



# THE CAPITAL MARKETS CONFERENCE



# ANNUAL MEETING 2019

**NOVEMBER 18-19**

**JW MARRIOTT | WASHINGTON, DC**

**SPONSORSHIP PROSPECTUS**



**An Overview of SIFMA’s Annual Meeting 2019**

**WHERE THE CAPITAL MARKETS MEET**

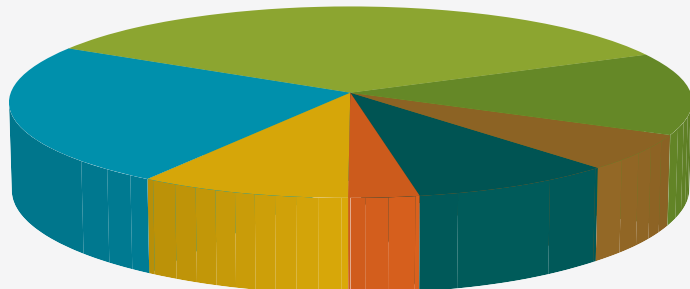
Each fall, SIFMA’s Annual Meeting gathers the most influential voices shaping today’s capital markets. Through candid one-on-one conversations, expert panel discussions and in-depth breakout sessions, we assess challenges and gain insights into opportunities that lie ahead. Confirmed speakers include Chairman Jay Clayton, U.S. Securities and Exchange Commission, Brian Moynihan, Chairman and CEO, Bank of America; Penny Pennington, Managing Partner, Edward Jones; and John C. Williams, President and CEO, Federal Reserve Bank of New York.

SIFMA’s marquee event brings together hundreds of industry professionals, policymakers, regulators and financial media and affords sponsors unprecedented business development opportunities. Don’t miss this once a year opportunity to network with the foremost policymakers, regulators and financial market experts.

**Who Attends:**

- Chief Executive Officers
- Chief Financial Officers
- Chief Information Officer
- Chief Operating Officers
- General Counsels
- Chief Compliance Officers
- Heads of Business Units
- Heads of Strategy and Risk
- Heads of Regulatory and Government Affairs

**2018 Attendee Demographics**



- C-Suite – 14%
- Managing Director/Senior Executives/Global Head – 35%
- Vice President/Director – 24%
- General Counsel/Attorney – 9%
- Regulators – 3%
- Press – 9%
- Other (Academic, Government Official, etc.) – 6%



## DIAMOND



## PLATINUM



## GOLD



## SILVER



## BRONZE





SIFMA's Annual Meeting 2018 featured more than **60 SPEAKERS**, including experts from the financial industry and media as well as policymakers and regulators.

### Testimonials from 2018 Delegates

“SIFMA’s Annual Meeting is an excellent forum for buy-side, sell-side, platforms, regulators – **ALL MARKET PARTICIPANTS** – to come together and hear one another’s perspectives.”

“I attend SIFMA’s Annual Meeting because 1) it’s **A GREAT NETWORKING OPPORTUNITY**, 2) it is a great way to learn, and 3) the industry is coming together to think about ways that we can collaborate to solve challenges.”



“It’s an opportunity to get **A TON OF USEFUL INFORMATION**, network with the right people and really get an opportunity to see what’s going on in the industry, what’s current.”







## 2019 Annual Meeting Sponsorship Levels

2019 Annual Meeting Sponsorship Levels are designed to further enhance your firm’s presence before, during and after the Annual Meeting. With branding, advertising and content marketing opportunities, we offer multiple levels of sponsorship which can be customized to maximize your firm’s 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* • Custom built packages; contact us to build your package	\$25,000 Member Rate \$30,000 Non-Member Rate • Includes Three (3) Registrations • Access to Three (3) Hotel Rooms* • Your choice of Welcome Reception, Formal Luncheon or SIFMA SmartBrief Ad Package	\$20,000 Member Rate \$25,000 Non-Member Rate • Includes Two (2) Registrations • Access to Two (2) Hotel Rooms* • Your choice of Welcome Breakfast, SIFMA SmartBrief Ad Package, Tote Bag, Key Cards, Pocket Guide, Digital Wall or Wi-Fi	\$15,000 Member Rate \$20,000 Non-Member Rate • Includes One (1) Registration • Access to One (1) Hotel Room* • Your choice of Refreshments, SIFMA SmartBrief Ads, Coat Check, Lanyards, Badge Holders, Press Room Catering, Professional Headshots or Re-Charge Zone	\$10,000 Member Rate \$15,000 Non-Member Rate • Includes One (1) Registration • Access to One (1) Hotel Room* • Writing Tablets and Pens

\* Sponsor is responsible for all hotel room charges.

### 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 approval.

**ANNUAL MEETING 2019 | NOVEMBER 18-19 | JW MARRIOTT | WASHINGTON, DC**

## 2019 SIFMA Annual Meeting Sponsorship Benefits

### GET MAXIMUM VALUE WITH THE FOLLOWING BENEFITS, APPLICABLE FOR ALL SPONSORSHIP LEVELS:

#### PRE-ANNUAL MEETING BENEFITS

- Exposure to more than 700 influencers and decision makers registered for the Annual Meeting with prominent placement of logo and firm profile listed on the 2019 SIFMA Annual Meeting website, [www.sifma.org/annual](http://www.sifma.org/annual).
- Prominent placement on SIFMA's email marketing campaigns to more than 50,000 influencers and decision-makers.
- Preliminary mailing list of all 2019 Annual Meeting registrants (name, title, firm and postal address only). List sent four 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 Table Display and two (2) exhibit only personnel badges
- Prominent recognition during the sponsored function (if applicable), with logo displayed on dedicated print and digital signage that is strategically placed in areas including registration area, general session slides, a sponsor recognition video loop, and more.
- Dedicated sponsor listing placed within the printed SIFMA Annual Meeting Event Guide, including logo, contact name and profile.
- Opportunity to provide thought leadership for inclusion in the official Annual Meeting e-Guide.

#### POST-SIFMA ANNUAL MEETING BENEFITS

- Final mailing list of all 2019 Annual Meeting registrants (name, title, firm and postal address only). List sent at conclusion of the Annual Meeting.\*
- Listing company name, placement of logo and firm profile on SIFMA Annual Meeting website following the meeting for an additional three (3) months.
- Logo placement on all post-event email campaigns, including attendee survey as well as content roundup, sent to all participants as well as 50,000 influencers and decision-makers.

\* Includes only U.S.-based participants who do not opt out during the registration process; does not include email addresses (view SIFMA's Privacy Policy at [www.sifma.org/privacy](http://www.sifma.org/privacy)).





# sifma ANNUAL MEETING 2019 SPONSORSHIP OPPORTUNITIES

DIANA SERRI | 212-313-1258 | DSERRI@SIFMA.ORG



PLATINUM SPONSORSHIP	AVAILABILITY
<p><b>MONDAY, NOVEMBER 18, 6:30 – 9:30 P.M.</b></p> <p><b>Welcome Reception, National Museum of Natural History</b></p> <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 evening in a relaxed and enjoyable setting. In addition to SIFMA Annual Meeting participants attending this reception, other distinguished guests include Board Level SIFMA Committee Members, Government officials and their staff members, and Senior Regulators.</p>	<p><b>Co-Sponsorship</b>  <b>Three (3) Sold</b>  <b>Broadridge</b>  <b>Fidelity</b>  <b>Google Cloud</b></p>
<p><b>TUESDAY, NOVEMBER 19</b></p> <p><b>Formal Luncheon with Speaker Presentation (Speaker to be Announced)</b></p> <p>Networking Luncheon, open to all conference participants, allow for one-on-one conversations with industry colleagues, clients and potential prospects, offering attendees an opportunity to gain firm prominent brand recognition and offers one seat to a senior executive to be seated at a reserved VIP Table during the luncheon session.</p>	<p><b>Co-Sponsorship</b>  <b>SOLD</b>  <b>FICO</b></p>
<p><b>SIFMA SmartBrief Package</b></p> <p>SIFMA SmartBrief is a concise, comprehensive briefing on top industry news that drives best-in-class click through rates and consistent reader engagement. Reach a broad but targeted audience of nearly 60k dedicated subscribers using our customized packages for SIFMA's Annual Meeting. See page 12 for more information.</p> <ul style="list-style-type: none"> <li>• 1x Pre-show Conference Report (value \$15,000)</li> <li>• 1x Post-show Conference Report (value \$10,000)</li> <li>• 2x Billboards (value \$2,950 each)</li> </ul>	<p><b>Sponsorship</b>  <b>One (1) Available</b></p>

**PLATINUM SPONSORSHIP**

**INVESTMENT**

**\$25,000 Sifma Member Rate**  
**\$30,000 non-Member Rate**

- Includes Three (3) Annual Meeting Registrations
- Access to Three (3) Hotel Rooms





# ANNUAL MEETING 2019 SPONSORSHIP OPPORTUNITIES

DIANA SERRI | 212-313-1258 | DSERRI@SIFMA.ORG

GOLD SPONSORSHIP	AVAILABILITY
<p><b>TUESDAY, NOVEMBER 19</b></p> <p><b>Welcome Breakfast</b></p> <p>Networking opportunity offering prominent brand recognition, serving a variety of healthy breakfast choices along with hot &amp; cold beverages, set in the General Session Ballroom, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.</p>	<p><b>Co-Sponsorship</b>  <b>SOLD</b>  <b>Mediant</b>  <b>One (1) Available</b></p>
<p><b>SIFMA SmartBrief Package</b></p> <p>SIFMA SmartBrief is a concise, comprehensive briefing on top industry news that drives best-in-class click through rates and consistent reader engagement. Reach a broad but targeted audience of nearly 60k dedicated subscribers using our customized packages for SIFMA's Annual Meeting. See page 12 for more information.</p> <ul style="list-style-type: none"> <li>• 1x Special Report (value \$15,000)</li> <li>• 3x Billboards or News 1 Rectangle-text (value \$2,950 each)</li> <li>• 1x Landing Page (value \$1,000)</li> </ul>	<p><b>Sponsorship</b>  <b>One (1) Available</b></p>
<p><b>Attendee Tote Bag</b></p> <p>Co-Branded as a Proud Supporter of SIFMA, Attendee Tote Bags are produced and provided by sponsoring firm, program materials will be placed inside each bag and are distributed to all conference participants during registration.</p>	<p><b>Sponsorship</b>  <b>SOLD</b>  <b>Deloitte</b></p>
<p><b>Hotel Room Branded Key Cards</b></p> <p>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.</p>	<p><b>Sponsorship</b>  <b>Available</b></p>

**SOLD**

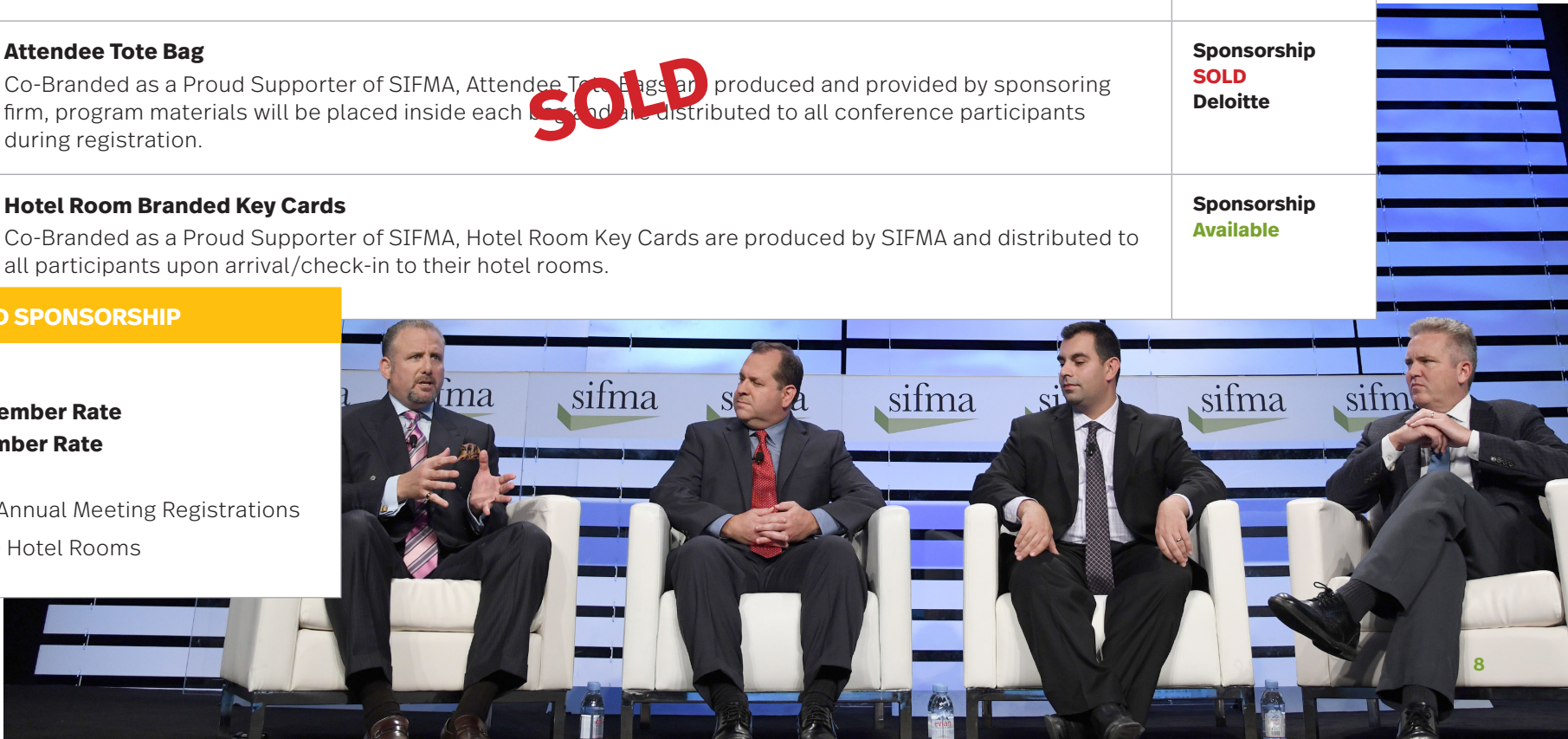
## GOLD SPONSORSHIP

### INVESTMENT

**\$20,000 Sifma Member Rate**

**\$25,000 non-Member Rate**

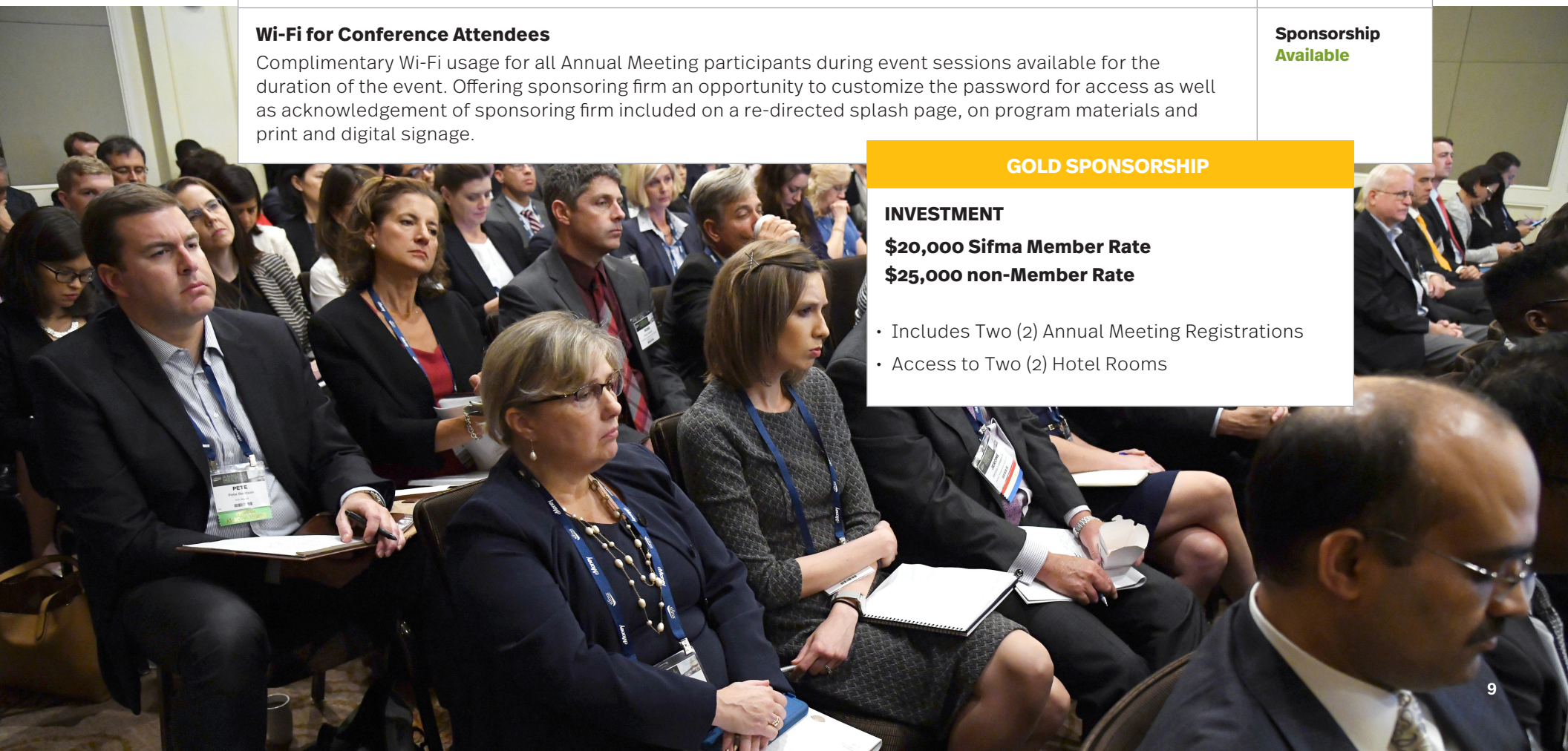
- Includes Two (2) Annual Meeting Registrations
- Access to Two (2) Hotel Rooms







GOLD SPONSORSHIP		AVAILABILITY
<p><b>Annual Meeting Printed Pocket Guide &amp; e-Guide</b></p> <p>Annual Meeting printed pocket guide includes a detailed agenda, offering the Sponsoring firm a full-page advertisement strategically placed on the outside back cover of the guide. Distributed to all participants during registration, this will be their only printed reference guide available throughout the Annual Meeting.</p>		<p><b>Sponsorship Available</b></p>
<p><b>Social Media &amp; Digital Data Wall</b></p> <p>The social media wall will capture all tweets and encourage use of social media throughout the Annual Meeting in addition to offering sponsoring firm prominent brand recognition.</p>	<p><b>SOLD</b></p>	<p><b>Sponsorship SOLD DTCC</b></p>
<p><b>Wi-Fi for Conference Attendees</b></p> <p>Complimentary Wi-Fi usage for all Annual Meeting participants during 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 included on a re-directed splash page, on program materials and print and digital signage.</p>		<p><b>Sponsorship Available</b></p>



**GOLD SPONSORSHIP**

**INVESTMENT**

**\$20,000 Sifma Member Rate**  
**\$25,000 non-Member Rate**

- Includes Two (2) Annual Meeting Registrations
- Access to Two (2) Hotel Rooms



SILVER SPONSORSHIP	AVAILABILITY
<p><b>MONDAY, NOVEMBER 18</b></p> <p><b>Welcome Hospitality Refreshments</b></p> <p>Networking opportunity offering prominent brand recognition, serving a variety of healthy 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.</p>	<p><b>Co-Sponsorship</b>  <b>Two (2) Available</b></p>
<p><b>TUESDAY, NOVEMBER 19</b></p> <p><b>Morning or Afternoon Networking Refreshments</b></p> <p>Networking opportunity offering prominent brand recognition, serving a variety of healthy 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.</p> <p>_____Morning      _____Afternoon</p>	<p><b>Co-Sponsorship</b>  Morning _____  <b>SOLD</b>  <b>Google Cloud</b>  <b>Two (2) Available</b>  Afternoon _____  <b>Three (3) Available</b></p>
<p><b>SIFMA SmartBrief Package</b></p> <p>SIFMA SmartBrief is a concise, comprehensive briefing on top industry news that drives best-in-class click through rates and consistent reader engagement. Reach a broad but targeted audience of nearly 60k dedicated subscribers using our customized packages for SIFMA's Annual Meeting. See page 12 for more information.</p> <ul style="list-style-type: none"> <li>• 2x Billboards (value \$2,950 each)</li> <li>• 3x News 2 (value \$2,525 each)</li> <li>• 2x News 1 (value \$2,950 each)</li> <li>• 1x Landing Page (value \$1,000)</li> </ul>	<p><b>Sponsorship</b>  <b>Two (2) Available</b></p>
<p><b>Coat Check</b></p> <p>Branded Coat Check available to attendees to check coats, umbrellas, bags, luggage etc. while participating throughout the day's sessions and activities.</p>	<p><b>Sponsorship</b>  <b>Available</b></p>

## SILVER SPONSORSHIP

### INVESTMENT

**\$15,000 Sifma Member Rate**  
**\$20,000 non-Member Rate**

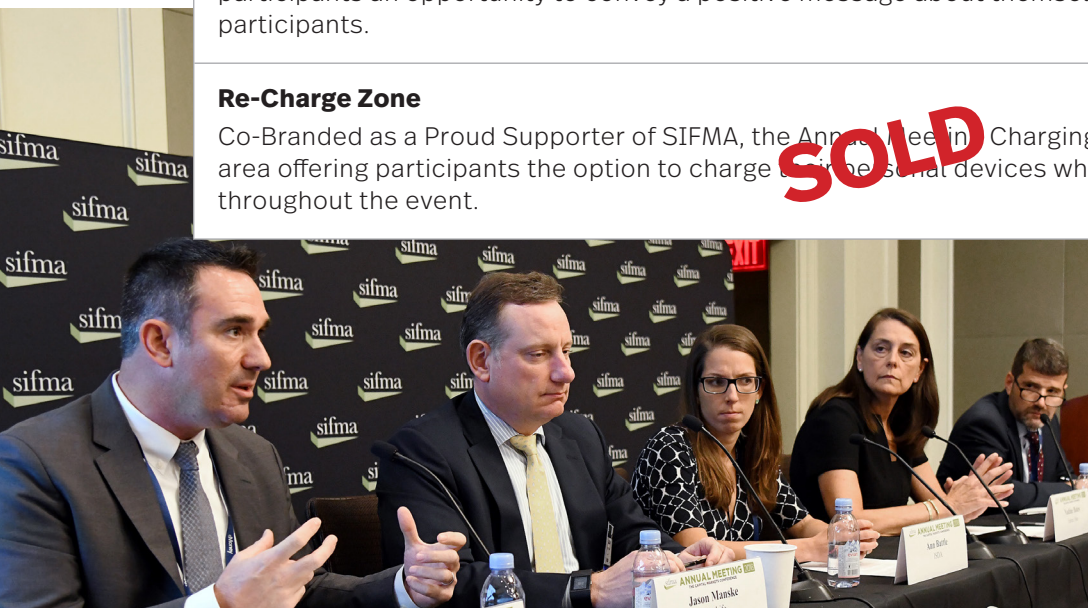
- Includes One (1) Annual Meeting Registrations
- Access to One (1) Hotel Rooms





## Available Sponsorship Opportunities

SILVER SPONSORSHIP	AVAILABILITY
<p><b>Attendee Lanyard</b></p> <p>What better way to leave an impression than to have 700+ executives and influencers wearing your firm's name/logo for the duration of the Annual Meeting? Name badge lanyards are worn around the neck of each attendee to gain access to all sessions.</p> <p>Co-Branded with SIFMA, pre-approved lanyards are produced by sponsoring firm and distributed with registration materials to all conference participants. Charger Cord Lanyards suggested.</p>	<p><b>Sponsorship</b> <b>SOLD</b> <b>FIS</b></p>
<p><b>Attendee Neck Wallets/Badge Holders</b></p> <p>Neck Wallets/Badge Holders, co-branded as a Proud Supporter of SIFMA, produced and provided by sponsoring firm and distributed to attendees during registrations.</p>	<p><b>Sponsorship</b> <b>Available</b></p>
<p><b>Press Room Catering</b></p> <p>All day catering for registered industry Press offering them breakfast, lunch and refreshments served in a working environment throughout the day.</p>	<p><b>Sponsorship</b> <b>Available</b></p>
<p><b>Professional Headshot</b></p> <p>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.</p>	<p><b>Sponsorship</b> <b>Available</b></p>
<p><b>Re-Charge Zone</b></p> <p>Co-Branded as a Proud Supporter of SIFMA, the Annual Meeting Charging Station is set in the Sponsor Showcase area offering participants the option to charge their mobile devices while attending sessions or networking throughout the event.</p>	<p><b>Sponsorship</b> <b>SOLD</b> <b>Davis Polk</b></p>



**SILVER**

**INVESTMENT**

**\$15,000 Sifma Member Rate**  
**\$20,000 non-Member Rate**

- Includes One (1) Annual Meeting Registrations
- Access to One (1) Hotel Rooms





## BRONZE SPONSORSHIP

## AVAILABILITY

### Co- Branded Notepads / Writing Tablet & Pen

Co-Branded Notepads/Writing Tablets & Pen are an easy and effective way to get your message in the hands of every registered conference attendee. Notepads/Writing Tablets & Pen are placed in the Conference 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. Co-Branded Note Pads / Writing Tablet & Pen, produced and provided by sponsoring firm.

Sponsorship  
**SOLD**  
Fiserv

**SOLD**



## BRONZE SPONSORSHIP

### INVESTMENT

**\$10,000 Sifma Member Rate**

**\$15,000 non-Member Rate**

- Includes One (1) Annual Meeting Registrations
- Access to One (1) Hotel Rooms





**SIFMA SmartBrief Packages - Available**

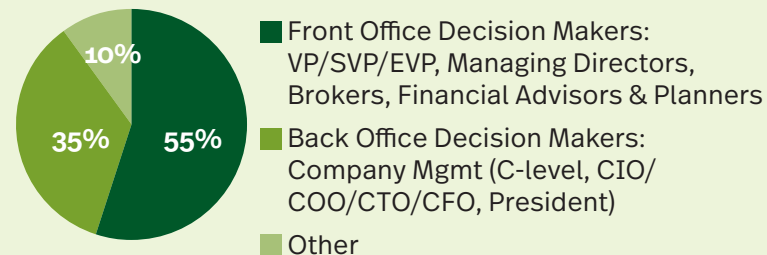
**ADVERTISING & CONTENT MARKETING OPPORTUNITIES**

SIFMA SmartBrief is a concise, comprehensive briefing on top industry news that drives best-in-class click through rates and consistent reader engagement.

**SUBSCRIBERS BY COMPANY TYPE**



**SUBSCRIBERS BY POSITION FUNCTION**



SIFMA SMARTBRIEF	SIFMA SMARTBRIEF: AMG EDITION	SIFMA SMARTBRIEF: OPS/TECH EDITION
A daily snapshot of the capital markets Frequency: Daily (Monday to Friday) Subscriber Count: 57k	A weekly digest of curated and thoughtful pieces on the evolution of the asset management industry Frequency: Weekly (Tuesday) Subscriber Count: 15k	News on the capital markets for operations and technology professionals Frequency: Weekly (Thursday) Subscriber Count: 12k

PLATINUM PACKAGE 1 AVAILABLE	GOLD PACKAGE 1 AVAILABLE	SILVER PACKAGE 2 AVAILABLE
1x Pre-show Conference Report (value \$15,000) 1x Post-show Conference Report (value \$10,000) 2x Billboards (value \$2,950 each)	1x Special Report (value \$15,000) 3x Billboards or News 1 Rectangle-text (value \$2,950 each) 1x Landing Page (value \$1,000)	2x Billboards (value \$2,950 each) 2x News 1 (value \$2,950 each) 3x News 2 (value \$2,525 each) 1x Landing Page (value \$1,000)



## SIFMA SPECIAL UPDATE PACKAGE

May 23, 2019 SIGN UP - FORWARD

**sifma SmartBrief**

News on the capital markets

**WHERE THE CAPITAL MARKETS MEET**  
sifma NOVEMBER 18-19

MORNING BELL chexx ShareFile

**Mnuchin calls on Congress to raise federal borrowing limit**  
Treasury Secretary Steven Mnuchin has called on the House Financial Services Committee to raise the federal borrowing limit before late summer, to enable the Treasury Department to continue meeting its payment obligations to bondholders and other benefit recipients. Mnuchin told the committee he considered a default unlikely and expressed confidence that Congress would cooperate, saying "from my meetings with senior leadership, everyone understands this issue, and I hope we never get to the point late summer where we're even talking about these things."  
[The Wall Street Journal \(need subscription model\)](#) (5/23)

**Live Webinar: Don't Blow Down - Team Up!**  
With countless emails, constant communication, cascading deadlines, and seemingly endless meetings you can try working harder or faster or smarter, but "learning well" makes all the difference. In this webinar, Laura Stack teaches her FAST model that mobilizes teams to be the most effective while keeping each other's best interests at heart. [Register here](#)

HAPPENING TODAY Google Cloud

- US Treasury 4-week and 8-week bill auctions**  
Department of the Treasury (5/20/19)
- Urban growth and new homes data released**  
U.S. Census Bureau (5/23)
- Jobless claims report released**  
Department of the Treasury (5/20/19)

**Lessons learned from the Innovators**  
How prepared do you think your business is for the next phase in cloud adoption? For innovators in capital markets, a successful transformation means adoption of cloud, big data, and AI technologies through front, middle, and back office functions. [Read our white paper to learn more.](#)

INDUSTRY NEWS THE POLITICAL ECONOMY OF PUBLIC GOOD

**British firms begin contract revisions to replace Libor**  
Amendment of Libor-based contracts to track an alternative interest-rate benchmark has started. Associated British Ports has asked holders of a £55 million bond to approve replacement of Libor with Sonia, the Sterling Overnight Index Average.  
[Practice Insight](#) (5/23)

**Fitch: Shadow banking could create systemic risk**  
Growth of shadow banking could bring systemic risk, Fitch Ratings said in a report. A liquidity crisis in the shadow-banking sector could force outflows in corporate borrowing and could boost asset-price volatility, Fitch said.  
[ThinkAdvisor \(free registration\)](#) (5/21)

**Avon agrees to takeover by Brazil's Natura**  
Avon Products has agreed to be acquired by Brazilian cosmetics company Natura in a stock swap. The combined entity would be the fourth-biggest beauty company in the world, with annual revenue exceeding \$10 billion.  
[Reuters](#) (5/23)

**May reportedly to unveil resignation timetable Friday**  
UK Prime Minister Theresa May is expected to announce Friday an intention to resign but to remain in office until a successor is elected, *The Times* reported.  
[Reuters](#) (5/23), [The Times \(London\) \(need subscription model\)](#) (5/23)

**Commerzbank remains open to merger**  
Commerzbank CEO Martin Zerkle says the bank is still open to a merger, despite the collapse of negotiations with Deutsche Bank. "We will be able to say more about this in the autumn," Zerkle has told shareholders.  
[Reuters](#) (5/22)

**10-year bull run at risk, technical analyst says**  
[MarketWatch](#) (5/22)

## Display & Native Advertising

### BILLBOARD

As the top banner above the SmartBrief publication masthead, the Billboard is the first thing our readers see when they open the newsletter. Such prominent placement is great for branding and staying top-of-mind with our readers, and being above-the fold will ensure your ad is seen by the maximum number of readers.

- Creative Size: 970 x 250
- File Size: 250k maximum
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation:
  - 15 seconds maximum
  - Animation is not supported by all email clients. Include sponsor branding and call-to-action on first frame.
- Note: Ad will display at 650x167 in desktop view and scale on mobile devices.
- Note: Creatives sized at 728x90 may also be accepted

### FEATURED CONTENT

The Featured Content section gives you exclusive ownership of an entire newsletter section. Featured Content is ideal for promoting branded content. Through a Featured Content news section sponsorship, you can showcase your thought leadership in the context of a trusted news resource.

#### SECTION HEADER

- Section header: 30 characters max, excluding spaces
- Subheader: "Sponsored content brought to you by..."
- Ad logo (optional): 120 x 60 pixels. 30k maximum; GIF or JPEG and a clickthrough URL (optional)

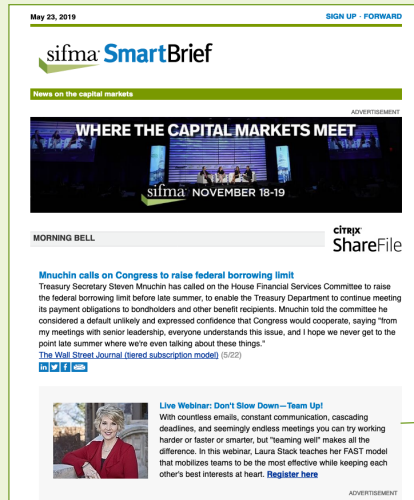
#### HEADLINE UNIT

- 3-5 headlines per issue
- Headlines: 35 characters, excluding spaces
- Clickthrough URLs to be embedded in each headline, ungated

#### SUMMARY UNIT

- 1-2 summaries per issue
- Headline: 35 characters, excluding spaces
- Summary: 300 characters, excluding spaces
- Image: 180 x 150 pixels. 30k maximum; GIF or JPEG
- Clickthrough URL to be embedded in headline, ungated





**RECTANGLE-TEXT ADS (NEWS 1, 2, 3, 4)**

SmartBrief’s news section sponsorships allow you to seamlessly align your brand message with our editorial content, positioning you as an industry resource. Make use of both images and text to provide useful resources, case studies or information about the features and benefits of a product using our high-performing advertising unit.

- RECTANGLE-TEXT AD UNIT**
- Ad Logo: 120 x 60; 50k maximum; GIF/JPEG/PNG
  - Ad Image: 180 x 150; 50k maximum; GIF/JPEG/PNG
  - Headline: 40 characters, excluding spaces
  - Ad Copy: 250 characters, excluding spaces
  - Click Through URL

**Exclusive Opportunities**

**CONFERENCE REPORT**

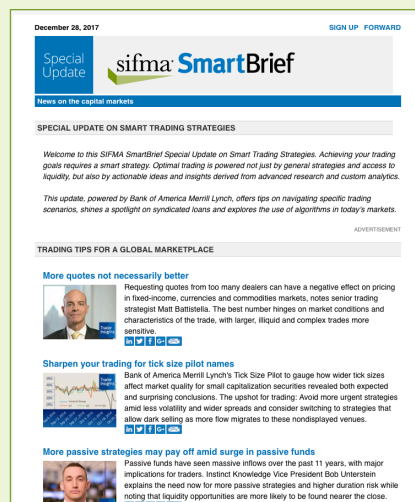
As the exclusive sponsor of the official Conference Report, your organization can reach attendees before and after the event



with customized, relevant content. The two-part series offers readers a pre-show overview of conference themes and events, and a post-conference look back at key takeaways and highlights.

**SPECIAL REPORT**

A topic-based Special Report allows your organization to position your brand and products alongside relevant news on a



trending industry topic, curated by an expert editor. Leverage this to elevate your brand, and promote your core products and services.

**LANDING PAGE**

Construct a landing page through SmartBrief and convert more actionable leads to your next promotion. SmartBrief-built landing pages auto-fill fields with each subscriber’s corresponding demographic information, streamlining the user experience and resulting in higher conversion rates.



## 2018 Annual Meeting – Select Participating Firms

Accenture LLP	British Embassy	Deloitte	Gartland and Mellina Group Corp
Advisor Group	Broadridge Financial Solutions, Inc.	Depository Trust & Clearing Corporation (DTCC)	Geller & Company
Advisory Group Equity Services Ltd.	Bruegel	Deutsche Bank AG	Ginnie Mae
Aegon USA Investment Management, LLC	Business Insider	Dow Jones & Co Inc	Goldman Sachs & Co. LLC
AllianceBernstein L.P.	Capital Group	DTCC	Greenwich Associates, LLC
Ally Financial Inc.	Capital One Investing, LLC	Edward Jones	Greg Wilson Consulting
Amazon.com, Inc.	Capital Research and Management Company	eMoney Advisor, LLC	Guggenheim Insurance
American Action Forum	Centennial Securities Company, Inc.	Ernst & Young LLP	Hearsay Systems
American Council for Capital Formation	Chapin, Davis	European Union Delegation to the United Nations	Hefren-Tillotson, Inc.
American International Group, Inc.	Charles Schwab & Co., Inc.	Fannie Mae	HSBC
AmericanHort	Citadel LLC	Federal Deposit Insurance Corporation (FDIC)	Huntington Bancshares Incorporated
Americans for Tax Reform	Citi	Federal Farm Credit Banks Funding Corporation	Huntington National Bank
Ameriprise Financial Services, Inc.	Citizens Bank	Federal Reserve Bank of Boston	IBM Corp
Apollo Global Management, LLC	Citywire Financial Publishers Ltd.	Federal Reserve Bank of Chicago	IEX Group, Inc.
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Asset Backed Alert	Commerzbank AG	FICO	IMC
Associated Press	Competitive Enterprise Institute	Fidelity	Inside Cybersecurity
B. Riley Wealth Management	Computershare Inc.	Financial Advisor IQ	Inside Mortgage Finance Publications
Bank of America Merrill Lynch	Cowen and Company, LLC	Financial Advisor Magazine	Invesco Ltd.
Bank of Canada	Crain's New York Business	Financial Industry Regulatory Authority Inc (FINRA)	Investment News
Barclays PLC	Credit Agricole	Financial Times	J.J.B. Hilliard, W.L. Lyons, LLC
Barings LLC	Credit Suisse Securities (USA) LLC	FIS	J.P. Morgan Asset Management
Bipartisan Policy Center	CreditSights	Fitch Ratings	Janney Montgomery Scott LLC
BlackRock, Inc.	D.A. Davidson & Co.	FMR LLC	Janus Henderson Group plc
Bloomberg L.P.	DAC Systems	Foresters Financial Services, Inc.	JII Press
Bloomberg Law	Daiwa Capital Markets America Inc.	French Treasury	John Hancock Investments
Bloomberg News	Data Coalition	FTN Financial	JPMorgan Chase & Co.
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Brazilian Financial and Capital Markets Association (ANBIMA)	Dechert LLP		KPMG LLP
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## 2018 Annual Meeting – Select Participating Firms

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 Magnolia Strategy Partners  
 Manulife Asset Management  
 Market Watch  
 MarketAxess Corporation  
 McDonald Partners, LLC  
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 MetLife Investment Management  
 MLex  
 Money Management Institute (MMI)  
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 MUFG Securities Americas Inc.  
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 NISA Investment Advisors, L.L.C.  
 Nomura Research Institute America, Inc.  
 Nomura Securities International, Inc.  
 North American Securities Administrators Association (NASAA)  
 Northern Trust Corporation

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 SmartBrief  
 Smith Moore  
 SourceMedia  
 State Farm Management Corp.  
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 Stephens Investment Management Group, LLC  
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 Stifel, Nicolaus & Co., Inc.  
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 SunTrust Robinson Humphrey, Inc.  
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 The Bond Buyer  
 The Boston Consulting Group  
 The Brookings Institution  
 The Carlyle Group  
 The Cook Political Report  
 The Hill  
 The Intercept  
 The New York Times Company

The Spaulding Group  
 The Wall Street Journal  
 The Weekly Standard  
 ThinkAdvisor  
 Thomson Reuters  
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 U.S. Commodity Futures Trading Commission (CFTC)  
 U.S. Department of the Treasury  
 U.S. Government Accountability Office (GAO)  
 U.S. House of Representatives  
 U.S. International Trade Commission  
 U.S. Senate  
 UBS AG  
 US Securities and Exchange Commission (SEC)  
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 Washington Examiner  
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