



ANNUAL MEETING

The Intersection of Public Policy and Finance

October 21, 2024  Intercontinental New York Barclay, New York, NY

[SPONSORSHIP PROSPECTUS](#)





An Overview of SIFMA's Annual Meeting 2024

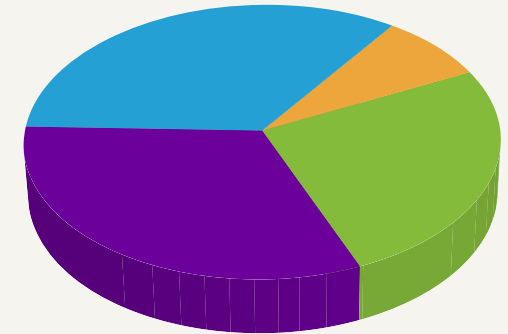
Each fall, SIFMA's Annual Meeting gathers the most influential voices shaping today's capital markets for candid one-on-one conversations and in-depth panel discussions. Do not miss this opportunity where executives come together to hear speakers represented by a cross-section of public policy and financial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

This marquee SIFMA event brings together 300+ industry professionals, policymakers, regulators, and financial media and affords sponsors unprecedented business development opportunities. Attendance is SIFMA Professional Societies with invites extended to the SIFMA board, board advisory council, committee chairs, Society leadership, and Fed Gov reps to name a few of the groups targeted.

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	PLATINUM	GOLD
<p>\$50,000 Member Rate \$55,000 Non-Member Rate</p> <ul style="list-style-type: none"> • Marquee Sponsor recognition on all onsite branding and meeting website • Networking Reception Marquee Sponsor • Priority placement of Table-Top Exhibit • Dedicated Marketing Piece (pdf) placed on Meeting website hosted on sifma.org/annual • SIFMA Dedicated Pre-Event Email - "Meet our Sponsors" • Includes Three (3) Annual Meeting Registrations • Includes Two (2) Exhibit Staff only Registrations • Present during lunch providing an opportunity to meet face to face and share thought leadership content with existing clients as well as new prospects. Dedicated breakout lunch rooms will be provided, attendees will self select which session to attend. All session titles and descriptions are subject to a pre-approval process by SIFMA (Max 3) • Signage at reception the night of the Annual Meeting promoting sponsors 	<p>\$35,000 Member Rate \$40,000 Non-Member Rate</p> <ul style="list-style-type: none"> • Sponsor recognition on all onsite branding and meeting website • Table-Top Exhibit • Dedicated Marketing Piece (pdf) placed on forum website hosted on sifma.org/annual • SIFMA Dedicated Pre-Event Email - "Meet our Sponsors" • Includes Two (2) Annual Meeting Registrations • Includes Two (2) Exhibit Staff only Registrations • One on one pre-recorded fireside chat with someone from SIFMA senior leadership. A clip to be played during general session. Full video to be posted on SIFMA Annual Meeting website (Max 3) • Signage at reception the night of the Annual Meeting promoting sponsors 	<p>\$30,000 Member Rate \$35,000 Non-Member Rate</p> <ul style="list-style-type: none"> • Sponsor recognition on all onsite branding and meeting website • Table-Top Exhibit • SIFMA Dedicated Pre-Event Email - "Meet our Sponsors" • Includes One (1) Annual Meeting Registrations • Includes Two (2) Exhibit Staff only Registrations • Signage at reception the night of the Annual Meeting promoting sponsors • 30 Second Video Commercial (MP4 format) played during general session walk-in and breaks (sponsored produced)





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)
- Table-Top Exhibit
- 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.)



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>.