



# Meet SIFMA

**A brief introduction for our valued Premium Associate Members and Strategic Partners**

SIFMA, the leading trade association for the capital markets, gives you the opportunity to engage with key decision-makers throughout the financial industry, from small and regional firms to the largest global organizations.

As a Premium Associate Member and Strategic Partner, SIFMA's Sales and Member Engagement teams are here to work with you on a customized program that can help you achieve your objectives. From sharing your thought leadership to targeted advertising and sponsorship of our webinars and events, we offer several opportunities to reach our unique audience demographic. Contact us to learn more.

## Who We Are

SIFMA is the voice of the nation's securities industry, bringing together the shared interests of hundreds of broker-dealers, investment banks and asset managers. We advocate for effective and resilient capital markets. We also serve as an industry coordinating body to promote fair and orderly markets, informed regulatory compliance, and efficient market operations and resiliency.

We are a member-driven organization. SIFMA's broker-dealer members comprise 90% of U.S. market share by revenues and 80% of financial advisors managing \$13 trillion of client assets. Our asset management members manage more than 50% of global AUM. Our unique strength is the deep engagement of our members on our committees.

### Core Member Groups

- Asset Management
- Capital Markets (Fixed Income and Equity)
- Compliance & Legal
- Government Relations and Communications
- Operations & Technology
- Private Client / Wealth Management
- Prudential & Capital

## Our Work

At SIFMA, we believe that public policy and financial regulation should support these key tenets:

- Ensure high standards of market integrity and investor protection
- Encourage pools of capital through private and public pensions
- Promote financial literacy and a strong retail investor culture
- Calibrate supervision and regulation with robust capital formation and growth

### **Advocacy & Resources**

Comment letters, white papers, articles and more on market policy and regulation

[www.sifma.org/resources](http://www.sifma.org/resources)

### **SIFMA Events**

Meaningful conversations about the capital markets and valuable professional development opportunities

[www.sifma.org/events](http://www.sifma.org/events)

### **SIFMA Insights**

Thoughtful and unique views on the markets, the industry and the economy

[www.sifma.org/insights](http://www.sifma.org/insights)

### **SIFMA Research**

Data and reports on the capital markets and securities industry

[www.sifma.org/research](http://www.sifma.org/research)

### **Newsroom**

Voices from the intersection of public policy and financial markets

[www.sifma.org/news](http://www.sifma.org/news)

## **Connect with Us**

### **Email Updates**

Subscribe now to receive updates on market close recommendations, research, and more.

[www.sifma.org/subscribe](http://www.sifma.org/subscribe)

### **SIFMA SmartBrief**

Sign up for a daily snapshot of all news that matters to the capital markets.

[www.sifma.org/smartbrief](http://www.sifma.org/smartbrief)



## **Contact Us**

### **Sales and Sponsorships**

#### **Scott Kramer**

Managing Director, Head of Exhibit & Sponsorship Sales

212.313.1119 | [skramer@sifma.org](mailto:skramer@sifma.org)

#### **Lynn White**

Vice President, Conferences & Events Sponsorship & Exhibit Sales

212.313.1151 | [lwhite@sifma.org](mailto:lwhite@sifma.org)

### **Member Engagement**

#### **Emily Lamb**

Assistant Vice President, Member Engagement

202.962.7315 | [elamb@sifma.org](mailto:elamb@sifma.org)