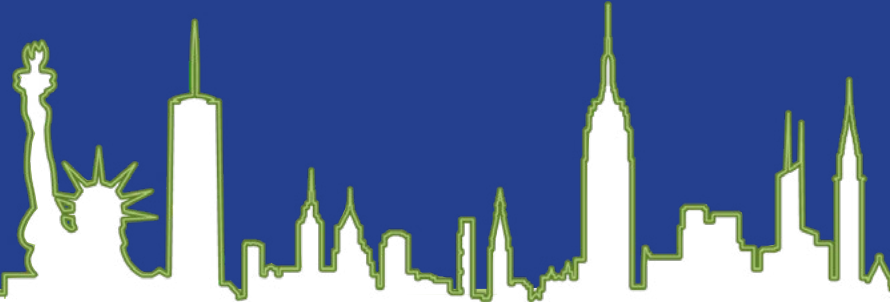




SOCIAL MEDIA & DIGITAL MARKETING SEMINAR 2026

October 1 | New York Law School, NYC



SPONSORSHIP OPPORTUNITIES

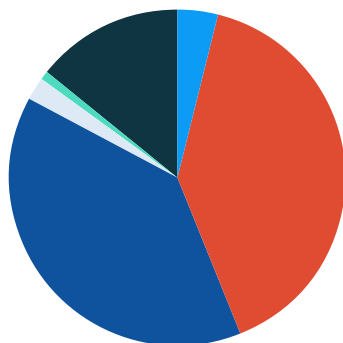
SIFMA's Social Media & Digital Marketing Seminar gathers marketing-experts, compliance professionals and financial advisors together with leading names in tech, social media and regulators. Together, we explore innovative opportunities to engage our clients including the latest tips, trends, research and case studies.

The 2026 program will feature discussions with the leading names in social media and experts in financial services. Panelists and speakers will examine marketing, business, and practitioner experiences as well as ways to address the myriad of legal and compliance issues faced by a heavily regulated industry.

The Target Audience

- Wealth Management Professionals
- Compliance Professionals
- Financial Advisors
- Lawyers
- Marketing Directors
- Sales Managers
- Private Client Supervisors
- Training Leaders

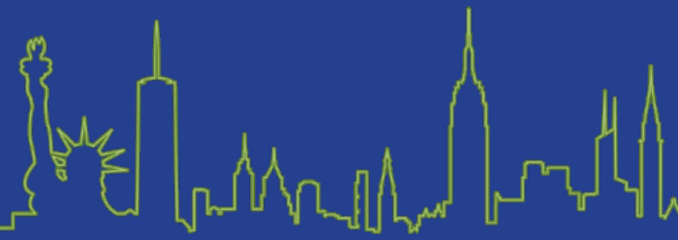
SOCIAL MEDIA & DIGITAL MARKETING SEMINAR 2025 ATTENDEE PROFILE



- C-Suite - 4%
- Managing Director/Senior Executives/Global Head - 40%
- Vice President/Director - 39%
- General Counsel/Attorney - 2%
- Regulators - 1%
- Consultants - 14%

To reserve your sponsorship, please contact:

Lynn White | VP, Sponsorship & Exhibit Sales | SIFMA | 212.313.1151 | lwhite@sifma.org



SOCIAL MEDIA & DIGITAL MARKETING SEMINAR

October 1, 2026 | New York City

AVAILABLE SPONSORSHIP OPPORTUNITIES

Platinum Tier

\$11,000 - Member Rate | \$13,000 - Non-Member Rate
Three (3) Complimentary Seminar Registrations
Sponsor Table & Two (2) Table Personnel Registrations

- **Networking Reception**

Offering sponsoring firm enhanced recognition through an engaging, high-traffic networking opportunity where attendees can reconnect.

- **General Session Audio Visual**

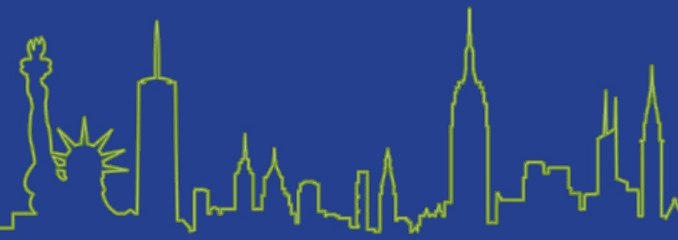
Prominent brand recognition of sponsor included on General Session slide deck, viewed by all attendees during the event.

- **Networking Luncheon**

Offering sponsoring firm premium brand visibility while facilitating high-level networking and discussion in a welcoming lunch setting.

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SOCIAL MEDIA & DIGITAL MARKETING SEMINAR

October 1, 2026 | New York City

AVAILABLE SPONSORSHIP OPPORTUNITIES

Gold Tier

\$9,000 - SIFMA Member Rate | \$11,000 - Non-Member Rate

Two (2) Complimentary Seminar Registrations

Sponsor Table & Two (2) Table Personnel Registrations

- **Badge Lanyard**

SIFMA-approved sponsor-produced lanyards featuring dual branding, distributed to all attendees.

- **Charging Station**

Strategically placed in a high-traffic area, the charging station features your logo and video on a digital monitor. Includes branded portable charging bricks for on-the-go convenience, ensuring a lasting impression.

- **Networking Breakfast**

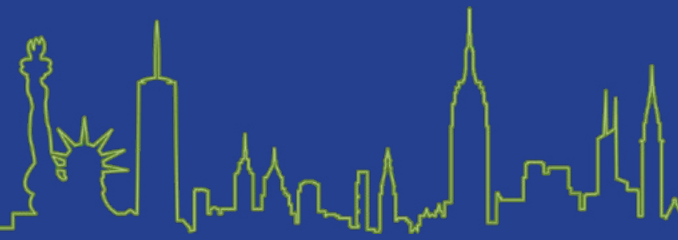
Offering prominent brand recognition and allowing for one-on-one conversations with industry colleagues, clients and potential prospects at the start of the day.

- **Event Guide**

The attendees' go-to resource for seminar information, including a program agenda, speaker bios, sponsoring firms with their company profiles and much more. The sponsorship includes your banner ad and linked to a PDF or your website.

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SOCIAL MEDIA & DIGITAL MARKETING SEMINAR

October 1, 2026 | New York City

AVAILABLE SPONSORSHIP OPPORTUNITIES

Silver Tier

\$8,000 - SIFMA Member Rate | \$10,000 - Non-Member Rate

One (1) Complimentary Seminar Registration

Sponsor Table & Two (2) Table Personnel Registrations

- **Morning Networking Refreshment Break**
Mid-Afternoon Networking Refreshment Break

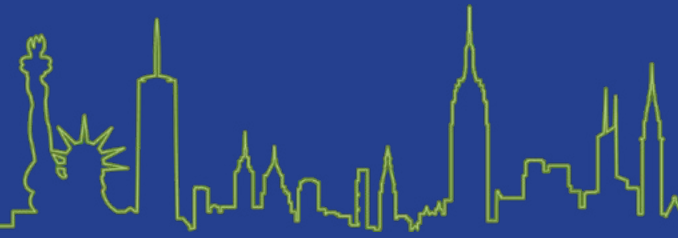
Offering elevated brand recognition and allowing for one-on-one conversations with industry colleagues, clients and potential prospects.

- **Seat Drop**

Deliver your brand's message directly into the hands of our attendees with a high-impact sponsor produced seat drop during a scheduled session time. This premium placement guarantees strong visibility as participants enter and take their seats.

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SOCIAL MEDIA & DIGITAL MARKETING SEMINAR

October 1, 2026 | New York City

SIFMA's Social Media & Digital Marketing Seminar Sponsorship Package offers maximum value with the following benefits:

PRE-SEMINAR BENEFITS:

- Prominent placement of logo on SIFMA's dedicated sends, which include email campaigns highlighting dates, program, etc.
- Prominent placement of logo on SIFMA's Social Media & Digital Marketing Seminar website.
- Preliminary mailing list of seminar participants (name, title, firm, and postal address only).*

SEMINAR ON-SITE BENEFITS:

- Complimentary Seminar Registration(s).
- Prominent brand recognition during the sponsored function (if applicable) with firm logo displayed on dedicated signage. Print and/or digital formats strategically placed in various locations that include registration, general session slide deck, etc.
- Prominent placement of logo on SIFMA's Social Media & Digital Marketing Seminar website.

POST-SEMINAR BENEFITS:

- Company listing and firm description on SIFMA's Social Media & Digital Marketing Seminar website.
- Final list of seminar participants (name, title, firm and post address only).*
- Acknowledgement of sponsorship, with placement of logo on post-event marketing and survey email campaigns.

**Includes only U.S. based participants who do not opt out during the registration process; does not include telephone or email addresses*

(view SIFMA's Privacy Policy at www.sifma.org/privacy).

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