



OPS2018

MAY 7-10 | JW MARRIOTT PHOENIX DESERT RIDGE | ARIZONA



SPONSORSHIP & EXHIBITOR PROSPECTUS



To reserve your sponsorship, please contact:

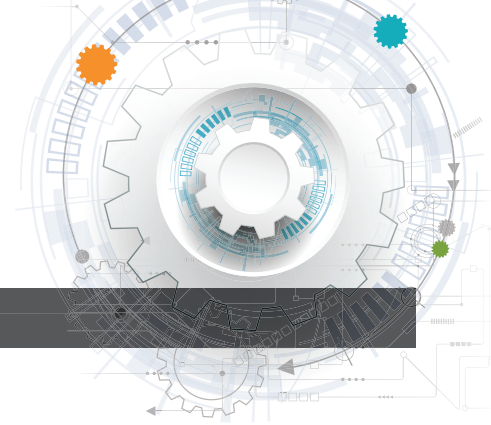
Diana Serri, Vice President, Head of Exhibit & Sponsorship Sales, SIFMA | 212.313.1258 | dserri@sifma.org



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45TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION

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SIFMA OPS 2018 Sponsorship Opportunities

For 45 years, SIFMA's Operations Conference and Exhibition has gathered operations, technology and regulatory leaders from across the securities industry to collaborate, share information and address challenges.

As the industry continues to evolve - responding to regulatory changes, tapping into the transformative potential of technology and driving smarter efficiencies - today's innovation is presenting new ways for firms to understand and interact with their customers, businesses, and the markets.

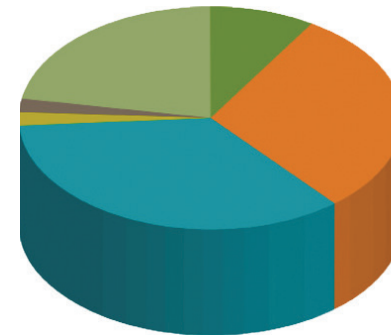
At OPS 2018 we will explore the practical applications of breakthrough technologies in operations, compliance and the implementation of regulatory changes, evolving investor engagement, and management of new risks in support of safe and resilient capital markets.



The Audience:

In 2017 more than 870 participants attended the Operations Conference + Exhibition. The attendee profile was as follows.

SIFMA OPS 2017 ATTENDEE PROFILE



- C-Suite - 9%
- Managing Director and Senior Executive - 30%
- Vice President and Director - 35%
- General Counsel/Attorney - 2%
- Regulator - 2%
- Other - 22%

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SIFMA OPS 2018 Conference Sponsorship Levels and Benefits:

Conference Sponsorship Tiers are designed to further enhance your firm's presence before, during and after the event.

Tiered Opportunities include:

Sponsorship Tiers

Diamond	Titanium	Platinum	Gold	Silver
\$65,000	\$55,000	\$45,000	\$35,000	\$25,000
+4 Additional Registrations	+3 Additional Registrations	+3 Additional Registrations	+2 Additional Registrations	+1 Additional Registration

Sponsorship Tiers are acknowledged before, during and after **OPS 2018** in various platforms that include:

- **SIFMA OPS 2018** Event Website
- **SIFMA OPS 2018** Expo Hall
- **SIFMA OPS 2018** Exhibit Guide
- **SIFMA OPS 2018** Event Guide
- **SIFMA OPS 2018** General Session Slide Deck
- **SIFMA OPS 2018** Event App
- Digital & print signage displayed throughout OPS2018 hosted venue in public areas that include registration foyer, general session ballroom and exhibition hall throughout the conference & exhibition.
- Plus, additional Conference Registrations offered with Tiered Sponsorship Levels.



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DIAMOND SPONSORS



PLATINUM SPONSORS



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SILVER SPONSORS



SPONSORS



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The OPS2018 Sponsorship Benefits Package offers maximum value with the following benefits:

OPS2018 is a heavily marketed event that reaches more than 75,000 individuals throughout the Nine-Month Marketing Campaign. Sponsors will benefit from pre, during and post event marketing exposure that includes:

Pre-Event Benefits:

- Prominent placement of logo and firm profile on the OPS2018 website
- Prominent placement of logo on SIFMA's dedicated sends, which include email campaigns highlighting dates, speaker announcements, program, 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 with pdf document of white paper or marketing brochure
- Preliminary mailing lists of all Conference participants sent in electronic format, which includes registrants name, title, firm affiliation and mailing address, sent four (4) weeks in advance of OPS2018

During Event 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 such as registration area, general session slide deck, etc.
- Recognition at the sponsored function (*if applicable*)
- Promotional brochure in pdf format included on the OPS2018 Mobile App
- Dedicated listing and firm profile placed on SIFMA OPS2018 Website as well as on the OPS2018 Mobile App, which includes company logo, company profile and sales contact information.
- Access to food and networking functions

Post-Event Benefits:

- Prominent placement of logo and firm profile on the OPS2018 website
- Complete mailing lists of all conference attendees in excel format sent at the conclusion of the event
- 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 OPS 2018 session discussions
- Your logo remains on the 2018 event site until the OPS 2019 event is announced, approximately 3-4 months after OPS 2018 takes place.
- 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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SIFMA OPS2018 Partner Workshops

SIFMA is pleased to offer contracted sponsors and exhibitors an opportunity to participate on the program agenda by holding a Partner Workshop which are scheduled as part of the conference program and allows you to meet face to face and share thought leadership content with new and existing clients. Opportunities are limited to only nine (9) time slots to choose from and all workshops are offered on a first-come/first-serve basis. All session titles and descriptions are subject to a pre-approval process by SIFMA.

Monday, May 7 (Pre-Conference Sessions)	
Workshop Sessions - Round 1	<p>ONE (1) SOLD!</p> <p>TATA CONSULTANCY SERVICES TCS BANCS</p> <p>One (1) Available</p>
Tuesday, May 8	
Workshop Sessions - Round 1	<p>2 SOLD!</p> <p>Appian KPMG</p>
Workshop Sessions - Round 2	<p>2 SOLD!</p> <p>accenture Broadridge</p>
Wednesday, May 9	
Workshop Sessions - Round 1	<p>2 SOLD!</p> <p>Fannie Mae Freddie Mac We make home possible[®]</p> <p>the answer company[™] THOMSON REUTERS[®]</p>

** All times to be confirmed as the program develops **

SIFMA's OPS2018 Partner Workshop package includes the following audiovisual equipment:

- LCD Video Projector & Screen
- Speakers
- Podium with Microphone
- Panel Table Microphones
- Presentation Laptop
- Wireless Presenter Tool

Partners are responsible for Internet Access fees, food & beverage and any additional Audio Visual requirements.

Investment	\$8,000 - SIFMA Member Rate
	\$10,000 - Non-Member Rate

- All workshop participants must be a contracted Sponsor and/or Exhibitor of conference.
- Each workshop presenter will have the opportunity to speak exclusively to a group of up to 50 registrants.
- Your session may be conducted in any fashion that would facilitate your presentation(s).
- Session title, description, speaker name & title will be listed on the program agenda, the conference website and in printed and electronic conference materials distributed to all registered attendees.

Learning Labs

Exclusive to contracted sponsors & exhibitors, the SIFMA OPS2018 Learning Lab offers an opportunity to share thought leadership insight to a captive audience in a 20-minute or less TED Talk style presentation. Presentation room will be located in the Exhibition Hall and accommodate up to 50 participants. The room will be equipped with a/v, i.e. microphone and power point capabilities. All lab sessions will be scheduled during Exhibition Hall periods.

- Session title, description, speaker name and title will be listed on the program agenda, on the conference website and included in all on-site event material, distributed to all registered attendees during the conference.

Investment	\$3,500 - SIFMA Member Rate
	\$5,000 - Non-Member Rate
6 SOLD!	<p>accenture agreement EXPRESS Deloitte.</p> <p>FIS SHADOW FINANCIAL SYSTEMS</p>

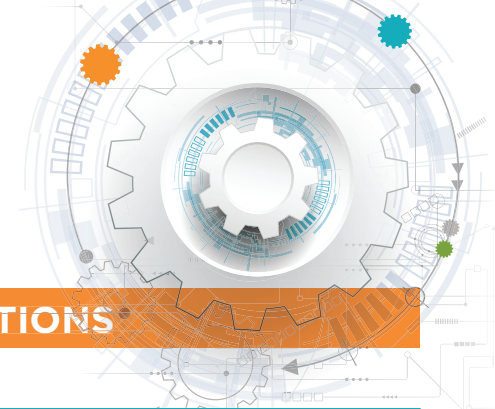
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AVAILABLE SPONSORSHIP OPPORTUNITIES - CATERED FUNCTIONS

Sponsorship	Availability	Investment	Includes
<p>NEW for 2018</p> <p>Co-Sponsorship: Women’s Leadership Presentation & Reception Wednesday, May 9, 4:00–5:30 p.m.</p> <p>Networking Reception with a featured Speaker addressing issues and challenges women are faced with in today’s working environment.</p>      	<p>FIVE (5) SOLD! One (1) Available</p>	<p>\$7,500 SIFMA MEMBER RATE \$10,000 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>
<p>NEW for 2018</p> <p>SIFMA Operations & Technology Society Breakfast Meeting @ SIFMA OPS2018 Tuesday, May 8</p> <p>An exclusive networking opportunity for SIFMA Society Members to come together and hear thought leadership on regulatory issues relating to their different roles within SIFMA Member Firms. Attendees of the breakfast will include representatives from the Corporate Actions Section (CAS), The Credit & Margin Section (CMS), The Customer Account Transfer Section (CAT), and the Securities Operations Section (SOS).</p>	<p>Available</p>	<p>\$7,500 SIFMA MEMBER RATE \$10,000 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>

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AVAILABLE SPONSORSHIP OPPORTUNITIES - CATERED FUNCTIONS

Sponsorship	Availability	Investment	Includes
<p>NEW for 2018</p> <p>“Operation Serve” - A Give Back to the Community</p> <p>Charity details, date, time, etc. TBD as the program develops The hands-on charity event offers participants an opportunity to work together in a fun environment, coming together to work as a team focused on a purpose. Builds camaraderie through a high-energy team activity, and results in an emotional conclusion that will have each team boasting about their personal experiences.</p>	<p>Available</p>	<p>\$15,000 SIFMA MEMBER RATE \$17,000 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>
<p>Back for 2018</p> <p>Run-for-a-Cause - Tuesday, May 8</p> <p>Morning run/walk, organized by SIFMA, offers co-branded T-Shirts distributed to all participants, along with beverages & prizes. Donation of individual registration fee as well as a portion of the sponsorship fee will be made to a TBD Charity. Details to be confirmed as the program develops.</p>	<p>SOLD!</p> <p>TATA CONSULTANCY SERVICES</p> <p>TCS BANCS</p>	<p>\$10,000 SIFMA MEMBER RATE \$12,000 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p> <p>One (1) Member Rate Discounted Conference Registration</p>



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<p>Welcome Hospitality</p> <p>Networking opportunity offering prominent brand recognition, serving a variety of snacks as well as hot and cold beverages, set in the Registration area, allowing for one-on-one conversations as industry colleagues, clients and potential prospects check in for the event.</p>	<p>Monday, May 7 SOLD!</p> 	<p>\$10,500 SIFMA MEMBER RATE</p> <p>\$12,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p> <p>One (1) Member Rate Discounted Conference Registration</p>
<p>Welcome Reception</p> <p>The OPS 2018 Welcome Reception will be located on the Ballroom Lawn of the JW Desert Ridge Marriott Hotel, offering a sponsoring firm prominent brand recognition as the reception will be set with hot and cold buffet stations, as well as passed hors d'oeuvres and open bar for all. The Welcome Reception is set in a relaxing outdoor atmosphere (weather permitting) with lively background music, offering attendees an opportunity to catch up with business colleagues, old and new, in an informal setting.</p>	<p>Monday, May 7 SOLD!</p> 	<p>\$35,000 SIFMA MEMBER RATE</p> <p>\$40,000 NON-MEMBER RATE</p>	<p>Three (3) Complimentary Conference Registrations</p> <p>Two (2) Discounted Conference Registrations</p>
<p>Exhibition Hall Continental Breakfast</p> <p>Networking Continental Breakfast, offering a variety of healthy breakfast options along with hot and cold beverages, served in the Exhibit Hall, allowing for one-on-one networking opportunities with industry colleagues offering prominent brand recognition of sponsoring firm.</p>	<p>Tuesday, May 8 Available</p> <p>Wednesday, May 9 Available</p>	<p>\$15,000 SIFMA MEMBER RATE</p> <p>\$17,000 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>

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<p>Exhibition Hall Networking Refreshments (Morning or Afternoon)</p> <p>Networking Refreshments, hosted in the Exhibit Hall, offering a variety of healthy snacks as well as coffee and tea, allowing for one-on-one networking opportunities with industry colleagues and prominent brand recognition of sponsoring firm.</p>	<p>Morning</p> <p>Tuesday, May 8 Available</p> <p>Wednesday, May 9 Available</p>	<p>\$11,000 SIFMA MEMBER RATE</p> <p>\$13,000 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p> <p>One (1) Discounted Conference Registration</p>	
	<p>Afternoon</p> <p>Tuesday, May 8 Available</p> <p>Wednesday, May 9 Available</p>			<p>Exhibition Hall Networking Lunch</p> <p>Networking Buffet Luncheon, hosted in the Exhibition Hall, offers the sponsoring firm prominent brand recognition during the luncheon, which is set inside the Exhibition Hall, serving a variety of healthy options and allowing for one-on-one conversations with industry colleagues, clients and potential prospects.</p>
<p>Exhibition Hall Networking Lunch</p> <p>Networking Buffet Luncheon, hosted in the Exhibition Hall, offers the sponsoring firm prominent brand recognition during the luncheon, which is set inside the Exhibition Hall, serving a variety of healthy options and allowing for one-on-one conversations with industry colleagues, clients and potential prospects.</p>	<p>Tuesday, May 8 SOLD!</p> <p>TATA CONSULTANCY SERVICES</p> <p>TCS BONCS</p> <p>Wednesday, May 9 Available</p>	<p>\$16,000 SIFMA MEMBER RATE</p> <p>\$18,000 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>	



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Sponsorship	Availability	Investment	Includes
<p>Exhibition Hall Evening Reception</p> <p>Networking Evening Reception hosted in the Exhibition Hall, offers the sponsoring firm prominent brand recognition during the Reception, allowing for one-on-one conversations with industry colleagues, clients and potential prospects. Open to all conference participants, offering attendees the opportunity to catch up on the day's events with business colleagues, old and new, in an enjoyable setting.</p>	<p>Tuesday, May 8 1 SOLD!</p> <p></p> <p>One (1) Available</p>	<p>\$15,000 SIFMA MEMBER RATE</p> <p>\$17,000 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>
<p>After Hours Evening Reception</p> <p>After-Dinner Cocktails and light fare, desserts and beverages, with lively music, offering attendees an opportunity to come together and catch up on their recent experience of the conference in an enjoyable, informal setting.</p>	<p>SOLD!</p> <p></p>	<p>\$50,000 SIFMA MEMBER RATE</p> <p>\$55,000 NON-MEMBER RATE</p>	<p>Four (4) Complimentary Conference Registrations</p> <p>Two (2) Discounted Conference Registrations</p>
<p>Closing General Session Buffet Breakfast</p> <p>General Session Buffet Breakfast offers a variety of healthy hot and cold options, served during General Session, offering attendees an opportunity to come together and listen to the closing sessions speakers.</p>	<p>Thursday, May 10 Available</p>	<p>\$10,500 SIFMA MEMBER RATE</p> <p>\$12,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p> <p>One (1) Discounted Conference Registration</p>
<p>Co-Branded Bottled Water (Available during all Exhibition Hall Functions)</p> <p>Branded Bottled Water will be available to all attendees during Exhibition Hall Functions that include breakfast, refreshment breaks, lunch & reception sessions throughout the seminar dates, branding sponsoring firm with logo displayed on all bottles.</p>	<p>Tuesday, May 8 Available</p> <p>Wednesday, May 9 Available</p>	<p>\$25,000 SIFMA MEMBER RATE</p> <p>\$30,000 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Registrations</p> <p>Two (2) Discounted Conference Registrations</p>

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<p>Co-Branded Badge Lanyard</p> <p>What better way to leave an impression than to see 850+ participants wearing your firm's name/logo around their neck for the duration of the conference! Name badge lanyards are worn by each attendee to gain access to all conference events. Co-Branded, SIFMA pre-approved lanyard produced by sponsoring firm and distributed with registration materials to all conference participants.</p>	<p>SOLD!</p> 	<p>\$15,000 SIFMA MEMBER RATE</p> <p>\$17,000 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>
<p>Charging Lounge</p> <p>The OPS2018 Charging Lounge is branded with the sponsoring firm's logo, designed with comfortable seating, allowing individuals to charge their personal devices while networking throughout the foyer space</p>	<p>Available</p>	<p>\$15,500 SIFMA MEMBER RATE</p> <p>\$17,500 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>
<p>Exhibition Hall Golf Simulator</p> <p>OPS2018 Virtual Golf Simulator offers conference participants an opportunity to participate in a fun, interactive networking activity during Exhibit Hall Hours. The Golf Simulator is strategically placed inside the Expo Hall's Interactive Zone and encourages delegates to participate to win daily prizes. Offers prominent brand recognition to sponsoring firm.</p>	<p>SOLD!</p> 	<p>\$15,500 SIFMA MEMBER RATE</p> <p>\$17,500 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>



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<p>Exhibition Hall NASCAR Simulator</p> <p>OPS2018 NASCAR Simulator offers all conference participants an opportunity to participate in daily contests throughout the event. The Race Car will be strategically placed inside the Expo Hall and offers continuous networking throughout the event, offering prominent brand recognition of sponsoring firm.</p>	<p>SOLD!</p> <p>TATA CONSULTANCY SERVICES</p> <p>TCS BOUNCS</p>	<p>\$15,500 SIFMA MEMBER RATE</p> <p>\$17,500 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>
<p>General Session A/V</p> <p>Offers sponsoring firm prominent brand recognition on General Session Entrance Unit as well as slide deck.</p>	<p>SOLD!</p> <p>TATA CONSULTANCY SERVICES</p> <p>TCS BOUNCS</p>	<p>\$15,000 SIFMA MEMBER RATE</p> <p>\$17,000 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>



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<p>NEW for 2018</p> <p>SIFMA OPS2018 Co-Branded Hats Co-Branded Hats, produced by sponsoring firm and distributed to all conference attendees during registration.</p>	<p>SOLD!</p> <p>Gresham</p>	<p>\$8,500 SIFMA MEMBER RATE \$10,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>
<p>Hotel Room Key Cards Co-Branded Hotel Room Key Cards produced by SIFMA and distributed to all participants during hotel registration.</p>	<p>SOLD!</p> <p>Donnelley Financial Solutions mediant</p>	<p>\$15,500 SIFMA MEMBER RATE \$17,500 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>
<p>NEW for 2018</p> <p>Luggage Tags Luggage Tags allow your message to tag along with every OPS2018 participant! The premium luggage tag emblazoned with your firm's logo will receive repeated use on business or leisure travel. Your logo will be seen at the event and beyond. Pre-Approved Luggage Tags produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all conference attendees during registration.</p>	<p>Available</p>	<p>\$8,500 SIFMA MEMBER RATE \$10,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>

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<p>Mobile App</p> <p>SIFMA OPS2018 Mobile App affords a sponsoring firm maximum exposure with branding on the Mobile App Loading page viewed by the end user during the primary download of the app, as well as on a dedicated rotating banner advertisement and a linked logo advertisement strategically placed on the Mobile App Menu Page. This exclusive sponsorship opportunity is a downloadable app, at no additional cost to all participants. The App will be the primary resource for all participants to reference will at the conference as it captures all program materials, including the conference agenda, schedule, speaker bios, attendee list, sponsors and exhibitor’s listing, as well as LinkedIn/ Twitter options, etc.</p>	Available	<p>\$25,000 SIFMA MEMBER RATE</p> <p>\$27,000 NON-MEMBER RATE</p>	<p>Three (3) Complimentary Conference Registration</p> <p>Two (2) Discounted Conference Registrations</p>
<p>Mobile Device Charging Sticks</p> <p>Co-Branded Charging Sticks, produced and provided by sponsoring firm, placed in the attendee tote bag, distributed to all conference attendees during registration</p>	<p>SOLD!</p>  <p>A MarketAxess Company</p>	<p>\$8,500 SIFMA MEMBER RATE</p> <p>\$10,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>
<p>Note Pads/Writing Tablet</p> <p>Co-Branded writing tablet, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all conference attendees during registration.</p>	Available	<p>\$8,500 SIFMA MEMBER RATE</p> <p>\$10,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>
<p>Program Guide (Pocket Size)</p> <p>An at-a-glance program guide offers an opportunity to be an exclusive sponsor that attendee’s will view each time they reference their pocket program guide. Includes full page ad on outside back cover.</p>	<p>SOLD!</p> 	<p>\$10,500 SIFMA MEMBER RATE</p> <p>\$12,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p> <p>One (1) Discounted Conference Registration</p>

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<p>Professional Headshots</p> <p>Whether it's for LinkedIn or any other professional opportunity, a professional headshot offers participants an opportunity to convey a positive impression about themselves to future clients, employers, and event participants.</p>	Available	<p>\$13,000 SIFMA MEMBER RATE</p> <p>\$15,000 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p> <p>One (1) Discounted Conference Registration</p>
<p>NEW for 2018</p> <p>Smart Wallets</p> <p>Co-Branded Smart Wallets, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.</p>	<p>SOLD!</p> 	<p>\$8,500 SIFMA MEMBER RATE</p> <p>\$10,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>
<p>Social Media Wall</p> <p>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.</p>	Available	<p>\$13,000 SIFMA MEMBER RATE</p> <p>\$15,000 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p> <p>One (1) Discounted Conference Registration</p>



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<p>NEW for 2018</p> <p>Sport Bottle Co-Branded, environmental friendly sports bottle, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.</p>	Available	<p>\$8,500 SIFMA MEMBER RATE</p> <p>\$10,500 NON-MEMBER RATE</p>	One (1) Complimentary Conference Registration
<p>NEW for 2018</p> <p>Sun Screen Co-Branded Sun Screen Bottles, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.</p>	Available	<p>\$8,500 SIFMA MEMBER RATE</p> <p>\$10,500 NON-MEMBER RATE</p>	One (1) Complimentary Conference Registration



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AVAILABLE SPONSORSHIP OPPORTUNITIES

Sponsorship	Availability	Investment	Includes
<p>Tote Bag</p> <p>Co-Branded Tote Bag distributed to all attendees during registration with conference materials. These Co-branded bags, provided by the sponsoring firm are an effective measure to ensure your company brand has a presence during the conference.</p>	<p>SOLD!</p> <p>DTCC</p> <p>Securing Today. Shaping Tomorrow.®</p>	<p>\$14,500 SIFMA MEMBER RATE</p> <p>\$16,500 NON-MEMBER RATE</p>	<p>Two (2) Complimentary Conference Registrations</p>
<p>NEW for 2018</p> <p>Umbrella</p> <p>Co-Branded Umbrella, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.</p>	<p>Available</p>	<p>\$8,500 SIFMA MEMBER RATE</p> <p>\$10,500 NON-MEMBER RATE</p>	<p>One (1) Complimentary Conference Registration</p>
<p>Wi-Fi Access for all OPS2018 Participants</p> <p>Wi-Fi Access will be available to all conference delegates while in Convention Center, acknowledging sponsoring firm with logo displayed on opening splash page viewed on all electronic devices and offers an opportunity to use a unique SSID which can be customized with the sponsoring firms name.</p>	<p>Available</p>	<p>\$25,000 SIFMA MEMBER RATE</p> <p>\$27,000 NON-MEMBER RATE</p>	<p>Three (3) Complimentary Conference Registration</p> <p>Two (2) Discounted Conference Registrations</p>
<p>Hotel Room Distribution (sponsor to provide deliverable items)</p> <p>Have your company's information be the first thing attendees see when they return to their room at the conclusion of each evenings! Arrange a hotel room distribution, and your selected item will be delivered to the room of all attendees staying at the hotel. Participants MUST be a contracted Sponsor and/or Exhibitor with SIFMA OPS2018 and distribution item MUST be pre-approved by SIFMA before application is accepted. Hotel room-drop fees are the responsibility of each sponsoring firm.</p>		<p>\$3,000 SIFMA MEMBER RATE</p> <p>\$5,000 NON-MEMBER RATE</p>	<p>1 SOLD!</p> <p>accenture</p>

To reserve your sponsorship, please contact:

Diana Serri, Vice President, Head of Exhibit & Sponsorship Sales, SIFMA | 212.313.1258 | dserri@sifma.org



OPS2018

45TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION



Exhibit Opportunities

Vendors, partners and consultants specializing in products and services geared towards financial operations are invited to exhibit at this conference.

Exhibition Fees	Investment
8'x10' Exhibit Space	SIFMA Member Rate \$6,200 Non-Member Rate \$7,500

SIFMA's OPS2018 is a heavily marketed event that reaches more than 75,000 individuals throughout the Nine-Month Marketing Campaign.

Exhibiting Companies will benefit from pre-, during and post event marketing exposure that includes the following:

- Prominent placement of logo and firm profile on the OPS2018 website
- Prominent placement of logo on SIFMA's dedicated sends, which include email campaigns highlighting dates, speaker announcements, program, etc.
- Prominent placement of logo on the "Know Before You Go" email sent to all registered participants prior to the start of the conference
- Preliminary mailing lists of all Conference participants sent in electronic format, which includes registrants name, title, firm affiliation and mailing address, sent four (4) weeks in advance of OPS2018

During-Event Benefits:

- Complimentary and/or Discounted Conference Registration(s)
- Dedicated listing and firm profile placed on OPS2018 Website as well as on the OPS2018 Mobile App, which includes company logo, company profile, and sales contact details
- OPS2018 Exhibition Hall App Gamification "OPS2018 Connect", offers an opportunity to drive attendees to many exhibition booths, creating an opportunity for participants to engage in conversation while earning points to potentially be eligible to win a number of different prizes offered to multiple winners throughout the conference.
- Access to food and networking functions

Post-Event Benefits:

- Prominent placement of logo and firm profile on the OPS2018 website
- Complete mailing lists of all conference 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 and remains on the OPS2018 website for an additional 3-4 months post conference
- 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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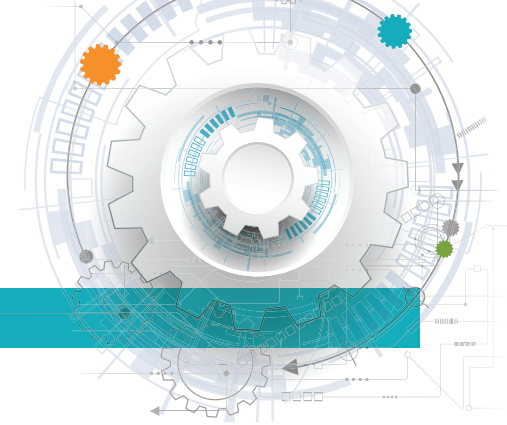


Exhibitors



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ADVERTISING OPPORTUNITIES

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 communicate your firm's branded message up close.

Sponsored Light Boxes are strategically placed in prominent locations throughout the venue and will be displayed over the four (4) days. Be seen by your target audience as well as your competitors as they network with their 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 - Eight (8) SOLD! More Available!

Investment	Includes
\$5,500 SIFMA Member Rate \$7,500 Non-Member Rate	Installation, dismantle and utility fees.



MASTER COMPLEXITY™

TECHNOLOGY • STRATEGIC ADVISORY • OPERATIONS



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45TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION



ADVERTISING OPPORTUNITIES

Private Parties/Dinners

In the interest of the success of SIFMA's Operations Conference + Exhibition and **in accordance with SIFMA's Sponsorship and Exhibitor Agreement**, all Sponsoring & Exhibiting Firms agree **NOT** to extend invitations, host any events (social or business) or otherwise encourage absence of attendees from the Event during **SIFMA's official Conference 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 SIFMA OPS2108 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 approval.



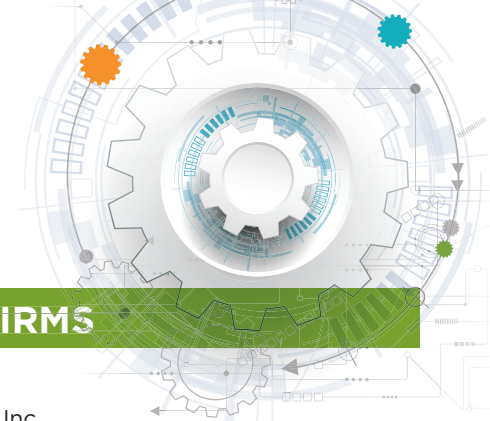
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2017 OPERATIONS CONFERENCE & EXHIBITION ATTENDEE FIRMS

ABN AMRO Securities (USA) LLC
ACA Compliance Group
Accenture LLP
Aegon USA Investment Management, LLC
Aetna Inc
Aflac Incorporated
Ally Financial Inc
American Enterprise Investment Services Inc.
Ameriprise Financial Services, Inc.
Angel Oak Capital Advisors, LLC
Apex Clearing Corporation
Appian Corporation
Appway Inc.
Axiome Group
Banca IMI Securities Corp.
Bank of America Merrill Lynch
Bank of New York Mellon
Bank of Nova Scotia Trust Company (Bahamas) Limited
Barron's
BasisCode Compliance LLC
BB&T Securities, LLC
BlackRock
Bloomberg L.P.
Bloomberg Tradebook LLC
BMO Harris Bank

BNP Paribas Securities Services
BNY Mellon
Booz Allen Hamilton
Broadridge Financial Solutions, Inc.
Broker Dealer Financial Services Corp.
Brown Advisory, Inc.
Brown Brothers Harriman & Co.
Canadian Capital Markets Association (CCMA)
Cantor Fitzgerald & Co.
Capco
Capital One Financial Corporation
Capital One Investing, LLC
Carty & Company, Inc.
CAST Software, Inc.
Charles Schwab & Co., Inc.
Chicago Stock Exchange Inc (CHX)
CIBC Mellon
Citibank, N.A.
Citihub Consulting
Clearpool Execution Services, LLC
Clearstream Banking SA
CMI Communications
ComGraphics, Inc.
Commerz Markets LLC
Computer Resource Company

Computershare Inc.
Connor, Clark & Lunn Financial Group
Continental Advisor LLC
ConvergEx Execution Solutions LLC
Cooley LLP
COR Clearing LLC
Cragmoor Capital Advisors
Credit Suisse Securities (USA) LLC
D.A. Davidson & Co.
Daiwa Capital Markets America Inc.
DB Securities Services NJ Inc.
Deloitte
Delta Data Software Inc
Deutsche Bank Securities Inc.
Donnelley Financial Solutions
Doshi Consulting Solutions, Inc
Doxim
Dreyfus Corporation, a BNY Mellon Company
DST
DTCC
Duncan-Williams, Inc.
DuPont Capital Management Corp
E*TRADE Financial Corp.
eClerx
ED&F Man Capital Markets Inc.

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EDM Council
Edward D. Jones & Co., L.P.
Equity Institutional
Equity Trust
Ernst & Young LLP
Euroclear
EverBank
Exane, Inc.
Exchange Data International, Inc.
Fannie Mae
Federal Deposit Insurance Corporation (FDIC)
Federal Farm Credit Banks Funding Corporation
Federal Reserve Bank of New York
Fidelity Corporate Actions Solutions
Fidelity Investments
Financial Industry Regulatory Authority Inc (FINRA)
Financial Industry Technical Services, Inc. (FITS)
Financial Information Incorporated/Financial Technologies Solutions
Financial Information, Inc.
Financial Recovery Technologies LLC
First Citizens Investor Services, Inc.
First Clearing, LLC
FIS
Florida State Board of Administration

Frost Brokerage Services, Inc.
FTN Financial Securities Corp.
Fundserv Inc.
GBST
GlobeTax
Glue Networks
GMP Securities L.P.
Goldman, Sachs & Co.
Green Key Resources LLC
GW&K Investment Management
HD Vest Financial Services
Hearsay Systems
Helix Financial Systems
Hexaware Technologies
Hilltop Securities Inc.
HSBC Securities (USA) Inc.
IBM Corp
IHS Markit
IMC-Chicago, LLC
Incapital LLC
Independent Bank
Industrial and Commercial Bank of China Financial Services LLC
ING Financial Markets LLC
InteliClear LLC

INTL FCStone Financial Inc.
INVeSHARE
Investment Industry Regulatory Organization of Canada (IIROC)
J.J.B. Hilliard, W.L. Lyons, LLC
J.P. Morgan Securities LLC
Janney Montgomery Scott LLC
JDX Consulting
Jefferies LLC
JPMorgan Chase & Co.
KCG Americas LLC
Keane
KeyBanc Capital Markets Inc.
Laurel Hill Securities LLC
Legal & General Investment Management America Inc.
Lincoln Financial Group
Liquidnet, Inc.
Longview Asset Management
LPL Financial LLC
Macquarie Group
MarketAxess Corporation
MassMutual Financial Group
Matrix Applications, LLC
Mediant Communications
Mergent, Inc.

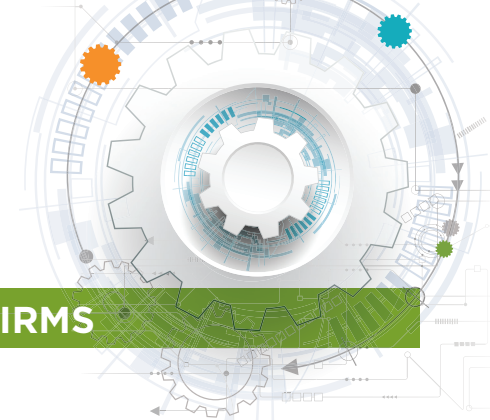
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Mesirow Financial, Inc.	NRI	R3CEV LLC
MFS Investment Management	NRI Holdings America, Inc.	Raymond James & Associates, Inc.
Mirae Asset Global Investments	n-Tier Financial Services LLC	RBC Capital Markets, LLC
Mizuho Securities USA Inc.	Office of the Comptroller of the Currency (OCC)	RBC Correspondent Services
MML Investors Services, LLC	Oliver Wyman	RBC Global Asset Management (U.S.) Inc.
Moors & Cabot, Inc.	One Rich Artist	Reich & Tang Asset Management, LLC
Morgan Stanley & Co. LLC	Oppenheimer & Co. Inc.	Reuters
Morgan, Lewis & Bockius LLP	Options Clearing Corporation	Robert W. Baird & Co. Incorporated
Mphasis	OptionsXpress, Inc.	Royal Bank of Canada (RBC)
MUFG Securities Americas Inc.	OTC Markets Group, Inc.	SailingStone Capital Partners LLC
MUFG Union Bank, N.A.	Oyster Consulting, LLC	Sanford C. Bernstein & Co., LLC
Municipal Securities Rulemaking Board (MSRB)	Pageant Media	Santander Investment Securities Inc.
nabSecurities, LLC	PEAK6 Capital Management LLC	Scivantage
National Bank of Canada	Performance Trust Capital Partners, LLC	Scotia Capital
National Financial Services LLC	Pershing LLC, a BNY Mellon Company	Scottrade, Inc.
National Railroad Retirement Investment Trust	PGIM	Securities Operations Forum/The Summit Group
Neuberger Berman LLC	PIMCO	SG Americas Securities, LLC
New York Stock Exchange	Piper Jaffray & Co.	Shadow Financial Systems, Inc.
NEX Group plc	Prairie Capital Management	Sheltered Harbor
NIIT Technologies, Inc	PriceMetrix	SIFMA
NISA Investment Advisors, L.L.C.	PricewaterhouseCoopers LLP	Sionic Advisors
Nomura Securities International, Inc.	PricingDirect Inc.	Smart Communications
Northern Trust Company	Promontory, an IBM Company	SmartBrief
Northern Trust Corporation	Public Sector Pension Investment Board (PSP Investments)	SmartStream Technologies, Inc.
Northwestern Mutual Investment Services, LLC	PwC	Societe Generale Corporate & Investment Banking

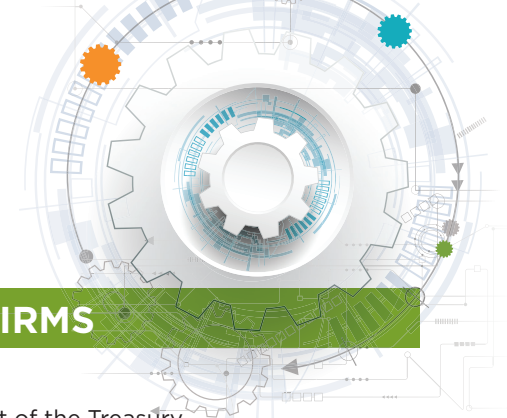
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South Street Securities LLC
SS&C Technologies Holdings Inc
St. Louis Regional Chamber
Standard & Poor's CUSIP Global Services
Standard Chartered Bank
State Farm
State Street Corporation
Stephens Inc.
Stifel Financial Corp.
Stifel, Nicolaus & Co., Inc.
Stone Castle
SunTec Business Solutions
SunTrust Robinson Humphrey, Inc.
SWIFT
T. Rowe Price Associates, Inc.
Talisys
Tata Consultancy Services
TCW

TD Ameritrade, Inc.
TD Securities (USA) LLC
Texas Capital Bank
Thesys Technologies LLC
Thomson Reuters
TMX Group Limited
Total Bank Solutions, LLC
Trade-PMR Inc.
TradeStation Securities, Inc.
Tradeweb LLC
Tradition Securities and Derivatives Inc.
Traiana, Inc.
Trax
TriState Capital Bank
U.S. Air Force
U.S. Bancorp
U.S. Bank
U.S. Commodity Futures Trading Commission (CFTC)

U.S. Department of the Treasury
UMB Financial Corporation
UnaVista
UnionBanc Investment Services, LLC
US Securities and Exchange Commission (SEC)
Vanguard Brokerage Services
Vanguard Group, Inc.
Verus Consulting Group LLC
Vestmark, Inc.
WatersTechnology
Wellington Management Company
Wells Fargo & Company
William Blair
Wilmer Cutler Pickering Hale Door
Wolters Kluwer
Xignite, Inc.

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