



A CONSTANT  
VOICE THROUGH  
50 YEARS OF  
CHANGE

# C&L 2018 ANNUAL SEMINAR

MARCH 18-21 | JW MARRIOTT ORLANDO, GRANDE LAKES | ORLANDO, FL

## SPONSORSHIP & EXHIBITOR PROSPECTUS

SPONSORSHIP

EXHIBIT & ADVERTISE

2017 PARTICIPANTS

To reserve your sponsorship, contact:

**Diana Serri** | 212.313.1258 | [dserri@sifma.org](mailto:dserri@sifma.org)

Vice President, Head of Exhibit and Sponsorship Sales | SIFMA



## 2018 SIFMA C&L Society Annual Seminar Sponsorship Opportunities

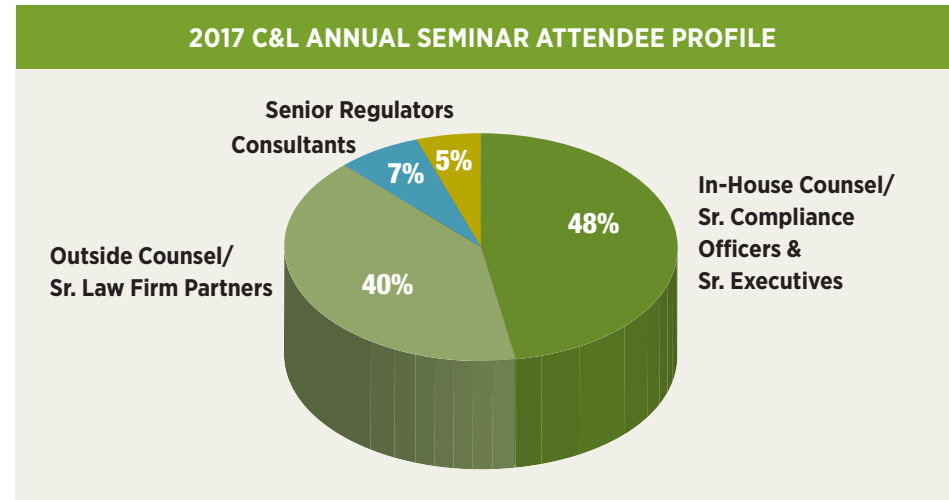
SIFMA's marquee event, the 2018 C&L Annual Seminar is designed for Financial Services Compliance & Legal professionals, bringing together an elite group to engage with leading industry experts and discuss the latest regulatory developments and industry trends.

### The Audience

The C&L 2018 Annual Seminar attracts senior compliance and legal executives, decision makers and/or influencers of products and services their firms will purchase. During the 2017 Seminar, there were more than 2,000 registered participants in attendance.

### Sponsors & Exhibitors

Law Firms, Consulting Firms and Service Providers who specialize in compliance and legal products and/or services are invited to exhibit and sponsor at this Annual Seminar. Industry vendors in fields such as compliance, surveillance systems, litigation, document management support, training, consulting, media and communications are of prime interest to this targeted audience. Law firms who have an interest in supporting the event are encouraged to review the various sponsorship opportunities that are available and in addition to sponsorship, are invited to participate as an exhibitor.



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SIFMA's C&L 2018 Annual Seminar Sponsorship Package offers maximum value with the following benefits:

## Pre-Seminar Benefits:

The Annual Seminar is a heavily marketed event that reaches more than 75,000 individuals throughout the eight-month Marketing Campaign. Sponsors will benefit from pre-marketing exposure that includes:

- Prominent placement of logo on SIFMA's dedicated sends, which include email campaigns highlighting dates, speaker announcements, program content, etc. to more than 75,000 individuals
- Prominent placement of logo and firm profile on the 2018 Annual Seminar website
- Opportunity to link thought leadership to SIFMA's event website
- Preliminary mailing lists of all seminar participants sent in electronic format, which includes registrants' name, title, firm affiliation and mailing address, sent four (4) weeks in advance of the seminar

## Seminar Benefits:

- Complimentary and/or Discounted Seminar Registration(s).
- Access to exhibitor & sponsor room block at the hosted venue. Room charges, including taxes and service fees, will be at individual's own expense. All reservations are based on availability.
- Prominent brand recognition during the sponsored function (if applicable) with firm logo displayed on dedicated signage. Includes both print and digital formats strategically placed in various outlets such as registration, general session slide deck, etc.
- Promotional brochure in pdf format, included in the Annual Seminar Mobile App. The Seminar Mobile App is available to all registered participants for download on all mobile devices during the event
- Dedicated sponsor listing placed on the Annual Seminar website and Mobile App which includes company logo, contact name and company profile

## Post-Seminar Benefits:

- Company listing and firm description on the Annual Seminar website
- Complete mailing lists of all seminar attendees in excel format sent at the conclusion of the seminar
- 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

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## Sponsorship Tiers, Cost and Benefits

### PRESIDENTIAL

The Presidential Tier offers a sponsoring firm an escalated level of sponsorship, which is determined by a firm's overall investment in the 2018 C&L Annual Seminar. Includes investment of exhibit space, à la carte sponsorship, as well as branding and advertisement opportunities. Firms who invest in sponsorship of \$50,000 (Member Firm) / \$55,000 (Non-Member) or more will be escalated to this tier of sponsorship.

Investment:

\$50,000 SIFMA Member Rate / \$55,000 Non-Member Rate

All benefits associated with Diamond Tier plus

- Two (2) additional Complimentary Seminar Registrations
- One (1) additional Reduced Rate Seminar Registration
- Access to Three (3) additional hotel rooms.

### DIAMOND

Benefits Include:

- Two (2) Complimentary Seminar Registrations
- One (1) Complimentary Guest Registration
- Two (2) Reduced Rate Seminar Registrations
- Access to Four (4) Hotel Rooms

Investment:

\$35,000 SIFMA Member Rate / \$40,000 Non-Member Rate

### PLATINUM

Benefits Include:

- One (1) Complimentary Seminar Registration
- One (1) Complimentary Guest Registration
- Two (2) Reduced Rate Seminar Registrations
- Access to Three (3) Hotel Rooms

Investment:

\$28,000 SIFMA Member Rate / \$33,000 Non-Member Rate

### GOLD

Benefits Include:

- One (1) Complimentary Seminar Registration
- One (1) Reduced Rate Seminar Registration
- Access to Two (2) Hotel Rooms

Investment:

\$24,500 SIFMA Member Rate / \$28,500 Non-Member Rate

### SILVER

Benefits Include:

- One (1) Complimentary Seminar Registration
- Access to One (1) Hotel Room

Investment:

\$18,000 SIFMA Member Rate / \$21,000 Non-Member Rate

### BRONZE

Benefits Include:

- One (1) Reduced Rate Seminar Registration
- Access to One (1) Hotel Room

Investment:

\$15,000 SIFMA Member / \$17,500 Non-Member Rate

### PREMIUM PATRON

Benefits Include:

- One (1) Reduced Rate Seminar Registration
- Access to One (1) Hotel Room

Investment:

\$10,000 SIFMA Member / \$12,500 Non-Member Rate

### EXHIBITOR

Benefits Include:

- One (1) Complimentary Exhibit Personnel Registration - (Offers access to Exhibition Hall Only)
- One (1) Reduced Rate Seminar Registration
- Access to Two Hotel Rooms

Investment:

\$9,000 SIFMA Member / \$12,000 Non-Member Rate



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## Sponsors

### PRESIDENTIAL SPONSORS



### DIAMOND SPONSORS



### PLATINUM SPONSORS



### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS





## NEW FOR 2018

### Investment

**\$3,500 SIFMA MEMBER RATE**

**\$4,500 NON-MEMBER RATE**

- All Learning Lab presentations are only offered exclusively to a contracted Sponsors & Exhibitors of the Seminar.
- Suggested format of presentation is TED Talk Style - Featured Speaker.
- Session title, description, speaker name and title will be listed on the program agenda, SIFMA C&L 2018 website, event app and included in printed event material, distributed to all registered attendees during the Seminar.

### Investment

**\$4,500 SIFMA MEMBER RATE**

**\$5,500 NON-MEMBER RATE**

- All Lunch & Learn presentations are offered exclusively to contracted sponsors and exhibitors of the Seminar.
- Session title, description, speaker name and title will be listed on the program agenda, on SIFMA C&L 2018 website, event app and included in all printed event material, distributed to all registered attendees during the event.

## Sponsorship

### Learning Labs

*Exclusive to contracted sponsors & exhibitors, the C&L 2018 Learning Lab offers an opportunity to share thought leadership insight to a captive audience in a 20-minute or less TED Talk style presentation. The Learning Lab will be located on the Exhibition Hall Floor, will accommodate up to 50 participants, and will include microphone and power point capabilities. All sessions will be scheduled during Exhibition Hall Periods.*

#### Sunday, March 18

4:15 p.m. **Available**

5:15 p.m. **Available**

#### Monday, March 19

Breakfast **Available**  
Networking Break 1  
**SOLD!**

**Deloitte.**  
Networking Break 2  
**SOLD!**

#### Tuesday, March 20

Breakfast **Available**  
Networking Break 1  
**SOLD!**

**Deloitte.**  
Networking Break 2  
**Available**

#### Wednesday, March 21

Breakfast **Available**  
Networking Break 1  
**Available**  
Networking Break 2  
**Available**

### Lunch & Learn

*Exclusive to contracted sponsors and exhibitors, the C&L 2018 Lunch & Learn Sessions offers an opportunity to share thought leadership insight to a captive audience in a One-Hour or less Lunch & Learn presentation. A meeting room with standard A/V as well as individual box lunches will be provided to host a maximum of 50 participants.*

#### Monday, March 19

**2 SOLD!**

#### Tuesday, March 20

**3 SOLD!**

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Vice President, Head of Exhibit & Sponsorship Sales | SIFMA



## PRESIDENTIAL

### Investment

\$50,000 SIFMA MEMBER RATE

\$55,000 NON-MEMBER RATE

### All benefits associated with Diamond Tier plus

- Two (2) additional Complimentary Seminar Registrations
- One (1) additional Reduced Rate Seminar Registration
- Access to Three additional hotel rooms.

## Sponsorship

### \*Co-Branded Attendee Bag - **SOLD!**

Co-Branded Tote Bag produced by SIFMA and distributed to all participants during registration.



### Presidential Sponsors



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## DIAMOND

### Investment

\$35,000 SIFMA MEMBER RATE

\$40,000 NON-MEMBER RATE

### Benefits Include

- Two (2) Complimentary Seminar Registrations
- One (1) Complimentary Guest Registration
- Two (2) Reduced Rate Seminar Registrations
- Access to Four (4) Hotel Rooms



## Sponsorship

### Evening Networking Reception

Co-Sponsorship offered to 3 firms at each reception.

Networking Receptions are scheduled for two (2) hours each evening, set with hot & cold buffet stations, passed hors d'oeuvres and open bar. Each event will be set in an outdoor atmosphere (weather permitting) offering attendees the opportunity to come together and catch up on the day's events in an enjoyable, informal setting.

Sunday, March 18

(1) Available

(2) SOLD!

**FRIED FRANK**

**Paul Weiss**

Monday, March 19

(3) SOLD!

**Davis Polk**

Morgan Lewis

SULLIVAN & CROMWELL LLP

### SIFMA C&L's 50<sup>TH</sup> Anniversary Celebration - Closing Night Reception

Tuesday, March 20 - (4) SOLD!

Co-Sponsorship offered to 4 firms.

**ALLEN & OVERY**

**BRESSLERAMERYROSS**

**EXIGER**  
Governance. Risk. Compliance.

**KIRKLAND & ELLIS**

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## DIAMOND

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\$35,000 SIFMA MEMBER RATE

\$40,000 NON-MEMBER RATE

### Benefits Include

- Two (2) Complimentary Seminar Registrations
- One (1) Complimentary Guest Registration
- Two (2) Reduced Rate Seminar Registrations
- Access to Four (4) Hotel Rooms



## Sponsorship

### The 50<sup>TH</sup> Anniversary Celebration continues with an After-Hours Reception

**Co-Sponsorship offered to 3 firms.**

*After dinner cocktails and light fare, desserts and beverages, offering attendees an opportunity to come together and catch up on the day's events in an enjoyable, informal setting.*

Tuesday, March 20

**(1) Available**

**(2) SOLD!**

**crowell** **moring**  
**ROPES & GRAY**

### Co-Branded Bottled Water (Exhibit Hall / Session Panels) - **Available**

### In-Room Drop, Bottled Water - **Available**

*Co-Branded, Bottled Water placed in hotel rooms of hosted venue, Grande Lakes Orlando on peak nights (Sunday - Tuesday).*

### WiFi for Attendees - **Available**

*Complimentary Wi-Fi usage for all seminar participants during event sessions. Acknowledgement of sponsoring firm included on re-directed splash page and on program materials and signage.*

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## PLATINUM

### Investment

\$28,000 SIFMA MEMBER RATE  
\$33,000 NON-MEMBER RATE

### Benefits Include

- One (1) Complimentary Seminar Registration
- One (1) Complimentary Guest Registration
- Two (2) Reduced Rate Seminar Registrations
- Access to Three (3) Hotel Rooms



## Sponsorship

### Badge Lanyard - **SOLD!**



### Charging Lounge - **SOLD!**



### Golf Tournament - **Available**

*Acknowledgment of Tournament Sponsorship includes signage strategically displayed on Golf Course Greens as well as acknowledgement on event-marketing materials which includes website sponsorship tab, event app and event program materials. Sponsorship fees cover food, beverage and prizes for tournament participants as well as two complimentary foursomes for sponsoring firm. Individual greens fees are pre-paid by each participant. **Date and Location TBD***

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## PLATINUM

### Investment

\$28,000 SIFMA MEMBER RATE

\$33,000 NON-MEMBER RATE

### Benefits Include

- One (1) Complimentary Seminar Registration
- One (1) Complimentary Guest Registration
- Two (2) Reduced Rate Seminar Registrations
- Access to Three (3) Hotel Rooms



## Sponsorship

**Hotel Room Key Cards - SOLD!**

**AlixPartners**

### Lunch

*Co-Sponsorship offered to two firms each day*

*Networking Buffet Lunch, offering sponsoring firm prominent brand recognition, set in an indoor/outdoor environment, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.*

**Monday, March 19**

**(1) Available  
(1) SOLD!**

**JONES DAY**

**Tuesday, March 20**

**SOLD!**

**CRAVATH**

**Wednesday, March 21**

**(2) Available**

**Mobile App - SOLD!**

**QuisLex**  
Legal Process Excellence

**Welcome Beverage for Attendees - Available**

*Whether it is a drink poolside, in one of the restaurants or at the bar, take advantage of an opportunity to provide C&L Registered Attendees a beverage at any of the outlets of their choosing during their stay at the Grand Lakes Orlando. Branded Beverage Tickets acknowledging sponsorship will be placed in each attendee bag that is distributed to all participants during registration.*

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## GOLD

### Investment

\$24,500 SIFMA MEMBER RATE

\$28,500 NON-MEMBER RATE

### Benefits Include

- One (1) Complimentary Seminar Registration
- One (1) Reduced Rate Seminar Registration
- Access to Two (2) Hotel Rooms

## Sponsorship

**NEW FOR 2018!**

**General Session Featured Keynote Speaker (Contact Diana Serri for Sponsor Info) - Two Available**

*Co-Sponsorship offered to two firms.*

### Continental Breakfast - 2 Co-Sponsorships Available on each day

*Networking opportunity offering prominent brand recognition, serving a variety of healthy breakfast choices along with hot & cold beverages, set in the Exhibition Hall, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.*

**Monday, March 19**  
**(2) Available**

**Tuesday, March 20**  
**(1) Available**  
**(1) SOLD!**

**WACHTELL  
LIPTON  
ROSEN &  
KATZ**

**Wednesday, March 21**  
**(2) Available**

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## SILVER

### Investment

\$18,000 SIFMA MEMBER RATE

\$21,000 NON-MEMBER RATE

### Benefits Include

- One (1) Complimentary Seminar Registration
- Access to One (1) Hotel Room



## Sponsorship

### Charging Block - Available

*Co-Branded Charging Block, produced and provided by sponsoring firm, placed in attendee bag and distributed to all conference attendees during registration.*

### Charging Stick - Available

*Co-Branded Charging Sticks, produced and provided by sponsoring firm, placed in attendee bag and distributed to all seminar participants during registration. Charging sticks are a great opportunity that offers additional brand awareness as the SIFMA C&L Annual Seminar is a paperless event that encourages attendees to use their handheld devices to download and access all event details placed on the Seminar App. Charging sticks will allow participants to charge their devices on-the-go*

**C&L Community Service Event, Date & Charity details to be announced - SOLD!**

**SIDLEY**

**Diversity Breakfast, Tuesday, March 20 - SOLD!**

WILMERHALE®

**Women's Lunch, Monday, March 19 - SOLD!**

CLIFFORD  
CHANGE

**Luggage Tags - SOLD!**

**Debevoise  
& Plimpton**

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## SILVER

### Investment

\$18,000 SIFMA MEMBER RATE

\$21,000 NON-MEMBER RATE

### Benefits Include

- One (1) Complimentary Seminar Registration
- Access to One (1) Hotel Room



## Sponsorship

### Morning Networking Refreshments

Co-Sponsorship offered to 2 firms during each session. Networking opportunity offering prominent brand recognition, serving a variety of healthy snacks as well as hot and cold beverages, set in the Registration/Expo Area, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.

**Monday, March 19 - Session 1**  
**(2) SOLD!**

**CLEARY GOTTLIEB**

**STROOCK**

**Monday, March 19 - Session 2**  
**(2) SOLD!**

**NORTON ROSE FULBRIGHT**

**Weil**

**Tuesday, March 20 - Session 1**  
**(2) Available**

**Tuesday, March 20 - Session 2**  
**(2) Available**

**Wednesday, March 21 - Session 1**  
**(2) Available**

**Wednesday, March 21 - Session 2**  
**(2) Available**

### Note Pads/Writing Tablet - Available

Co-Branded Tablet, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.

### Pens - Available

Co-Branded Pens, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.

### Pocket Program Guide - SOLD!

**KING & SPALDING**

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## SILVER

### Investment

\$18,000 SIFMA MEMBER RATE

\$21,000 NON-MEMBER RATE

### Benefits Include

- One (1) Complimentary Seminar Registration
- Access to One (1) Hotel Room



## Sponsorship

Professional Headshot Photos, Monday & Tuesday - March 19 & 20 - **SOLD!**



Run for a Purpose - Date - TBD - **SOLD!**



**NEW FOR 2018!**

Shoe Shine - **Available**

*Professional Shoe Shine Services for attendees located in high traffic location.*

Smart Wallets - **Available**

*Co-Branded Smart Wallets, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.*

Sport Bottle - **SOLD!**

SHEARMAN & STERLING LLP

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## SILVER

### Investment

\$18,000 SIFMA MEMBER RATE

\$21,000 NON-MEMBER RATE

### Benefits Include

- One (1) Complimentary Seminar Registration
- Access to One (1) Hotel Room

## Sponsorship

### Sun Screen - Available

*Co-Branded Sun Screen Bottles, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.*

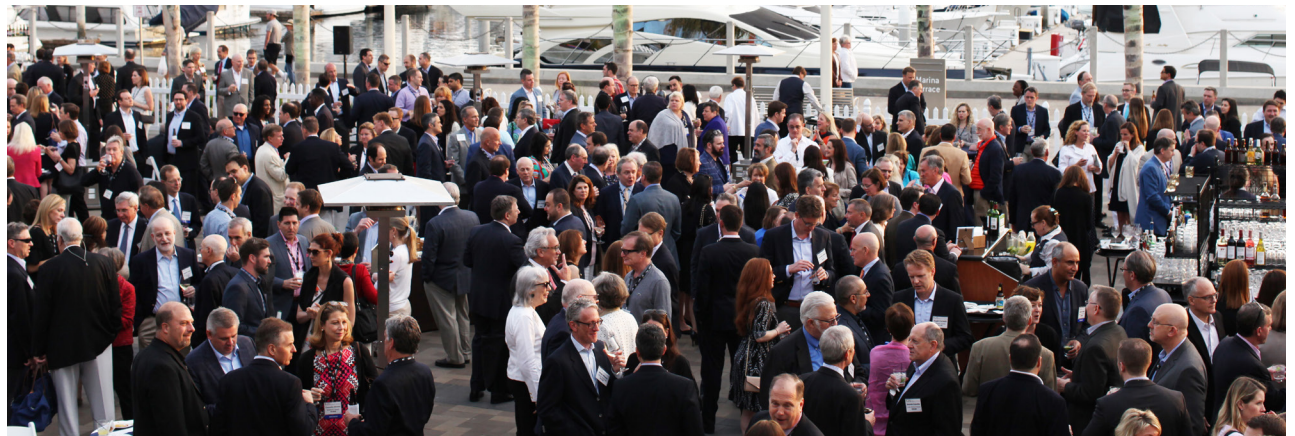
**NEW FOR 2018!**

### Umbrella - Available

*Co-Branded Umbrella, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration*

### Welcome Hospitality

**Sunday, March 18 - SOLD!**



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## BRONZE

### Investment

**\$15,000 SIFMA MEMBER RATE**  
**\$17,500 NON-MEMBER RATE**

### Benefits Include

- One (1) Reduced Rate Seminar Registration
- Access to One (1) Hotel Room



## Sponsorship

### Daily Newspapers

Daily newspapers placed in high traffic location, offering convenient access for participants each morning.

Financial Times **SOLD!**  
**K&L GATES**

New York Times **SOLD!**  
**MURPHY & MCGONIGLE**  
 A Professional Corporation

Wall Street Journal **SOLD!**  
**Schulte Roth & Zabel**  
 WWW.SRZ.COM

### NEW FOR 2018!

### Specialty Coffee Service

Co-Sponsorship offered to 2 firms each day

Offering a variety of coffee that include hot, iced, flavored, espresso, etc., served each day in the Exhibition Hall during peak hours for attendees to access continuously throughout each morning.

**Monday, March 19**  
 9:00 a.m. - 1:00 p.m.  
**(2) SOLD!**  
**COVINGTON**  
**Moore & VanAllen**

**Tuesday, March 20**  
 9:00 a.m. - 1:00 p.m.  
**(1) Available**  
**(1) SOLD!**  
**Hogan Lovells**

**Wednesday, March 21**  
 9:00 a.m. - 1:00 p.m.  
**(2) Available**

### NEW FOR 2018!

### Afternoon Hospitality

Networking opportunity offering prominent brand recognition, serving a variety of healthy snacks as well as cold beverages that include iced tea, lemonade, water, etc. allowing for one-on-one conversations as industry colleagues, clients and potential prospects take some time for some well deserved R&R and enjoy the company of their professional peers. - **Location TBD**

**Monday, March 19**  
 2:00 p.m. - 4:00 p.m.  
**Available**

**Tuesday, March 20**  
 2:00 p.m. - 4:00 p.m.  
**Available**

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## PREMIUM PATRON

### Investment

\$10,000 SIFMA MEMBER RATE  
\$12,500 NON-MEMBER RATE

### Benefits Include

- One (1) Reduced Rate Seminar Registration
- Access to One (1) Hotel Room

## Sponsorship

Sponsorship acknowledgment with placement of logo displayed in multiple locations throughout the event venue as well as on printed materials distributed to seminar participants.

**(11) SOLD!**

DrinkerBiddle

GOODWIN

Katten  
Katten Muchin Rosenman LLP

LATHAM  
LATHAM WATKINS

MAYNARD  
COOPER GALE

Nardello  
& Co.

NAVIGANT

NEAL  
GERBER  
EISENBERG

SheppardMullin

VedderPrice

VENABLE LLP

WINSTON  
& STRAWN  
LLP



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## Hotel Room Distribution *(sponsor to provide deliverable items)*

### Investment

**\$3,000 SIFMA MEMBER RATE**  
**\$5,000 NON-MEMBER RATE**

Have your company's information be the first thing attendees see when they return to their room at the conclusion of their evenings! Arrange a hotel room distribution, and your selected item will be delivered to the room of all attendees staying at the Grand Lakes Orlando. Participants MUST be a contracted Sponsor and/or Exhibitor with SIFMA C&L Annual Seminar and distribution item MUST be pre-approved by SIFMA before application is accepted. Hotel room-drop fees are the responsibility of each sponsoring firm.



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## Custom Branded Light Boxes

SIFMA is offering all Sponsors and Exhibitors the opportunity to participate in our Light Box Showcase. This unique branding opportunity offers increased visibility throughout the event that further enhances your presence and the opportunity to meet your firm’s brand up close.

Sponsored Light Boxes are strategically placed in prominent locations throughout the Convention Center and will be displayed over the four days of the Seminar. Lightboxes will be seen by your target audience as well as your competitors as they network with their clients, prospects and peers during the event.

By displaying your brand, your company will have an additional point of presence and drive more attendees to your booth.

### SIFMA LIGHT BOX PACKAGE

Investment	Includes
<b>\$6,500 SIFMA MEMBER RATE</b> \$8,000 NON-MEMBER RATE	Installation, dismantle and utility fees.

**DIMENSIONS:** 36” wide x 72” tall x 7.5” deep

**(7) SOLD!**



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## Exhibit Opportunities

Vendors and consultants specializing in compliance and legal products and services are invited to exhibit at this Seminar. Industry vendors in fields such as compliance, surveillance systems, litigation and document management support, training, consulting, social media and communications, are of prime interest to the attendees. Law firms that are interested in supporting the event are encouraged to review the various Sponsorship opportunities available, and are welcomed to participate as an exhibitor in addition to their sponsorship commitment.

### 8'X10' EXHIBIT SPACE

#### Investment

\$9,000 SIFMA MEMBER RATE

\$12,000 NON-MEMBER RATE



To reserve your exhibit location, contact:

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## Exhibitors





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- Access to exhibitor & sponsor room block at the hosted venue. Room charges, including taxes and service fees, will be at individual's own expense. All reservations are based on availability
- Prominent brand recognition during the sponsored function (if applicable) with firm logo displayed on dedicated signage. Includes both print and digital formats strategically placed in various outlets such as registration, general session slide deck, etc.
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