



ANNUAL MEETING

THE CAPITAL MARKETS CONFERENCE

MANDARIN ORIENTAL | WASHINGTON, DC

SPONSORSHIP OPPORTUNITIES

OCTOBER 1-2, 2018



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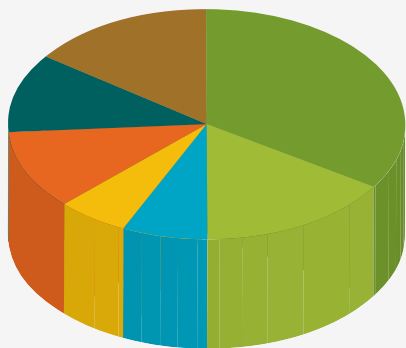
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An Overview of SIFMA's Annual Meeting 2018

Each fall, SIFMA's Annual Meeting gathers for candid one-on-one conversations and in-depth breakout sessions on the state of our capital markets. Mark your calendar to join us on October 1-2, 2018 at the Mandarin Oriental, Washington DC for expert insights and unparalleled networking with the foremost policymakers, regulators and financial market experts.

SIFMA's marquee event gathers senior industry leaders, policymakers, regulators and financial media and affords sponsors unprecedented business development opportunities. This year's line-up of speakers will include Catherin P. Bessant, Chief Operations and Technology Officer, Bank of America Merrill Lynch, Robert Cook, President and CEO, FINRA, J. Christopher Giancarlo, Chairman, U.S. Commodity Futures Trading Commission, Beth Knickerbocker, Chief Innovation Officer, Office of the Comptroller of the Currency (OCC), Brett Redfearn, Director, Division of Trading and Markets, U.S. Securities and Exchange Commission and Charles Schwab, Chairman, The Charles Schwab Corporation – to review the entire line-up of speakers – please visit <https://www.sifma.org/event/sifma-annual-meeting/>

2017 Attendee Demographics



- C-Suite – 14.98%
- Managing Director/Senior Executives/Global Head – 34.36%
- Vice President/Director – 15.64%
- General Counsel/Attorney – 6.95%
- Regulators – 5.88%
- Press – 11.23%
- Other (Academic, Government Official, etc.) – 10.96%





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Securing Today. Shaping Tomorrow.™



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2018 SIFMA Annual Meeting Sponsorship Levels and Benefits:

2018 SIFMA Annual Meeting Sponsorship Levels are designed to further enhance your firm’s presence before, during and after the Annual Meeting. Sponsorship levels are based on total investment of sponsorship, branding and advertising opportunities which are acknowledged for each sponsoring firm throughout SIFMA’s Annual Meeting 2018 as such. Multiple levels of sponsorship opportunities are outlined below and can be customized to maximize your firm’s overall marketing goals and objectives.

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
\$40,000 Member Rate \$45,000 Non-Member Rate Includes Five (5) Registrations Access to Five (5) Hotel Rooms	\$25,000 Member Rate \$30,000 Non-Member Rate Includes Three (3) Registrations Access to Three (3) Hotel Rooms	\$20,000 Member Rate \$25,000 Non-Member Rate Includes Two (2) Registrations Access to Two (2) Hotel Rooms	\$15,000 Member Rate \$20,000 Non-Member Rate Includes One (1) Registration Access to One (1) Hotel Rooms	\$10,000 Member Rate \$15,000 Non-Member Rate Includes One (1) Registration Access to One (1) Hotel Rooms

All room charges, including taxes and service fees will be the responsibility of the individual utilizing the hotel room. All reservations are based on availability. Hotel room reservation links will be sent to all contracted sponsors once the hotel room block becomes available and contracts are confirmed.





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

PRE- ANNUAL MEETING BENEFITS

- Prominent placement of logo and firm profile on the 2018 SIFMA Annual Meeting website
- Prominent placement of logo on SIFMA's dedicated sends, which includes email campaigns highlighting dates, program, etc. to more than 70,000 individuals
- Opportunity to link thought leadership to the event website
- Preliminary mailing lists of all meeting participants sent in electronic format, which includes registrants name, title, firm affiliation and postal address, sent four (4) weeks in advance of the Annual Meeting

DAYS OF ANNUAL MEETING BENEFITS

- Complimentary and/or discounted SIFMA Annual Meeting registration(s)
- Access to food and networking functions
- Exhibit Space, Table Display & Two (2) exhibit only personnel badges
- Prominent brand recognition during the sponsored function (*if applicable*), with logo displayed on dedicated signage, that includes both print and digital formats, strategically placed in various outlets that includes registration area, general session slide deck, sponsor recognition video loop, etc.
- Recognition at the sponsored function (*if applicable*)
- Dedicated sponsor listing placed within the SIFMA Annual Meeting Printed Pocket Guide, including company logo, listing contact name and company profile
- Company listing and description on the 2018 SIFMA Annual Meeting website





POST- ANNUAL MEETING BENEFITS

- Company listing and firm description on 2018 SIFMA Annual Meeting website
- Mailing lists of 2018 SIFMA Annual Meeting attendees in excel format sent at the conclusion of the event (opt-ins)
- Sponsor recognition on post-event marketing and "Survey" emails
- Listing company name, placement of logo and firm profile on SIFMA Annual Meeting website following the meeting for an additional six (6) months



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PLATINUM	SPONSORSHIP	AVAILABILITY
INVESTMENT \$25,000 SIFMA Member Rate \$30,000 Non-Member Rate <ul style="list-style-type: none">Includes Three (3) Annual Meeting RegistrationsAccess to Three (3) Hotel Rooms <i>All room charges, including taxes and service fees will be the responsibility of the individual utilizing the hotel room. All reservations are based on availability. Hotel room reservation links will be sent to all contracted sponsors once the hotel room block becomes available and contracts are confirmed.</i>	MONDAY, OCTOBER 1, 6:00 – 9:00 P.M. Welcome Reception, National Portrait Gallery <p>SIFMA's Annual Meeting Welcome Reception is the gathering place for all participants to come together and catch up with colleagues, new and old in an enjoyable setting, with a variety of food stations, passed hors d'oeuvres and open bar, offering an opportunity for attendees to enjoy the ambiance of the evening in a relaxed and enjoyable setting. The event promises to be as grand an event as it has traditionally been known to be. SIFMA Annual Meeting participants attending this reception, as well as other distinguished guests that includes Board Level SIFMA Committee Members meeting prior to the Annual Meeting, Government officials and their staff members, Senior Regulators and other VIPs. We traditionally have hosted more than 1,000 people at this reception.</p>	Three Co- Sponsorships Two (2) SOLD One (1) Available  
	SIFMA Annual Meeting Viewing Lounge <p>The SIFMA Annual Meeting Viewing Lounge is an additional informal viewing area, offering attendees the opportunity to come together and view General Session Speakers in an informal setting with comfortable seating. The viewing area also offers additional branding opportunities, acknowledging sponsoring firm within the viewing area of the lounge.</p>	Sponsorship Available
	TUESDAY, OCTOBER 2 Formal Luncheon with Speaker Presentation (Speaker to be Announced) 	Three Co- Sponsorships 





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GOLD	SPONSORSHIP	AVAILABILITY
INVESTMENT \$20,000 SIFMA Member Rate \$25,000 Non-Member Rate <ul style="list-style-type: none">Includes Two (2) Annual Meeting RegistrationsAccess to Two (2) Hotel Rooms <i>All room charges, including taxes and service fees will be the responsibility of the individual utilizing the hotel room. All reservations are based on availability. Hotel room reservation links will be sent to all contracted sponsors once the hotel room block becomes available and contracts are confirmed.</i>	TUESDAY, OCTOBER 2 Welcome Breakfast with Speaker Presentation (Speaker to be Announced) Networking Breakfast <p>Networking opportunity offering prominent brand recognition, serving a variety of healthy breakfast choices along with hot & cold beverages, set in the General Session Ballroom, allowing for one-on-one conversations with industry colleagues, clients and potential prospects. Each sponsoring firm will be offered an opportunity to have one (1) senior executive seated at a reserved VIP Tables during the breakfast session.</p>	Co- Sponsorship Two (2) Available
	Attendee Tote Bag Deloitte.	Sponsorship SOLD
	General Session Audio Visual <p>Prominent brand recognition of sponsorship included on General Session slide deck, viewed by all attendees as they enter the Ballroom.</p>	Sponsorship Available
	Branded Bottled Water <p>Co-Branded as a Proud Supporter of SIFMA, Bottled Water is available to all attendees during refreshment breaks throughout the Annual Meeting, branding sponsoring firm with logo displayed on all bottles.</p>	Sponsorship Available






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INVESTMENT \$20,000 SIFMA Member Rate \$25,000 Non-Member Rate <ul style="list-style-type: none">Includes Two (2) Annual Meeting RegistrationsAccess to Two (2) Hotel Rooms <i>All room charges, including taxes and service fees will be the responsibility of the individual utilizing the hotel room. All reservations are based on availability. Hotel room reservation links will be sent to all contracted sponsors once the hotel room block becomes available and contracts are confirmed.</i>	Hotel Room Branded Key Cards Co-Branded as a Proud Supporter of SIFMA, Hotel Room Key Cards are produced by SIFMA and distributed to all participants upon arrival/check-in to their hotel rooms.	Sponsorship Available
	Annual Meeting Printed Pocket Guide and Digital Event Guide The printed pocket guide includes a program at a glance, offering sponsoring firm a full-page advertisement on the outside back cover. Distributed to all 600+ participants. SIFMA Digital Event Guide is the go-to resource for information on sponsors, annual meeting schedule, session descriptions, speaker bios and much more.	Sponsorship Available
	Digital Wall Gain prominent brand recognition on SIFMA's Digital Wall. Centrally located (location?). Our marketing team works directly with you to incorporate your content into the wall*. * All content subject to SIFMA review and approval.	Sponsorship Available
	Wi-Fi for Conference Attendees 	Sponsorship SOLD
	Co-Branded Registration Packets DTCC <small>Securing Today. Shaping Tomorrow.™</small>	Sponsorship SOLD







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SILVER	SPONSORSHIP	AVAILABILITY
INVESTMENT \$15,000 SIFMA Member Rate \$20,000 Non-Member Rate <ul style="list-style-type: none"> Includes One (1) Annual Meeting Registration Access to One (1) Hotel Room <i>All room charges, including taxes and service fees will be the responsibility of the individual utilizing the hotel room. All reservations are based on availability. Hotel room reservation links will be sent to all contracted sponsors once the hotel room block becomes available and contracts are confirmed.</i>	MONDAY, OCTOBER 1 Welcome Hospitality Refreshments Networking opportunity offering prominent brand recognition, serving a variety of snacks as well as hot and cold beverages, set in the Sponsor Showcase Expo Area, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.	Co- Sponsorships Two (2) Available
	TUESDAY, OCTOBER 2 Morning or Afternoon Networking Refreshment Break Networking opportunity offering prominent brand recognition, serving a variety of snacks as well as hot and cold beverages, set in the Sponsor Showcase Expo Area, allowing for one-on-one conversations with industry colleagues, clients and potential prospects. <div> <div>_____Morning</div> <div>_____Afternoon</div> </div>	Co- Sponsorships Morning One (1) SOLD Two (2) Available  Afternoon Three (3) Available
	Coat Check Branded Coat Check available to attendees to check coats, umbrellas, bags, etc. while participating throughout the day's sessions and activities.	Sponsorship Available










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SILVER	SPONSORSHIP	AVAILABILITY
INVESTMENT \$15,000 SIFMA Member Rate \$20,000 Non-Member Rate <ul style="list-style-type: none"> Includes One (1) Annual Meeting Registration Access to One (1) Hotel Room <i>All room charges, including taxes and service fees will be the responsibility of the individual utilizing the hotel room. All reservations are based on availability. Hotel room reservation links will be sent to all contracted sponsors once the hotel room block becomes available and contracts are confirmed.</i>	Attendee Lanyard 	 Sponsorship
	Attendee Neck Wallets/Badge Holders Neck Wallets/Badge Holders, co-branded as a Proud Supporter of SIFMA, produced and provided by sponsoring firm and distributed to attendees during registration.	Sponsorship Available
	Press Room Catering All day catering for registered industry Press offering breakfast, lunch and refreshments served throughout the day.	Sponsorship Available
	Re-Charge Zone Co-Branded as a Proud Supporter of SIFMA, The Annual Meeting Recharge Zone is set in the Sponsor Showcase offering participants the option to charge their personal devices while attending sessions or networking throughout the event.	 Sponsorship







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BRONZE	SPONSORSHIP	AVAILABILITY
INVESTMENT \$10,000 SIFMA Member Rate \$15,000 Non-Member Rate <ul style="list-style-type: none"> Includes One (1) Annual Meeting Registration Access to One (1) Hotel Room <i>All hotel charges are the responsibility of each registered representative.</i>	Co-Branded Hats Co-Branded as a Proud Supporter of SIFMA, hats are produced and provided by the sponsoring firm, placed in the attendee bag and distributed to all participants during registration.	Sponsorship Available
	Co-Branded Luggage Tags Co-Branded as a Proud Supporter of SIFMA, Luggage Tags are produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.	Sponsorship Available
	Co-Branded Mobile Device Charging Sticks Co-Branded as a Proud Supporter of SIFMA, Charging Sticks are produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.	Sponsorship Available
	Co-Branded Note Pads / Writing Tablet & Pen Co-Branded as a Proud Supporter of SIFMA, Notepads/Writing Tablets & Pen are an easy and effective way to get your message in the hands of every registered conference attendee. Not Pads / Writing Tablet & Pen, produced and provided by sponsoring firm, placed in the Registration Bag and distributed to all attendees during 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 Available
	Co-Branded Smart Wallets Co-Branded as a Proud Supporter of SIFMA, Smart Wallets, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.	Sponsorship Available
	Co-Branded Sport Bottle Co-Branded as a Proud Supporter of SIFMA, environmentally friendly Sport Bottle, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.	Sponsorship Available





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Advertising & Content Marketing Opportunities

SIFMA EVENT PACKAGES - Available

Reach 60,000 SIFMA Smartbrief subscribers using our customized packages.

GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
1-Part Event Special Update	1-Part Event Special Update	N/A
5 Ads in SIFMA SmartBrief <ul style="list-style-type: none"> • 2 Leaderboard • 3 Rectangle Text 	N/A	5 Ads in SIFMA SmartBrief <ul style="list-style-type: none"> • 2 Leaderboard • 3 Rectangle Text
Recognition as Event Sponsor	Recognition as Event Sponsor	Recognition as Event Sponsor
SIFMA Member Rate: \$20,000 Non-Member Rate: \$25,000	SIFMA Member Rate: \$12,000 Non-Member Rate: \$15,000	SIFMA Member Rate: \$10,000 Non-Member Rate: \$12,000





Hotel Room Block

A block of hotel rooms have been reserved for SIFMA Annual Meeting sponsors. All room charges, including taxes and service fees will be the responsibility of the individual utilizing the hotel room. All reservations are based on availability. Hotel room reservation links will be sent to all contracted sponsors once the hotel room block becomes available and contracts are confirmed.

Private Parties/Dinners: In the interest of the success of SIFMA's Annual Meeting and in accordance with SIFMA's Sponsorship Agreement, all Sponsoring Firms agree to NOT extend invitations, host any events (social or business) or otherwise encourage absence of attendees from the Event during SIFMA's official hours, which include educational as well as networking functions. Should any firm have an interest in hosting a private event, please refer to the program schedule so that you can plan accordingly. All events being hosted at the designated Annual Meeting Venue are subject to a pre-approval process by SIFMA. SIFMA requires all contracted partners, sponsors and exhibitors to use the Proper Title of the event and/or the official SIFMA Event Creative for use in promoting your firm's participation at the event, which includes, but is not limited to all promotional messaging, extending invitations (digital and/or print) to privately hosted functions, etc. Upon request, SIFMA will provide artwork of the event creative in multiple formats for use. All invitations and/or promotional materials must be submitted to SIFMA for final approved.

