



# INTERNAL AUDIT ANNUAL CONFERENCE

**HOSTED BY**

**SIFMA'S INTERNAL AUDITORS SOCIETY**

**OCTOBER 27-30, 2019**

Eden Roc Miami Beach, Miami Beach, FL

## **SPONSORSHIP OPPORTUNITIES**

# INTERNAL AUDIT ANNUAL CONFERENCE

**AUDIT AND RISK 20/20 • OUR VISION FOR THE FUTURE**

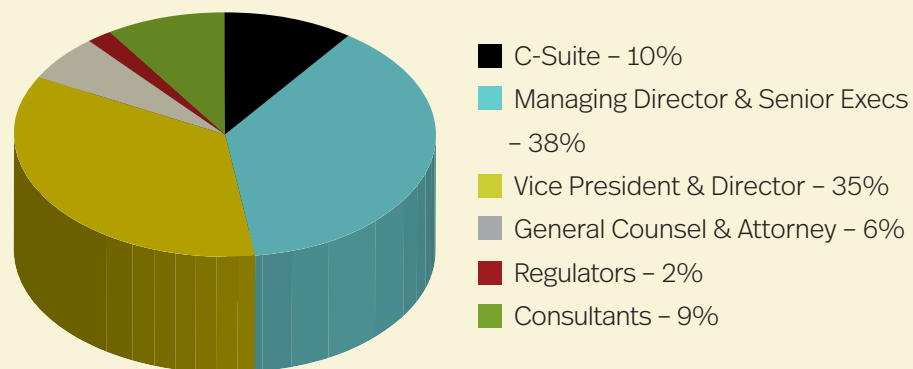
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The SIFMA Internal Auditors Society (IAS) Annual Conference will examine the rapid pace of change driven by technology and innovation, shifts in geopolitical landscape, changes in regulatory focus, and dynamic workforce demographics are having an unprecedented effect on all areas of the securities industry.

This year's SIFMA IAS Annual Conference will convene internal audit, risk management and compliance professionals to discuss the challenges of managing risk in a disruptive environment and share perspectives on how firms are addressing them.

**THE TARGET AUDIENCE** – Senior Executives representing SIFMA Member Firms, as well as regulators, responsible for Internal Audit, Risk Management and Compliance. Anticipated number of participants: 150+

## IAS ANNUAL CONFERENCE 2018 ATTENDEE PROFILE



## WHERE GREAT MINDS REUNITE

*Lectures. Networking. Market Intelligence.*

**52**

A Prestigious  
List of Over  
52 Speakers

**23**

23 Essential  
Panels for  
Senior Executives

**150+**

150+ Industry  
Leaders  
Participating



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SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER
<b>Pre-Conference Benefits</b>				
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 the conference	✓	✓	✓	✓
<b>Day of Conference</b>				
Total Complimentary Registrations Offered	3	2	1	1
Promotional brochure in a pdf format, included on Digital eGuide	✓	✓	✓	✓
Dedicated Sponsor Listing placed on the IAS Annual Conference 2019 Website & Digital eGuide	✓	✓	✓	✓
Dedicated Sponsorship Listing by Tier in print & digital format, placed in various locations at the hosted venue	✓	✓	✓	✓
Dedicated Tabletop exhibit area	✓	✓	✓	✓
<b>Post-Conference</b>				
Company listing and firm description on the IAS Annual 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	✓	✓	✓	✓
<b>2019 Sponsorship Cost</b>	\$20,000 SIFMA Member Rate \$22,500 Non-Member Rate	\$11,000 SIFMA Member Rate \$12,000 Non-Member Rate	\$7,500 SIFMA Member Rate \$8,500 Non-Member Rate	\$6,500 SIFMA Member Rate \$7,500 Non-Member Rate

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DIAMOND	SPONSORSHIP	AVAILABILITY
<p><b>INVESTMENT</b>  <b>\$20,000 SIFMA MEMBER RATE</b>  <b>\$22,500 NON-MEMBER RATE</b></p> <p>Three (3) Complimentary Conference Registrations            (Value \$4,485 member/\$5,085 non-member)</p> <p>Table Display &amp; Two (2) Table Personnel Registrations</p>	<p><b>Closing Dinner</b></p> <p>Networking dinner that includes prominent brand recognition, open bar and dinner set in a relaxed atmosphere offering attendees the opportunity to network one-on-one with industry colleagues and potential prospects. The dinner will include a theme that will provide a Miami flair setting.</p>	<p><b>RESERVED</b>  <b>Tuesday, October 29, 2019</b></p>



To reserve your sponsorship, please contact:

**Tamara Bailey** | 212.313.1240 | tbailey@sifma.org  
 Assistant Vice President, Sponsorship Sales | SIFMA

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PLATINUM	SPONSORSHIP	AVAILABILITY
<p><b>INVESTMENT</b>  <b>\$11,000 SIFMA MEMBER RATE</b>  <b>\$12,000 NON-MEMBER RATE</b></p> <p>Two (2) Complimentary Conference Registrations            (Value \$2,990 member/\$3,390 non-member)</p> <p>Table Display &amp; Two (2) Table Personnel Registrations</p>	<p><b>General Session Audio Visual</b></p> <p>Exclusive sponsorship of the General Session Audio Visual will provide your firm with prominent brand recognition on General Session slide deck, signage and program material. This is a unique opportunity for your firm to be branded via the highest-attended session at the conference. Opportunity to provide a seat drop.</p>	<p><b>RESERVED</b>  <b>Monday – Wednesday,</b>  <b>October 28–30, 2019</b></p>
	<p><b>Welcome Reception</b></p> <p>Networking reception that includes prominent brand recognition, open bar and hors d'oeuvres set outside (*weather permitting) offering attendees the opportunity to network one-on-one with industry colleagues pre the event.</p>	<p><b>AVAILABLE</b>  <b>Sunday, October 27, 2019</b></p>
	<p><b>Networking Lunch</b></p> <p>Networking Buffet Lunch that includes prominent brand recognition, buffet stations along with refreshments served outdoors (*weather permitting), allowing for one-on-one networking opportunities with industry colleagues and prospects. Opportunity to provide a seat drop.</p>	<p><b>SOLD</b>  <b>Monday, October 28, 2019</b></p>  <p><b>SOLD</b>  <b>Tuesday, October 29, 2019</b></p>  <p><small>Face the Future with Confidence</small></p>
	<p><b>Networking Reception</b></p> <p>Networking reception that includes prominent brand recognition, open bar and hors d'oeuvres set in a relaxed atmosphere offering attendees the opportunity to network one-on-one with industry colleagues.</p>	<p><b>AVAILABLE</b>  <b>Monday, October 28, 2019</b></p> <p><b>AVAILABLE</b>  <b>Tuesday, October 29, 2019</b></p>




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GOLD	SPONSORSHIP	AVAILABILITY
<p><b>INVESTMENT</b>  <b>\$7,500 SIFMA MEMBER RATE</b>  <b>\$8,500 NON-MEMBER RATE</b></p> <p>One (1) Conference Registration            (Value \$1,495 member/\$1,695 non-member)</p> <p>Table Display &amp; Two (2) Table Personnel Registrations</p>	<p><b>Continental Breakfast</b></p> <p>Networking Continental Breakfast, that includes prominent brand recognition and a variety of breakfast options, allowing for one- on-one networking opportunities with industry colleagues and prospects.</p>	<p><b>AVAILABLE</b>            Monday, October 28, 2019</p> <p><b>AVAILABLE</b>            Tuesday, October 29, 2019</p> <p><b>AVAILABLE</b>            Wednesday, October 30, 2019</p>
	<p><b>Co-Branded Hotel Room Key Cards</b></p> <p>Co-Branded Hotel room key cards produced by SIFMA, distributed to all participants as they check-in their hotel rooms and includes sponsoring firm logo printed on the face of each card.</p>	<p><b>SOLD</b></p> 
	<p><b>Cell Phone Re-Charge Zone</b></p> <p>This promotion opportunity will allow your company to be branded on the charging station kiosk as well as via video messaging. The recharge zone will be strategically placed within the sponsor showcase area.</p>	<p><b>SOLD</b></p> 
	<p><b>Attendee WIFI</b></p> <p>Complimentary WIFI usage for all IAS Annual 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 acknowledgment of sponsoring firm on program materials and print and digital signage.</p>	<p><b>SOLD</b></p> 

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GOLD	SPONSORSHIP	AVAILABILITY
<p><b>INVESTMENT</b>  <b>\$7,500 SIFMA MEMBER RATE</b>  <b>\$8,500 NON-MEMBER RATE</b></p> <p>One (1) Conference Registration            (Value \$1,495 member/\$1,695 non-member)</p> <p>Table Display &amp; Two (2) Table Personnel Registrations</p>	<p><b>Social Media Wall</b> <b>NEW</b></p> <p>Digital Social Media Wall display's tweets and encourages participants to engage using social media throughout the event. The Social Media Wall screen is strategically displayed in a high traffic location, branding sponsoring firm's logo and messaging to be highlighted along with SIFMA messaging.</p>	<p><b>AVAILABLE</b></p>
	<p><b>Aluminum or Stainless Steel Reusable Straws</b> <b>NEW</b></p> <p>Co-branded on outside packaging, environmentally friendly metal straws, produced and provided by sponsoring firm, distributed to all participants during registration.</p>	<p><b>AVAILABLE</b></p>
	<p><b>Fruit Infused Hydration Stations</b> <b>NEW</b></p> <p>In an effort to Go-Green water stations will feature sponsoring firm's logo on cups and placed in a visible location.</p>	<p><b>AVAILABLE</b></p>



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SILVER	SPONSORSHIP	AVAILABILITY
<p><b>INVESTMENT</b>  <b>\$6,500 SIFMA MEMBER RATE</b>  <b>\$7,500 NON-MEMBER RATE</b></p> <p>One (1) Conference Registration            (Value \$1,495 member/\$1,695 non-member)</p> <p>Table Display &amp; Two (2) Table Personnel Registrations</p>	<p><b>Welcome Refreshments</b></p> <p>Welcome Networking refreshment break, that includes prominent brand recognition and a variety of healthy snacks, allowing for one-on-one networking opportunities with industry colleagues prior to the event kick-off.</p>	<p><b>AVAILABLE</b>  <b>Sunday, November 4, 2019</b></p>
	<p><b>Morning and Afternoon Networking Refreshments</b></p> <p>Networking refreshment break, that includes prominent brand recognition and a variety of healthy snacks, allowing for one-on-one networking opportunities with industry colleagues.</p>	<p><b>SOLD</b>  <b>Monday, October 28, 2019</b>  <b>Morning</b></p>  <p><b>Afternoon</b></p>  <p><b>AVAILABLE</b>  <b>Tuesday, October 29, 2019</b></p>
	<p><b>Morning Networking Refreshments</b></p> <p>Networking refreshment break, that includes prominent brand recognition and a variety of healthy snacks, allowing for one-on-one networking opportunities with industry colleagues.</p>	<p><b>AVAILABLE</b>  <b>Wednesday, October 30, 2019</b></p>

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SILVER	SPONSORSHIP	AVAILABILITY
<p><b>INVESTMENT</b>  <b>\$6,500 SIFMA MEMBER RATE</b>  <b>\$7,500 NON-MEMBER RATE</b></p> <p>One (1) Conference Registration            (Value \$1,495 member/\$1,695 non-member)</p> <p>Table Display &amp; Two (2) Table Personnel Registrations</p>	<p><b>Printed Pocket Guide and Digital Event Guide</b></p> <p>Printed Pocket Guide that offers sponsoring firm full-page ad that is strategically placed on the outside back cover. The sponsor's banner ad will be featured on screen and linked to an ad online (PDF). The digital eGuide includes a program, schedule, list of speakers and their bios, sponsoring firms with their company profiles and complete list of participants. In addition, the eGuide is a takeaway item and has proven to be referenced after the event.</p>	<p><b>SOLD</b></p> 
	<p><b>Co-Branded Tote Bag</b></p> <p>SIFMA approved co-branded tote bag produced by sponsoring firm and distributed with registration materials to all conference participants during registration.</p>	<p><b>AVAILABLE</b></p>
	<p><b>Co-Branded Badge Lanyard</b></p> <p>SIFMA approved co-branded lanyard produced by sponsoring firm and distributed with registration materials to all conference participants during registration.</p>	<p><b>SOLD</b></p> 
	<p><b>Notepads and Pens</b></p> <p>An easy effective way to get your message in the hands of every registered attendee. Popular hard-covered co-branded notepads produced and provided by sponsoring firm and distributed to all attendees at registration. Place your logo on the cover of the notepad 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.</p>	<p><b>AVAILABLE</b></p>

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## SIFMA IAS Annual Conference Sponsorship Package offers maximum value with:

- Complimentary Full Conference Registration(s) (up to a \$1,495 Member/\$1,695 Non-Member value!) per sponsorship
- Access to food and networking events
- Table display & Two (2) table personnel registrations
- Online Directory listing, including company description
- Complete mailing list of all conference attendee who opt in to share their contact details, sent in excel format and is sent pre- and post the conference
- Company listing and description in the Digital eGuide
- Company listing and description on event website
- Company listing on sponsorship signage placed throughout venue
- Sponsor acknowledgment during Opening General Session



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## SIFMA IAS ANNUAL 2018 PARTICIPATING FIRMS

ACA Compliance Group	eDelta Consulting, Inc.	Pinnacle Financial Partners
ACA Technology Surveillance	Edward D. Jones & Co., L.P.	Piper Jaffray & Co.
Accume Partners	EisnerAmper LLP	Principal Financial Group, Inc.
AllianceBernstein L.P.	Ellevest	Promontory, an IBM Company
American Stock Transfer & Trust Company, LLC	Ernst & Young LLP	Protiviti Inc
Ameriprise Financial, Inc.	Federal Reserve Bank of New York	Prudential Financial, Inc.
Ameriprise Financial, Inc.	Financial Industry Regulatory Authority Inc (FINRA)	PwC
Apollo Global Management, LLC	Focal Point Data Risk, LLC	Raymond James Financial, Inc.
Ares Management LLC	Franklin Templeton Investments	Resources Global Professionals
Assurant, Inc.	FS-ISAC Sheltered Harbor	Royal Bank of Canada (RBC)
Banca IMI Securities Corp.	Goldman Sachs & Co. LLC	RSM US LLP
Bank of America Merrill Lynch	Guggenheim Partners, LLC	State Street Corporation
Berdon LLP	HSBC Securities (USA) Inc.	Stifel Financial Corp.
BitSight Technologies	Jackson National Life Insurance Company	Synchrony Financial
Bloomberg L.P.	JPMorgan Chase & Co.	TD Ameritrade Holding Corporation
BNY Mellon	KKR	TD Ameritrade, Inc.
Cadaret, Grant & Co., Inc.	Kohlberg Kravis Roberts & Co. L.P.	Teneo Intelligence
Charles Schwab & Co., Inc.	KPMG LLP	The Carlyle Group
Chubb Corporation	Kramer Levin Naftalis & Frankel LLP	The Santa Fe Group
Citi	Lloyds Banking Group	TIAA
Citigroup Inc.	LPL Financial LLC	TPG Global, LLC
CLS Bank International	MarketAxess Corporation	U.S. Bancorp
CrossCountry Consulting	Mesirow Financial, Inc.	U.S. Bank
Daiwa Capital Markets America Inc.	MetricStream, Inc.	UBS AG
Deloitte	Mitsubishi UFJ Financial Group, Inc. (MUFG)	UBS Wealth Management
Deutsche Bank AG	Morgan Stanley	Vanguard Group, Inc.
Deutsche Bank Securities Inc.	Morgan Stanley & Co. LLC	Wedbush Securities Inc.
Deutsche Bank Trust Company Americas	MUFG Union Bank, N.A.	Wells Fargo & Company
DTCC	Northern Trust Securities, Inc.	William Blair
E*Trade	Oaktree Capital Management, L.P.	
E*TRADE Financial Corp.	Pershing LLC, a BNY Mellon Company	