



SECURITIES INDUSTRY INSTITUTE

SII2022

EXCELLENCE
IN LEADERSHIP
DEVELOPMENT

MARCH 6-11, 2022 | THE WHARTON SCHOOL, PA



SPONSORSHIP OPPORTUNITIES

The Securities Industry Institute® is the premier executive development program for securities industry professionals. For 70 years, SIFMA and The Wharton School have partnered to develop the industry's high-potential rising leaders.

Over three consecutive years SII participants develop leadership and managerial skills and enhance investment and industry knowledge. SII's cost-effective talent development approach delivers actionable knowledge that is implementable today: the mission of the Institute is to equip each participant with practical information, ideas, and answers directly applicable to their present and future responsibilities. Its customized curriculum is redesigned each year to reflect the needs of an ever-changing industry landscape.

SPONSORSHIP CATEGORIES

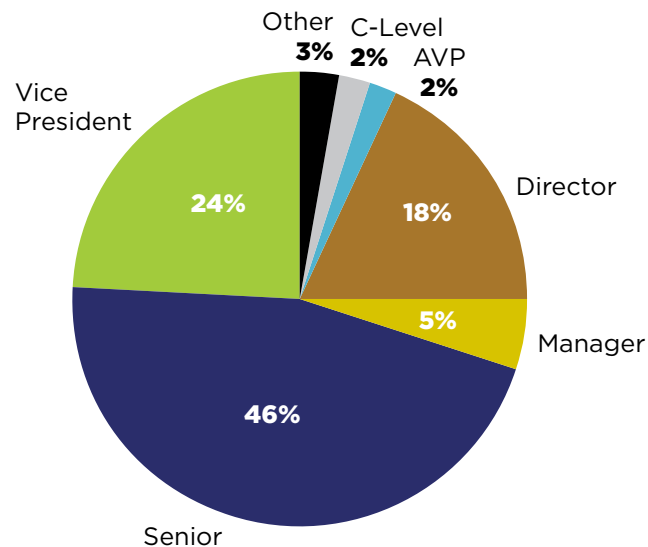
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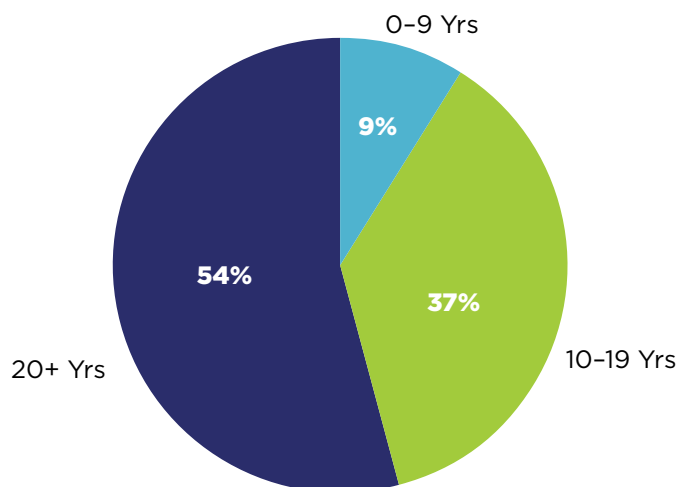
Branding Page 9



Participant Titles



Years in industry



2021 SII Participant by firm

Advisor Group	First Republic Securities Company, LLC	Pershing LLC, a BNY Mellon Company
Ally Financial Inc.	Franklin Templeton Investments	PIMCO
Amazon Web Services	Hartford Funds	Piper Sandler & Co.
Ameriprise Financial Services, Inc.	HighTower Advisors	PricewaterhouseCoopers LLP
Bank of America Merrill Lynch	Hilltop Securities Inc.	Principal Financial Group, Inc.
Benjamin F. Edwards & Co.	HSBC	Protiviti
Berenberg Capital Markets LLC	Hunter Associates LLC	Prudential Financial, Inc.
Bloomberg L.P.	IBM Corp	Raymond James & Associates, Inc.
BNY Mellon Corporation	Investment Placement Group	RBC Capital Markets, LLC
Brandywine Global Investment Management, LLC	Janney Montgomery Scott LLC	Refinitiv
Broadridge Financial Solutions, Inc.	John Hancock Funds, LLC	Robert W. Baird & Co. Incorporated
Cambridge Investment Research Inc.	JPMorgan Chase & Co.	Sanford C. Bernstein & Co., LLC
Cboe Global Markets	Legg Mason Global Asset Management	SIFMA
Centennial Securities Company, Inc.	Lincoln Financial Group	Sloan Investment Management
Cetera Financial Group	Lloyds Bank	Stephens Inc.
Charles Schwab & Co., Inc.	LPL Financial LLC	Surety & Fidelity Association of America
Chartwell Investment Partners	Manulife Asset Management	TD Ameritrade, Inc.
CIM Group	MassMutual Financial Group	Technology Outfitter
CIPF	Masterson Advisors	The Securities Commission of The Bahamas
D.A. Davidson & Co.	MFS Investment Management	Vanguard
Depository Trust & Clearing Corporation (DTCC)	MML Investors Services, LLC	Thornburg Investment Management
DST Market Services, LLC	Moors & Cabot, Inc.	Total Bank Solutions, LLC
E*TRADE Financial Corp.	Morgan Stanley & Co. LLC	UBS
Edward D. Jones & Co., L.P.	NDVR	Wells Fargo
Encore Capital	Northwestern Mutual Investment Services, LLC	WoodRock Securities, L.P.
Fidelity Investments Inc.	Options Clearing Corporation	

SIFMA SECURITIES INDUSTRY INSTITUTE SPONSORSHIP PACKAGES OFFER MAXIMUM VALUE WITH:

Pre-SII Benefits

- Exposure to more than 800 influencers and decision makers registered for SII with prominent placement of logo and firm profile listed on 2022 SIFMA SII website: <https://www.sifma.org/event/sii/> and event Mobile App.
- Opportunity to link thought leadership to the event website and Mobile App.
- Preliminary mailing lists of all 2022 SII registrants (name, title, firm and postal address only.) List sent four weeks in advance of SII. *

Days of SII Benefits

- Prominent recognition during the sponsored function (if applicable), with logo displayed on dedicated print and event mobile app formats strategically placed in various outlets that include registration area, general session slide deck, etc.
- Promotional brochure in pdf format, included on Event Mobile App, downloaded and used on all mobile devices during event. The download rate of the app is 100% as this event is paperless.
- Company listing and firm description on SII website as well as on the Event Mobile App
- Sponsor Banner Ads on Event Mobile App (weighted by category).
- Sponsor inclusion on gamification surveys.

Post-SII Benefits

- Final mailing list of all 2022 SII registrants (name, title, firm and postal address only). List sent at conclusion of SII. *
- Listing company name, placement of logo and firm profile on SIFMA SII website following the meeting for an additional three (3) months.
- Sponsor recognition on Thank You for Attending and Survey email.

** 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 the www.sifma.org/privacy)*





SII2022

SPONSORSHIP OPPORTUNITIES

SCOTT KRAMER | 212-313-1119 | skramer@sifma.org



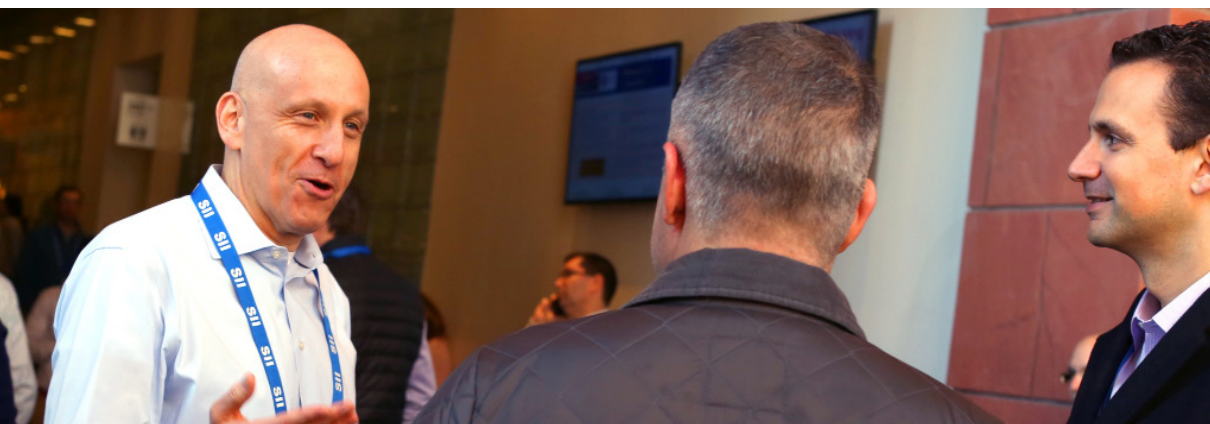
SIFMA'S 70TH ANNUAL SECURITIES INDUSTRY INSTITUTE SPONSORSHIP TIERS

DIAMOND	\$45,000 SIFMA Member Rate \$50,000 Non-Member Rate
PLATINUM	\$32,500 SIFMA Member Rate \$37,500 Non-Member Rate
GOLD	\$22,500 SIFMA Member Rate \$27,500 Non-Member Rate
SILVER	\$17,500 SIFMA Member Rate \$22,500 Non-Member Rate
BRONZE	\$12,500 SIFMA Member Rate \$17,500 Non-Member Rate
PATRON	\$5,000 SIFMA Member Rate \$10,000 Non-Member Rate



NETWORKING SPONSORSHIP OPPORTUNITIES

NETWORKING	SPONSORSHIP	AVAILABILITY
DIAMOND \$45,000 SIFMA Member Rate \$50,000 Non-Member Rate Includes: Three (3) Discounted Registrations	THURSDAY, MARCH 10, 2022 CLOSING RECEPTION National Constitution Center <p>The Closing reception offers the sponsoring firm a high visibility opportunity in a relaxed atmosphere with passed hors d' oeuvres at the historic National Constitution Center. This is ideal for a firm wishing to achieve maximum exposure and is attended by all SII participants.</p>	RESERVED
DIAMOND \$45,000 SIFMA Member Rate \$50,000 Non-Member Rate Includes: Three (3) Discounted Registrations	SUNDAY, MARCH 6, 2022 OPENING NIGHT NETWORKING RECEPTION Please Touch Museum <p>The Opening Night Networking Reception, hosted at the Please Touch Museum, brings together all SII participants, allowing for one-on-one networking opportunities with industry colleagues. The historic Please Touch Museum will allow for great exhibits and great conversations amongst participants.</p>	AVAILABLE
PLATINUM \$32,500 SIFMA Member Rate \$37,500 Non-Member Rate Includes: Two (2) Reserved Seats at the Dinner (VIP Dinner – all seats will be VIP)	WEDNESDAY, MARCH 9, 2022 VIP RECEPTION AND DINNER Location TBD <p>Reception and Dinner allow for one-on-one networking opportunities with VIP's that include, SII Trustees, industry and academic speakers and other distinguished guests. Prominent branding acknowledging sponsorship will be displayed at dinner.</p>	AVAILABLE



NETWORKING SPONSORSHIP OPPORTUNITIES

NETWORKING	SPONSORSHIP	AVAILABILITY
SILVER \$17,500 SIFMA Member Rate \$22,500 Non-Member Rate Includes: One (1) Reduced Rate Institute Registration	FRIDAY, MARCH 13, 2022 GRADUATION BREAKFAST Inn at Penn The Graduation Breakfast includes a guest speaker from Wharton, special presentations from the Chairman and Academic Director, and the awarding of graduation certificates.	RESERVED
SILVER \$17,500 SIFMA Member Rate \$22,500 Non-Member Rate	MONDAY, MARCH 7 – FRIDAY, MARCH 11, 2022 BREAKFAST The breakfast sponsor will receive brand recognition at all breakfast locations. Each site will allow for one-on-one networking opportunities with industry colleagues. Sponsor signage will be displayed at each location.	Monday, March 7 AVAILABLE Tuesday, March 8 AVAILABLE Wednesday, March 9 AVAILABLE Thursday, March 10 AVAILABLE Friday, March 11 AVAILABLE



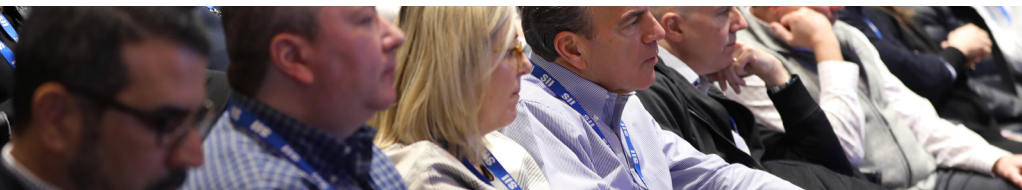
BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
PLATINUM \$32,500 SIFMA Member Rate \$37,500 Non-Member Rate Includes: Two (2) Discounted Registrations	SIFMA'S SII MOBILE APP <p>SIFMA's approved Mobile App affords the sponsoring firm maximum exposure with graphic branding on the app. The exclusive opportunity is downloadable at no additional cost to all participant's and contains all program materials such as program agenda, bios, attendee list, list of all sponsors that includes firm descriptions and linked-in/twitter. This enhanced mobile app will also be used for Audience Response System.</p>	AVAILABLE
SILVER \$17,500 SIFMA Member Rate \$22,500 Non-Member Rate	BRANDED WATER BOTTLES & ENERGY BOOSTER SNACKS <p>The energy booster snacks will be located at 3 (three) different locations throughout the campus from Monday–Thursday. The sponsorship includes a variety of branded energy booster snacks for attendees to grab and go as they head to their next class. Sponsor signage displayed at snack locations</p>	Monday, March 7 AVAILABLE Tuesday, March 8 AVAILABLE Wednesday, March 9 AVAILABLE Thursday, March 10 AVAILABLE Friday, March 11 AVAILABLE
BRONZE \$12,500 SIFMA Member Rate \$17,500 Non-Member Rate	MOBILE DEVICE CHARGING STICKS <p>With the event being wireless attendees will be using their devices to access the mobile app, download their agendas, speaker bios, sponsor information and so much more, which means their device's battery will be dead in a matter of hours. The SIFMA pre-approved co-branded mobile device charging stick allows participants to charge their mobile device on the go. Branded with SIFMA SII, produced and provided by sponsoring firm.</p>	AVAILABLE
	HAND SANITIZING STATIONS <p>Branded hand sanitizers placed at strategic locations throughout the event in high-traffic, public areas to promote health and wellness.</p>	AVAILABLE



BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
BRONZE \$12,500 SIFMA Member Rate \$17,500 Non-Member Rate	HOTEL ROOM BRANDED KEY CARDS <p>Inn at Penn, Sheraton and The Study</p> <p>SIFMA pre-approved co-branded hotel room key cards. Attendees will receive cards upon check-in.</p>	AVAILABLE
	ATTENDEE CO-BRANDED TOTE BAG <p>SIFMA pre-approved co-branded bag provided by sponsoring firm. The bag is an easy and effective way to get your message in the hands of every registered attendees.</p>	AVAILABLE
	BUS TRANSPORTATION (BRANDING OPPORTUNITY) for Participants via Homewood Suites/ Wharton Campus <p>Sponsoring firm's logo placed on each headrest. Get your message in front of the attendees as they ride the shuttle buses to the Wharton School every day.</p>	AVAILABLE
	BADGE LANYARD <p>SIFMA pre-approved co-branded lanyard provided by the sponsoring firm. The lanyards will be worn by all attendees and this is a great way to get your message in the hands of every registered attendee.</p>	AVAILABLE
	BRANDED TRAVEL UMBRELLAS <p>SIFMA pre-approved co-branded travel umbrellas produced and provided by sponsoring firm, distributed during registration to all participants.</p>	AVAILABLE
PATRON \$5,000 SIFMA Member Rate \$10,000 Non-Member Rate	<p>Support SII as a Patron Sponsor and receive branding on marketing materials and on signage throughout the event.</p>	AVAILABLE



SIFMA SECURITIES INDUSTRY INSTITUTE 2019 PARTICIPATING FIRMS

Abbot Downing	CIPF	Kevin Lynch	Securities Commission of The Bahamas
Advisory Research Investment Management	D.A. Davidson Companies	Legg Mason	Securities Services, HSBC
AllianceBernstein LP	Deloitte & Touche LLP	Lincoln Financial	Singapore Exchange Limited
Ally Financial	DST	Lloyds Securities Inc.	Sloan Investment Management
Amalga Systems Inc	DTCC	LPL Financial	State Street Bank
Ameriprise Financial Services, Inc.	E*TRADE	MassMutual Financial Group	State Street Corporation
Ameritas Investment Corp	Edward Jones	Merill Lynch/ Bank of America	Stephens
Australian Securities and Investment Commission	EY	MML Investors Services, LLC	Surety & Fidelity Association of America
Baird	Fidelity Investments	Moors & Cabot, Inc.	Talisys
Bank of America Merrill Lynch	Fidelity Capital Markets	Morgan Stanley	Tata Consultancy Services - TCS BaNCS
Bank of New York Mellon	Fidelity Clearing & Custody Solutions	NFS, LLC	TD Ameritrade
Benjamin F Edwards & Co.	Financial Services Institute	Northwestern Mutual	Texas Capital Bank
Bloomberg L.P.	First Republic Securities Company	OCC	The Securities Commission of The Bahamas
BNY Mellon	Hartford Funds	Pacific Life	The Vanguard Group
Brandywine Global Investment Management	Hefren-Tillotson, Inc.	Pershing LLC, a BNY Mellon Company	Total Bank Solutions
Broadridge Financial Solutions, Inc.	HighTower Advisors	PFS Investments	Tradeweb Direct, LLC
Brown Brothers Harriman (BBH)	Hilliard Lyons	PIMCO	Tristate Capital
California Public Employees Retirement System	Hilltop Securities	Pricewaterhousecoopers (PwC)	U.S. Trust
Capital One	HSBC	Primerica	UBS
Carsen Donn	IBM	Raymond James	US Trust
Cboe Global Markets	Intercontinental Exchange	RBC Capital Markets	Vanguard
Cetera Advisor Networks, LLC	Investment Placement Group	RBC Wealth Management	Wells Fargo
Charles Schwab	J.J.B. Hilliard, W.L. Lyons, LLC	Refinitiv	Westpac Banking Corporation
CIM Group	Janney Montgomery Scott	Scivantage	Woodbury Financial Services
	Jennison Associates	ScotiaWealth	
	John Hancock	Scout Investments	

PLATINUM

SILVER

BRONZE

**SPONSOR
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