

Sponsorship Opportunities



Sponsorship Opportunities

Diana Serri | 212-313-1258 | dserri@sifma.org

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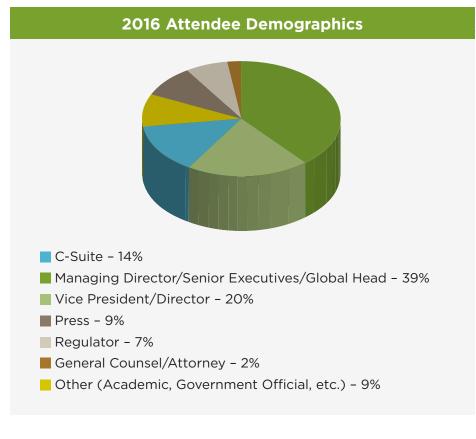
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SIFMA's Annual Meeting: Where the Capital Markets Meet

SIFMA's marquee event gathers more than 700 senior industry leaders, policymakers, regulators and financial media and affords sponsors unprecedented business development opportunities. Former President Bill Clinton, former New York City Mayor Michael Bloomberg and former Treasury Secretary Henry M. Paulson, Jr. are among the many that have participated.

By popular demand, we will return to our nation's capital this October for candid one-on-one conversations, in-depth breakout sessions and unparalleled networking on the state of our capital markets.







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2017 SIFMA Annual Meeting Sponsorship Levels and Additional Benefits:

2017 SIFMA Annual Meeting Sponsorship Levels are designed to further enhance your firm's presence and put you in direct contact with key decision makers before, during and after the Annual Meeting. Sponsorship levels are based on total investment of sponsorship and branding/advertising opportunities are acknowledged for each sponsoring firm throughout the meeting. Tiered opportunities are outlined below.

Diamond	Platinum	Gold	Silver
\$50,000 Member Rate	\$25,000 Member Rate	\$20,000 Member Rate	\$15,000 Member Rate
\$55,000 Non-Member Rate	\$30,000 Non-Member Rate	\$25,000 Non-Member Rate	\$20,000 Non-Member Rate
Includes Six (6) Registrations	Includes Three (3) Registrations	Includes Two (2) Registrations	Includes One (1) Registration
Access to Six (6) Hotel Rooms	Access to Three (3) Hotel Rooms at	Access to Two (2) Hotel Rooms at the	Access to One (1) Hotel Room
at the pre-negotiated group rate	the pre-negotiated group rate	pre-negotiated group rate	at the pre-negotiated group rate







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SIFMA's Sponsorship Package offers maximum value with the following benefits:

Pre-SIFMA Annual Meeting Benefits:

- Prominent placement of logo and firm profile on the 2017 SIFMA Annual Meeting website
- Prominent placement of logo on SIFMA's dedicated sends, which include email campaigns highlighting dates, program, etc. to more than 10,000 individuals
- Marketing via various media partnerships and outlets
- Opportunity to link thought leadership to the event website
- Preliminary mailing lists of all Annual Meeting participants sent in electronic format, which includes registrants name, title, firm affiliation and mailing address, sent four (4) weeks in advance of the Annual Meeting

Day of SIFMA Annual Meeting Benefits:

- Complimentary and/or discounted SIFMA Annual Meeting registration(s)
- Access to networking functions
- Exhibit Space Table Display & Two (2) exhibit only personnel badges
- Prominent brand recognition during the sponsored function (if applicable), with logo displayed on dedicated signage, that includes both print and digital formats, strategically placed in various outlets that includes registration area, general session slide deck, sponsor recognition video loop, etc.
- Dedicated sponsor listing placed within the SIFMA Annual Meeting printed pocket guide and electronic guide, branding company logo, listing contact name and company profile
- Company listing and description on the 2017 SIFMA Annual Meeting website

Post-SIFMA Annual Meeting Benefits:

- Company listing and firm description on 2017 SIFMA Annual Meeting website
- Complete mailing lists of all 2017 SIFMA Annual Meeting attendees in excel format sent at the conclusion of the event
- Sponsor recognition on post-event highlights, sent to all registrants via email a few weeks following the event
- Listing company name, placement of logo and firm profile on SIFMA Annual Meeting website following the meeting for an additional six (6) months
- Acknowledgement of sponsorship, with placement of logo on all post-event marketing & survey email campaigns that include "SIFMA Thank You for Attending" and "Survey" emails
- Sponsor recognition on "SIFMA Thank You for Attending" and "Survey" emails



Sponsorship Opportunities

Platinum	Sponsorship	Availability
Investment \$25,000 SIFMA MEMBER RATE \$30,000 NON-MEMBER RATE • Includes Three (3) Annual Meeting Registrations • Access to Three (3) Hotel Rooms All hotel charges are the responsibility of each registered representative.	 MONDAY, OCTOBER 23, 6:30 - 9:30 P.M. Welcome Reception, National Museum of African American History & Culture SIFMA's Annual Meeting Welcome Reception is the gathering place for all participants to come together and catch up with colleagues, new and old in an enjoyable setting, with food stations, passed hors d'oeurvres and open bar, offering an opportunity for attendees to enjoy the open exhibits at the Museum as well. The National Museum of African American History & Culture is the newest Smithsonian museum opened September 24, 2016, near the Washington Monument, and has welcomed more than 1 million visitors to date. It is the only national museum devoted exclusively to the documentation of African American life, art, history, and culture. Collection highlights include Nat Turner's bible; an extensive repository of photos and film documenting everyday Black life; a segregation-era Southern Railway car; African-American ephemera examining the Double Victory Military Experience; Michael Jackson's fedora; and works by prolific artists, such as Charles Alston, Elizabeth Catlett, Romare Bearden, and Henry O. Tanner. 	Co-Sponsorship Two (2) SOLD One (1) Available Broadridge Construction Broadridge
	Welcome Breakfast TUESDAY, OCTOBER 24 Networking opportunity offering prominent brand recognition, serving a variety of healthy breakfast choices along with hot & cold beverages, set in the General Session Ballroom, allowing for one-on-one conversations with industry colleagues, clients and potential prospects. Sponsoring firm will be invited to have two (2) senior executives be seated at one of the reserved VIP Tables during the breakfast session.	Co-Sponsorship Three (3) Available
	Formal Luncheon with Speaker Presentation (Speaker to be Announced) TUESDAY, OCTOBER 24 Networking Luncheon, open to all registrants, allows for one-on-one conversations with industry colleagues, clients and potential prospects, offering sponsoring firm prominent brand recognition and extending a seat to two (2) senior executives at a reserved VIP Table during the luncheon session.	Co-Sponsorship Three (3) Available



Sponsorship Opportunities

Gold	Sponsorship	Availability
Investment \$20,000 SIFMA MEMBER RATE \$25,000 NON-MEMBER RATE • Includes Two (2) Annual Meeting	Attendee Lanyard What better way to leave an impression than to see 600+ attendees wearing your firm's name/logo around their neck for the duration of the Annual Meeting? Name badge lanyards are worn around the neck of each attendee to gain access to all sessions. <i>Co-Branded as a Proud Supporter of SIFMA, pre-approved lanyards are produced by</i> <i>sponsoring firm and distributed with registration materials to all conference participants.</i>	yext
Registrations • Access to Two (2) Hotel Rooms All hotel charges are the responsibility of each registered representative.	Attendee Registration Packet Co-Branded as a Proud Supporter of SIFMA, Attendee Registration Packets are distributed to all Annual Meeting participants with event materials placed inside each packet, distributed during registration to all participants. Packets are produced and distributed by SIFMA.	SOLD! DTCC Securing Today. Shaping Tomorrow.®
	Attendee Bag Co-Branded as a Proud Supporter of SIFMA, Attendee Tote Bags are produced and provided by sponsoring firm, program materials will be placed inside each bag and are distributed to all conference participants during registration.	sold! Deloitte.
	Audio Visual Prominent brand recognition of sponsorship included on General Session slide deck, viewed by all attendees as they enter the Ballroom.	Sponsorship Available
	Branded Bottled Water Co-Branded as a Proud Supporter of SIFMA, Bottled Water is available to all attendees during refreshment breaks throughout the Annual Meeting, branding sponsoring firm with logo displayed on all bottles. Bottled water is produced by SIFMA.	Sponsorship Available



Sponsorship Opportunities

Gold	Sponsorship	Availability
Investment \$20,000 SIFMA MEMBER RATE \$25,000 NON-MEMBER RATE • Includes Two (2) Annual Meeting Registrations	Hotel Room Branded Key Cards Co-Branded as a Proud Supporter of SIFMA, Hotel Room Key Cards are produced by SIFMA and distributed to all participants upon arrival/check-in to their hotel rooms. <i>Estimated number of guests = 400+</i>	Sponsorship Available
<text></text>	Annual Meeting Printed Pocket and Electronic Guides Annual Meeting printed pocket and electronic guides include a detailed agenda, speaker bios, and attendee list, offering Sponsoring firm a full-page advertisement, strategically placed on the outside back cover of the guide. Distributed to all participants during registration, this will be the only printed reference guide available throughout the Annual Meeting.	Sponsorship Available
	Social Media & Digital Data Wall The social media wall will capture all tweets and encourage use of social media throughout the Conference in addition to offering sponsoring firm prominent brand recognition.	Sponsorship Available
	Wi-Fi for Conference Attendees Complimentary Wi-Fi usage for all Annual Meeting participants during event sessions available for the duration of the event. Offering sponsoring firm an opportunity to customize the Password for access, acknowledgement of sponsoring firm on program materials as well as print and digital signage.	SOLD!



Sponsorship Opportunities

Silver	Sponsorship	Availability
Investment \$15,000 SIFMA MEMBER RATE \$20,000 NON-MEMBER RATE Includes One (1) Annual Meeting Registrations Access to One (1) Hotel Rooms All hotel charges are the responsibility of each registered representative.	Morning or Afternoon Networking Refreshment Breaks Networking opportunity offering prominent brand recognition, serving a variety of healthy snacks as well as hot and cold beverages, set in the sponsor showcase area, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.	Co-Sponsorship Morning: Two (2) Sold One (1) Avaliable Davis Polk Davis Polk Image: Comparison of the system of the
sifma sifma	Coat Check Branded Coat Check available to attendees to check coats, umbrellas, bags, etc. while participating throughout the day's sessions and activities.	Sponsorship Available
	Note Pads / Writing Tablet & Pen Notepads/Writing Tablets are an easy and effective way to get your message in the hands of every registered conference attendee. Popular hard-covered notebooks distributed to all attendees in their Conference bag. Place your logo on the cover of this notebook and get exposure at and beyond the conference as attendees return to their offices and desks to review important notes, memory-joggers and names of contacts. <i>Co-Branded as a Proud Supporter of SIFMA, pre-approved Note Pad / Writing Tablet & Pen provided by sponsoring firm and distributed with registration materials to all conference participants.</i>	Sponsorship Available
	Press Room Catering All day catering for registered industry Press offering them breakfast, lunch and refreshments served in a working environment throughout the day. Press Room services include Wi-Fi and utilities.	Sponsorship Available



Sponsorship Opportunities

Silver	Sponsorship	Availability
Investment \$15,000 SIFMA MEMBER RATE \$20,000 NON-MEMBER RATE Includes One (1) Annual Meeting Registrations Access to One (1) Hotel Rooms All hotel charges are the responsibility of each registered representative.	Re-Charge Zone The Annual Meeting Charging Station is set in the Sponsor Showcase area, offering conference participants the option to charge their personal devices while attending sessions or networking throughout the event.	Sponsorship Available
	Sport Bottle Branded environmentally friendly sport bottle, (collapsible option suggested) produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.	Sponsorship Available
	Umbrella Branded umbrella produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.	Sponsorship Available



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SIFMA SMARTBRIEF SUITE

SIFMA SmartBrief provides relevant news and information to business leaders through targeted, easy-to-read newsletters, driving best-in-class click through rates and consistent reader engagement.

SIFMA SmartBrief News on the capital markets Frequency: Daily (Monday to Friday) Subscriber Count: 65k SIFMA SmartBrief: Operations and Technology Edition News on the capital markets for operations and technology professionals Frequency: Weekly (Thursday) Subscriber Count: 14k

Advertising & Content Marketing Opportunities

SIFMA Event Packages

Reach a targeted audience using our customized packages for SIFMA's best-in-class events, including popular events such as the SIFMA Annual Meeting, Compliance & Legal Annual Seminar, Operations Conference & Exhibition and Private Client Conference.

Gold Package	Silver Package	Bronze Package - SOLD
1-Part Event Special Update	1-Part Event Special Update	Sponsored by
5 Ads in SIFMA SmartBrief •2 Leaderboard •3 Rectangle Text	N/A	NIIT
Recognition as Event Sponsor	Recognition as Event Sponsor	technologies
SIFMA Member Rate: \$20,000 Non-Member Rate: \$25,000	SIFMA Member Rate: \$12,000 Non-Member Rate: \$15,000	New Ideas, More Value [™]

SIFMA Special Update Package

Sponsor a topic-driven Special Update, including popular reports such as the Economic Outlook.

 Special Update Package

 1-Part Topic-Based Special Update

 5 Ads in SIFMA SmartBrief

 •2 Leaderboard

 •3 Rectangle Text

SIFMA Member Rate: \$20,000
Non-Member Rate: \$25,000

Display & Native Advertising

Leaderboard, rectangle-text and featured content advertisements are available directly through SmartBrief. Please contact Abiy Bekele, Associate Publisher at 646.462.4527 or *abekele@smartbrief.com* for more information.



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Private Parties/Dinners

In the interest of the success of SIFMA's Annual Meeting and in accordance with SIFMA's Sponsorship Agreement, all Sponsoring Firms agree to NOT extend invitations, host any events (social or business) or otherwise encourage absence of attendees from the Event during SIFMA's official hours, which include educational as well as networking functions. Should any firm have an interest in hosting a private event, please refer to the program schedule so that you can plan accordingly.

All events being hosted at the designated Annual Meeting Venue are subject to a pre-approval process by SIFMA. SIFMA requires all contracted partners, sponsors and exhibitors to use the Proper Title of the event and/or the official SIFMA Event Creative for use in promoting your firm's participation at the event, which includes, but is not limited to all promotional messaging, extending invitations (digital and/or print) to privately hosted functions, etc. Upon request, SIFMA will provide artwork of the event creative in multiple formats for use. All invitations and/or promotional materials must be submitted to SIFMA for final approved.

Hotel Room Block

A block of hotel rooms have been reserved for SIFMA Annual Meeting sponsors, all room charges, including taxes and service fees will be the responsibility of each individual the reservation is made for. All reservations are based on availability and a reservation link will be sent to the sponsoring firm upon receipt of your signed contract.





sitma' SIFMA Annual Meeting — 2016 Participating Firms

A.M. Best Company Inc Advisor Group Aegis Capital Corp. Aetas Articulum LLC Alabama Securities Commission AllianceBernstein L.P. American Action Forum American Banker American Council for Capital Formation Ameriprise Financial Services, Inc. App Developers Alliance Argus Media Limited Arxis Capital Group Ashurst I I P ASIEMA Association for Financial Markets in Europe (AFME) Bank for International Settlements Bank of America Merrill Lynch Barclavs Barron's Bates Group LLC BB&T Capital Markets (a division of **BB&T** Securities, LLC) BB&T Scott & Stringfellow (a division of **BB&T** Securities, LLC) **Bipartisan Policy Center**

Bloomberg BNA

Bloomberg Intelligence Bloomberg L.P. Bloomberg News **Bloomberg Television** Bloomberg Tradebook LLC **BNP** Paribas **BNY Mellon Capital Markets, LLC BPC** Consultant Bradlev Arant Boult Cummings LLP British Embassy Broadridge Financial Solutions. Inc. **Build America Mutual Assurance** Company Butler Snow LLP Cadaret, Grant & Co., Inc. **Capital One Financial Corporation** Capital One Investing, LLC Capitol Counsel LLC Cascade Financial Management, Inc. Cato Institute Cerulli Associates. Inc. Cetera Financial Group **CFO Financial Partners** Charles Schwab & Co., Inc. Chevy Chase Trust Choate Hall & Stewart LLP Citi

Citigroup Global Markets Inc. Citigroup Inc. Citizens Bank ClimateWire CME Group CNBC **Cognizant Technology Solutions** Corporation Colorado Brewers Guild Committee on Banking Housing and Urban Affairs United States Senate Committee on Capital Markets Regulation Competitive Enterprise Institute **Congressional Social Investment Task** Force Cornerstone Research Inc Covington & Burling LLP Credit Agricole Credit Suisse Group AG Credit Suisse Securities (USA) LLC D.A. Davidson & Co. **DAC Systems** Davis Polk & Wardwell LLP Debevoise & Plimpton LLP Debtwire

Deloitte

Deloitte & Touche LLP

Department of Finance Canada (New York) Depository Trust & Clearing Corporation (DTCC) Deutsche Bank AG Dow Jones & Co Inc. DST Market Services. LLC E*TRADE Financial Corp. E*Trade Securities LLC Edelman Edward D. Jones & Co., L.P. Embassy of France in the United States Equipment Leasing and Finance Association Estrada Hinojosa & Company, Inc. Eurex Fannie Mae Federal Deposit Insurance Corporation (FDIC) Federal Farm Credit Banks Funding Corporation Federal Housing Finance Agency (FHFA) **Fidelity Capital Markets** Fidelity Clearing & Custody Solutions Fidelity Corporate Actions Solutions Fidelity Investments Fidelity National Information Services. Inc. (FIS)



Financial Advisor Magazine Financial Industry Regulatory Authority Inc (FINRA) Financial Stability Oversight Council **Financial Times** FIS Florida State Board of Administration Fox Business FTN Financial Securities Corp. **Futures Industry Association** General Motors Asset Management Georgetown University's McDonough School of Business Gibson, Dunn & Crutcher LLP Global Financial Markets Association (GFMA) Goldman Sachs Group, Inc. Goldman. Sachs & Co. Government of Canada Greg Wilson Consulting **Guggenheim Partners Investment** Management, LLC **HD Vest Financial Services** Hearsay Systems Hefren-Tillotson, Inc. Herndon Plant Oakley, Ltd. Hilltop Securities Independent Network Inc. HM Treasury

Hong Kong Economic and Trade Office Hootsuite Media Inc. House Financial Services Committee HSBC Bank USA, N.A. HSBC North America Holdings Inc. HSBC Securities (USA) Inc. IA Watch **IHS Markit** IMC Financial Markets Incapital LLC Invesco Ltd. Investment Industry Association of Canada (IIAC) Investment News J.J.B. Hilliard, W.L. Lyons, LLC J.P. Morgan Securities LLC Janney Montgomery Scott LLC JIJI Press JPMorgan Chase & Co. KCG Holdings. Inc Kevin Hart Kornfield and Company, Inc. KeyBanc Capital Markets Inc. **Kiplinger Washington Letter** Kobre & Kim I I P Korea Financial Investment Association (KOFIA) Law360 Nomura Securities International, Inc. Legg Mason Global Asset Management

London Stock Exchange Group Loop Capital Markets LLC LPL Financial LLC Macquarie Capital (USA) Inc. Magnolia Strategy Partners Managed Funds Association (MFA) McDonald Partners, LLC McKinsey & Company Mercatus Center at George Mason University Mesirow Financial, Inc. Missouri Department of Insurance MLex Moors & Cabot. Inc. Morgan Stanley Morning Consult MTS Securities. LLC Municipal Securities Rulemaking Board (MSRB) Murphy & McGonigle, P.C. NASDAQ National Association of Insurance and Financial Advisors (NAIFA) Natixis Global Asset Management Nextgov Nikkei Asian Review NISA Investment Advisors, L.L.C.

Services, LLC Northwestern Mutual Life Insurance Company n-Tier Financial Services LLC Office of Financial Research, U.S. Department of the Treasury Office of Governor Jay Nixon Office of the Comptroller of the Currency (OCC) Ohio State University Oliver Wyman On Wall Street Ontario Teachers' Pension Plan Oppenheimer & Co. Inc. **Options Clearing Corporation** Orbital ATK, Inc. **OVS** Media Patomak Global Partners, LLC Patterson Belknap Webb & Tyler LLP PCAOB Pensions & Investments Pershing LLC, a BNY Mellon Company PIMCO Piper Jaffray & Co. Piper Jaffray Companies Planned Investment Co., Inc. Politico

Northwestern Mutual Investment



$sitma^*$ SIFMA Annual Meeting — 2016 Participating Firms

Preston Financial Law & Consulting PLLC Promontory Financial Group, LLC Promontory Interfinancial Network, LLC PwC **Quicken Loans** Rabobank Group Rabobank International Raymond James & Associates, Inc. Raymond James Financial Services, Inc. RBC Capital Markets, LLC **RBC** Correspondent Services **RBC** Wealth Management Reuters Roval Bank of Canada (RBC) S&P Dow Jones Indices S&P Global Inc. S&P Global Indices S&P Global Platts S&P Global Ratings Santander Securities Investor Protection Corporation (SIPC) Seward & Kissel LLP Siebert, Cisneros, Shank & Co., L.L.C. SIFMA SIFMA Foundation

SIG Brokerage, LP Small Business & Entrepreneurship Council SmartBrief Smith Moore **SNL** Financial Social Finance, Inc. Societe Generale Societe Generale Corporate & Investment Banking SourceMedia Sphere Consulting Square, Inc. St. Louis Regional Chamber State Street Corporation State Street Global Advisors Stephens Inc. Stephens Investment Management Group, LLC Steptoe & Johnson LLP Stifel Financial Corp. Stifel, Nicolaus & Co., Inc. Stump Strategic SumRidge Partners, LLC Synpulse T. Rowe Price Associates, Inc. Tata Consultancy Services taz- die tageszeitung

TCW

TD Ameritrade Holding Corporation TD Ameritrade. Inc. Terra Alpha Investments LLC Texas Capital Bank The Bond Buver The Boston Consulting Group The Brookings Institution The Capital Group Companies, Inc. The Charles Schwab Corporation The Clearing House Association, LLC The Hill The Institute of International Finance Inc The New York Times Company The PNC Financial Services Group, Inc. The Real Estate Roundtable The Wall Street Journal The Wharton School The World Bank ThinkAdvisor Third Way **Thomson Reuters** Tradeweb Direct LLC Tradeweb Markets LLC Turner Broadcasting System, Inc. Twitter, Inc. U.S. Bancorp

U.S. Bancorp Investments. Inc. U.S. Chamber of Commerce U.S. Commodity Futures Trading Commission (CFTC) U.S. Department of the Treasury U.S. House of Representatives U.S. News & World Report U.S. Senate UBS AG UBS Financial Services Inc. US Securities and Exchange Commission (SEC) Vanguard Brokerage Services Vanguard Group, Inc. Washington Examiner Washington Post Washington Speakers Bureau Wellington Management Company Wells Fargo & Company Wells Fargo Advisors, LLC Wells Fargo Bank, National Association Wells Fargo Securities, LLC Westport Resources Management, Inc., a Division of United Capital William Blair WilmerHale Wunderlich Securities, Inc.





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STRATEGIC PARTNERS













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