



IAS 2018 ANNUAL CONFERENCE

MANAGING RISKS IN A DISRUPTIVE ENVIRONMENT

NOVEMBER 4–7, 2018

SHERATON GRAND NASHVILLE DOWNTOWN -NASHVILLE, TN

SPONSORSHIP OPPORTUNITIES

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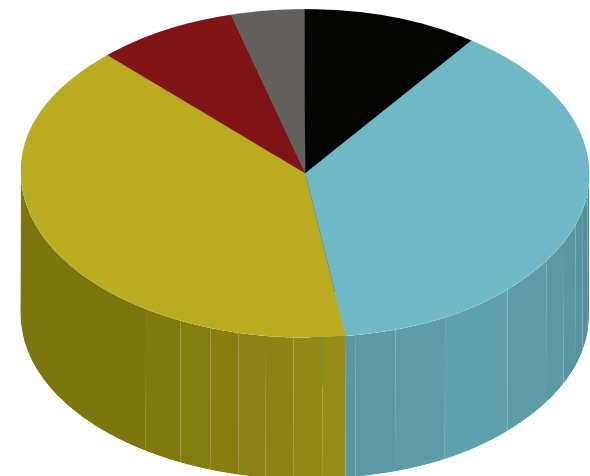
The SIFMA Internal Auditors Society (IAS) Annual Conference will examine the rapid pace of change driven by technology and innovation, shifts in geopolitical landscape, changes in regulatory focus, and dynamic workforce demographics are having an unprecedented effect on all areas of the securities industry.

This year’s SIFMA IAS Annual Conference will convene internal audit, risk management and compliance professionals to discuss the challenges of managing risk in a disruptive environment and share perspectives on how firms are addressing them.

THE TARGET AUDIENCE – Senior Executives representing SIFMA Member Firms, as well as regulators, responsible for Internal Audit, Risk Management and Compliance. Anticipated number of participants: 150+



2017 IAS ANNUAL CONFERENCE DELEGATE PROFILE



- C-Suite - 10%
- Managing Director/Senior Execs - 38%
- Vice President/Director - 40%
- General Counsel/Attorney - 8%
- Other (includes academia, government officials) - 4%

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WHERE GREAT MINDS REUNITE

Lectures. Networking. Market Intelligence.

52
A Prestigious List of
Over 52 Speakers

23
23 Essential Panels
for Auditor Practitioners

150+
150+ Industry
Leaders Participating

SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER
Advance Use of Attendee List	4 Weeks	4 Weeks	4 Weeks	4 Weeks
Company name and logo on all marketing collateral – website, signage and agenda	✓	✓	✓	✓
1 Full Color Marketing Brochure to be inserted on the website and digital event app	✓	✓	✓	✓
150-word company description published on the IAS Annual website and event app	✓	✓	✓	✓
Number of Complimentary registrations	3 (value \$4,410 member/ \$4,935 non-member)	2 (value \$2,940 member/ \$3,290 non-member)	1 (value \$1,470 member/ \$1,645 non-member)	1 (value \$1,470 member/ \$1,645 non-member)
Dedicated Tabletop Exhibit Area	✓	✓	✓	✓
2018 Sponsorship Cost	\$20,000 SIFMA Member Rate \$22,500 Non-Member Rate	\$11,000 SIFMA Member Rate \$13,500 Non-Member Rate	\$7,500 SIFMA Member Rate \$9,500 Non-Member Rate	\$6,500 SIFMA Member Rate \$8,500 Non-Member Rate


To reserve your sponsorship, please contact:

Tamara Tondou | 212.313.1240 | ttondu@sifma.org
Senior Associate, Conferences and Events Sales | SIFMA

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SPONSORSHIP	AVAILABILITY	INVESTMENT	INCLUDES
DIAMOND			
<p>Closing Dinner</p> <p>Networking dinner that includes prominent brand recognition, open bar and dinner set in a relaxed atmosphere offering attendees the opportunity to network one-on-one with industry colleagues and potential prospects. The dinner will include a theme that will provide a will provide a Nashville flair.</p>	<p>SOLD Tuesday, November 6, 2018</p> <p>Deloitte.</p>	<p>\$20,000 SIFMA MEMBER RATE \$22,500 NON-MEMBER RATE</p>	<p>Three (3) Conference Registrations (Value \$4,410 member/ \$4,935 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
PLATINUM			
<p>General Session Audio Visual</p> <p>Exclusive sponsorship of the General Session Audio Visual will provide your firm with prominent brand recognition on General Session slide deck, signage and program material. This is a unique opportunity for your firm to be branded via the highest-attended session at the onference. Opportunity to provide a seat drop.</p>	<p>SOLD Monday - Wednesday, November 5-7, 2018</p> <p> Building a better working world</p>	<p>\$11,000 SIFMA MEMBER RATE \$13,500 NON-MEMBER RATE</p>	<p>Two (2) Conference Registrations (Value \$2,940 member/ \$3,290 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Welcome Reception</p> <p>Networking reception that includes prominent brand recognition, open bar and hors d'oeuvres set in a relaxed atmosphere offering attendees the opportunity to network one-on-one with industry colleagues.</p>	<p>Available Sunday, November 4, 2018</p>	<p>\$11,000 SIFMA MEMBER RATE \$13,500 NON-MEMBER RATE</p>	<p>Two (2) Conference Registrations (Value \$2,940 member/ \$3,290 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Reception</p> <p>Networking reception that includes prominent brand recognition, open bar and hors d'oeuvres set in a relaxed atmosphere offering attendees the opportunity to network one-on-one with industry colleagues.</p>	<p>SOLD Monday, November 5, 2018</p> <p></p>	<p>\$11,000 SIFMA MEMBER RATE \$13,500 NON-MEMBER RATE</p>	<p>Two (2) Conference Registrations (Value \$2,940 member/ \$3,290 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>



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PLATINUM (CONTINUED)			
<p>Networking Lunch</p> <p>Networking Buffet Lunch that includes prominent brand recognition, buffet stations along with refreshments served outdoors (weather permitting), allowing for one-on-one networking opportunities with industry colleagues and prospects. Opportunity to provide a seat drop.</p>	<p>SOLD</p>  <p>Monday, November 5, 2018</p> <p>SOLD</p>  <p>Tuesday, November 6, 2018</p>	<p>\$11,000 SIFMA MEMBER RATE</p> <p>\$13,500 NON-MEMBER RATE</p>	<p>Two (2) Conference Registrations (Value \$2,940 member/ \$3,290 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Attendee WIFI</p> <p>Complimentary WIFI usage for all conference participation during sessions. Acknowledgment of sponsoring firm included on re-directed splash page, on program materials and signage.</p>	<p>Available</p>	<p>\$11,000 SIFMA MEMBER RATE</p> <p>\$13,500 NON-MEMBER RATE</p>	<p>Two (2) Conference Registrations (Value \$2,940 member/ \$3,290 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Digital Event Guide</p> <p>SIFMA Digital Event eGuide is the go-to resource to which attendees will turn for information on sponsors, seminar schedule, session descriptions, speaker bios and much more.</p>	<p>Available</p>	<p>\$11,000 SIFMA MEMBER RATE</p> <p>\$13,500 NON-MEMBER RATE</p>	<p>Two (2) Conference Registrations (Value \$2,940 member/ \$3,290 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>

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SPONSORSHIP	AVAILABILITY	INVESTMENT	INCLUDES
GOLD			
<p>Continental Breakfast</p> <p>Networking Continental Breakfast, that includes prominent brand recognition and a variety of healthy breakfast options, allowing for one-on-one networking opportunities with industry colleagues and prospects prior to the event kick-off.</p>	<p>Available Monday, November 5, 2018</p> <p>Available Tuesday, November 6, 2018</p> <p>Available Wednesday, November 7, 2018</p>	<p>\$7,500 SIFMA MEMBER RATE</p> <p>\$9,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Co-Branded Hotel Room Key Cards</p> <p>Co-Branded Hotel room key cards produced by SIFMA, distributed to all participants as they register for the hotel rooms and includes sponsoring firm logo printed on the face of each card.</p>	<p>Available</p>	<p>\$7,500 SIFMA MEMBER RATE</p> <p>\$9,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Cell Phone Re-Charge Zone</p> <p>Showcase your company, while providing attendees with this much-needed service. This promotion opportunity will allow your company to be branded on the charging station kiosk as well as via video messaging. The recharge zone will be strategically placed within the sponsor showcase area.</p>	<p>Available</p>	<p>\$7,500 SIFMA MEMBER RATE</p> <p>\$9,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>



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SILVER			
<p>Welcome Refreshments</p> <p>Welcome Networking refreshment break, that includes prominent brand recognition and a variety of healthy snacks, allowing for one-on-one networking opportunities with industry colleagues prior to the event kick-off.</p>	<p>Available Sunday, November 4, 2018</p>	<p>\$6,500 SIFMA MEMBER RATE \$8,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member) Table Display & Two (2) Table Personnel Registrations</p>
<p>Morning and Afternoon Networking Refreshments</p> <p>Networking refreshment break, that includes prominent brand recognition and a variety of healthy snacks, allowing for one-on-one networking opportunities with industry colleagues.</p>	<p>SOLD  Monday, November 5, 2018</p> <p>SOLD  Tuesday, November 6, 2018</p> <p>Available Wednesday, November 7, 2018</p>	<p>\$6,500 SIFMA MEMBER RATE \$8,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member) Table Display & Two (2) Table Personnel Registrations</p>
<p>Pocket Guide</p> <p>Sponsor's Ad will be displayed in the Pocket Guide provided to all conference participants during registration.</p>	<p>Available</p>	<p>\$6,500 SIFMA MEMBER RATE \$8,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member) Table Display & Two (2) Table Personnel Registrations</p>


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SILVER (CONTINUED)			
<p>Co-Branded Tote Bag</p> <p>SIFMA approved lanyard produced by sponsoring firm and distributed with registration materials to all conference participants during registration.</p>	<p>Available</p>	<p>\$6,500 SIFMA MEMBER RATE</p> <p>\$8,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Co-Branded Badge Lanyard</p> <p>SIFMA approved lanyard produced by sponsoring firm and distributed with registration materials to all conference participants during registration.</p>	<p>SOLD</p> 	<p>\$6,500 SIFMA MEMBER RATE</p> <p>\$8,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>
<p>Mobile Device Charging Sticks</p> <p>SIFMA approved mobile device charging sticks produced by sponsoring firm and distributed with registration materials to all conference participants during registration.</p>	<p>Available</p>	<p>\$6,500 SIFMA MEMBER RATE</p> <p>\$8,500 NON-MEMBER RATE</p>	<p>One (1) Conference Registration (Value \$1,470 member/ \$1,645 non-member)</p> <p>Table Display & Two (2) Table Personnel Registrations</p>

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

Pre- Conference Benefits

- Complimentary Full Conference Registration(s) (up to a \$1,470 Member/\$1,645 Non-Member value per value!) per registrant
- Pre-Conference marketing exposure listing company name, prominent placement of logo and firm profile on conference website.
- Preliminary lists of all participants who opt in to share their personal data sent in electronic format in advance of the conference that includes participants name, title, firm affiliation and postal address, sent in advance of the conference. Individual Job title and firm name of those who do not opt in will be included on the preliminary list as well.

Day of Seminar Benefits

- Access to food and networking functions
- Prominent brand recognition during the conference, with logo displayed on dedicated signage, that includes both print and digital formats, strategically placed in various outlets that include registration area, general session slide deck, etc.
- Company listing and description on Conference Website.

Post- Seminar Benefits

- Listing company name, placement of logo and firm profile on Conference Website following the event for an additional three (3) months.
- Complete lists of all participants who opt in to share their personal data sent in electronic format in advance of the conference that includes participants name, title, firm affiliation and postal address, sent in advance of the conference. Individual Job title and firm name of those who do not opt in will be included on the preliminary list as well.

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2017 IAS ANNUAL CONFERENCE & EXHIBITION ATTENDEE FIRMS

ACA Compliance Group
 ACA Technology Surveillance
 ACA Telavance
 Accume Partners
 Ameriprise Financial, Inc.
 Apollo Global Management, LLC
 Banca IMI Securities Corp.
 Bank of America Corporation
 Bank of Nova Scotia
 Berdon LLP
 Bloomberg L.P.
 BMO Harris Bank
 BNY Mellon
 Brigade Capital Management
 Broadridge Financial Solutions, Inc.
 Cadaret, Grant & Co., Inc.
 Charles River Associates
 Charles Schwab & Co., Inc.
 Citi
 Citibank, N.A.
 Citigroup Inc.
 CNL
 Credit Suisse Group AG
 CrossCountry Consulting
 Daiwa Capital Markets America Inc.
 Deloitte
 Depository Trust & Clearing Corporation (DTCC)
 Deutsche Bank AG

DTCC
 E*Trade
 E*TRADE Financial Corp.
 Edward D. Jones & Co., L.P.
 Ernst & Young LLP
 Experis
 Federal Home Loan Bank of New York
 Federal Reserve Bank of New York
 Fidelity Investments
 Financial Industry Regulatory Authority Inc (FINRA)
 Goldman, Sachs & Co.
 Grant Thornton LLP
 Guggenheim Capital, LLC
 Huntington National Bank
 Jackson National Life Insurance Company
 JPMorgan Chase & Co.
 KKR
 Kohlberg Kravis Roberts & Co. L.P.
 KPMG LLP
 Kroll Inc
 LPL Financial LLC
 Macquarie Holdings (USA) Inc.
 Merrill Lynch Wealth Management
 Mesirow Financial, Inc.
 MetricStream, Inc.
 Michael Page
 Mitsubishi UFJ Trust and Banking Corporation
 Morgan Stanley

Northern Trust Securities, Inc.
 Pershing LLC, a BNY Mellon Company
 Piper Jaffray & Co.
 Protiviti Inc
 Prudential Insurance Company of America
 PwC
 Raymond James & Associates, Inc.
 RBC Capital Markets, LLC
 Robert W. Baird & Co. Incorporated
 RSM US LLP
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 Sheltered Harbor
 Signator Investors, Inc.
 Societe Generale Corporate & Investment Banking
 State Street Corporation
 Stifel Financial Corp.
 Synchrony Financial
 TD Ameritrade Holding Corporation
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 The Blackstone Group LP
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 US Securities and Exchange Commission (SEC)
 Wells Fargo & Company
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