



# PRIVATE CLIENT CONFERENCE

Financial Advice in a Rapidly  
Changing Environment

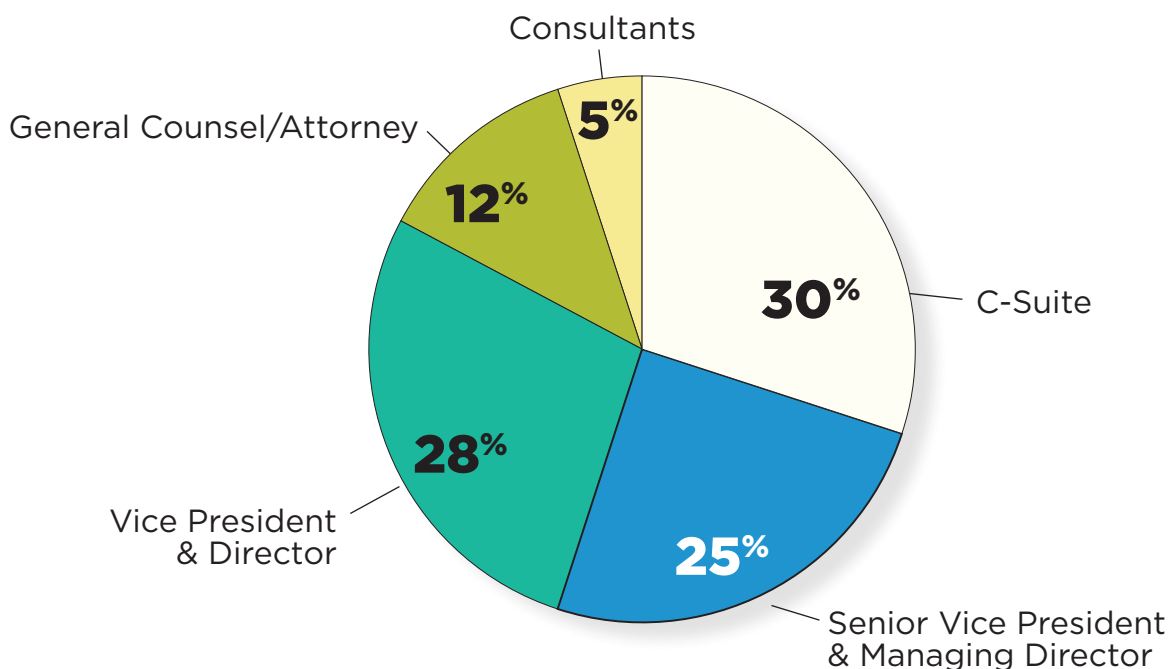
May 13-15  
**2020**  
JW TURNBERRY  
MIAMI

**SPONSORSHIP  
OPPORTUNITIES**

# sifma<sup>®</sup> PRIVATE CLIENT

Sponsorship participation will connect your firm's brand to attendees and build relationships with decision makers in the private-client wealth management markets with face-to-face networking opportunities. Attendees from the 2019 Private Client Conference included leadership from the following firms: BNY Mellon | Pershing, Broadridge Financial Solutions, Inc., Charles Schwab & Co., Inc., Deloitte, Dow Jones & Co Inc., EY LLP, Federated Investors, Fidelity Clearing & Custody Solutions, Hearsay Systems, Merrill Lynch & Co. Inc., PwC, RBC Wealth Management, Refinitiv, TD Ameritrade, Vanguard and Wells Fargo.

## 2019 SIFMA PRIVATE CLIENT CONFERENCE ATTENDEE PROFILE:



# CONFERENCE

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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**



DIAMOND	GOLD	SILVER
Investment: <b>\$18,000</b> SIFMA Member Rate  <b>\$21,000</b> Non-Member Rate	Investment: <b>\$15,000</b> SIFMA Member Rate  <b>\$18,000</b> Non-Member Rate	Investment: <b>\$12,000</b> SIFMA Member Rate  <b>\$15,000</b> 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)	One (1) Conference Registration (Value \$1,295 member \$1,795 Non-Member Rate)
One (1) Discount registration (50% off member/non-member rate)	One (1) Discount registration (50% off member/non-member rate)	Table Display Two (2) table personnel passes
Table Display Two (2) table personnel passes	Table Display Two (2) table personnel passes	

## WHERE GREAT MINDS REUNITE

*Lectures. Networking. Market Intelligence*



**14+ Panels  
for Senior  
Executives**



**225+  
Industry Leaders  
Participating**



**40+  
Speakers**



**6 Networking  
Functions**

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SPONSORSHIP PACKAGES	DIAMOND	GOLD	SILVER
<b>Pre-Conference Benefits</b>			
Exposure to more than 225+ influencers and decision makers registered for the Private Client Conference with prominent placement of logo and firm profile listed on the 2020 Private Client Conference website, <a href="http://www.sifma.org/event/pcc">www.sifma.org/event/pcc</a>	✓	✓	✓
Prominent placement on SIFMA's email marketing campaigns to 5,000 influencers and decision-makers.	✓	✓	✓
Preliminary mailing list of all 2020 Private Client Conference registrants (name, title, firm and postal address only). List sent four weeks in advance of the Private Client Conference.*	✓	✓	✓
Access to the 2020 SIFMA Private Client hotel room block	✓	✓	✓
<b>Days of Conference Benefits</b>			
Total Complimentary Private Client Registration(s) Offered	2	1	1
Total Discount registrations (50% off member/non-member rate)	1	1	
Access to food and networking functions			
Exhibit Table Display and two (2) exhibit 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 Private Client Conference Digital eGuide, including logo, contact name and profile.	✓	✓	✓
Opportunity to provide thought leadership for inclusion in the official Private Client Conference Digital eGuide.			
<b>Post Conference Benefits</b>			
Final mailing list of all 2020 Private Client Conference registrants (name, title, firm and postal address only). List sent at conclusion of the SIFMA Private Client Conference Conference*	✓	✓	✓
Listing company name, placement of logo and firm profile on SIFMA Private Client Conference 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 5,000 influencers and decision-makers.	✓	✓	✓
2020 Sponsorship Cost	\$18,000 SIFMA Member Rate \$21,000 Non-Member Rate	\$15,000 SIFMA Member Rate \$18,000 Non-Member Rate	\$12,000 SIFMA Member Rate \$15,000 Non-Member Rate

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

**DIAMOND:****\$18,000** SIFMA Member Rate**\$21,500** Non-Member Rate

Two (2) Conference Registrations

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

One (1) Discount registration

(50% off member/non-member rate)

Table Display and Two (2) table personnel passes

- **Welcome Reception** (May 13th) - **TWO AVAILABLE**
- **Closing Reception** (May 14th) - **ONE RESERVED, ONE AVAILABLE**

Networking Reception is a sponsorship opportunity that includes open bar and passed hors d'oeuvres. A great opportunity to network and meet with colleagues during a relaxed themed social setting. This sponsorship gives your company the opportunity to brand your presence at the reception.



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- **Formal Luncheon** - (May 14th) - **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.

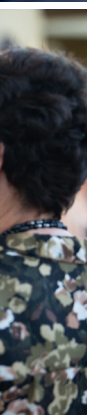
- **Luncheon Speaker Presentation** - (TBD) (May 14th)  
**ONE RESERVED, ONE AVAILABLE**

Two (2) Seats at the reserved table

This is a fantastic opportunity to leave a lasting impression with the Private Client 20' conference attendees. The luncheon speaker presentation sponsor will be acknowledged and featured on the slide presentation.

- **General Session Audio Visual** (May 14th and May 15th) - **AVAILABLE**

Exclusive sponsorship of the General Session Audio Visual will provide your firm with extraordinary visibility during all general session presentations. Acknowledgment on signage and firm's logo will be included on the general session presentation deck. Seat drop opportunity.



sifma®

# PRIVATE CLIENT

## GOLD:

**\$15,000** SIFMA Member Rate

**\$18,000** Non-Member Rate

One (1) Conference Registration

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

One (1) Discount registration

(50% off member/non-member rate)

Table Display and Two (2) table personnel passes

● **Continental Breakfast** - (May 14th) **RESERVED**

**Continental Breakfast** - (May 15th) **RESERVED**

Networking breakfast opportunity offering prominent brand recognition, and allowing for one-on-one conversations with industry colleagues and potential prospects.

● **Cell Phone Recharge Zone** - **RESERVED**

Showcase your company through kiosk video and print messaging, with this much-needed service. The recharge zone will be located in the Registration area.

● **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.

● **Social Media Wall** - **RESERVED**

Social Media 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.

● **WIFI** - **RESERVED**

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.

**NEW**

● **Wellness Room** - **AVAILABLE**

Sponsor the wellness room at the SIFMA Private Client Conference. Your wellness sponsorship demonstrates your company's commitment to health and wellness. Your company's logo will be on all signage and information related to the wellness room. The wellness room will include spa drinks, humidifiers and lightly scented aroma for the attendees to de-stress and relax.





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## SILVER:

**\$12,000** SIFMA Member Rate

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

One (1) Conference Registration

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

Table Display and Two (2) table personnel passes

- **Morning Networking Refreshments** (May 14th) - **RESERVED**  
**Morning Networking Refreshments** (May 15th) - **AVAILABLE**  
Networking refreshments, including prominent brand recognition and an opportunity for one-one-one networking with industry colleagues.
- **Hotel Room Key Cards** - **RESERVED**  
Pre-approved, co-branded hotel room key cards provided by SIFMA, and distributed to all participants upon check-in at the hotel.
- **Mobile Device Charging Sticks** - **AVAILABLE**  
Co-Branded Charging Sticks provided and produced by sponsoring firm, distributed to all conference attendees during registration.
- **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.
- **Printed Pocket Guide and Digital eGuide** - **RESERVED**  
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 eGuide 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 eGuide is a take away item and has proven to be referenced after the event.
- **NEW** **Aluminum or Stainless-Steel Reusable Straws** - **AVAILABLE**  
Co-branded on outside packaging, environmentally friendly metal straws, produced by SIFMA and distributed to all participants during registration.
- **NEW** **Fruit Infused Hydration Stations** - **AVAILABLE**  
Water stations will feature sponsoring firm's logo on cups and placed at various locations throughout the conference.

# PRIVATE CLIENT CONFERENCE

MAY 13-15, 2020 | JW TURNBERRY MIAMI

## SIFMA PRIVATE CLIENT 2019 PARTICIPATING FIRMS

Accenture LLP  
 Alex. Brown, a division of Raymond James  
 Ameriprise Financial Services, Inc.  
 Ameriprise Financial, Inc.  
 Appway Inc.  
 Bank of America Corporation  
 Bank of America Merrill Lynch  
 BB&T Scott & Stringfellow (a division of BB&T Securities, LLC)  
 Benjamin F. Edwards & Co.  
 BlackRock, Inc.  
 Bloomberg News  
 BNY Mellon / Albridge  
 BNY Mellon | Pershing  
 Bressler, Amery & Ross, P.C.  
 Broadridge Financial Solutions, Inc.  
 Capital Research and Management Company  
 Cascade Financial Management, Inc.  
 Centennial Securities Company, Inc.  
 CFP Board  
 Chapin, Davis  
 Charles Schwab & Co., Inc.  
 CircleBlack  
 Connor, Clark & Lunn Financial Group  
 Davenport & Company LLC  
 Dow Jones & Co Inc  
 Edward D. Jones & Co., L.P.  
 Edward Jones  
 eMoney Advisor, LLC  
 Ernst & Young LLP  
 Federated Investors, Inc.  
 Fidelity Clearing & Custody Solutions  
 Fidelity Investments  
 Financial Industry Regulatory Authority Inc (FINRA)  
 Florida Securities Dealers Association, Inc. (FSDA)  
 Hearsay Systems  
 Hilltop Holdings Inc.  
 Hilltop Securities Independent Network Inc.  
 Holland & Knight LLP  
 Horner, Townsend & Kent, Inc.  
 Hunter Associates LLC  
 Investment Industry Association of Canada (IIAC)  
 J.J.B. Hilliard, W.L. Lyons, LLC  
 Janney Montgomery Scott LLC  
 Kevin Hart Kornfield and Company, Inc.  
 McDonald Partners, LLC  
 McKinsey PriceMetrix  
 Merrill Lynch & Co. Inc.  
 Merrill Lynch Wealth Management  
 Merrill Lynch, Pierce, Fenner & Smith Incorporated  
 Morgan Stanley  
 Morgan Stanley Private Bank, National Association  
 Morgan Stanley Wealth Management  
 Morningstar, Inc.  
 New York Private Trust  
 Nomura Research Institute America, Inc.  
 North Highland  
 Northwestern Mutual  
 Northwestern Mutual Investment Services, LLC  
 OFI Global Asset Management, Inc.  
 On Wall Street  
 Oppenheimer & Co. Inc.  
 OppenheimerFunds Inc  
 PFS Investments Inc.  
 Private Client Resources LLC  
 Proofpoint  
 Raymond James & Associates, Inc.  
 Raymond James Financial Services, Inc.  
 RBC Correspondent Services  
 Refinitiv  
 Robert W. Baird & Co. Incorporated  
 SmartBrief  
 Smith Moore  
 SS&C Technologies  
 Stifel Financial Corp.  
 T. Rowe Price Associates, Inc.  
 T. Rowe Price Investment Services, Inc.  
 Talisys  
 TD Ameritrade, Inc.  
 TIAA  
 TIAA Bank  
 Total Bank Solutions, LLC  
 Treliant LLC  
 U.S. Bancorp Investments, Inc.  
 UBS Financial Services Inc.  
 UBS Wealth Management  
 Veriday  
 Vestmark  
 Washington Council Ernst & Young (WCEY)  
 Wells Fargo Advisors  
 Wells Fargo Advisors Financial Network, LLC  
 Wiand Guerra King P.L.  
 Xtiva Financial Systems, Inc.