



C&L2020 ANNUAL SEMINAR

MARCH 15-18 | JW MARRIOTT GRANDE LAKES, ORLANDO, FL



SPONSORSHIP & EXHIBITOR PROSPECTUS

SPONSOR

EXHIBIT & ADVERTISE

2019 PARTICIPANTS

2000+
PARTICIPANTS

350+
SPEAKERS

60+
SESSIONS

80+
SPONSORS &
EXIBITORS

TESTIMONIALS FROM PAST PARTICIPANTS

“It’s a capsule to have all the **regulators** you care about, to have all your **peers** to brainstorm with, and to give back to others what you’re taking in yourself.”

“This is my first time at this event, and I’ve heard a lot about it. It has **vastly exceeded my expectations**. This is truly one-stop shopping.”

“You’ll learn information here that you really **cannot get anywhere else.**”



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

Our attendees want to meet with **you**.

Law firms, consulting firms and service providers who specialize in compliance and legal products and/or services are of prime interest to this targeted audience. In fact, 98% of our 2019 survey respondents found our sponsors relevant and more than 30% spent over 30 minutes of their time meeting with them.

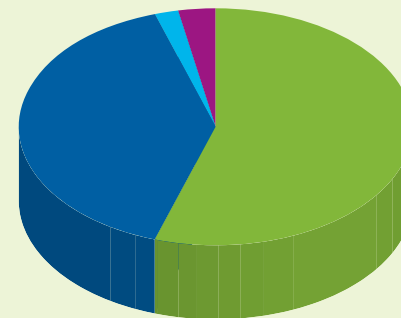
Our participants specifically ask for solution providers in fields including:

- Cloud Computing
- Compliance Software and Solutions
- Consulting
- Document Management Reading and Support
- Law Firms
- Litigation
- Media and Communications
- Reporting Solutions
- Surveillance Systems
- Technology Services
- Training

Who Attends

- Chief Compliance Officers
- Chief Legal Officers
- General Counsels
- In-House Counsel
- Outside Counsel and Senior Law Firm Partners
- Regulators
- Consultants

2019 C&L Annual Seminar Delegate Profile



- In-House Counsel/Sr. Compliance Officers & Sr. Executives – 55%
- Outside Counsel/Sr. Law Firm Partners – 40%
- Consultants – 2%



Sponsorship Packages

The 2020 SIFMA C&L Annual Seminar Sponsorship Packages are designed to enhance your firm’s presence before, during and after the event. 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.

LEVEL	INVESTMENT		PASSES			ROOMS**	PACKAGE
	Member Rate	Other	Comp	Discount	Guest	Access to Main Hotel	
PRESIDENTIAL	\$50,000+	\$55,000+	4	3	1	7	Custom-built packages for our top sponsors and exhibitors; contact us to plan yours
DIAMOND	\$36,000	\$41,000	2	2	1	4	Your choice of Networking Receptions, Bottled Water or Wi-Fi
PLATINUM	\$29,500	\$34,500	1	2	1	3	Your choice of Badge Lanyards, Charging/Networking Lounge, Hotel Room Key Cards, Networking Lunch, Mobile App or SIFMA SmartBrief Ad Packages
GOLD	\$26,000	\$31,000	1	1	0	2	Your choice of Continental Breakfast, Golf Tournament or SIFMA SmartBrief Ad Packages
SILVER	\$19,000	\$23,000	1	0	0	1	Your choice of Welcome Hospitality Break, Women’s Luncheon, Diversity & Inclusion Breakfast or Lunch, Morning Networking Break, Professional Headshots, Run for a Purpose, SIFMA SmartBrief Ad Packages, Note Pads, Pocket Guides, Charging Sticks, Reusable Straws, Water Bottles or Hydration Stations
BRONZE	\$16,000	\$19,000	1	0	0	1	Your choice of Daily Newspapers or All-Day Coffee Service
PREMIUM PATRON	\$11,000	\$14,000	0	1	0	1	N/A
EXHIBITOR*	\$10,000	\$13,500	0	1	0	2	8’x10’ Exhibit Space

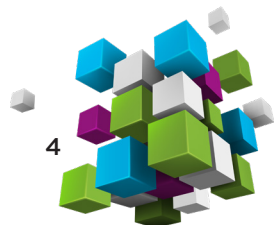
* Includes 2 exhibit personnel passes (access to Exhibit Hall only)

Private Parties/Dinners

In the interest of the success of SIFMA’s C&L Annual 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 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.

**Hotel Room Block

A block of hotel rooms has been reserved at the JW Marriott Grande Lakes, Orlando for SIFMA C&L 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 once the hotel room block becomes available and contracts are confirmed.



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Get maximum value, broaden your reach & propel your brand

Applicable for all sponsorship levels:

Pre-Seminar Benefits

- Exposure to more than 2,000 influencers and decision makers registered for the Seminar with prominent placement of logo and firm profile listed on Seminar website, www.sifma.org/clannual/
- Access to the 2020 SIFMA C&L Annual Seminar Sponsors and Exhibitors hotel room block.*
- Prominent placement on SIFMA's email marketing campaigns to more than 10,000 targeted decision-makers.
- Preliminary mailing lists of 2020 SIFMA C&L Annual Seminar registrants. List sent four weeks in advance of the Seminar.**

Days of Seminar Benefits

- Complimentary and/or discounted SIFMA C&L Annual Seminar registration(s), including access to all functions
- Dedicated sponsor listing placed within the SIFMA C&L Annual Seminar mobile app.
- 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.

Post-Seminar Benefits

- Final mailing list of all 2020 SIFMA C&L Annual Seminar registrants (name, title, firm and postal address only). List sent at conclusion of the Annual Seminar.**
- Listing company name, placement of logo and firm profile on event 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 10,000 influencers and decision-makers.

* Sponsor is responsible for all room charges. See page 4 for details.

**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).



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PRESIDENTIAL

INVESTMENT

\$50,000+ SIFMA Member Rate

\$55,000+ Non-Member Rate

For the truly committed, the Presidential tier offers a sponsoring firm an escalated level of sponsorship, determined by a firm's overall investment at the Annual Seminar. Firms who invest in sponsorship of \$50,000 (Member Firm) / \$55,000 (Non-Member) or more are automatically escalated to this top tier of sponsorship (inclusive of investment of exhibit space, à la carte sponsorship, as well as branding and advertising opportunities).

PRESIDENTIAL BENEFITS

- Four Complimentary Seminar Registrations
- Three 50% Discounted Seminar Registrations (Early Bird Rate)
- One Complimentary Guest Registration
- Access to Seven Hotel Rooms at the Main Hotel

SPONSORSHIP

CO-BRANDED ATTENDEE BAG - RESERVED

High-quality attendee tote bags are produced by SIFMA and distributed to all participants during registration.



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DIAMOND

INVESTMENT

\$36,000 SIFMA Member Rate

\$41,000 Non-Member Rate

DIAMOND BENEFITS

Two Complimentary Seminar Registrations

Two 50% Discounted Seminar Registrations
(Early Bird Rate)

One Complimentary Guest Registration

Access to Four Hotel Rooms at the Main Hotel

SPONSORSHIP

NETWORKING RECEPTIONS

Networking Receptions are scheduled for two hours each evening and are set with hot and cold buffet stations, passed hors d'oeuvres and open bar. Each event is planned at an outdoor location (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.

Co-sponsorship offered to four firms at each reception:

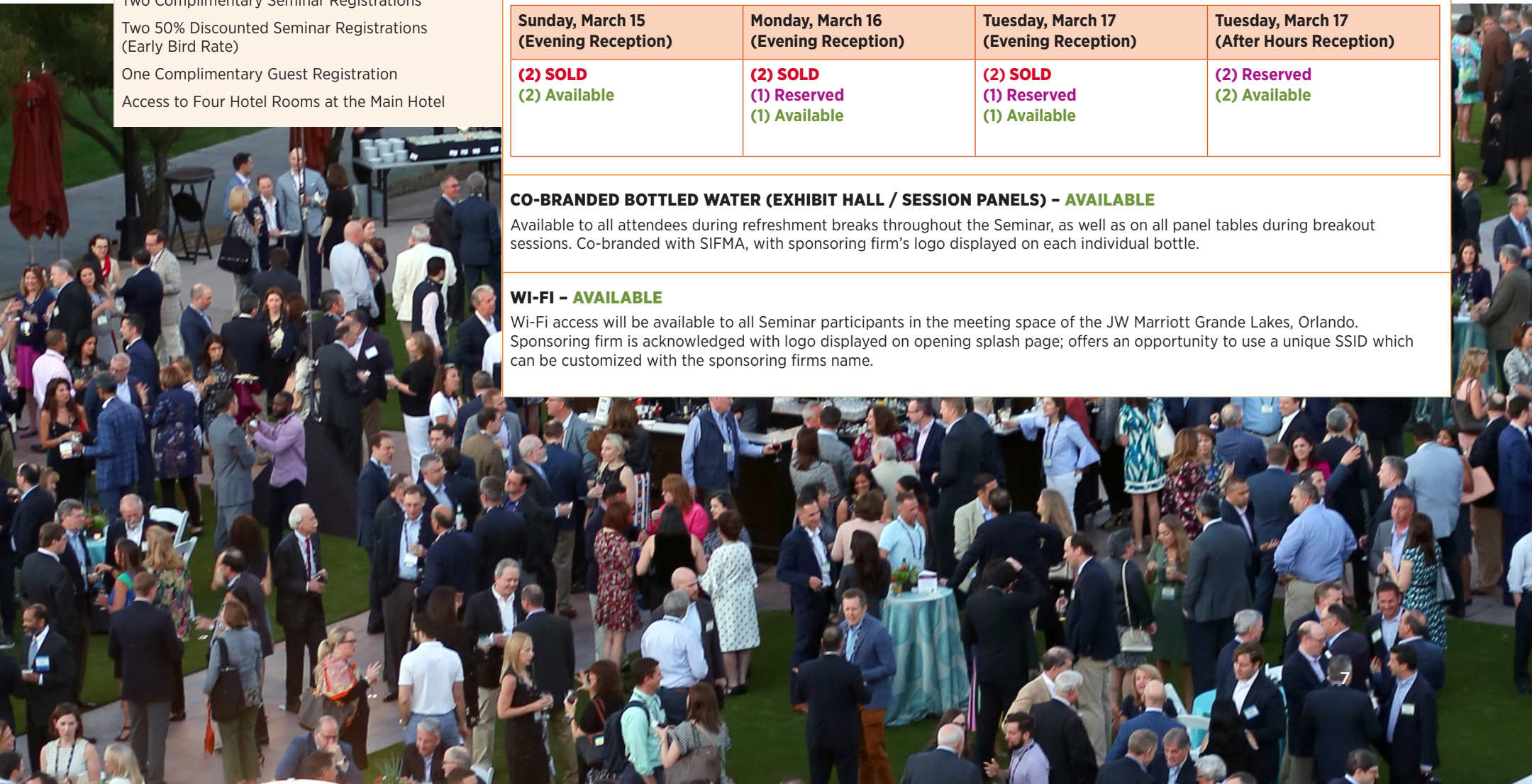
Sunday, March 15 (Evening Reception)	Monday, March 16 (Evening Reception)	Tuesday, March 17 (Evening Reception)	Tuesday, March 17 (After Hours Reception)
(2) SOLD (2) Available	(2) SOLD (1) Reserved (1) Available	(2) SOLD (1) Reserved (1) Available	(2) Reserved (2) Available

CO-BRANDED BOTTLED WATER (EXHIBIT HALL / SESSION PANELS) - AVAILABLE

Available to all attendees during refreshment breaks throughout the Seminar, as well as on all panel tables during breakout sessions. Co-branded with SIFMA, with sponsoring firm's logo displayed on each individual bottle.

WI-FI - AVAILABLE

Wi-Fi access will be available to all Seminar participants in the meeting space of the JW Marriott Grande Lakes, Orlando. Sponsoring firm is acknowledged with logo displayed on opening splash page; offers an opportunity to use a unique SSID which can be customized with the sponsoring firms name.



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PLATINUM	SPONSORSHIP								
<p>INVESTMENT \$29,500 SIFMA Member Rate \$34,500 Non-Member Rate</p> <p>PLATINUM BENEFITS One Complimentary Seminar Registration Two 50% Discounted Seminar Registrations (Early Bird Rate) One Complimentary Guest Registration Access to Three Hotel Rooms at the Main Hotel</p>	<p>LUNCH – AVAILABLE A networking buffet lunch, offering sponsoring firm prominent brand recognition. Set in an indoor or outdoor location (weather permitting), allowing for one-on-one conversations with industry colleagues, clients and potential prospects.</p> <p>Co-sponsorship offered to four firms at each reception:</p> <table border="1" data-bbox="739 488 2005 598"> <thead> <tr> <th data-bbox="739 488 1159 530">Monday, March 16</th> <th data-bbox="1159 488 1582 530">Tuesday, March 17</th> <th data-bbox="1582 488 2005 530">Wednesday, March 18</th> </tr> </thead> <tbody> <tr> <td data-bbox="739 530 1159 598">(1) Reserved (1) Available</td> <td data-bbox="1159 530 1582 598">(1) Reserved (1) Available</td> <td data-bbox="1582 530 2005 598">(2) Available</td> </tr> </tbody> </table>			Monday, March 16	Tuesday, March 17	Wednesday, March 18	(1) Reserved (1) Available	(1) Reserved (1) Available	(2) Available
Monday, March 16	Tuesday, March 17	Wednesday, March 18							
(1) Reserved (1) Available	(1) Reserved (1) Available	(2) Available							
	<p>MOBILE APP – SOLD An exclusive opportunity, the Annual Seminar mobile app offers a sponsoring firm maximum exposure with branding on its splash page as well as a dedicated rotating banner advertisement. The mobile app captures all program materials including the meeting agenda, schedule, speaker bios, attendee list, sponsors and exhibitors, LinkedIn/Twitter options, and more.</p>								
	<p>SIFMA SMARTBRIEF PACKAGE – AVAILABLE 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 C&L Annual Seminar. See page 16 for more information.</p> <ul style="list-style-type: none"> • Pre-show Conference Report (value \$15,000) • Post-show Conference Report (value \$10,000) • 2x Billboards or News 1 Rectangle-Text (value \$2,950 each) • 1x News 2 Rectangle-text (value \$2,525) • 1x Landing Page (value \$1,000) 								



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PLATINUM	SPONSORSHIP
<p>INVESTMENT \$29,500 SIFMA Member Rate \$34,500 Non-Member Rate</p> <p>PLATINUM BENEFITS One Complimentary Seminar Registration Two 50% Discounted Seminar Registrations (Early Bird Rate) One Complimentary Guest Registration Access to Three Hotel Rooms at the Main Hotel</p>	<p>BADGE LANYARD - RESERVED What better way to leave an impression than to have 2,000+ attendees wearing your firm's name/logo for the duration of the Annual Seminar? 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.</p> <p>CHARGING/NETWORKING LOUNGE - RESERVED The Charging Lounge is designed with branding of sponsoring firms' logo, set with comfortable seating in prime, high trafficked location, allowing individuals to charge their personal devices while networking with their peers.</p> <p>HOTEL ROOM KEY CARDS - RESERVED Co-branded Hotel Room Key Cards are produced by SIFMA and distributed to all Seminar participants. Includes sponsoring firm's logo and messaging printed on the face of each key card.</p>



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GOLD

INVESTMENT

\$26,000 SIFMA Member Rate

\$31,000 Non-Member Rate

GOLD BENEFITS

One Complimentary Seminar Registration

One 50% Discounted Seminar Registrations
(Early Bird Rate)

Access to Two Hotel Rooms at the Main Hotel

SPONSORSHIP

CONTINENTAL BREAKFAST

Attendees start their day with a networking breakfast that offers prominent brand recognition to the sponsoring firm. A variety of healthy breakfast choices along with hot and cold beverages are set in the Exhibition Hall, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.

Co-sponsorship offered to two firms each day:

Monday, March 16	Tuesday, March 17	Wednesday, March 18
(1) SOLD (1) Available	(1) Reserved (1) Available	(2) Available

GOLF TOURNAMENT - AVAILABLE

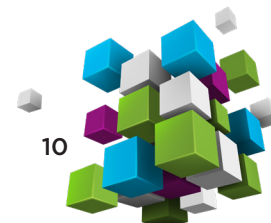
Exclusive sponsorship at a championship-level golf course! In designing The Ritz-Carlton Golf Club, Orlando, Grande Lakes, two-time British Open Champion Greg Norman and his team put special emphasis on preserving the area's well-balanced ecosystem, thriving with ponds, wetlands, live oaks, and cypress heads. The result is a breathtakingly beautiful course enhanced by rare natural elements. Wide fairways, strategically placed hazards, generous landing areas, and subtly contoured greens provide a challenging but fair test of a golfer's abilities.

Acknowledgment of Tournament sponsorship includes signage strategically displayed on the golf course greens as well as on tournament marketing materials which includes website, email, event app and event program materials. Sponsorship fees cover food, beverage and prizes for tournament participants as well as two complimentary foursomes for sponsoring firm. Individual greens fees are pre-paid by each participating golfer.

SIFMA SMARTBRIEF PACKAGE - AVAILABLE

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 C&L Annual Seminar. See page 16 for more information.

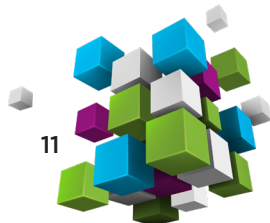
- 1x Topic-Based Special Report (value \$15,000)
- 3x Billboards or News 1 Rectangle-text (value \$2,950 each)
- 2x News 2 Rectangle-text (value \$2,525)
- 1x News 3 Rectangle-text (value \$2,250)



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SILVER	SPONSORSHIP																												
<p>INVESTMENT \$19,000 SIFMA Member Rate \$23,000 Non-Member Rate</p> <p>SILVER BENEFITS One Complimentary Seminar Registration Access to One Hotel Room at the Main Hotel</p>	<p>WELCOME HOSPITALITY BREAK - RESERVED SUNDAY, MARCH 15 Networking opportunity offering prominent brand recognition, serving a variety of healthy snacks as well as hot and cold beverages, set in the Registration/Exhibition Hall, allowing for one-on-one conversations as industry colleagues, clients and potential prospects check in for the event.</p>																												
	<p>WOMEN'S LUNCHEON - RESERVED MONDAY, MARCH 16 Networking lunch with a featured Speaker addressing issues in today's working environment. Sponsoring firm representatives are invited to sit at one of the reserved VIP tables.</p>																												
	<p>DIVERSITY & INCLUSION BREAKFAST - RESERVED TUESDAY, MARCH 17 Networking breakfast with a featured Speaker addressing Diversity & Inclusion issues in today's working environment. Sponsoring firm representatives are invited to sit at a reserved VIP table.</p>																												
	<p>DIVERSITY & INCLUSION LUNCH - RESERVED TUESDAY, MARCH 17 Networking lunch with a featured Speaker addressing Diversity & Inclusion issues in today's working environment. Sponsoring firm representatives are invited to sit at a reserved VIP table.</p>																												
	<p>MORNING NETWORKING REFRESHMENTS Co-Sponsorship offered to two firms during each networking break, set in the Registration/Exhibition Hall.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="background-color: #e0f2f1;">Monday, March 16</th> <th colspan="2" style="background-color: #e0f2f1;">Tuesday, March 17</th> <th colspan="2" style="background-color: #e0f2f1;">Wednesday, March 18</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e0f2f1;">Session A</td> <td style="background-color: #e0f2f1;">Session B</td> <td style="background-color: #e0f2f1;">Session A</td> <td style="background-color: #e0f2f1;">Session B</td> <td style="background-color: #e0f2f1;">Session A</td> <td style="background-color: #e0f2f1;">Session B</td> </tr> <tr> <td style="color: red;">(1) Reserved</td> <td style="color: red;">(1) Reserved</td> <td style="color: red;">(1) SOLD</td> <td style="color: green;">(2) Available</td> <td style="color: green;">(2) Available</td> <td style="color: green;">(2) Available</td> </tr> <tr> <td style="color: green;">(1) Available</td> <td style="color: green;">(1) Available</td> <td style="color: green;">(1) Available</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>						Monday, March 16		Tuesday, March 17		Wednesday, March 18		Session A	Session B	Session A	Session B	Session A	Session B	(1) Reserved	(1) Reserved	(1) SOLD	(2) Available	(2) Available	(2) Available	(1) Available	(1) Available	(1) Available		
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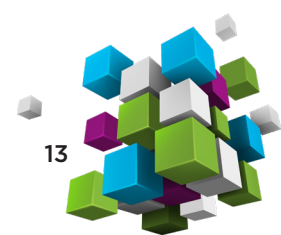
SILVER	SPONSORSHIP
<p>INVESTMENT \$19,000 SIFMA Member Rate \$23,000 Non-Member Rate</p> <p>SILVER BENEFITS One Complimentary Seminar Registration Access to One Hotel Room at the Main Hotel</p>	<p>PROFESSIONAL HEADSHOTS - RESERVED MONDAY, MARCH 16 AND TUESDAY, MARCH 17</p> <p>Whether it's for LinkedIn, 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> <hr/> <p>RUN FOR A PURPOSE - RESERVED MONDAY, MARCH 16</p> <p>Morning run/walk, organized by SIFMA, offers co-branded T-Shirts and/or socks distributed to all participants, along with beverages & prizes. Donation to a TBD Charity. Details to be confirmed as program develops.</p>
	<p>SIFMA SMARTBRIEF PACKAGE - AVAILABLE</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 C&L Annual Seminar. See page 16 for more information.</p> <ul style="list-style-type: none"> • 2x Billboards (value \$2,950 each) • 3x News 1 Rectangle-text (value \$2,950) • 4x News 2 Rectangle-text (value \$2,525) <hr/> <p>NOTE PADS - AVAILABLE</p> <p>Co-Branded tablet, produced and provided by sponsoring firm, placed in attendee registration bag and distributed to all participants during registration.</p> <hr/> <p>POCKET PROGRAM GUIDE - SOLD</p> <p>An at-a-glance program guide offers an opportunity to be the exclusive sponsor that attendees see each time they reference the guide for Seminar information.</p>



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SILVER	SPONSORSHIP
<p>INVESTMENT \$19,000 SIFMA Member Rate \$23,000 Non-Member Rate</p> <p>SILVER BENEFITS One Complimentary Seminar Registration Access to One Hotel Room at the Main Hotel</p>	<p>CHARGING STICKS – 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.</p>
	<p>ALUMINUM OR STAINLESS-STEEL REUSABLE STRAWS – AVAILABLE Co-branded on outside packaging, environmentally friendly metal straws, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.</p>
	<p>INSULATED WATER BOTTLE – RESERVED Co-branded, environmentally friendly sport bottle, produced and provided by sponsoring firm, placed in attendee tote bag and distributed to all participants during registration.</p>
	<p>FRUIT-INFUSED HYDRATION STATIONS SIFMA has worked to eliminate disposable water bottles at events by providing water filling stations in conveniently accessed areas throughout the event. Water stations feature sponsoring firm's logo on cups placed at various locations that include the Exhibition Hall and Meeting Space each day.</p> <p>Sunday, March 15 – Available Monday, March 16 – Available Tuesday, March 17 – Available Wednesday, March 18 – Available</p>



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BRONZE

INVESTMENT

\$16,000 SIFMA Member Rate

\$19,000 Non-Member Rate

BENEFITS INCLUDE

One 50% Discounted Seminar Registrations
(Early Bird Rate)

Access to One Hotel Room at the Main Hotel

SPONSORSHIP

DAILY NEWSPAPERS

The day's news (often including the Seminar) placed in a high traffic location, offering convenient access for participants each morning.

New York Times – SOLD

Wall Street Journal – Reserved

ALL DAY COFFEE SERVICE

Caffeine. Need we say more? Offering a variety of coffee options that include hot, iced and flavored coffee, with continuous access each day in the Exhibit Hall.

Co-sponsorship offered to two firms each day:

Monday, March 16 7:00 a.m. – 1:00 p.m.	Tuesday, March 17 7:00 a.m. – 1:00 p.m.	Wednesday, March 18 10:00 a.m. – 1:00 p.m.
(1) Reserved (1) Available	(2) Reserved	(2) Available



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PREMIUM PATRON	
<p>INVESTMENT \$11,000 SIFMA Member Rate \$14,000 Non-Member Rate</p> <p>BENEFITS INCLUDE One 50% Discounted Seminar Registrations (Early Bird Rate) Access to One Hotel Room at the Main Hotel</p>	<p>ACKNOWLEDGEMENT Premium Patrons are acknowledged with their firm logo displayed in multiple locations throughout the event venue, as well as on printed materials distributed to Seminar participants.</p>
EXHIBITOR	
<p>INVESTMENT \$10,000 SIFMA Member Rate \$13,500 Non-Member Rate</p> <p>BENEFITS INCLUDE Two Complimentary Exhibit Personnel Registration - Offers access to Exhibition Hall Only One 50% Discounted Seminar Registrations (Early Bird Rate) Access to Two Hotel Rooms at the Main Hotel</p>	<p>8'X10' EXHIBIT SPACE</p>





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SIFMA SmartBrief Packages - Available

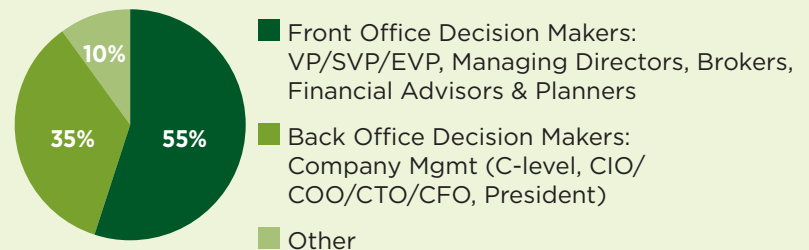
Advertising & Content Marketing Opportunities

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



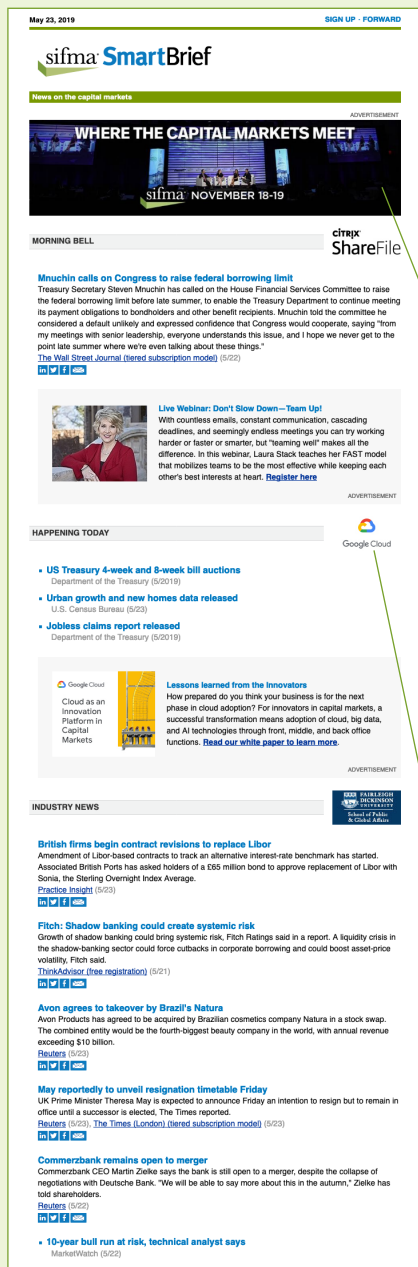
Subscribers by Position Function



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



Display & Native Advertising

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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

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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
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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
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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.

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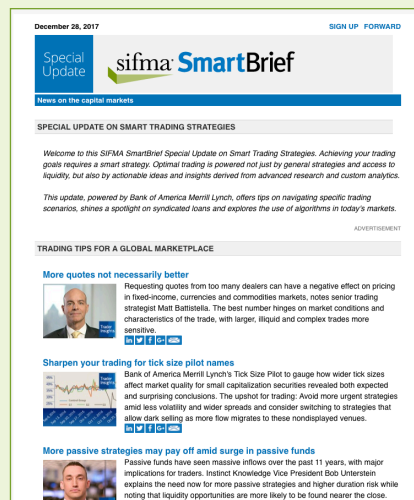
before and after the event with customized, relevant content. The two-part series offers readers a pre-show overview of conference themes and events, and a post-conference look back at key takeaways and highlights.



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LUNCH & LEARNS	
<p>INVESTMENT \$5,500 SIFMA Member Rate \$6,500 Non-Member Rate</p>	<p>Exclusive to contracted sponsors and exhibitors, Lunch & Learn sessions offer an opportunity to share thought leadership to a captive audience during a one-hour Lunch & Learn presentation. Lunch & Learns are promoted as an official part of the program agenda.</p> <p>All titles and session descriptions are subject to pre-approval by SIFMA. A meeting room with standard A/V as well as a hot buffet lunch will be provided to host a maximum of 50 participants during each session. Up to four sessions will run concurrently on both Monday & Tuesday, March 16 & 17.</p> <p>Monday, March 16 – (1) SOLD (3) Available Tuesday, March 17 – (1) SOLD (3) Available</p>

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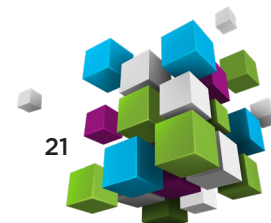
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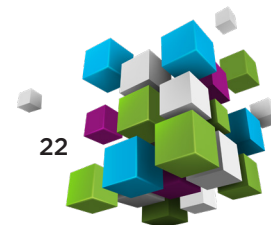
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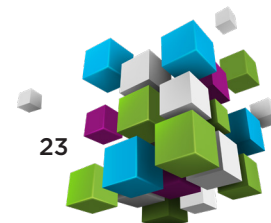
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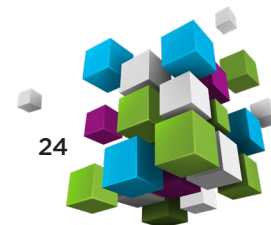
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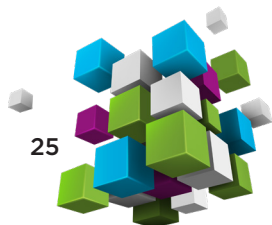
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About SIFMA

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