



Meet SIFMA

A brief introduction for our valued Premium Associate Members and Strategic Partners

SIFMA, the leading trade association for the capital markets, gives you the opportunity to engage with key decision-makers throughout the financial industry, from small and regional firms to the largest global organizations.

As a Premium Associate Member and Strategic Partner, SIFMA's Sales and Member Engagement teams are here to work with you on a customized program that can help you achieve your objectives. From sharing your thought leadership to targeted advertising and sponsorship of our webinars and events, we offer several opportunities to reach our unique audience demographic. Contact us to learn more.

Who We Are

SIFMA is the voice of the nation's securities industry, bringing together the shared interests of hundreds of broker-dealers, investment banks and asset managers. We advocate for effective and resilient capital markets. We also serve as an industry coordinating body to promote fair and orderly markets, informed regulatory compliance, and efficient market operations and resiliency.

We are a member-driven organization. The combined businesses of SIFMA's members represent 75% of the U.S. broker-dealer sector by revenue and 50% of the asset management sector by assets under management. Our unique strength is the deep engagement of our members on our committees.

Core Member Groups

- Asset Management
- Capital Markets (Fixed Income and Equity)
- Compliance & Legal
- Government Relations and Communications
- Operations & Technology
- Private Client / Wealth Management
- Prudential & Capital

Our Work

At SIFMA, we believe that public policy and financial regulation should support these key tenets:

- Ensure high standards of market integrity and investor protection
- Encourage pools of capital through private and public pensions
- Promote financial literacy and a strong retail investor culture
- Calibrate supervision and regulation with robust capital formation and growth

The following are just some of several key issues facing the capital markets and financial industry today.

To learn more about these and other topics, visit

www.sifma.org/issues.

1. Modernizing the Financial Industry
2. Business Continuity Planning and Cybersecurity
3. Improving Infrastructure through Municipal Finance
4. Advancing Diversity & Inclusion
5. Financing Sustainability
6. Transitioning to Alternative Reference Rates
7. Implementing the Consolidated Audit Trail
8. Helping More Americans Save for Retirement
9. Safeguarding Investor Privacy
10. Prudential Regulation of the Capital Markets

Advocacy & Resources

Comment letters, white papers, articles and more on market policy and regulation

www.sifma.org/resources

SIFMA Events

Meaningful conversations about the capital markets and valuable professional development opportunities

www.sifma.org/events

SIFMA Insights

Thoughtful and unique views on the markets, the industry and the economy

www.sifma.org/insights

SIFMA Research

Data and reports on the capital markets and securities industry

www.sifma.org/research

Podcasts & Blogs

Musings from the intersection of public policy and financial markets

www.sifma.org/news

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www.my.sifma.org

SIFMA SmartBrief

Sign Up for a daily, concise news briefing on news impacting the capital markets

www.sifma.org/smartbrief



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