domestic and international tax and accounting and employment law issues. We'll highlight the administrative challenges of requiring award acceptance and discuss how to evaluate the alternatives to determine the best approach.

Levels I & II

Leveraging Financial Wellness to Improve Perceived Value of Equity Awards

Financial wellness programs, when delivered with equity plans, significantly impact employee retention and compensation satisfaction. Learn how to leverage this powerful connection, use digital toolsets and gamification to boost plan engagement, and how to assess program ROI.

Level II

Who Wants to be a Millionaire: Equity Comp Edition

Test your knowledge in this game-show structured workshop. This fast-paced panel will discuss administrative bugaboos and best practices, including ideal vesting practices, minimum grant thresholds, tax mishaps, W-8Ben gotchas, automation pitfalls, expensive surprises, performance award challenges, and more.

Levels I & II



On our final day, join us for fast-paced, 25-minute presentations on strategic and thought-provoking topics. Designed to be smaller and highly interactive, you will have an opportunity to attend up to four Power Sessions.

Creating Impactful Incentive Plans: Flexibility in the Absence of 162(m)

Join us to explore the framework for enhancing incentive plans with more robust, value-driven measures and methods for identifying and integrating value drivers into performance-based equity plans.

The focus of this session is split between US and global plans.

Level II

The New Allure of Premium-Priced Options

Do premium-priced options represent a no-fuss, no-muss approach to pay-for-performance? We'll dive into the benefits and downfalls of these awards and explain how companies use them effectively to grant equity.

Levels II & III

Unconventional Wisdom: Thinking Outside Your System

Think outside of the standard equity software program functionality and learn creative ideas to get more value for your equity program. Attendees will gain insights to resolve common system shortcomings and boost efficiency of equity administration.

Level II

Mastering Your Metrics: How Statistics Can Help You Select the Right Performance Metrics

This innovative session will show you a more analytical approach to selecting metrics can help you construct an

optimal performance award program. Learn strategies to better address how metric volatility compares to shareholder return, confront your own biases in metric selection, and improve your incentive programs.

Levels II & III

From Table to Able: Combating ESPP Payroll Compliance

Expert panelists dive into the payroll management challenges that plague domestic and global ESPPs today. From reporting to administration, attendees will discover actionable solutions to strengthen payroll compliance procedures while boosting efficiency and saving time and money.

Levels I, II & III

Alexa: Exercise My Stock Options

You can now use voice recognition to authenticate access to your stock plan account or scan a Snap code to enroll in ESPP. This workshop will guide you through groundbreaking technology that impacts stock plans, you, and your participants.

Levels I, II & III

Brexit: What to Consider with Your Program?

Brexit will be here in 2019; it's imperative that companies with a UK presence begin assessing their needs. Explore what your company must do to develop an action plan that will keep the organization's global workforce secure through these unprecedented times.

This session is focused primarily on global stock plans.

Level II



Establishing Guiding Principles for Executive Compensation

Willis Towers Watson has taken the lead in developing a comprehensive compendium of overarching and operational principles for the governance and design of executive compensation. Join us for an introduction to the WTW framework and discover how guiding principles help make more effective executive compensation decisions.

Levels I, II & III

Planning Strategies for Employees

Learn key financial planning strategies for equity compensation, including ways to maximize the value of stock grants and ESPPs, approaches to tax planning, estate planning ideas, and monetization for concentrated stock.

Levels I, II & III

Straight Talk from Participants: What They Aren't Telling You

Hear insights from Charles Schwab's Annual Employee Study for Employers, which surveyed 1,000 active equity compensation/ESPP participants, and learn key findings that will help you make more informed decisions in managing your stock plans and improve your participants' experiences.

Level I

10 Negotiating Tips for Stock Plan Professionals

Negotiation is a skill that stock plan professionals rely on every day. Join us for 10 practical tips to optimize your negotiation strategy, including negotiating your own compensation.

Levels I & II

Equity Outliers: Are They Really Doing That?

Plan and grant features that are outside of the market norm are often disregarded, yet they represent the most innovative practices. We'll review grant practices from the past two years of SEC filings and other resources to determine market trends and to get a glimpse of future stock plan designs.

Levels I, II & III

PRESENTATION ARENA

Let top experts help you get more out of breaks and lunches with quick, dynamic talks on hot industry topics.

- **Tax Cuts and Jobs Act: ASC, IRS, SAB, OMG....** *Level II*
- **Telling Great Proxy Stories with Visualization** *Levels II & III*
- **Using Financial Planning to Align Equity Plan Expense with Perceived Value** *Levels I, II & III*
- **Business Intelligence Samurai: Slicing and Dicing Data, and Creating Beautiful Reports and Analysis Like a Seasoned Pro** *Levels I, II & III*
- **High-Impact Rewards: Are Stock-Based Compensation Plans Keeping Pace?** *Levels I, II & III*
- **Issues and Mistakes in Counting the Vote** *Levels II & III*
- **Release Secrets Unlocked: Best Practice Tips For a Smooth Release** *Levels I & II*



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CORPORATE SERVICES

The NASPP Conference and Exhibition offers a custom mobile app providing a secure and interactive experience while helping to reduce print for a more sustainable event. With this essential app, you can:

- View detailed schedule, session guides and speaker info
- Access session materials
- Network and connect with other attendees
- Participate in live polls and games
- Receive notifications and reminders for important events and promotions

App information will be sent to registrants before the Conference.

GENERAL INFORMATION

REGISTRATION

Online: Naspp.com/naspp26
Fax: 925-930-9284
Mail: P.O. Box 21639, Concord, CA 94521

JOIN THE NASPP

NASPP members are eligible for discounted Conference rates. Join at Naspp.com, via email at naspp@naspp.com, or by phone at (925) 685-9271.

CONFERENCE HOTEL & TRAVEL

Our host hotel is the Marriott Marquis San Diego Marina.

Reserve online: bit.ly/NASPP26Hotel
Reserve by phone: (877) 622-3056; Mention the NASPP Conference for the conference rate.

Note: The NASPP is not affiliated with any travel agencies to manage hotel or travel arrangements. Please book directly with the hotel.

CANCELLATION POLICY

All registrations are non-refundable.

CONTINUING EDUCATION

Attendees may earn CLE (only in certain states), CPE and continuing education credits for CEP purposes. An administrative charge of \$100 for CPE credits applies; CLE and continuing education credits for CEP purposes are offered at no additional cost. Visit Naspp.com for more information.

CONTACT US

Please contact us at (925) 685-9271 or naspp@naspp.com.



Make the most of your time and investment by completing our handy worksheet below to organize your thoughts and goals, and to define the fulfilling experience you want to have at this year's Conference.

What problems am I trying to solve?

What three learning opportunities can I find or create (a session, a speaker, a person to meet, an exhibitor, other)?

Who can I partner with to find solutions (other attendees/exhibitors)?

Here are three questions that I will ask during this event:

1.

2.

3.

What new experience will I seek out at this event?



5 GREAT REASONS TO ATTEND

Here are just a handful of reasons why your attendance is an absolute must. Use them to convince your boss. Or, if you've already registered, let them be a reminder of the great decision you've made to attend!

1 Countless Networking Opportunities

With nearly 2,000 attendees present, the NASPP Conference truly is an industry leader for stock plan professionals. With a host of experiential programs, it's the perfect opportunity to catch up with old colleagues and make some new connections.

2 A One-Stop Shop for New Solutions

With more than 40 of the top service providers and over 700 companies attending, you'll have the opportunity to engage with the industry's top service providers to compare offerings and discover new solutions.

3 Enrich Your Professional Skills

The NASPP is the respected leader in providing critical guidance and leadership on all aspects of the strategic design and management of stock plans and executive compensation, and our Conference is no exception. We handpick experts and topics that have the profession buzzing—and that will provide you with the tools and resources needed to enrich your skills and knowledge.

4 Today's Top Thought Leaders Within Your Reach

Learn the latest best practices and innovative ideas from undisputed experts in the industry. With nearly 100 sessions and 200 top industry speakers, there's no better or more credible source to help you and your organization achieve a firm grasp on today's—and tomorrow's—hottest trends and issues.

5 It's a Blast!

With a 100% positive attendee rating, it's impossible not to have fun. Whether you try our TED-style Presentation Arena, check out our innovative Power Sessions, take part in our First-Time Attendees' or Welcome Receptions, or relax at exhibitor events after-hours, there's definitely something for everyone—and a good time to be had by all.

Although non-binding, you **MUST** make one selection from each session.
Registration cannot be processed without session selections.

Session I

- ☐ 1.1 The SEC All-Stars: The Bleeding Edge
- ☐ 1.2 Around the World in 60 Minutes: Key International Updates (Also in Session III)
- ☐ 1.3 Evolution of an LTI Program After an IPO
- ☐ 1.4 How to Score Your Equity Plan for Success
- ☐ 1.5 End Panic Sessions: Advanced EPS Tips
- ☐ 1.6 Who Wants to be a Millionaire: Equity Comp Edition
- ☐ 1.7 Simplifying Global Stock Plans: Easy as ABC and 123

Session II

- ☐ 2.1 The Investors Speak
- ☐ 2.2 EU Data Protection Laws - Four Months into the EU GDPR and What is Next?
- ☐ 2.3 Designing an Innovative and Effective Grant Guideline Program
- ☐ 2.4 Technical vs. Practical; The Clash of Technical Accuracy v. Practical Efficiency (Also in Session VII)
- ☐ 2.5 The Aftermath of FASB Standard-Setting
- ☐ 2.6 Employee Communications: What's Your Plan?

Session III

- ☐ 3.1 Navigating ISS & Glass Lewis
- ☐ 3.2 10b5-1 Plans: Hot Topics and Current Trends
- ☐ 3.3 Around the World in 60 Minutes: Key International Updates (Also in Session I)
- ☐ 3.4 What's Trending in Change-in-Control Benefits?
- ☐ 3.5 True Cost of an ESPP
- ☐ 3.6 Let's Get This Started! Build Your Mobility Tax Compliance Program (Also in Session V)
- ☐ 3.7 Everything I Need to Know about Stock Plan Communication I Learned from Social Media

Session IV

- ☐ 4.1 Hot Topics: 50 Practical Nuggets in 60 Minutes
- ☐ 4.2 Time to Invest Some Sweat Equity in Your TSR-based Incentive Plan
- ☐ 4.3 New Tax Laws, Same Uncertainty: US Changes in a Global Context
- ☐ 4.4 Financial Reporting, Audit, Compliance: What to Care About If You Don't Care About Accounting
- ☐ 4.5 Leveraging Financial Wellness to Improve Perceived Value of Equity Awards
- ☐ 4.6 5 Equity Plan Numbers to Have at Your Fingertips (Also in Session VIII)

Session V

- ☐ 5.1 The Consultants Speak: Hot Topics in Executive Compensation (Also in Session VIII)
- ☐ 5.2 Hot Topics in Equity Compensation
- ☐ 5.3 Navigating Equity Plan and Award Changes After Tax Reform and Other Guidance (Also in Session VI)
- ☐ 5.4 Playing Moneyball: Using Data and Analytics to Design Better LTI Plans
- ☐ 5.5 Your 2018 Global Compliance Check-Up
- ☐ 5.6 Let's Get This Started! Build Your Mobility Tax Compliance Program (Also in Session III)
- ☐ 5.7 Valuation 201: How the Latest Trends Affect Fair Value

Session VI

- ☐ 6.1 Hold 'Em or Fold 'Em? Timing Executive Officer Terminations and Severance
- ☐ 6.2 Navigating Equity Plan and Award Changes After Tax Reform and Other Guidance (Also in Session V)
- ☐ 6.3 The Top 10 Accounting Waves in 2018 (Also in Session VII)
- ☐ 6.4 Tax Battle: East v. West
- ☐ 6.5 A Survivor's Guide to Ghastly Global Stock Plan Filings
- ☐ 6.6 Solving the Issue of RSU Non-Acceptance

Session VII

- ☐ 7.1 The Impact of Tax Reform on Incentive Compensation
- ☐ 7.2 Section 16 & Insider Considerations in Today's Market
- ☐ 7.3 Technical vs. Practical; The Clash of Technical Accuracy v. Practical Efficiency (Also in Session II)
- ☐ 7.4 Director Compensation in the Crosshairs
- ☐ 7.5 Cash Settled Plans: Has Their Time Arrived?
- ☐ 7.6 The Top 10 Accounting Waves in 2018 (Also in Session VI)
- ☐ 7.7 Show Me the Money! How to Get the Funding You Need

Session VIII

- ☐ 8.1 The Consultants Speak: Hot Topics in Executive Compensation (Also in Session V)
- ☐ 8.2 The IRS Speaks
- ☐ 8.3 Going Global: Implementing a Global Stock Plan
- ☐ 8.4 The Big 4 Examination of Your Mobility Practices
- ☐ 8.5 Show Me the Dividend! Paying Dividends and Equivalents on Awards in the US and Abroad
- ☐ 8.6 5 Equity Plan Numbers to Have at Your Fingertips (Also in Session IV)

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