

sifma[®]

April 10-12,
2019

THE RITZ-CARLTON
NAPLES, FL

PRIVATE CLIENT CONFERENCE

Financial Advice in a Rapidly Changing Environment

**SPONSORSHIP
OPPORTUNITIES**

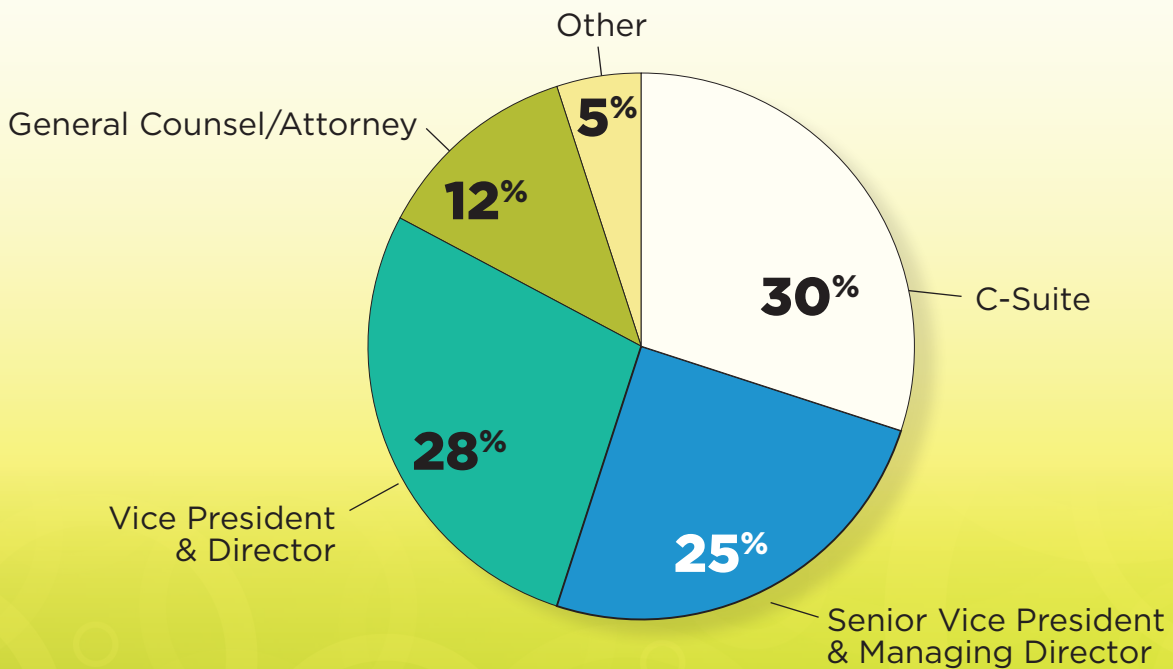




PRIVATE CLIENT

Sponsorship participation will connect your firm's brand to attendees, and build relationships with decision makers in the private-client markets with face-to-face networking opportunities. Attendees from the 2018 Private Client Conference included leadership from the following firms: Broadridge Financial Solutions, Inc., Charles Schwab & Co., Inc., Deloitte, Dow Jones & Co Inc., Federated Investors, Fidelity Clearing & Custody Solutions, Hearsay Systems, IBM Corp, Merrill Lynch & Co. Inc., PwC, RBC Wealth Management, TD Ameritrade, Thomson Reuters, Vanguard and Wells Fargo.

2018 SIFMA PRIVATE CLIENT CONFERENCE ATTENDEE PROFILE:



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THE INVITED AUDIENCE INCLUDES:

- Heads of Private Client
- National Sales Managers
- CEOs of Small Firms
- Corporate Marketing Directors
- Regional Managers
- Branch Managers
- Wealth Management Directors
- Financial Advisors and Investment Consultants

THANK YOU TO OUR SPONSORS

DIAMOND



GOLD



SILVER



CONTRIBUTOR



DIAMOND	GOLD	SILVER
Investment: \$17,500 SIFMA Member Rate	Investment: \$14,500 SIFMA Member Rate	Investment: \$11,500 SIFMA Member Rate
\$20,500 Non-Member Rate	\$17,500 Non-Member Rate	\$14,500 Non-Member Rate
Three (3) Conference Registrations (Value \$3,885 member \$5,385 Non-Member Rate)	Two (2) Conference Registrations (Value \$2,590 member \$3,590 Non-Member Rate)	One (1) Conference Registration (Value \$1,295 member \$1,795 Non-Member Rate)
Table Display Two table personnel passes	Table Display Two table personnel passes	Table Display Two table personnel passes



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WHERE GREAT MINDS REUNITE
Lectures. Networking. Market Intelligence



40+
Speakers



14+ Panels
for Senior
Executives



225+
Industry Leaders
Participating



6 Networking
Functions



PRIVATE CLIENT

SPONSORSHIP PACKAGES	DIAMOND	GOLD	SILVER
Pre-Conference Benefits			
Prominent placement of logo on SIFMA's dedicated sends throughout the 9-month marketing campaign	✓	✓	✓
Opportunity to link thought leadership to the event website	✓	✓	✓
Preliminary mailing lists of all seminar participants who opt in to share their contact details will be sent in electronic format, in advance of conference	✓	✓	✓
Day of Conference			
Total Complimentary Registrations Offered	3	2	1
Promotional brochure in pdf format, included on Digital Event Guide	✓	✓	✓
Dedicated Sponsor Listing placed on the Private Client Conference 2019 Website & Digital Event Guide	✓	✓	✓
Dedicated Sponsorship Listing by Tier in print & digital format, placed in various locations at the hosted venue	✓	✓	✓
Dedicated Tabletop exhibit area	✓	✓	✓
Post-Conference			
Company listing and firm description on the Private Client Conference 2019 Conference website	✓	✓	✓
Company mailing lists of all conference attendees who opt in to share their contact details, sent in excel format at conclusion of the conference	✓	✓	✓
Acknowledgment 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	\$17,500 SIFMA Member Rate \$20,500 Non-Member Rate	\$14,500 SIFMA Member Rate \$17,500 Non-Member Rate	\$11,500 SIFMA Member Rate \$14,500 Non-Member Rate

SIFMA EVENT PACKAGES - AVAILABLE

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

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

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SIFMA Private Client Conference Sponsorship Packages offer maximum value:

Pre-Conference Benefits:

- Prominent placement of logo and firm profile on the Private Client Conference 2019 website.
- Prominent placement of logo on SIFMA's dedicated send, 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 whom share their contact details will be sent in electronic format, sent four (4) weeks in advance of the Private Client Conference.

Day of Conference Benefits:

- Complimentary Conference Registration(s).
- Prominent brand recognition during the sponsored function (if applicable) with company logo displayed on dedicated signage, that includes both print and digital formats strategically, placed in various areas that include registration area, general session slide deck, etc.
- Recognition at the sponsored function (if applicable).
- Promotional brochure in pdf format included on the Private Client 2019 Digital Event Guide.
- Dedicated listing and firm profile placed on SIFMA Private Client Conference 2019 website as well as on the Private Client 2019 Digital Event Guide, which includes company logo, company profile and sales contact information.
- Dedicated listing in SIFMA Private Client Conference 2019 Pocket Guide.
- Access to food and networking functions.

Post-Conference Benefits:

- Prominent placement of logo and firm profile on the Private Client 2019 website.
- Complete mailing lists of all conference attendees who opt in to share their contact details, sent in excel format and at the conclusion of the conference.
- 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 Private Client Conference session discussions.
- Logo remains on the 2019 event site until the Private Client Conference 2020 event is announced, approximately 3-4 months after Private Client 2019 takes place.
- Acknowledgment 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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DIAMOND:

\$17,500 SIFMA Member Rate

\$20,500 Non-Member Rate

Three (3) Conference Registrations

(Value \$3,885 member/\$5,385 Non Member Rate)

Table Display and Two table personnel passes

- Co-Sponsorship: **Welcome Reception** (April 10th) – **AVAILABLE**
Networking Reception is an exclusive sponsorship opportunity that includes open bar and passed hors d'oeuvres. A great opportunity to network and meet with colleagues as the event officially kicks off.
- Co-Sponsorship: **Closing Reception** (April 11th)
1 SOLD, ONE AVAILABLE
Closing reception offers a unique opportunity to engage with the attendees in a relaxed social setting. This sponsorship gives your company the opportunity to brand your presence.



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- Co- Sponsorship: **Formal Luncheon** - (April 11th)
TWO AVAILABLE
Two (2) Seats at the reserved table
Formal Luncheon, open to all conference participants, allows for one-on-one conversations with industry colleagues, clients and potential prospects, offering the sponsoring firm prominent brand recognition.
- Co-Sponsorship: **Luncheon Speaker Presentation** - (TBD) (April 11th)
1 SOLD, ONE AVAILABLE
Two (2) Seats at the reserved table
The luncheon with speaker presentation allowing for one-on-one networking opportunities with industry colleagues, clients and potential prospects following the luncheon. The Luncheon speaker presentation sponsor will be acknowledged and featured on slide presentation. Great acknowledgment alongside the keynote luncheon speaker.
- Sponsorship: **General Session Audio Visual** (April 11th and April 12th) - **AVAILABLE**
Exclusive sponsorship of the General Session Audio Visual will provide your firm with extraordinary visibility during the presentations. Acknowledgment on signage and firm's logo will be included on the general session presentation deck.
Seat Drop Opportunity.





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GOLD:

\$14,500 SIFMA Member Rate

\$17,500 Non-Member Rate

Two (2) Conference Registrations

(Value \$2,590 member/\$3,590 Non Member Rate)

Table Display and Two table personnel passes

- Sponsorship: **Continental Breakfast** - (April 11th and April 12th)
SOLD (APRIL 11), SOLD (APRIL 12)
Networking breakfast opportunity offering prominent brand recognition, and allowing for one-on-one conversations with industry colleagues and potential prospects.
- Sponsorship: **Cell Phone Recharge Zone** - **SOLD**
Showcase your company through kiosk video and print messaging. with this much-needed service. The recharge zone will be located in the Registration area.
- Sponsorship: **Conference Lanyard** - **AVAILABLE**
Co-branded, SIFMA pre-approved badge lanyard produced by sponsoring firm and distributed with registration materials to all conference participants during registration. Branded lanyard allows delegates to display your firm logo throughout the conference.
- Sponsorship: **Social Media Wall** - **SOLD**
Digital Data Wall display's tweets and encourages participants to engage using social media throughout the event. The Digital Data wall screen is strategically displayed in a high traffic location, branding sponsoring firm's logo and messaging to be highlighted along with SIFMA messaging.
- Sponsorship: **WIFI** - **SOLD**
Complimentary WI-FI for all Private Client Conference participants during the event sessions available for the duration of the event. Offering sponsoring firm an opportunity to customize the password for access as well as acknowledgement of sponsoring firm on program materials and print and digital signage.

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SILVER:

\$11,500 SIFMA Member Rate

\$14,500 Non-Member Rate

One (1) Conference Registration

(Value \$1,295 member/\$1,795 Non Member Rate)

Table Display and Two table personnel passes

- Sponsorship:
Morning Networking Refreshments (April 11th) - **SOLD**
Morning Networking Refreshments (April 12th) - **SOLD**
Networking refreshments, including prominent brand recognition and an opportunity for one-one-one networking with industry colleagues.
- Sponsorship: **Hotel Room Key Cards** - **SOLD**
Pre-approved, co-branded hotel room key cards provided by SIFMA, and distributed to all participants upon check-in at the hotel.
- Sponsorship: **Mobile Device Charging Sticks** - **SOLD**
Co-Branded Charging Sticks provided and produced by sponsoring firm, distributed to all conference attendees during registration.
- Sponsorship: **Notepads and Pens** - **AVAILABLE**
An easy effective way to get your message in the hands of every registered attendee. Popular hard-covered co-branded notebooks produced and provided by sponsoring firm and distributed to all attendees at 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: **Printed Pocket Guide and Digital Event Guide** - **SOLD**
Printed Pocket Guide that offers sponsoring firm a full-page ad that is strategically placed on the outside back cover. The sponsor's banner ad to be featured on screen and linked to an ad online (PDF) The digital event guide includes a program, schedule, list of speakers and their bios, sponsoring firms with their company profiles and complete list of conference participants. In addition, the e-guide is a take away item and has proven to be referenced after the event.



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SIFMA PRIVATE CLIENT CONFERENCE 2018 PARTICIPATING FIRMS

Advisor Group

Alex. Brown, a division of Raymond James
Ameriprise Financial Services, Inc.
Bank of America Merrill Lynch
BB&T Scott & Stringfellow
(a division of BB&T Securities, LLC)
BNY Mellon / Albridge
BNY Mellon / Pershing
Broadridge Advisor Compensation Solutions, Inc.
Broadridge Advisor Solutions
Broadridge Financial Solutions, Inc.
Cadaret, Grant & Co., Inc.
Capital Forensics, Inc.
Cascade Financial Management, Inc.
Centennial Securities Company, Inc.
Cerulli Associates, Inc.
CFP Board
Charles Schwab & Co., Inc.
Copytalk LLC
D.A. Davidson & Co.
Deloitte
Dow Jones & Co Inc
East West Bank
Edward Jones
eMoney Advisor, LLC
Federated Investors, Inc.
Federated Securities Corp.
Federer Performance Management Group LLC
Fidelity Clearing & Custody Solutions
Fidelity Investments
Financial Industry Regulatory Authority Inc (FINRA)
Finop and CFO Solutions, LLC
Fi-Tek, LLC
Folger Nolan Fleming Douglas Incorporated
Hearsay Systems
IBM Corp
IBM Global Business Services
Investment Industry Association of Canada (IIAC)
J.J.B. Hilliard, W.L. Lyons, LLC
Janney Montgomery Scott LLC
Kevin Hart Kornfield and Company, Inc.
Lord, Abbett & Co. LLC

LPL Financial LLC
McDonald Partners, LLC
Merrill Lynch & Co. Inc.
Merrill Lynch Wealth Management
Mesirow Wealth Advisors
Money Management Institute (MMI)
Moors & Cabot, Inc.
Morgan Stanley
MSNBC
New York Private Trust
North Highland
Northern Trust Corporation
On Wall Street
Ord Minnett
PFS Investments Inc.
PriceMetrix
Private Asset Management, Inc.
Proofpoint, Inc.
PwC
Raymond James & Associates, Inc.
RBC Correspondent Services
RBC Wealth Management
Renaissance Regulatory Services, Inc.
Robert W. Baird & Co. Incorporated
State Farm VP Management Corp.
Stifel Financial Corp.
T. Rowe Price Associates, Inc.
Talisys
TD Ameritrade, Inc.
The Wall Street Journal
Thomson Reuters
TIAA
UBS Financial Services Inc.
UBS Wealth Management
Vanguard
Vestmark
Wells Fargo & Company
Wells Fargo Advisors
Wells Fargo Clearing Services, LLC
Wilbanks Partners LLC
Wiley Bros.-Aintree Capital, LLC
Yext