

C&L2019 ANNUAL SEMINAR MARCH 24-27 | JW MARRIOTT DESERT RIDGE, PHOENIX, AZ



SPONSORSHIP & EXHIBITOR PROSPECTUS

SPONSORSHIP

EXHIBIT & ADVERTISE

2018 PARTICIPANTS

To reserve your sponsorship, contact:

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





An Annual Event you can't afford to miss with



About SIFMA

SIFMA is the leading trade association for broker-dealers, investment banks and asset managers operating in the U.S. and global capital markets. On behalf of our industry's nearly 1 million employees, we advocate on legislation, regulation and business policy, affecting retail and institutional investors, equity and fixed income markets and related products and services. We serve as an industry coordinating body to promote fair and orderly markets, informed regulatory compliance, and efficient market operations and resiliency. We also provide a forum for industry policy and professional development. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit http://www.sifma.org.

About SIFMA's Compliance & Legal Society

SIFMA's Compliance & Legal Society is the leading forum for compliance and legal professionals working in the financial services industry. The Society provides a platform for industry leaders and regulators to come together to share information and collaborate with the goal of ensuring our capital markets are the most fair, transparent and ethical in the world.





SIFMA C&L 2019 Annual Seminar - Sponsorship Opportunities

SIFMA's marquee event is designed for the Financial Services Compliance & Legal professionals to engage with leading industry experts and discuss the latest regulatory developments and industry trends.

The Audience

The Annual Seminar attracts senior compliance and legal executives, decision makers and/or influencers of products and services their firms will purchase over the next year. During the 2018 Seminar, there were 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 and consulting 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.

Cal 2018 ANNUAL SEMINAR ATTENDEE PROFILE Consultants Senior Regulators In-House Counsel/ Sr. Compliance Officers & Sr. Executives







SIFMA's C&L 2019 Annual Seminar Sponsorship Package offers maximum value with the following benefits:

Pre-Seminar Benefits:

SIFMA's C&L 2019 Annual Seminar is a heavily marketed event that reaches more than 75,000 individuals throughout the 9-month Marketing Campaign. Sponsors will benefit from pre-marketing exposure that will include:

- Prominent placement of logo on SIFMA's dedicated emails, which include campaigns highlighting dates, program, etc. targeting more than 75.000 individuals
- Prominent placement of logo and firm profile on the Annual Seminar website
- · Opportunity to link thought leadership to the event website
- Preliminary mailing lists of seminar participants who opt-in during the registration process will be shared with all sponsors. Information will be sent in electronic format four (4) weeks in advance of the seminar. Individuals who do not opt-in will be included on the preliminary list, however only Firm Name & Titles will be listed.

Days of Seminar Benefits:

- Complimentary and/or Discounted Seminar Registration(s)
- Access to hotel rooms at the hosted venue. A block of rooms has been reserved for Annual Seminar Sponsors and Exhibitors.
 Room charges, including taxes and service fees will be at each 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 locations that include registration, general session slide deck, etc.
- Promotional brochure included on C&L Mobile App. The C&L 2019 Mobile App will be available to all registered participants downloading 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
- Final lists of seminar participants who opt-in during the registration process will be shared
 with all sponsors. Information will be sent in electronic format four (4) weeks post event.
 Individuals who do not opt-in will be included on the preliminary list, however only Firm
 Name & Titles will be listed.
- 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.





Sponsorship Benefits

SPONSORSHIP BENEFITS	PRESIDENTIAL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PREMIUM PATRON
Pre-Seminar Benefits							
Prominent placement of logo on SIFMA's dedicated sends throughout the 9-month marketing campaign	√	√	V	V	√	V	V
Opportunity to link thought leadership to the event website	V	V	√	√	V	V	√
Preliminary mailing lists of all seminar participants who opt in to share their contact details will be sent in electronic format, sent four (4) weeks in advance of the seminar	V	√	√	√	√	V	V
Menu of sponsorship offerings available to choose from included in a tier sponsorship.	√	√	V	V	√	V	
Learning Lab Sessions (limited opportunities) - additional investment Required.	\checkmark	√	V	√	\checkmark	$\sqrt{}$	√
Lunch & Learn Sessions (limited opportunities) - additional investment Required.	V	√	√	√	$\sqrt{}$	√	√
Days of Seminar Benefits							
Total Complimentary Registrations Offered	4	2	1	1	1	х	X
Total Discounted Registration (s) Offered	3	2	2	1		1	1
Total Complimentary Guest/Significant Other Registrations Offered	1	1	1	×	X	Х	х
Access to Hotel Rooms at the hosted venue (all related fees are the responsibility of the individual utilizing these rooms)	7	4	3	2	2	1	1
Promotional brochure in pdf format, included on C&L Mobile App	V	V	√	√	V	V	√
Dedicate Sponsor Listing placed on C&L 2019 Website & Mobile App	V	√	√	√	V	√	√
Dedicated Sponsorship listing by Tier in print & digital format, placed in various locations at the hosted venue.	V	√	V	V	√	V	√
Post-Seminar Benefits							
Company Listing and firm description on the C&L 2019 Annual Meeting Website	V	√	√	V	\checkmark	\checkmark	\checkmark
Complete mailing lists of all seminar attendees who opt in to share their contact details, sent in excel format sent at conclusion of the seminar.	V	√	V	V	√	V	√
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.	√	V	√	V	V	V	√
2019 Sponsorship Cost							
	\$50,000 Member \$55,000 Non-Member	\$35,000 Member \$40,000 Non-Member	\$28,500 Member \$33,500 Non-Member	\$25,000 Member \$30,000 Non-Member	\$18,500 Member \$22,500 Non-Member	\$15,500 Member \$18,500 Non-Member	\$10,500 Member \$13,500 Non-Member

To reserve your exhibit location, contact:



Sponsorship Tiers & Cost

PRESIDENTIAL

The Presidential Tier offers a sponsoring firm an escalated level of sponsorship, which is determined by a firm's overall investment during the SIFMA C&L Annual Seminar, which 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, as well as...

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

DIAMOND

Benefits Include:

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

Investment

\$28.500 SIFMA Member Rate / \$33.500 Non-Member Rate

To reserve your sponsorship, contact:

Diana Serri | 212.313.1258 | dserri@sifma.org

GOLD

Benefits Include:

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

Investment:

\$25,000 SIFMA Member Rate / \$30,000 Non-Member Rate

SILVER

Benefits Include:

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

Investment:

\$18,500 SIFMA Member Rate / \$22,500 Non-Member Rate

BRONZE

Benefits Include:

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

Investment:

\$15.500 SIFMA Member / \$18.500 Non-Member Rate

PREMIUM PATRON

Benefits Include:

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

Investment:

\$10,500 SIFMA Member / \$13,500 Non-Member Rate

EXHIBITOR

Benefits Include:

- Two (2) Complimentary Exhibit Personnel Registration Offers access to Exhibition Hall Only
- One (1) Discounted Seminar Registration
- Access to Two Hotel Rooms

Investment:

\$9,500 SIFMA Member / \$12,500 Non-Member Rate





Sponsors

PRESIDENTIAL





DIAMOND



BRESSLERAMERY ROSS











KIRKLAND & ELLIS



Paul Weiss



SULLIVAN & CROMWELL LLP

PLATINUM







CLEARY GOTTLIEB

Moore & Van Allen

GOLD

WACHTELL LIPTON ROSEN & Katz







MURPHY & CGONIGLE

































BRONZE

















www.srz.com

SheppardMullin



PREMIUM PATRON

VedderPrice



O'Melveny





PRESIDENTIAL	Sponsorship
Investment \$50,000+ SIFMA MEMBER RATE	*Co-Branded Attendee Bag - SOLD! Co-Branded Tote Bag produced by SIFMA and distributed to all participants during registration.
\$55,000+ NON-MEMBER RATE	
All benefits associated with Diamond Tier plus	
 Two (2) additional Complimentary Seminar Registrations 	
 One (1) additional Discounted Seminar Registration 	
 Access to Three (3) additional hotel rooms. 	









DIAMOND

Sponsorship

Investment

\$35,000 SIFMA MEMBER RATE

\$40,000 NON-MEMBER RATE

Benefits Include

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

Audio Visual (Monday - Wednesday) - Available

Prominent brand recognition of sponsorship included on General Session slide deck, viewed by all attendees as they enter the Ballroom each morning to listen to General Session Key Note Speaker presentations.

Evening Networking Reception

Co-Sponsorship offered to Four (4) firms at each reception

Networking Receptions, which are scheduled for two (2) hours each evening, are 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. **Open to all attendees.**

Sunday, March 24

(2) SOLD!
(2) Available

Monday, March 25

(3) SOLD! (1) Available Tuesday, March 26

(3) SOLD! (1) Available



After Hours Reception - (2) SOLD! (2) Available

Co-Sponsorship offered to Four (4) firms

After Dinner Cocktails and light fare, deserts and beverages, offering attendees an opportunity to come together and catch up on the day's events in an enjoyable setting.



DIAMOND

Sponsorship

Investment

\$35,000 SIFMA MEMBER RATE

\$40,000 NON-MEMBER RATE

Benefits Include

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

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

Co-Branded with SIFMA C&L Society, Bottled Water, available to all attendees during refreshment breaks throughout the seminar, as well as on all panel tables during breakout sessions branding sponsoring firm with logo displayed on each individual bottle.

WiFi for Attendees - Available

Wi-Fi Access will be available to all C&L 2019 Seminar participants while in Convention Center of the JW Marriott Desert Ridge, 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.









PLATINUM

Investment

\$28,500 SIFMA MEMBER RATE

\$33,500 NON-MEMBER RATE

Benefits Include

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

Sponsorship

Badge Lanyard - SOLD!

Name badge lanyards are worn around the neck of each attendee to gain access to all sessions and event networking functions.

*Co-Branded, pre-approved lanyards are produced by sponsoring firm and distributed with registration materials to all seminar participants. Charger Cord Lanyards Preferred.

Charging/Networking Lounge - SOLD!

The C&L Charging Lounge is designed with comfortable seating, allowing individuals to charge their personal devices in a comfortable setting.

Hotel Room Key Cards - SOLD!

Co-Branded Hotel Room Key Cards produced by SIFMA, distributed to all participants as they register for their hotel rooms - includes Sponsoring firm's logo printed on the face of each key card.









PLATINUM

Sponsorship

Investment

\$28,500 SIFMA MEMBER RATE

\$33,500 NON-MEMBER RATE

Benefits Include

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



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	25
(2) Avail	able	

Tuesday, March 26 **SOLD!**

Wednesday, March 27
(2) Available

Mobile App - SOLD!

The C&L Annual Seminar Mobile App offers a sponsoring firm maximum exposure with branding on the Mobile App Splash page, as well as on a dedicated rotating banner advertisement. This exclusive sponsorship opportunity is a downloadable app, at no additional cost to participants. The Mobile App captures all program materials including the meeting agenda, schedule, speaker bios, attendee list, sponsors and exhibitors, LinkedIn/Twitter options, and more.





GOLD

Sponsorship

Investment

\$25,000 SIFMA MEMBER RATE \$30.000 NON-MEMBER RATE

Benefits Include

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

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 Expo Area, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.

Monday, March 25

(1) SOLD!

(1) Available

Tuesday, March 26

(1) SOLD!

(1) Available

Wednesday, March 27

(2) Available

Golf Tournament, Tuesday, March 26 - SOLD!

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











SILVER

Sponsorship

Investment

\$18,500 SIFMA MEMBER RATE

\$22,500 NON-MEMBER RATE

Benefits Include

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

NEW FOR 2019

SIFMA C&L 2019 Co-Branded Baseball Hats - Available

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

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 all participants to charge their devices on-the-go.

Diversity Breakfast, Tuesday, March 26 - SOLD!

Networking breakfast with a featured Speaker addressing issues and challenges firms are faced with in today's working environment. Sponsoring firm representatives are invited to sit at a reserved VIP table.

Leadership and Diversity & Inclusion Lunch, Monday, March 25 - SOLD!

Networking lunch with Featured Speaker.

Women's Lunch, Tuesday, March 26 - SOLD!

Networking lunch with a featured Speaker addressing issues and challenges women are faced with in today's working environment. Sponsoring firm representatives are invited to sit at one of the reserved VIP tables.





SILVER

Sponsorship

Investment

\$18,500 SIFMA MEMBER RATE

\$22,500 NON-MEMBER RATE

Benefits Include

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

A CONSTAIRT VOICE THROUGH 50 YEARS OF CHANGE

Luggage Tags - SOLD!

Co-Branded with SIFMA C&L, Luggage Tags allow your message to tag along with every SIFMA C&L Participant! Placed in the attendee bag, these 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 seminar and beyond. Luggage Tags produced and provided by sponsoring firm.

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 25 Session A (1) SOLD! (1) Available

(2) Available

Session A

Wednesday, March 27 Session A (2) Available

Session B
(1) SOLD!
(1) Available

Session B
(2) Available

Tuesday, March 26

Session B
(2) Available

Note Pads/Writing Tablet - Available

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

Pocket Program Guide - **SOLD!**

An at-a-glance program guide offers an opportunity to be an exclusive sponsor that attendees see each time they reference the pocket program guide.





SILVER	Sponsorship
Investment	Professional Headshot Photos, Monday & Tuesday - March 25 & 26 - SOLD!
\$18,500 SIFMA MEMBER RATE \$22,500 NON-MEMBER RATE	Professional Head Shots - Whether it's for LinkedIn, social media, or any other professional opportunity, a professional headshot offers participants an opportunity to convey a positive message about themselves to future clients, employers, and event participants.
Benefits Include	
One (1) Complimentary Seminar Registration	Run for a Purpose- Monday, March 25 - SOLD!
Access to One (1) Hotel Room	Morning run/walk, organized by SIFMA, offers co-branded T-Shirts distributed to all participants, along with beverages & prizes. Donation to made to a TBD Charity. Details to be confirmed as the program develops.
	Smart Wallets - Available
	Co-Branded Smart Wallets, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration
	Sport Bottle - SOLD!
	Co-Branded, environmental friendly sport bottle, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.
	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.



SILVER

Sponsorship

Investment

\$18,500 SIFMA MEMBER RATE

\$22,500 NON-MEMBER RATE

Benefits Include

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

NEW FOR 2019

Tennis Tournament, Tuesday, March 26 - Available

Acknowledgment of Tournament Sponsorship includes signage strategically displayed near Tennis Courts as well as on event-marketing materials which includes website sponsorship page, event app and event program materials. Sponsorship fees cover beverage and prizes for tournament participants, individual players are responsible for associated court fees.

Welcome Hospitality, Sunday, March 24 - SOLD!

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 as industry colleagues, clients and potential prospects check in for the event.







BRONZE

Sponsorship

Investment

\$15,500 SIFMA MEMBER RATE

\$18.500 NON-MEMBER RATE

Benefits Include

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

Daily Newspapers

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

Financial Times Available

New York Times **SOLD!**

Wall Street Journal SOLD!

Specialty Coffee

Co-Sponsorship offered to 2 firms each day

Offering a variety of coffee that includes 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 25 10:00 a.m. - 1:00 p.m. (1) SOLD! (1) Available **Tuesday, March 26** 10:00 a.m. - 1:00 p.m. (2) **SOLD!** Wednesday, March 27 10:00 a.m. - 1:00 p.m. (2) Available

Afternoon Hospitality

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

Monday, March 25 2:00 p.m. - 4:00 p.m. Available **Tuesday, March 26** 2:00 p.m. - 4:00 p.m. **Available**





PREMIUM PATRON

Sponsorship

Investment

\$10,500 SIFMA MEMBER RATE

\$13,500 NON-MEMBER RATE

Benefits Include

- One (1) Discounted Seminar Registration
- · Access to One (1) Hotel Room

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

(14) SOLD! Multiple Opportunities Available











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		5 Ads in SIFMA SmartBrief
• 2 Leaderboard	N/A	• 2 Leaderboard
• 3 Rectangle Text		• 3 Rectangle Text
Recognition as Event Sponsor	Recognition as Event Sponsor	Recognition as Event Sponsor
SIFMA Member Rate: \$20,000	SIFMA Member Rate: \$12,000	SIFMA Member Rate: \$10,000
Non-Member Rate: \$25,000	Non-Member Rate: \$15,000	Non-Member Rate: \$12,000









Custom Branded Light Boxes

SIFMA LIGHT BOX PACKAGE

Investment

\$7,000 SIFMA MEMBER RATE \$9,000 NON-MEMBER RATE

Benefits Include

· Installation, dismantle and utility fees

Dimensions

36" wide x 72" tall x 7.5" deep

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. (9) SOLD!







	Sponsorship		
Investment	Lunch & Learn		
 \$5,500 SIFMA MEMBER RATE \$6,500 NON-MEMBER RATE All Lunch & Learn presentations are offered exclusively to a contracted Sponsors & 	Exclusive to contracted sponsors and exhibitors, the SIFMA C&L 2019 Lunch & Learn Sessions offer 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 hot lunch will be provided to host a maximum of 50 participants during each session – up to three (3) sessions will run concurrently on both Monday & Tuesday, March 25 & 26.		
Exhibitors of the Seminar. • Suggested format of presentation is Featured Speaker Presentation.	Monday, March 25 (3) SOLD!	Tuesday, March 26 (3) SOLD!	
 Session title, description, speaker name and title will be listed on the program agenda, that includes the SIFMA C&L 2019 Website, Event Mobile App as well as in all printed event material. 			
Investment	SIFMA C&L Learning Labs		
\$4,000 SIFMA MEMBER RATE \$5,000 NON-MEMBER RATE • All Learning Lab presentations are offered exclusively to contracted Sponsors & Exhibitors	Exclusive to contracted sponsors & exhibitors, the SII share thought leadership insight to a captive audience. The Learning Lab is located on the Exhibition Hall Flosoparticipants. Learning Labs will include a/v, i.e. mit All sessions will be scheduled during Exhibition Hall I	ce in a 20-minute or less Ted Talk style presentation. Foor and will accommodate up to crophone and power point presentation capabilities. Periods.	
of the Seminar.Suggested format of presentation is Ted Talk	Monday, March 25 Breakfast Available	Tuesday, March 26 Breakfast Available	
 Style - Featured Speaker. Session title, description, speaker name and title will be listed on the program agenda, that includes the SIFMA C&L 2019 Website, Event App as well as in all printed event material. 	Networking Break 1 Available Networking Break 2 SOLD!	Networking Break 1 Available Networking Break 2 Available	



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 JW Marriott Desert Ridge. 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.





To reserve your sponsorship, contact:





Exhibit Opportunities

8'X10' EXHIBIT SPACE

Investment

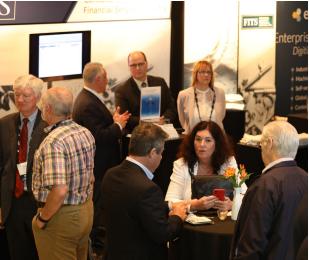
\$9,500 SIFMA MEMBER RATE \$12,500 NON-MEMBER RATE

Benefits Include

- Two (2) Complimentary Exhibit Personnel Registration - Offers access to Exhibition Hall Only
- One (1) Discounted Seminar Registration
- Access to Two (2) Hotel Rooms

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.







To reserve your exhibit location, contact:





Exhibitors







































Exhibitor Benefits

Exhibitor Benefits	
Pre-Seminar Benefits	
Prominent placement of logo on SIFMA's dedicated sends throughout the 9-month marketing campaign	V
Opportunity to link thought leadership to the event website	√
Preliminary mailing lists of seminar participants who opt-in during the registration process will be shared with all exhibitors. Information will be sent in electronic format four (4) weeks in advance of the seminar. Individuals who do not opt-in will be included on the preliminary list, however only Firm Name & Titles will be listed.	√
Days of Seminar Benefits	
Total Complimentary Exhibit Hall Only Registrations offered	2
Total Discounted Registration (s) Offered	1
Access to Hotel Rooms at the hosted venue (all related fees are the responsibility of the individual utilizing these rooms)	3
Promotional brochure in pdf format, included on C&L Mobile App	√
Dedicate Exhibitor Listing placed on C&L 2019 Website & Mobile App	×
Dedicated Exhibitor Listing placed on C&L 2019 Website & Mobile App	√
Dedicated Exhibitor Listing in print & digital format, placed in various locations at the hosted venue.	√
Company listing and firm description on the C&L 2019 Annual Seminar website.	√
Complete mailing lists of seminar participants who opt-in during the registration process will be shared with all exhibitors. Information will be sent in electronic format four (4) weeks n advance of the seminar. Individuals who do not opt-in will be included on the preliminary list, however only Firm Name & Titles will be listed.	√
Acknowledgement of participation, with placement of logo on all post-event marketing & survey email campaigns that include "SIFMA Thank You for Attending" and "Survey" emails.	V
Menu of co-branded items available to choose from the sponsorship menu, placed in each attendee tote bag and distributed to all participants during registration.	V
Learning Lab Sessions (limited opportunities) - additional investment Required.	V
Lunch & Learn Sessions (limited opportunities) - additional investment Required.	V
Post-Seminar Benefits	
Company Listing and firm description on the C&L 2019 Annual Meeting Website	V
Complete mailing lists of all seminar attendees who opt in to share their contact details, sent in excel format sent at conclusion of the seminar.	V
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.	√
2019 Sponsorship Cost	
	\$9,500 Memb \$12,500 Non Member

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

SIFMA's C&L Annual Seminar 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 marketing exposure that includes the following:

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

Pre-Seminar Benefits:

SIFMA's C&L 2019 Annual Seminar is a heavily marketed event that reaches more than 75,000 individuals throughout the 9-month Marketing Campaign. Sponsors will benefit from pre-marketing exposure that will include:

- Prominent placement of logo on SIFMA's dedicated emails, which include campaigns highlighting dates, program, etc. targeting more than 75,000 individuals
- · Prominent placement of logo and firm profile on the Annual Seminar website
- Opportunity to link thought leadership to the event website
- Preliminary mailing lists of seminar participants who opt-in during the registration process will be shared with all sponsors. Information will be sent in electronic format four (4) weeks in advance of the seminar. Individuals who do not opt-in will be included on the preliminary list, however only Firm Name & Titles will be listed.

Davs of Seminar Benefits:

- Complimentary and/or Discounted Seminar Registration(s)
- Access to hotel rooms at the hosted venue. A block of rooms has been reserved for Annual Seminar Sponsors and Exhibitors. Room charges, including taxes and service fees will be at each 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 locations that include registration, general session slide deck, etc.
- Promotional brochure included on C&L Mobile App. The C&L 2019 Mobile App will be available to all registered participants downloading 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
- Final lists of seminar participants who opt-in during the registration process will be shared with all sponsors. Information will be sent in electronic format four (4) weeks post event. Individuals who do not opt-in will be included on the preliminary list, however only Firm Name & Titles will be listed.
- 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.

To reserve your exhibit location, contact:



Hotel Room Block

A block of hotel rooms has been reserved at the JW Marriott Phoenix, Desert Ridge for SIFMA C&L 2019 Annual Seminar sponsors and exhibitors, 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 and exhibitors when the hotel room block becomes available.



Private Parties/Dinners

In the interest of the success of SIFMA's Compliance & Legal Seminar and in accordance with SIFMA's Sponsorship and Exhibitor Agreement, all Sponsoring & Exhibiting 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 Seminar 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 C&L Annual Seminar Venue are subject to a preapproval 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.



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