



ANNUAL MEETING

The Intersection of Public Policy and Finance

October 19-20, 2026 • Washington, DC





An Overview of SIFMA's Annual Meeting 2026

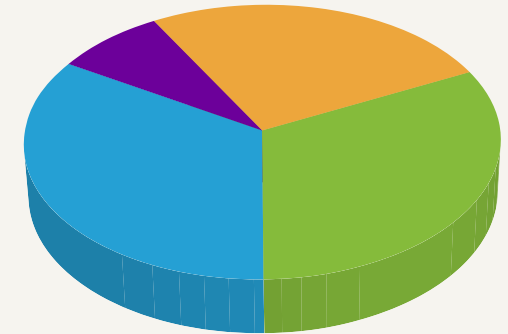
Each fall, SIFMA's Annual Meeting gathers the most influential voices shaping today's capital markets for candid one-on-one conversations and in-depth panel discussions. Do not miss this opportunity where executives come together to hear speakers represented by a cross-section of public policy and financial leaders.

This invite-only, marquee event brings together 300+ senior executives from across SIFMA's membership. Invitations are extended to SIFMA's Board of Directors, Advisory Council, Committee Members, and Professional Society leadership.

The profile of this audience is as follows:

- Chief Executive Officers
- Chief Financial Officers
- Chief Information Officer
- Chief Operating Officers
- General Counsels
- Chief Compliance Officers
- Heads of Business Units
- Heads of Strategy and Risk
- Heads of Regulatory and Government Affairs

ANNUAL MEETING DELEGATE PROFILE



- C-Suite - 26%
- Managing Director/Senior Executives/Global Head - 32%
- Vice President/Director - 34%
- General Counsel/Attorney - 8%





SIFMA Annual Meeting Sponsorship Levels and Benefits:

SIFMA's Annual Meeting offers Sponsorship tiers designed to further enhance your firm's presence before, during and after the event.

DIAMOND	\$50,000 Member Rate \$60,000 Non-Member Rate	<ul style="list-style-type: none"> • 5-7 Minute Fireside Chat (limit of 2) • 30 Second Video Commercial (MP4 format) played during general session walk-in and breaks, available on demand post meeting. (sponsor produced) • Onsite Digital Screen Ad - placed in prefunction space, shared with other sponsors (sponsor produced) • Meet and Greet with board members at a privately held gathering (limit to 1 person from sponsoring firm) • Marquee Sponsor recognition on all onsite branding and meeting website • Meet our Sponsors email - featured listing, content will link to SIFMA Sources listing • Includes four (4) Annual Meeting registrations • Includes a Table-Top Exhibit with one (1) Exhibit Staff only registration
PLATINUM	\$35,000 Member Rate \$42,000 Non-Member Rate	<ul style="list-style-type: none"> • 30 Second Video Commercial (MP4 format) played during general session walk-in and breaks, available on demand post meeting. (sponsor produced) • Onsite Digital Screen Ad - placed in prefunction space, shared with other sponsors. (sponsor produced) • Meet and Greet with board members at a privately held gathering (limit to 1 person from sponsoring firm) • Marquee Sponsor recognition on all onsite branding and meeting website • Meet our Sponsors email - featured listing, content will link to SIFMA Sources listing • Includes three (3) Annual Meeting registrations • Includes a Table-Top Exhibit with one (1) Exhibit Staff only registration
GOLD	\$25,000 Member Rate \$30,000 Non-Member Rate	<ul style="list-style-type: none"> • Sponsor recognition on all onsite branding and meeting website • Meet our Sponsors email - featured listing, content will link to SIFMA Sources listing • Includes two (2) Annual Meeting registrations • Includes a Table-Top Exhibit with one (1) Exhibit Staff only registration
SILVER	\$20,000 Member Rate \$25,000 Non-Member Rate	<ul style="list-style-type: none"> • Sponsor recognition on all onsite branding and meeting website • Meet our Sponsors email - featured listing, content will link to SIFMA Sources listing • Includes one (1) Annual Meeting registration • Includes a Table-Top Exhibit with one (1) Exhibit Staff only registration
BRONZE	\$15,000 Member Rate \$20,000 Non-Member Rate	<ul style="list-style-type: none"> • Sponsor recognition on all onsite branding and meeting website • Meet our Sponsors email - featured listing, content will link to SIFMA Sources listing • Includes one (1) Annual Meeting registration • Includes a Table-Top Exhibit with one (1) Exhibit Staff only registration
SPONSOR	\$10,000 Member Rate \$15,000 Non-Member Rate	<ul style="list-style-type: none"> • Sponsor recognition on all onsite branding and meeting website • Includes one (1) Annual Meeting registration



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

APPLICABLE FOR ALL SPONSORSHIP LEVELS:

PRE-EVENT BENEFITS:

- Access to influencers and decision makers registered for the Annual Meeting with prominent placement of logo and firm profile listed on the conference website, www.sifma.org/annual
- Tiered sponsor recognition on SIFMA's email marketing campaigns targeting influencers and decision-makers
- Preliminary mailing lists of all Annual Meeting registrants (name, title, firm, and postal address only). List sent four weeks in advance of SIFMA Annual Meeting*

DAY OF EVENT BENEFITS

- Complimentary Annual Meeting Registration(s)
- Prominent recognition during the event, logo displayed on dedicated print and digital signage strategically placed in areas such as registration area, general session slides, sponsor recognition video loop, and more

POST-EVENT BENEFITS

- Final mailing lists of all registrants (name, title, firm and postal address only). List sent at the conclusion of the meeting*
- Listing company name, placement of logo and firm profile on event website following the meeting 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.)*



	OPPORTUNITIES Above tiers are reached by your total spend of below opportunities	AVAILABILITY
<p>Monday Evening Reception \$25,000 Member Rate \$30,000 Non-Member Rate</p>	<p>Designed for high-level networking, offers the sponsoring firms prominent brand recognition. The reception allows for one-on-one conversations with industry colleagues, clients and potential prospects. Open to all conference attendees, offering attendees the opportunity to catch up on the day's events with business colleagues, old and new, while enjoying lite fare, hors d'oeuvres and libations.</p> <ul style="list-style-type: none"> Limited to 2 firms 	<p>Co-Sponsorship RESERVED</p>
<p>Tuesday Lunch \$20,000 Member Rate \$25,000 Non-Member Rate</p>	<p>Networking Buffet Lunch, offering sponsoring firm prominent brand recognition, set in an indoor environment, allowing for one-on-one conversations with industry colleagues, clients and potential prospects.</p> <ul style="list-style-type: none"> Limited to 2 firms 	<p>Co-Sponsorship 1 SOLD 1 RESERVED</p>
<p>Co-Branded Attendee Tote Bag \$20,000 Member Rate \$25,000 Non-Member Rate</p>	<p>Co-branded Tote Bags offer enduring visibility and brand exposure. Given to attendees at registration. (separate sponsorship available for firm to have branded item placed in tote bag)</p> <p><i>*Co-Branded, produced by SIFMA</i></p>	<p>Sponsorship SOLD</p>





	OPPORTUNITIES Above tiers are reached by your total spend of below opportunities	AVAILABILITY
Tuesday Breakfast \$15,000 Member Rate \$20,000 Non-Member Rate	Networking opportunity offering prominent brand recognition, serving buffet breakfast choices along with hot & cold beverages, allowing for one-on-one conversations with industry colleagues, clients and potential prospects. <ul style="list-style-type: none"> Limited to 2 firms 	Co-Sponsorship 1 RESERVED 1 AVAILABLE
Networking Breaks \$15,000 Member Rate \$20,000 Non-Member Rate	Show attendees that you understand the importance of pausing to refresh and connect by co-sponsoring the Networking Breaks (Morning and Afternoon). The breaks offer a variety of snacks and beverages, as well as coffee and tea. The setting allows for one-on-one networking opportunities with industry colleagues and prominent brand recognition of sponsoring firms. (limited to 2 firms)	Co-Sponsorship 1 RESERVED 1 AVAILABLE
Co-Branded Lanyards \$15,000 Member Rate \$20,000 Non-Member Rate	Name badge lanyards are worn around the neck of attendees to gain access to all sessions and event networking functions. <i>*Co-Branded, produced by SIFMA and distributed with registration materials to Annual Meeting participants.</i>	Sponsorship RESERVED
Wi-fi Access for all SIFMA Annual Attendees \$10,000 Member Rate \$15,000 Non-Member Rate	Wi-Fi Access will be available to all Annual Meeting attendees acknowledging sponsoring firm with logo displayed on an opening splash page which can be viewed on all electronic devices and offers an opportunity to use a unique SSID that can be customized with the sponsoring firm's name.	Sponsorship AVAILABLE





	OPPORTUNITIES Above tiers are reached by your total spend of below opportunities	AVAILABILITY
Give Away Item to be Placed in Sponsored Tote Bag \$10,000 Member Rate \$15,000 Non-Member Rate	Sponsoring firm's logo recognition on a branded giveaway item or literature to be placed in each SIFMA Annual Sponsored Tote Bag. <ul style="list-style-type: none"> Item is produced by sponsoring firm Limited to 4 firms 	Sponsorship 1 RESERVED 3 AVAILABLE
Hotel Room Key Cards \$10,000 Member Rate \$15,000 Non-Member Rate	Co-branded Hotel Room Key Cards are produced by SIFMA and distributed to Meeting participants. Includes sponsoring firm's logo and messaging printed on the face of each key card.	Sponsorship RESERVED
Phone Charging Tower \$10,000 Member Rate \$15,000 Non-Member Rate	Become the sponsor that supports SIFMA Annual attendees to be fully charged every step of the way. The Charging Tower is designed with branding of the sponsoring firm's logo and non-audio video, as well as 36 sponsor branded charging bricks. Tower will be set in a high-trafficked location, allowing individuals to charge their personal devices while networking with their peers.	Sponsorship AVAILABLE
Speaker Ready Room \$10,000 Member Rate \$15,000 Non-Member Rate	SIFMA's Annual Meeting Speaker Ready Room is the gathering place where all speakers come together prior to the start of their individual session presentations. The room is set with lite fare and refreshments and offers speakers a private area to check in and review for their upcoming speaking sessions. Signage will be displayed for sponsoring firm's brand recognition and as well as the opportunity to display promotional material within the room.	Sponsorship RESERVED



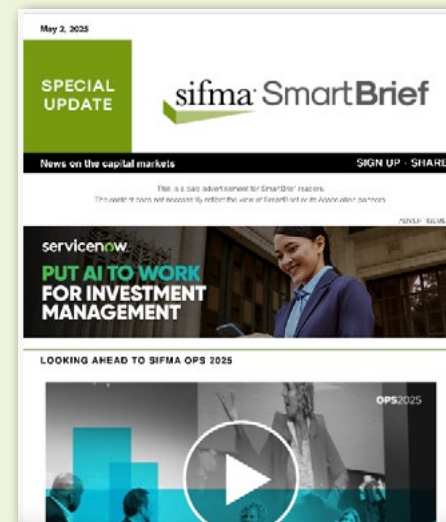


SIFMA SmartBrief Special Update

Maximize your brand's visibility by sponsoring a Special Update from SIFMA's 2026 Annual Meeting. Produced in partnership with SmartBrief, these exclusive reports deliver key insights and event highlights directly to over 50,000 engaged SIFMA SmartBrief subscribers.

As the exclusive sponsor, your company receives 100% share of voice, with premium display and native advertising placements. This is a unique opportunity to align your brand with official post-event content, including the **Annual Meeting Debrief from SIFMA Insights, Video On Demand Showcase**, and more.

Position your brand at the forefront of the industry conversation - [learn more.](#)



To reserve your sponsorship, please contact:

SCOTT KRAMER

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Head of Exhibit & Sponsorship Sales
SIFMA

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About SIFMA

SIFMA is the leading trade association for broker-dealers, 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. For more information, visit <http://www.sifma.org>.