

sifma[®]

April 11-13,
2018

THE RITZ-CARLTON
NAPLES, FL

PRIVATE CLIENT CONFERENCE

Financial Advice in a Rapidly Changing Environment

Sponsorship Opportunities



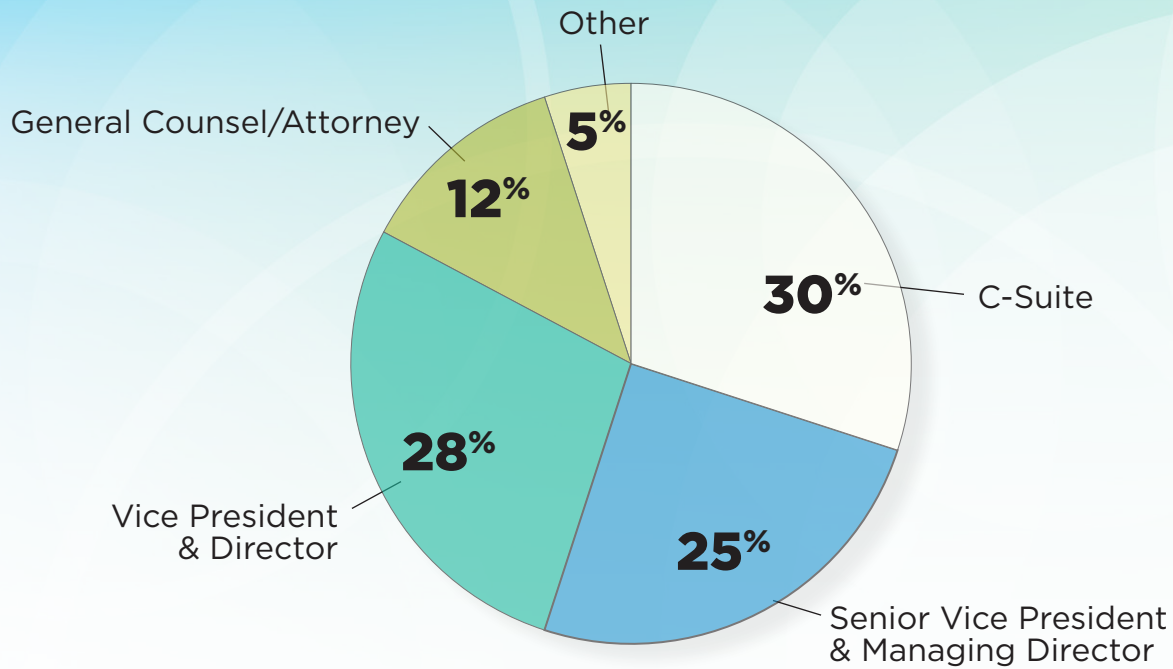


PRIVATE CLIENT

The Invited Audience Includes:

- **Heads of Private Client**
- **National Sales Managers**
- **CEOs of Small Firms**
- **Corporate Marketing Directors**
- **Regional Managers**
- **Branch Managers**
- **Wealth Management Directors**
- **Financial Advisors and Investment Consultants**

2017 SIFMA Private Client Conference Attendee Profile:



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New Location! New Dates! New Program!

SIFMA's Private Client Conference convenes leaders from across the private wealth management industry to examine the most topical issues facing the business. Join us for a new program focusing on financial advice amidst rapidly changing technology, regulations, and demographics.

The conference is scheduled for April 11-13, 2018 at the Ritz-Carlton in Naples, FL. The program and showcase of sponsors will provide participants with personal opportunities to learn more about your firm and build relationships through relevant experiences.



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DIAMOND	GOLD	SILVER
Investment: \$17,500 SIFMA Member Rate	Investment: \$14,500 SIFMA Member Rate	Investment: \$11,500 SIFMA Member Rate
\$20,500 Non-Member Rate	\$17,500 Non-Member Rate	\$14,500 Non-Member Rate
Three (3) Conference Registrations (Value \$3,885 member \$5,385 Non-Member Rate)	Two (2) Conference Registrations (Value \$2,590 member \$3,590 Non-Member Rate)	One (1) Conference Registration (Value \$1,295 member \$1,795 Non-Member Rate)
Table Display Two table personnel passes	Table Display Two table personnel passes	Table Display Two table personnel passes



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Pre-Conference Benefits:

- Prominent placement of logo and firm profile on the Private Client Conference 2018 website
- Prominent placement of logo on SIFMA's dedicated send, which include email campaigns highlighting dates, speaker announcements, program content, etc.
- Prominent placement of logo on the "Know Before You Go" email sent to all registered participants prior to the start of the conference
- Opportunity to link thought leadership to the event website
- Preliminary mailing lists of all conference participants sent in electronic format, which includes registrant name, title, firm affiliation and mailing address, sent four (4) weeks in advance of the Private Client Conference.

During Conference Benefits:

- Complimentary and or Discounted Conference Registration (s).
- Prominent brand recognition during the sponsored function (if applicable) with company logo displayed on dedicated signage. Includes both print and digital formats strategically placed in various outlets that include registration area, general session slide deck, etc.
- Recognition at the sponsored function (if applicable).
- Promotional brochure in pdf format included on the Private Client 2018 Digital Event Guide
- Dedicated listing and firm profile placed on SIFMA Private Client Conference 2018 website as well as on the Private Client 2018 Digital Event Guide, which includes company logo, company profile and sales contact information
- Dedicated listing on SIFMA Private Client Conference 2018 Pocket Guide
- Access to networking functions

Post-Conference Benefits:

- Prominent placement of logo and firm profile on the Private Client 2018 website
- Complete mailing lists of all conference attendees in excel format sent at the conclusion of the conference
- Sponsor recognition on the event site in the lead-up to the conference and also continues post-event: In an email (sent to all attendees a few weeks after the conference) covering content from Private Client Conference session discussions
- Your logo remains on the 2018 event site until the Private Client Conference 2019 event is announced, approximately 3-4 months after Private Client 2018 takes place
- Acknowledgment of sponsorship, with placement of logo on all post-event marketing & survey email campaigns that include "SIFMA Thank You for Attending" and "Survey" emails



PRIVATE CLIENT

DIAMOND:

\$17,500 SIFMA Member Rate

\$20,500 Non-Member Rate

Three (3) Conference Registrations

(Value \$3,885 member/\$5,385 Non Member Rate)

Table Display and Two table personnel passes

- Sponsorship: **Networking Reception** (April 11th) - **SOLD**
Networking Reception is an exclusive sponsorship opportunity that includes open bar and past hors d'oeuvres. A great opportunity to network and meet with colleagues as the event officially kicks off.
- Co- Sponsorship: **Formal Luncheon** - (April 12th) - **ONE RESERVED, ONE AVAILABLE**
Formal Luncheon, open to all conference participants, allows for one-on-one conversations with industry colleagues, clients and potential prospects, offering the sponsoring firm prominent brand recognition.
- Sponsorship: **General Session Audio Visual** (April 12th and April 13th) - **SOLD**
Exclusive sponsorship of the General Session Audio Visual will provide your firm with extraordinary visibility during the presentations. Acknowledgment on signage and firm's logo will be included on the general session presentation deck. *Seat Drop Opportunity.*

Diamond Sponsors



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SYSTEMS



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- Co-Sponsorship: **Luncheon Speaker Presentation**

Elise Jordan, April 12th **TWO SOLD!**

Elise Jordan is an American journalist, political speechwriter and commentator. She served as a director for communications in the National Security Council from 2008-09. She also worked in the White House Office of Presidential Speechwriting, at the U.S. Embassy, Baghdad and for the Commanding General's Strategic Advisory Group at the International Security Assistance Force headquarters in Kabul, Afghanistan, and was a speechwriter for Secretary of State Condoleezza Rice.

The luncheon with speaker presentation allowing for one-on-one networking opportunities with industry colleagues, clients and potential prospects following the luncheon. The Luncheon speaker presentation sponsor will be acknowledged and featured on slide presentation. Great acknowledgment alongside the keynote luncheon speaker.



LUNCHEON SPEAKER

Elise Jordan

Columnist, TIME

Political Analyst, NBC News and MSNBC

- Co-Sponsorship: **Closing Reception** (April 12th) - **ONE SOLD! ONE AVAILABLE**

Closing reception offers a unique opportunity to engage with the attendees in a relaxed social setting. This sponsorship gives your company the opportunity to brand your presence.





PRIVATE CLIENT

GOLD:

\$14,500 SIFMA Member Rate

\$17,500 Non-Member Rate

Two (2) Conference Registrations

(Value \$2,590 member/\$3,590 Non Member Rate)

Table Display and Two table personnel passes

- Sponsorship: **WIFI SOLD!**
Custom SSID, Signage with log-in details and redirected page
- Sponsorship: **Continental Breakfast** - (April 12th and April 13th) **AVAILABLE**
Networking breakfast opportunity offering prominent brand recognition, and allowing for one-on-one conversations with industry colleagues and potential prospects.
- Sponsorship: **Cell Phone Recharge Zone AVAILABLE**
Showcase your company through kiosk video and print messaging. with this much-needed service. The recharge zone will be located in the Registration area.

Gold Sponsor

PriceMetrix[™]



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- Sponsorship: **Digital Data Wall RESERVED**

Digital Data Wall display's tweets and encourages participants to engage using social media throughout the event. The Digital Data wall screen is strategically displayed in a high traffic location, branding sponsoring firm's logo and messaging to be highlighted along with SIFMA messaging.

- Sponsorship: **Conference Lanyard AVAILABLE**

Co-branded, SIFMA pre-approved badge lanyard produced by sponsoring firm and distributed with registration materials to all conference participants during registration. Branded lanyard allows delegates to display your firm logo throughout the conference.





PRIVATE CLIENT

SILVER:

\$11,500 SIFMA Member Rate

\$14,500 Non-Member Rate

One (1) Conference Registration

(Value \$1,295 member/\$1,795 Non Member Rate)

Table Display and Two table personnel passes

- Sponsorship: **Printed Pocket Guide and Digital Event Guide** **SOLD!**
Printed Pocket Guide that offers sponsoring firm a full page ad that is strategically placed on the outside back cover. The sponsor's banner ad to be featured on screen and linked to an ad online (PDF) The digital event guide includes a program, schedule, list of speaker and their bios, sponsoring firms with their company profiles and complete list of conference participants. In addition, the e-guide is a take away item and has proven to be referenced after the event.
- Sponsorship: **Morning Networking Refreshments** (April 12th) **SOLD!**
Networking refreshments, that includes prominent brand recognition and an opportunity for one-one-one networking with industry colleagues.
- Sponsorship: **Morning Networking Refreshments** (April 13th) **AVAILABLE**
Networking refreshments, that includes prominent brand recognition and a variety of healthy snacks during one-one-one networking with industry colleagues.

Silver Sponsors



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Broadridge®

RRS
Manage Through Change



TALISYS
FAST DATA. CLEAR ADVANTAGE.



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- Sponsorship: **Hotel Room Key Cards **SOLD!****
Pre-approved, co-branded hotel room key cards provided by SIFMA, and distributed to all participants upon check-in at the hotel.
- Sponsorship: **Notepads **SOLD!****
An easy effective way to get your message in the hands of every registered attendee. Popular hard-covered co-branded notebooks produced and provided by sponsoring firm and distributed to all attendees at registration. 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.
- Sponsorship: **Mobile Device Charging Sticks **AVAILABLE****
Co-Branded Charging Sticks provided and produced by sponsoring firm, distributed to all conference attendees during registration.



A woman in a black blazer is engaged in a conversation with a man in a grey suit. They are standing at a conference booth, with other attendees and a red tablecloth visible in the background. The atmosphere is professional and interactive.

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SIFMA Private Client Conference 2017 Participating Firms

Advisor Group

Albridge Solutions, Inc. (an affiliate of Pershing LLC, a BNY Mellon Company)
 Ameriprise Financial Services, Inc.
 Bank of America Merrill Lynch
 Bates Group LLC
 BB&T Scott & Stringfellow
 (a division of BB&T Securities, LLC)
 Benjamin F. Edwards & Co.
 Bloomberg Intelligence
 Boenning & Scattergood, Inc.
 Broadridge Financial Solutions, Inc.
 Capital Forensics, Inc.
 CFP Board
 CGI
 Charles Schwab & Co., Inc.
 D.A. Davidson & Co.
 Deloitte & Touche LLP
 Dow Jones & Co Inc
 Edward D. Jones & Co., L.P.
 Edward Jones
 Federal Bureau of Investigation (FBI)
 Federated Investors, Inc.
 Federer Performance Management
 Group LLC
 Fidelity Brokerage Services LLC
 Fidelity Charitable
 Fidelity Clearing & Custody Solutions
 Fidelity Investments
 Financial Industry Regulatory Authority Inc (FINRA)
 First Clearing, LLC
 Folger Nolan Fleming Douglas Incorporated
 Gusrae Kaplan Nusbaum PLLC
 Hearsay Systems
 Hefren-Tillotson, Inc.
 Herndon Plant Oakley, Ltd.
 Hilltop Securities Independent Network Inc.
 IBM Corp
 Investment Industry Association of Canada (IIAC)
 J.J.B. Hilliard, W.L. Lyons, LLC
 Janney Montgomery Scott LLC
 Kaplan Financial Education
 Kevin Hart Kornfield and Company, Inc.
 Lord, Abbett & Co. LLC
 LPL Financial LLC

Merrill Lynch Wealth Management
 Mesirow Financial, Inc.
 Moors & Cabot, Inc.
 Morgan Stanley
 Morgan, Lewis & Bockius LLP
 North Highland
 Northwestern Mutual Investment
 Services, LLC
 On Wall Street
 Oppenheimer & Co. Inc.
 Pershing LLC, a BNY Mellon Company
 PFS Investments Inc.
 PriceMetrix
 Raymond James & Associates, Inc.
 Raymond James Financial, Inc.
 RBC Correspondent Services
 RBC Wealth Management
 Robert W. Baird & Co. Incorporated
 SagePoint Financial, Inc.
 Salesforce.com
 Securian Financial Services, Inc.
 Smith Moore
 Stifel Financial Corp.
 T. Rowe Price Associates, Inc.
 Talisys
 The Next Level Sales Consulting
 The Northern Trust Company
 The Wall Street Journal
 Thomson Reuters
 Thuzio
 Trubee, Collins & Co., Inc.
 UBS Financial Services Inc.
 UBS Wealth Management
 US Securities and Exchange Commission (SEC)
 Vanguard
 Vanguard Group, Inc.
 Vestmark Inc.
 Wedbush Securities Inc.
 Wells Fargo Advisors, LLC
 Western International Securities, Inc.
 Westport Resources Management, Inc.,
 a Division of United Capital
 Wiley Bros.-Aintree Capital, LLC
 Wunderlich Securities, Inc.
 Yext