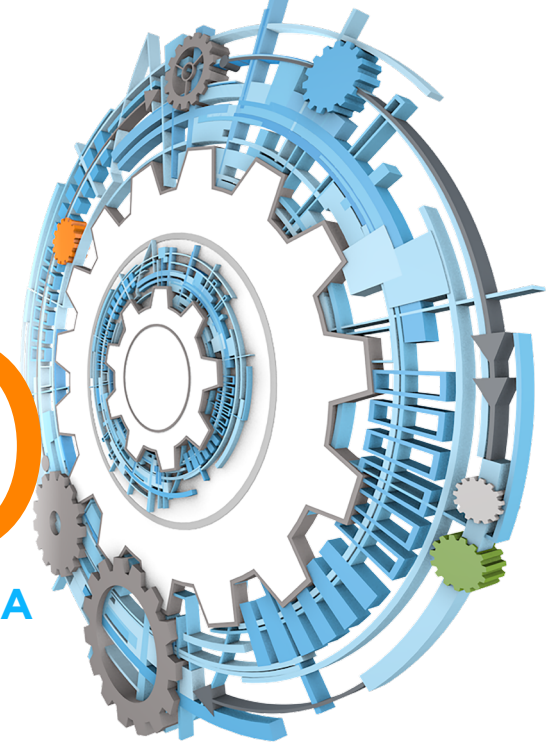




# OPS2020

APRIL 21-24, 2020 | MARRIOTT MARQUIS, SAN DIEGO, CA



## SPONSORSHIP & EXHIBITOR PROSPECTUS

SPONSORSHIP

EXHIBIT &  
ADVERTISE

2019  
PARTICIPANTS

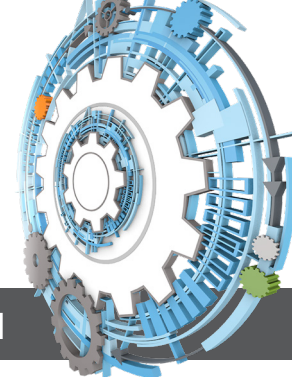
To reserve your sponsorship, please contact:

Diana Serri, Vice President, Head of Exhibit & Sponsorship Sales, SIFMA | 212.313.1258 | [dserri@sifma.org](mailto:dserri@sifma.org)



# OPS2020

APRIL 21-24, 2020 | MARRIOTT MARQUIS, SAN DIEGO, CA



47TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION

**900+**  
Participants

**100+**  
Speakers

**15**  
Breakout  
Sessions

**10**  
Partner  
Workshops

**6**  
Learning Labs

**30+**  
Sponsoring  
Firms

**50+**  
Exhibiting  
Firms

## About SIFMA

SIFMA is the leading trade association for brokerdealers, investment banks and asset managers operating in the U.S. and global capital markets. On behalf of our industry's nearly 1 million employees, we advocate on legislation, regulation and business policy, affecting retail and institutional investors, equity and fixed income markets and related products and services. We serve as an industry coordinating body to promote fair and orderly markets, informed regulatory compliance, and efficient market operations and resiliency. We also provide a forum for industry policy and professional development. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit <http://www.sifma.org>.

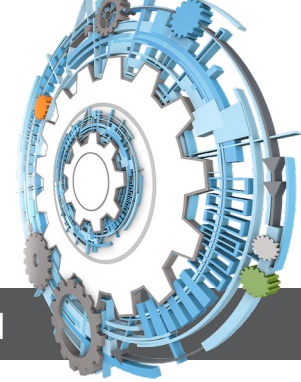
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## 47TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION

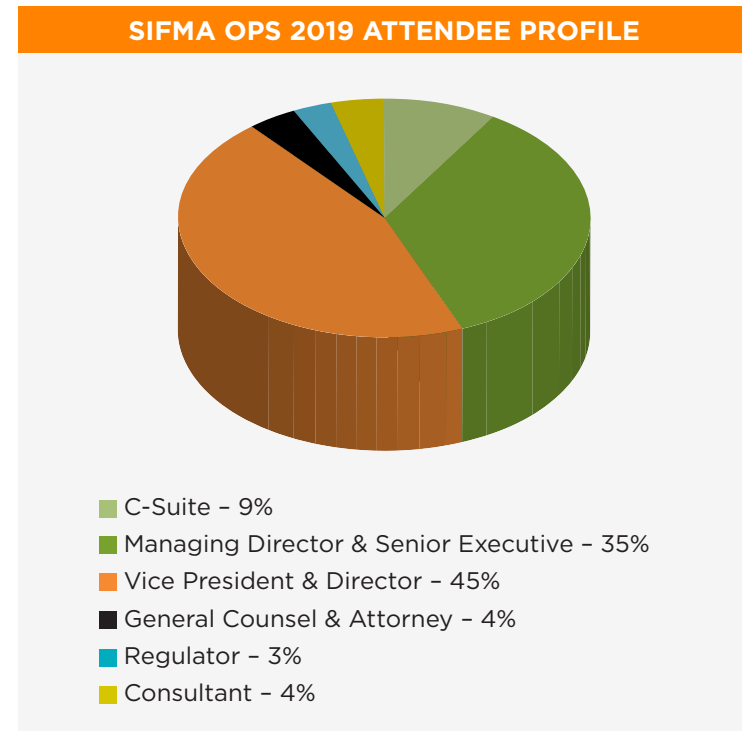
### SIFMA Ops 2020 Sponsorship Opportunities

SIFMA’s annual Operations Conference & Exhibition gathers operations, technology and regulatory leaders from across the securities industry for four days of collaboration, addressing key priorities and challenges. With the industry continuing to evolve in response to policy, risk, technology and regulatory changes, Ops delves into the dynamic and complex environment that is reshaping operations, the customer experience and market requirements.

#### The Audience:

In 2019 more than 950 participants attended the Operations Conference + Exhibition. The Attendee Profile is as follows:

- Chief Executive Officer
- Chief Financial Officer
- Chief Operations Officer
- Chief Operations and Technology Officer
- Chief Regulatory Counsel
- Chief Risk Officer
- Executive Director
- Executive Vice President
- Financial Operations Principal
- General Counsel
- Heads of Business Units
- Heads of Strategy and Risk
- Heads of Financial Institutions and Corporate Clients



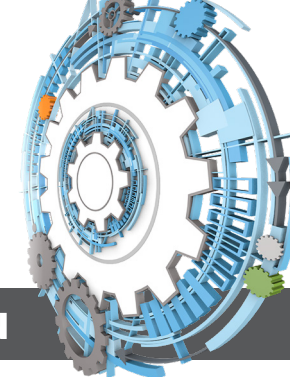
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## 47TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION

### SIFMA Ops 2020 Conference Sponsorship Tiers and Benefits:

Ops 2020 Conference Sponsorship Tiers are designed to further enhance your firm's presence before, during and post event.

Tiered Opportunities include:

#### Sponsorship Tiers

Presidential	Diamond	Titanium	Platinum	Gold	Silver
\$75,000	\$65,000	\$55,000	\$45,000	\$35,000	\$25,000
+3 Additional Registrations	+2 Additional Registrations	+1 Additional Registrations			

Sponsorship Tiers are acknowledged before, during and after Ops 2020 within various platforms that include:

#### SIFMA Ops 2020

- Event Website
- Exhibition Hall
- General Session Slide Deck
- Event App
- Digital & print signage displayed throughout the Ops 2020 hosted venue in public areas that include registration foyer, general session ballroom, exhibition hall and throughout the conference & exhibition.
- Plus, additional Conference Registrations offered once investment reaches Tiered Sponsorship Levels.
- SIFMA SmartBrief Packages



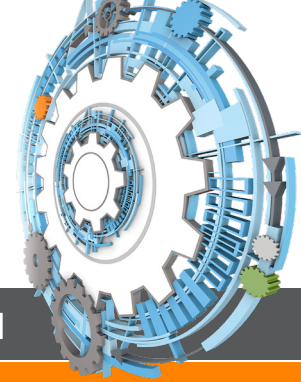
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47TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION

## SPONSORS

### PRESIDENTIAL



### TITANIUM



### PLATINUM



### SILVER



### SPONSOR



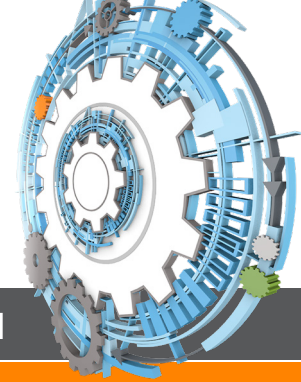
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47TH ANNUAL OPERATIONS CONFERENCE + EXHIBITION

## EXHIBITORS



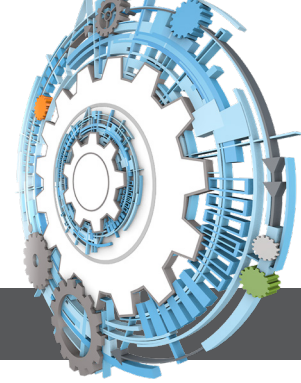
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# OPS2020

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## THE OPS 2020 SPONSORSHIP BENEFITS

### Gain maximum value, broaden your reach & propel your brand

#### Applicable for all sponsorship levels:

Ops 2020 is a heavily marketed event that reaches more than 12,000 individuals throughout the Nine-Month Marketing Campaign. Sponsors will benefit from pre, during and post conference marketing exposure that includes:

#### Pre-Conference Benefits:

- Exposure to more than 950 influencers and decision makers registered for the conference with prominent placement of logo and firm profile listed on the conference website, [www.sifma.org/events/ops](http://www.sifma.org/events/ops)
- Prominent placement on SIFMA's email marketing campaigns to more than 12,000 influencers and decision makers
- Preliminary mailing lists of all conference registrants (name, title, firm and postal address only). List sent four weeks in advance of SIFMA Ops 2020

#### Days of Conference Benefits:

- Complimentary Conference Registration(s)
- Access to food and networking functions
- Prominent recognition during the sponsored function (if applicable), with logo displayed on dedicated print and digital signage, strategically placed in areas that include registration, general session slides, sponsor recognition video loop, event Mobile App, and more
- Dedicated sponsor listing placed on the conference website and mobile app which includes company logo, contact name and company profile
- Opportunity to provide thought leadership for inclusion on the official event mobile app

#### Post-Conference Benefits:

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

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

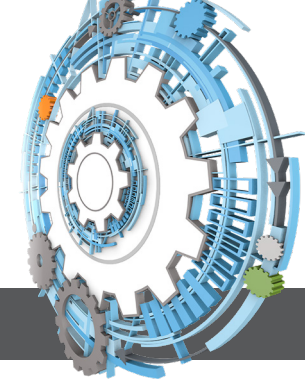
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# OPS2020

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## THOUGHT LEADERSHIP OPPORTUNITIES

### SIFMA Ops 2020 Partner Workshops

SIFMA is pleased to offer contracted sponsors and exhibitors an opportunity to participate on the program agenda with hosted Partner Workshops scheduled as part of the conference program, allowing you to meet face to face and share thought leadership content with new and existing clients. Opportunities are limited to ten (10) time slots to select from and all workshops are offered on a first-come/first-serve basis. All session titles and descriptions are subject to a pre-approval process by SIFMA.

Tuesday, April 21 (Pre-Conference Sessions)	
Workshop Sessions - Round 1	Two (2) Available @ 3:00 p.m.
Workshop Sessions - Round 2	Two (2) Available @ 4:00 p.m.
Wednesday, April 22	
Workshop Sessions - Round 1	2 SOLD
Workshop Sessions - Round 2	2 SOLD
Thursday, April 23	
Workshop Sessions - Round 1	2 SOLD

#### SIFMA's Partner Workshop Sponsorship Package includes the following audio-visual equipment:

- LCD Video Projector & Screen
- Speakers
- Podium with Microphone
- Panel Table Microphones
- Presentation Laptop
- Wireless Presenter Tool

Sponsoring firm is responsible for Internet Access fees, food & beverage and any additional audio-visual requirements needed.

<b>Investment</b>	<b>\$9,000 – SIFMA Member Rate</b>
	\$11,500 – Non-Member Rate

- All workshop participants must be a contracted Sponsor and/or Exhibitor of the conference
- Each workshop presenter will have the opportunity to speak exclusively to a group of up to 50 conference participants.
- Your session may be conducted in any fashion that would facilitate your presentation(s).
- Session title, description, speaker name & title will be listed on the program agenda, the Ops 2020 Conference Website and in printed and electronic conference materials, distributed to all registered attendees at the hosted venue.

#### Learning Labs - 1 SOLD, More Available

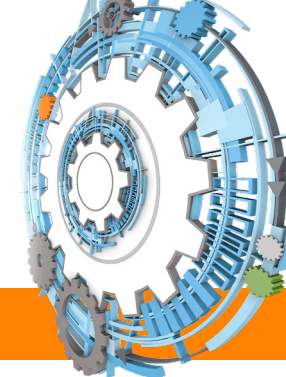
Exclusive to contracted sponsors & exhibitors, Learning Labs offer an opportunity to share thought leadership insight to a captive audience in a 20-minute or less TED Talk style presentation. Presentation area is located in the Exhibition Hall and will accommodate up to 50 participants. The room will be equipped with a/v, i.e. microphone and power point capabilities. All lab sessions will be scheduled during Exhibition Hall periods. Session title, description, speaker name and title will be listed on the program agenda, on Ops 2020 website and included in all on-site event material, distributed to all registered attendees during the Conference.

<b>Investment</b>	<b>\$6,000 – SIFMA Member Rate</b>
	\$7,500 – Non-Member Rate

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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Networking Opportunities

#### Sponsorship Includes

#### Availability

#### Investment

##### Welcome Hospitality

Networking opportunity offering prominent brand recognition, serving a variety of snacks as well as beverages, set in the registration area, allowing for one-on-one conversations as industry colleagues, clients and potential prospects check in for the event.

Tuesday, April 21  
**SOLD**

\$11,000  
**SIFMA MEMBER RATE**  
\$13,000  
NON-MEMBER RATE

*One (1) Complimentary Conference Registration*

##### Welcome Reception

The Ops 2020 Welcome Reception, offering prominent brand recognition, with hot and cold buffet stations, passed hors d'oeuvres and open bar. Open to all conference participants, the Welcome Reception is set in a relaxing outdoor atmosphere, (weather permitting), offering attendees an opportunity to catch up with business colleagues, old and new, in an informal setting.

Tuesday, April 21  
**SOLD**

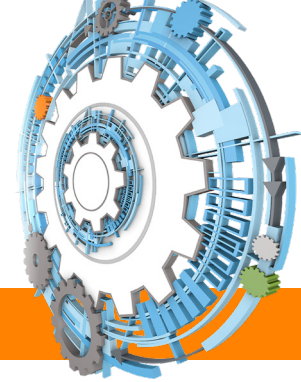
\$38,000  
**SIFMA MEMBER RATE**  
\$43,000  
NON-MEMBER RATE

*Three (3) Complimentary Conference Registrations*



To reserve your sponsorship, please contact:

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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Networking Opportunities



#### Sponsorship Includes

##### Exhibition Hall Continental Breakfast

Networking Continental Breakfast, offering a variety of healthy breakfast options along with hot and cold beverages, served in the Exhibit Hall, allowing for one-on-one networking opportunities with industry colleagues offering prominent brand recognition of sponsoring firm.

*Two (2) Complimentary Conference Registrations*

##### New for 2020

##### 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 Exhibition Hall. Water stations feature sponsoring firms logo on cups placed at various locations inside the Exhibition Hall each day.

*One (1) Complimentary Conference Registration*

##### Exhibition Hall Networking Refreshments (Morning or Afternoon)

Networking Refreshments, hosted in the Exhibition Hall, offering a variety of healthy snacks as well as coffee and tea, allowing for one-on-one networking opportunities with industry colleagues and prominent brand recognition of sponsoring firm.

*One (1) Complimentary Conference Registration*

#### Availability

Wednesday, April 22  
**Available**

Thursday, April 23  
**Available**

Wednesday, April 22  
**SOLD**

Thursday, April 23  
**Available**

#### Morning

Wednesday, April 22  
**SOLD**

Thursday, April 23  
**Available**

#### Afternoon

Wednesday, April 22  
**SOLD**

#### Investment

\$16,000  
SIFMA MEMBER RATE

\$18,000  
NON-MEMBER RATE

\$12,000  
SIFMA MEMBER RATE

\$14,000  
NON-MEMBER RATE

\$12,000  
SIFMA MEMBER RATE

\$14,000  
NON-MEMBER RATE

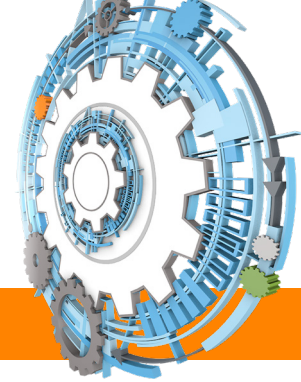
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# OPS2020

APRIL 21-24, 2020 | MARRIOTT MARQUIS, SAN DIEGO, CA



## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Networking Opportunities



#### Sponsorship Includes

#### Availability

#### Investment

##### **Exhibition Hall Networking Lunch**

Networking Buffet Luncheon, hosted in the Exhibition Hall, offers the sponsoring firm prominent brand recognition during the luncheon, which is set inside the Exhibition Hall, serving a variety of healthy options and allowing for one-on-one conversations with industry colleagues, clients and potential prospects.

*Two (2) Complimentary Conference Registrations*

Wednesday, April 22  
**Available**  
Thursday, April 23  
**Available**

\$17,000  
SIFMA MEMBER RATE  
\$19,000  
NON-MEMBER RATE

##### **Exhibition Hall Evening Reception**

Networking Evening Reception hosted in the Exhibition Hall, offers the sponsoring firm prominent brand recognition, allowing for one-on-one conversations with industry colleagues, clients and potential prospects. Open to all conference participants, offering attendees the opportunity to catch up on the day's events with business colleagues, old and new, in an enjoyable setting.

*Two (2) Complimentary Conference Registrations*

Wednesday, April 22  
**SOLD**

\$17,000  
SIFMA MEMBER RATE  
\$19,000  
NON-MEMBER RATE

##### **Diversity & Inclusion Leadership Presentation & Reception**

Networking Reception with Panel Presentation planned by participating panelists and moderator.

*One (1) Complimentary Conference Registration*

Thursday, April 23,  
4:00 - 5:30 p.m.  
**2 SOLD**  
**3 Available**

\$8,000  
SIFMA MEMBER RATE  
\$10,500  
NON-MEMBER RATE

##### **After Hours Reception**

The SIFMA Ops After-Hours Reception offers an opportunity for attendees to come together and catch up on their recent experience at the conference in an enjoyable, informal setting. Enjoy light fare, cocktails and desserts with lively music and additional networking opportunities.

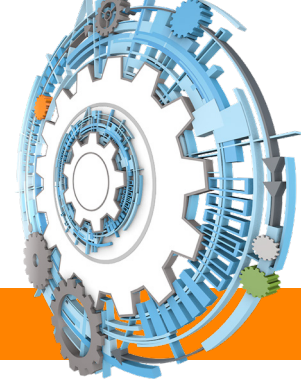
*Four (4) Complimentary Conference Registrations*

Thursday, April 23  
**Available**

\$52,000  
SIFMA MEMBER RATE  
\$57,000  
NON-MEMBER RATE

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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Branded Opportunities & Activities

Sponsorship Includes	Availability	Investment
<p><b>Charging/Networking Lounge</b></p> <p>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><i>Two (2) Complimentary Conference Registrations</i></p>	<b>SOLD</b>	<p><b>\$16,000</b> SIFMA MEMBER RATE</p> <p>\$18,000 NON-MEMBER RATE</p>
<p><b>Golf Tournament</b></p> <p>Acknowledgment of Tournament Sponsorship includes signage strategically displayed on Golf Course Greens as well as on event marketing materials which includes website sponsorship page, event app and event program materials. Sponsorship fees cover food, beverage and prizes for tournament participants as well as one complimentary foursome for sponsoring firm. Individual greens fees are paid by each participant.</p> <p><i>Two (2) Complimentary Conference Registrations</i></p>	<b>SOLD</b>	<p><b>\$21,000</b> SIFMA MEMBER RATE</p> <p>\$23,500 NON-MEMBER RATE</p>
<p><b>Co-Branded Badge Lanyard</b></p> <p>What better way to leave an impression than to see 950+ participants wearing your firm's name/logo around their neck for the duration of the conference! Name badge lanyards are worn by each attendee to gain access to all conference events. Co-Branded, SIFMA pre-approved lanyard produced by sponsoring firm and distributed with registration materials to all conference participants.</p> <p><i>Two (2) Complimentary Conference Registrations</i></p>	<b>Available</b>	<p><b>\$16,000</b> SIFMA MEMBER RATE</p> <p>\$18,000 NON-MEMBER RATE</p>



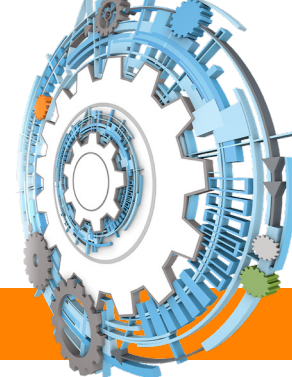
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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Branded Opportunities & Activities



#### Sponsorship Includes

#### Availability

#### Investment

##### Hotel Room Key Cards

Co-Branded Hotel Room Key Cards produced by SIFMA and distributed to all participants during hotel registration.

*Two (2) Complimentary Conference Registrations*

**SOLD**

**\$16,000  
SIFMA MEMBER RATE**  
\$18,000  
NON-MEMBER RATE

##### Professional Headshots

Whether it's for LinkedIn, or any other professional opportunity, a professional headshot offers participants an opportunity to convey a positive message about themselves to future clients, employees, and event, participants.

*One (1) Complimentary Conference Registration*

**Available**

**\$11,000  
SIFMA MEMBER RATE**  
\$13,000  
NON-MEMBER RATE

##### Run-for-a-Cause

Morning run/walk, organized by SIFMA, co-branded T-Shirts distributed to all participants, along with beverages & prizes. Donation of individual registration fee as well as a portion of the sponsorship fee will be made to a TBD Charity. Details to be confirmed as the program develops.

*One (1) Complimentary Conference Registration*

**Available**

**\$11,000  
SIFMA MEMBER RATE**  
\$13,000  
NON-MEMBER RATE

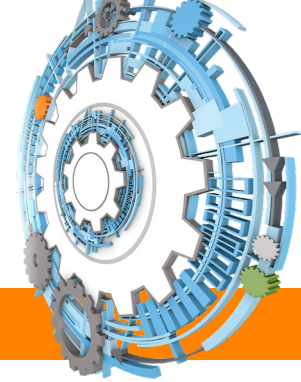
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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Branded Opportunities & Activities

#### Sponsorship Includes

#### Availability

#### Investment

##### Tote Bag

Co-Branded Tote Bag distributed to all attendees during registration with conference materials. These Co-branded bags provided by the sponsoring firm are an effective measure to ensure your company brand has a presence during the conference.

**SOLD**

**\$15,000**  
**SIFMA MEMBER RATE**  
**\$17,000**  
**NON-MEMBER RATE**

*Two (2) Complimentary Conference Registrations*

**New for 2020**

##### Attendee Wellness Lounge Tuesday & Wednesday, April 21-22

The Wellness Lounge is designed for individuals who are looking for a quiet, semi-private location, where they can take a short break while attending the conference and have an opportunity to relax and enjoy the Zen type atmosphere. The lounge will have relaxation options such as a massage therapist, foot massagers, aromatherapy, etc.

**Available**

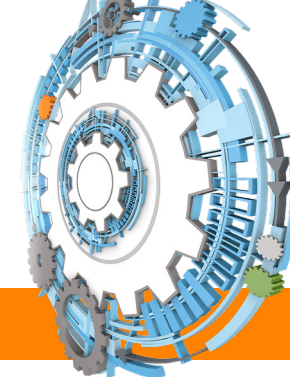
**\$20,000**  
**SIFMA MEMBER RATE**  
**\$22,000**  
**NON-MEMBER RATE**

*Two (2) Complimentary Conference Registrations*



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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Technology

#### Sponsorship Includes

#### Availability

#### Investment

##### Mobile App

SIFMA Ops 2020 Mobile App affords a sponsoring firm maximum exposure with branding on the Mobile App loading page viewed by the end user during the primary download of the app, as well as on a dedicated rotating banner advertisement and a linked logo advertisement strategically placed on the Mobile App Menu Page. This exclusive sponsorship opportunity is a downloadable app, at no additional cost to all participants. The App will be the primary resource for all participants to reference at the conference as it captures all program materials, including the conference agenda, schedule, speaker bios, attendee list, sponsors and exhibitor's listing, as well as LinkedIn/ Twitter options, etc.

*Three (3) Complimentary Conference Registration*

**Available**

**\$25,500**  
SIFMA MEMBER RATE  
**\$27,500**  
NON-MEMBER RATE

##### Social Media Wall

The social media wall captures conference conversations in addition to offering sponsoring firm prominent brand recognition.

*One (1) Complimentary Conference Registration*

**Available**

**\$13,500**  
SIFMA MEMBER RATE  
**\$15,500**  
NON-MEMBER RATE

##### Wi-Fi Access for all Ops 2020 Participants

Wi-Fi Access will be available to all Ops 2020 conference delegates while in Convention Center, acknowledging sponsoring firm with logo displayed on opening splash page viewed on all electronic devices and offers an opportunity to use a unique SSID which can be customized with the sponsoring firms name.

*Three (3) Complimentary Conference Registration*

**SOLD**

**\$25,500**  
SIFMA MEMBER RATE  
**\$27,500**  
NON-MEMBER RATE



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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Sponsorship Tote Bag Inserts -

Co-Branded items produced and provided by Sponsoring Firm

All sponsor branded inserts must be co-branded as a Proud Supporter of SIFMA and are produced and provided by the sponsoring firm. Bags are distributed to all Conference participants with meeting materials during the registration process when they check in for the conference at the hotel.



Sponsorship Includes	Availability	Investment
<p><b>New for 2020</b></p> <p><b>Aluminum or Stainless-Steel Reusable Straws</b></p> <p>Co-branded on outside of packaging, environmentally friendly metal straws, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.</p> <p><i>One (1) Complimentary Conference Registration</i></p>	Available	<p><b>\$9,000</b> SIFMA MEMBER RATE</p> <p>\$11,000 NON-MEMBER RATE</p>
<p><b>SIFMA Ops 2020 Co-Branded Hats</b></p> <p>Co-Branded Hats produced by sponsoring firm and distributed to all conference attendees during registration.</p> <p><i>One (1) Complimentary Conference Registration</i></p>	Available	<p><b>\$9,000</b> SIFMA MEMBER RATE</p> <p>\$11,000 NON-MEMBER RATE</p>
<p><b>Luggage Tags</b></p> <p>Luggage Tags allow your message to tag along with every Ops 2020 participant! The premium luggage tag emblazoned with your firm's logo will be seen at the event and beyond. Pre-Approved Luggage Tags produced and provided by sponsoring firm, placed in attendee bag and distributed to all conference attendees during registration.</p> <p><i>One (1) Complimentary Conference Registration</i></p>	Available	<p><b>\$9,000</b> SIFMA MEMBER RATE</p> <p>\$11,000 NON-MEMBER RATE</p>
<p><b>Mobile Device Charging Sticks</b></p> <p>Co-Branded Charging Sticks, produced and provided by sponsoring firm, placed in the attendee bag, distributed to all conference attendees during registration.</p> <p><i>One (1) Complimentary Conference Registration</i></p>	Available	<p><b>\$9,000</b> SIFMA MEMBER RATE</p> <p>\$11,000 NON-MEMBER RATE</p>

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APRIL 21-24, 2020 | MARRIOTT MARQUIS, SAN DIEGO, CA



## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Sponsorship Tote Bag Inserts -

Co-Branded items produced and provided by Sponsoring Firm



#### Sponsorship Includes

#### Availability

#### Investment

##### Note Pad/Writing Tablet

Co-Branded writing tablet, produced and provided by sponsoring firm, placed in attendee bag and distributed to all conference attendees during registration.

One (1) Complimentary Conference Registration

**SOLD**

**\$9,000**  
**SIFMA MEMBER RATE**  
\$11,000  
NON-MEMBER RATE

##### Program Guide (Pocket Size)

An at-a-glance program guide offers an opportunity to be an exclusive sponsor that attendees will view each time they reference their pocket program guide. Includes full page ad on outside back cover.

One (1) Complimentary Conference Registration

**Available**

**\$10,500**  
**SIFMA MEMBER RATE**  
\$12,500  
NON-MEMBER RATE

##### Smart Wallets

Co-Branded Smart Wallets, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.

One (1) Complimentary Conference Registration

**Available**

**\$9,000**  
**SIFMA MEMBER RATE**  
\$11,000  
NON-MEMBER RATE

##### Sport Bottle

Co-Branded, environmentally friendly sports bottle, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.

One (1) Complimentary Conference Registration

**Available**

**\$9,000**  
**SIFMA MEMBER RATE**  
\$11,000  
NON-MEMBER RATE

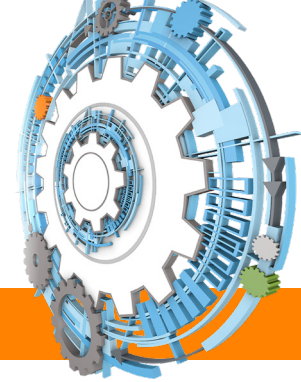
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## AVAILABLE SPONSORSHIP OPPORTUNITIES

### Sponsorship Tote Bag Inserts -

Co-Branded items produced and provided by Sponsoring Firm

#### Sponsorship Includes

#### Availability

#### Investment

##### Sun Screen

Co-Branded Sunscreen Bottles, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.

Available

**\$9,000**  
**SIFMA MEMBER RATE**  
\$11,000  
NON-MEMBER RATE

One (1) Complimentary Conference Registration

##### Umbrella

Co-Branded Umbrella, produced and provided by sponsoring firm, placed in attendee bag and distributed to all participants during registration.

Available

**\$9,000**  
**SIFMA MEMBER RATE**  
\$11,000  
NON-MEMBER RATE

One (1) Complimentary Conference Registration



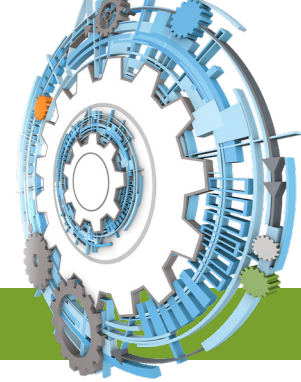
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## EXHIBIT OPPORTUNITIES

Vendors, partners and consultants specializing in products and services geared towards financial services operations are invited to exhibit at this conference.

Exhibition Fees	Investment
8'x10' Exhibit Space	<b>SIFMA Member Rate \$6,700</b> Non-Member Rate \$8,100

SIFMA's Ops 2020 is a heavily marketed event that reaches more than 12,000 individuals throughout the Nine-Month Marketing Campaign. Exhibiting Companies will benefit from pre, during and post event marketing exposure that includes the following:

### Pre-Conference Benefits:

- Exposure to more than 950 influencers and decision makers registered for the conference with prominent placement of logo and firm profile listed on the conference website, [www.sifma.org/events/ops](http://www.sifma.org/events/ops)
- Prominent placement on SIFMA's email marketing campaigns to more than 12,000 influencers and decision makers
- Preliminary mailing lists of all conference registrants (name, title, firm and postal address only). List sent four weeks in advance of SIFMA Ops 2020 \*

### Days of Conference Benefits:

- One Complimentary Conference Registration per sponsored booth (8'x10' space)
- One Complimentary Exhibit Only registration per sponsored booth (8'x10' space)
- Access to food and networking functions
- Dedicated exhibitor listing placed on the conference website and mobile app which includes company logo, contact name and company profile
- Dedicated category listing placed on mobile app and conference website

### Post-Conference Benefits:

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

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

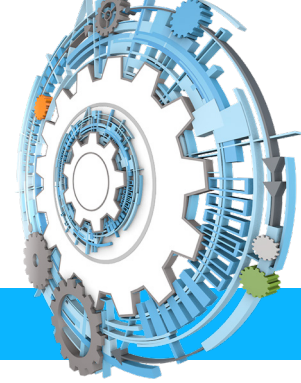
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## ADVERTISING OPPORTUNITIES

SIFMA is offering all Sponsors and Exhibitors the opportunity to participate in our Light Box Showcase. This unique branding opportunity offers increased visibility throughout the event that further enhances your presence and the opportunity to communicate your firm's brand up close.

Sponsored Light Boxes are strategically placed in prominent locations throughout the venue and will be displayed over the four (4) days of the conference. Be seen by your target audience as well as your competitors as they network with their peers during OPS 2020.

By displaying your brand, your company will have an additional point of presence and drive more attendees to your booth.

### SIFMA Light Box Package

Investment	Includes
<b>\$6,500 SIFMA Member Rate</b> \$8,500 Non-Member Rate	Installation, dismantle and utility fees.



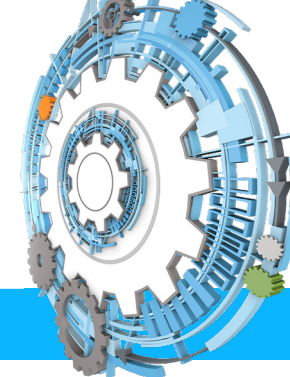
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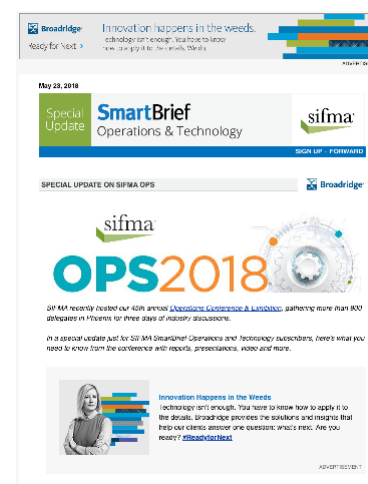
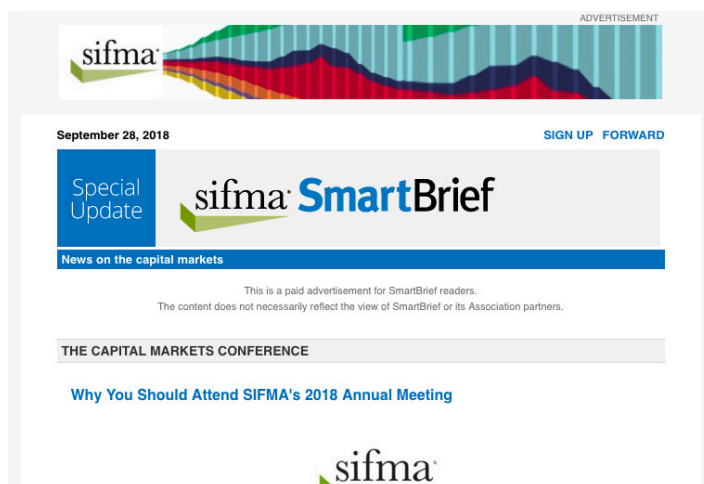


## SIFMA SMARTBRIEF

### SIFMA SMARTBRIEF PACKAGES - AVAILABLE

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

PACKAGE 1	PACKAGE 2	PACKAGE 3
1x Conference Report	1x Conference Report	N/A
5 Ads in SIFMA SmartBrief <ul style="list-style-type: none"> <li>• 2x Billboard</li> <li>• 3x News 3 Rectangle-Text</li> </ul>	N/A	5 Ads in SIFMA SmartBrief <ul style="list-style-type: none"> <li>• 2x Billboard</li> <li>• 3x News 3 Rectangle-Text</li> </ul>
Recognition as Event Sponsor	Recognition as Event Sponsor	Recognition as Event Sponsor
SIFMA Member Rate: \$20,000 Non-Member Rate: \$25,000	SIFMA Member Rate: \$12,000 Non-Member Rate: \$15,000	SIFMA Member Rate: \$10,000 Non-Member Rate: \$12,000
<b>1 Available</b>	<b>1 Available</b>	<b>2 Available</b>



*\*Ad run dates served on a first-come, first-serve basis. Ads must be placed within one month of the sponsored event (30 days prior and after).*

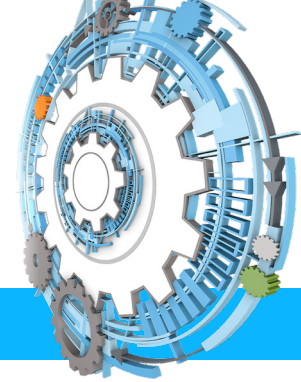
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## ADDITIONAL OPPORTUNITIES

### Private Parties/Dinners

In the interest of the success of SIFMA's Operations Conference + Exhibition and **in accordance with SIFMA's Sponsorship and Exhibitor Agreement**, all Sponsoring & Exhibiting Firms agree **NOT** to 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 OPS 2020 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.

### Hotel Room Distribution (sponsor to provide deliverable items)

Have your company's information be the first thing attendees see when they return to their room at the conclusion of each evening! Arrange a hotel room distribution, and your selected item will be delivered to the room of all attendees staying at the hotel. Participants **MUST** be a contracted Sponsor and/or Exhibitor with SIFMA Ops 2020 and distribution item **MUST** be pre-approved by SIFMA before application is accepted. Hotel room-drop fees are the responsibility of each sponsoring firm.



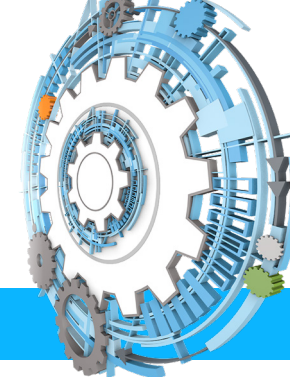
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Access FinTech  
Aflac Incorporated  
AllianceBernstein L.P.  
Ally Invest Securities LLC  
American Banker  
American Enterprise Investment Services Inc.  
American Family Insurance  
Ameriprise Financial, Inc.  
Annaly Capital Management, Inc.  
Apex Clearing Corporation  
Authentic8  
Axoni  
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Daiwa Capital Markets America Inc.  
Davenport & Company LLC  
Deloitte  
Deloitte & Touche LLP  
Deloitte Advisory  
Deloitte Consulting  
Delta Data

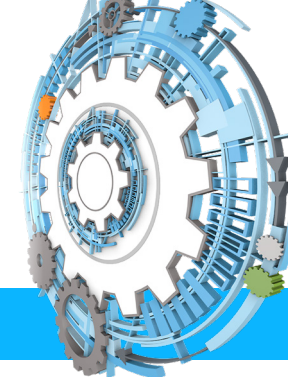
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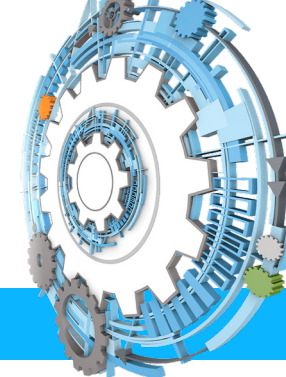
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ION  
Ipreo by IHS Markit  
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J.P. Morgan Securities LLC  
Janney Montgomery Scott LLC  
JDX Consulting  
Jefferies LLC  
JPMorgan Chase & Co.  
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KMS Financial Services, Inc.  
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National Bank of Canada

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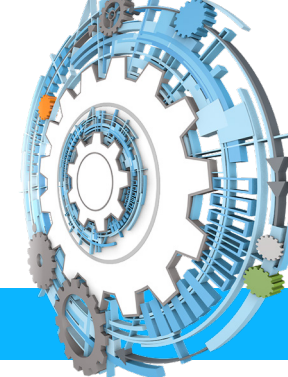
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SS&C GlobeOp  
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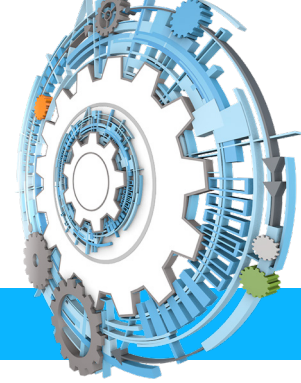
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UiPath  
UMB Bank, N.A.  
UMB Financial Corporation  
UnionBanc Investment Services, LLC  
US Securities and Exchange Commission (SEC)

USAA  
Vanguard  
Vanguard Brokerage Services  
Vanguard Group, Inc.  
Verizon Business Group  
Vestmark  
VMS  
WatersTechnology  
WealthForge Holdings, Inc.  
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Wells Fargo

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