

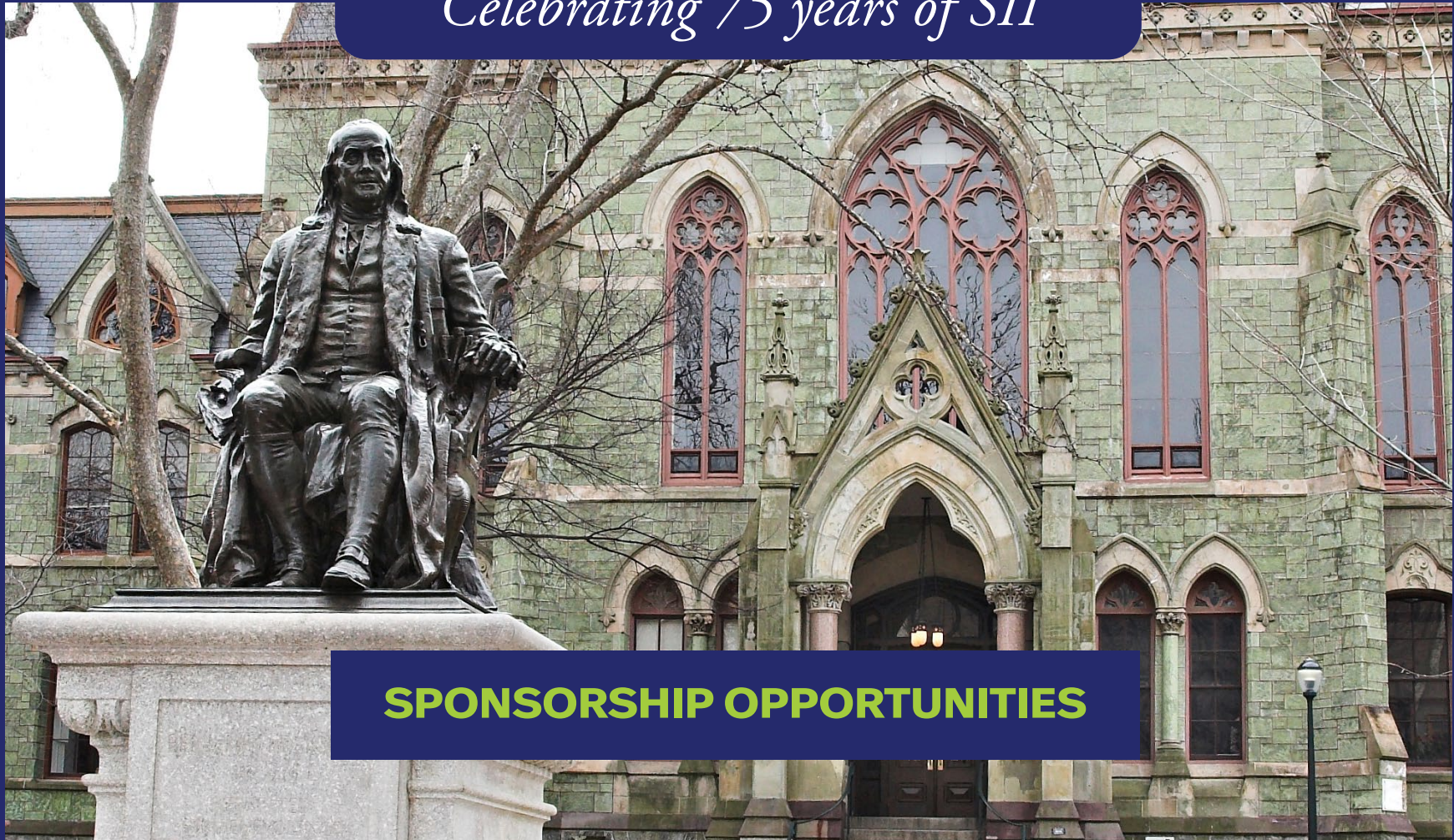


SECURITIES INDUSTRY INSTITUTE

SII2026 EXCELLENCE IN LEADERSHIP DEVELOPMENT

MARCH 8-13, 2026 | THE WHARTON SCHOOL, PA

Celebrating 75 years of SII



SPONSORSHIP OPPORTUNITIES



SII2026

SPONSORSHIP OPPORTUNITIES

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

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The Securities Industry Institute® is the premier executive development program for securities industry professionals. For 75 years, SIFMA and The Wharton School have partnered to develop the industry’s high-potential rising leaders.

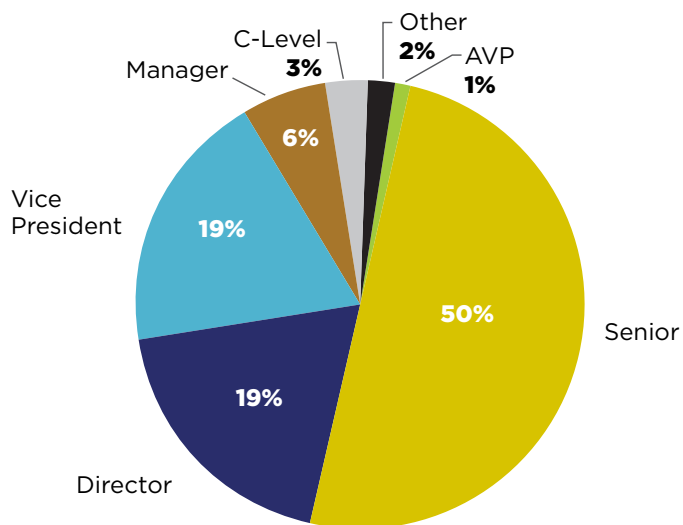
Over three consecutive years SII participants develop leadership and managerial skills and enhance investment and industry knowledge. SII’s cost-effective talent development approach delivers actionable knowledge that is implementable today: the mission of the Institute is to equip each participant with 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

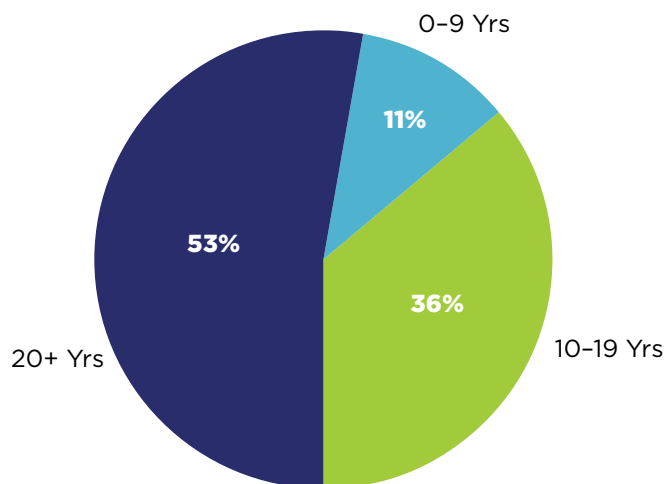
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Participant Titles



Years in industry



2025 SII Participants by firm

- | | | |
|--|---|--|
| Ally Financial | Hudson River Trading | Osaic, Inc. |
| Altruist Financial LLC | Hunter Associates LLC | PricewaterhouseCoopers LLP |
| Ameriprise Financial, Inc. | Insigneo Securities, LLC | Principal Global Investors, LLC |
| Axos Clearing LLC | Insurance Commission of The Bahamas | Prospera Financial |
| Bank of America Merrill Lynch | IntraFi Network LLC | Protiviti |
| Benjamin F. Edwards & Company, Inc. | InvestX Capital | Prudential Financial, Inc. |
| BetaNXT | J.P. Morgan Securities LLC | Raymond James & Associates, Inc. |
| BNY Pershing | Janney Montgomery Scott LLC | RBC Capital Markets, LLC |
| Broadridge Financial Solutions, Inc. | John Hancock Investment Management Distributors LLC | Robert W. Baird & Co. Incorporated |
| Brown Brothers Harriman & Co. | KPMG LLP | Robinhood Financial, LLC |
| Capital One Financial Corporation | Lincoln Financial | Safra Securities LLC |
| Cboe Global Markets | LPL Financial LLC | Securities Commission of the Bahamas |
| Centennial Securities Company, Inc. | Mackenzie Investments | Securities Investor Protection Corporation (SIPC) |
| Cetera Financial Group | Manulife Investment Management | SEI Investments Distribution Co. |
| Charles Schwab & Co., Inc. | Marex Capital Markets Inc. | Sia Partners |
| Citigroup Global Markets Inc. | MassMutual MML Investors Services | SIFMA |
| Commonwealth Financial Network | Moors & Cabot, Inc. | Smith Moore |
| D.A. Davidson & Co. | Morgan Stanley & Co. LLC | SS&C Market Services, LLC |
| Deloitte | Neuberger Berman Group LLC | SWIFT |
| Depository Trust & Clearing Corporation (DTCC) | New York Life Investment Management LLC | TD Securities (USA) LLC |
| Edward D. Jones & Co., L.P. | NewSquare Capital LLC | TIAA-CREF Individual & Institutional Services, LLC |
| Empower Financial Services, Inc. | Northern Trust Securities, Inc. | UBS Securities LLC |
| Evergreen Wealth FICO | Northwestern Mutual Investment Services, LLC | VALIC Financial Advisors, Inc. |
| Fidelity Investments | Oak Ridge Financial Services Group, Inc. | Vanguard |
| FINRA | | Vision Financial Markets LLC |
| Hartford Funds | | Wells Fargo |
| HighTower Securities, LLC | | William Blair |
| Hilltop Securities Inc. | | |

SIFMA SECURITIES INDUSTRY INSTITUTE SPONSORSHIP PACKAGES OFFER MAXIMUM VALUE WITH:

Pre-SII Benefits

- Exposure to more than 900 influencers and decision makers registered for SII with prominent placement of logo and firm profile listed on SIFMA SII website: <https://events.sifma.org/securities-industry-institute> and event Mobile App.
- Opportunity to link thought leadership to the event website and Mobile App.
- Preliminary mailing lists of SII registrants (name, title, firm and postal address only.) List sent four weeks in advance of SII. *
- Sponsorship recognition on “year specific” websites. Websites will be linked to SII communications including all relevant program information.

Days of SII Benefits

- Prominent recognition during the sponsored function (if applicable), with logo displayed on dedicated event mobile app.
- 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 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)*





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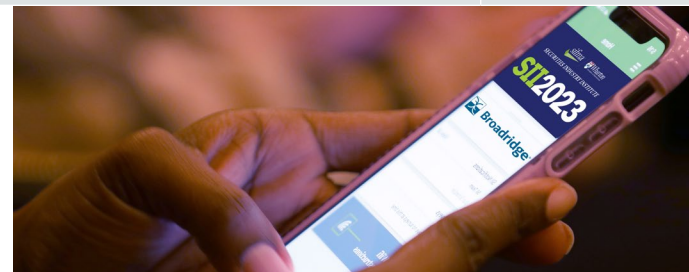
SIFMA'S ANNUAL SECURITIES INDUSTRY INSTITUTE SPONSORSHIP TIERS

DIAMOND	\$53,500 SIFMA Member Rate \$60,000 Non-Member Rate
PLATINUM	\$37,000 SIFMA Member Rate \$44,000 Non-Member Rate
GOLD	\$27,000 SIFMA Member Rate \$32,500 Non-Member Rate
SILVER	\$21,750 SIFMA Member Rate \$27,000 Non-Member Rate
BRONZE	\$14,000 SIFMA Member Rate \$19,500 Non-Member Rate
PATRON	\$5,500 SIFMA Member Rate \$10,500 Non-Member Rate


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NETWORKING SPONSORSHIP OPPORTUNITIES

NETWORKING	SPONSORSHIP	AVAILABILITY
DIAMOND \$53,500 SIFMA Member Rate \$60,000 Non-Member Rate	THURSDAY, MARCH 12, 2026 THURSDAY RECEPTION Reading Terminal The Closing reception offers sponsoring firm high visibility opportunity in a relaxed atmosphere with passed hors d' oeuvres and food/drink stations. The reception is attended by all SII participants, the SII Board of Trustees and invited faculty and is ideal for a firm wishing to achieve maximum exposure.	SOLD
PLATINUM \$37,000 SIFMA Member Rate \$44,000 Non-Member Rate	SUNDAY, MARCH 8, 2026 SUNDAY RECEPTION Inn at Penn Co-Sponsorship - limited to 2 firms The Opening Night Networking Reception brings together all SII participants, the SII Board of Trustees and invited faculty, allowing for one-on-one networking opportunities with industry colleagues. This reception is ideal for a firm wishing to achieve maximum exposure.	AVAILABLE
	MOBILE APP (includes splash screen ad) SIFMA's approved Mobile App affords the sponsoring firm maximum exposure with branding on the app. The exclusive opportunity is downloadable at no additional cost to all participants and contains all program materials such as personalized agenda, course description, presentation material, speaker 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, CE certification and attendance tracking through class surveys. SII is a paperless event and all participants are required to use the mobile app throughout the day.	SOLD


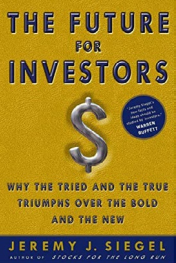
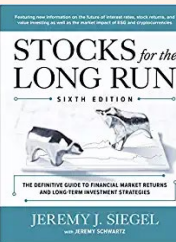


BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
SILVER \$21,750 SIFMA Member Rate \$27,000 Non-Member Rate	GENERAL BREAKFAST (ALL DAYS) The breakfast sponsor will receive brand recognition throughout the entire SII week (Monday-Friday) at all five locations. Signage will be displayed onsite.	AVAILABLE
	GRADUATION BREAKFAST The Graduation Breakfast concludes the 3-year program participants with speeches from the SII Board Chairperson Tom Gooley, SIFMA CEO Ken Bentsen and SII Academic Director – Dr. Jeremy Siegel. SII certificates are presented to all graduates.	SOLD
	LANYARDS (CO-BRANDED WITH SII) SIFMA pre-approved co-branded lanyard. The lanyards will be worn by all attendees, this is a great way to get your message in the hands of every registered attendee. (Lanyards produced and provided by SIFMA.)	SOLD
	CO-BRANDED TOTE BAG Co-branded tote bags offer enduring visibility and brand exposure. Offered to all attendees at registration. (produced by SIFMA)	SOLD
	 CO-BRANDED REUSABLE WATER BOTTLE Offered to all SII attendees to be used throughout the week and theirs to keep. A great way to have a lasting impression of your brand.	SOLD

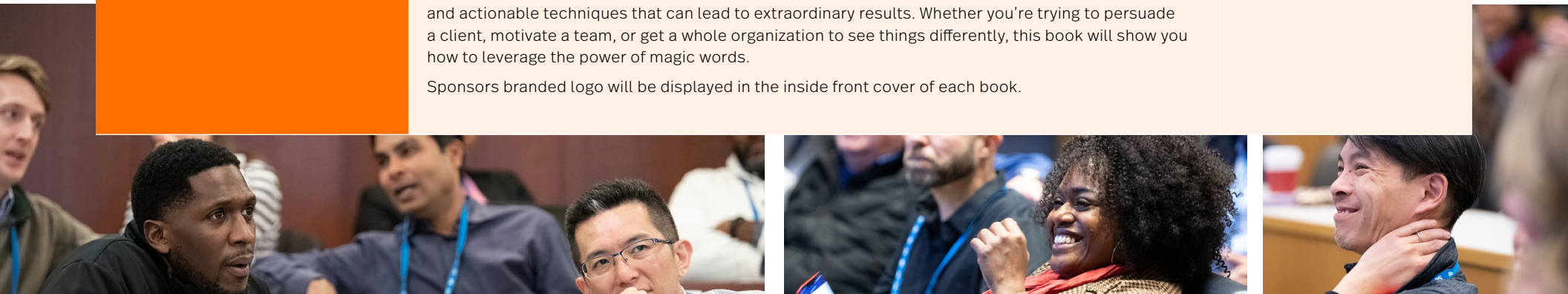


BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
 <p>BRONZE \$14,000 SIFMA Member Rate \$19,500 Non-Member Rate</p>	 <p>Jeremy Siegel's Book, <i>Future for Investors</i> Signed Copies - Distributed to Year 3 Participants</p> <p>Future for Investors is a book that shatters conventional wisdom and provides a framework for picking stocks that will be long-term winners. While technological innovation spurs economic growth, it has not been kind to investors. Instead, companies that have marketed tried-and-true products for decades in slowgrowth or even declining industries have superior returns to firms that develop “the bold and the new.” Industry sectors many regard as dinosaurs—railroads and oil companies, for example—have actually beat the market.</p> <p>Sponsors branded logo will be displayed in the inside front cover of each book.</p>	<p>AVAILABLE</p>
	 <p>Jeremy Siegel's Book, <i>Stocks for the Long Run: The Definitive Guide to Financial Market Returns & Long-Term Investment Strategies, Sixth Edition</i> Signed Copies - Distributed to Year 1 Participants</p> <p>The long-awaited revised edition of the stock trading classic gets you fully up to date on value investing, ESG investing, and other important developments.</p> <p>The definitive guide to stock trading, <i>Stocks for the Long Run</i> has been providing the knowledge, insights, and tools that traders need to understand the market for nearly 30 years. You'll also get in-depth discussions on the big questions investors face: Is international Investing dead? What do global changes like climate change mean for markets worldwide?</p> <p>Sponsors branded logo will be displayed in the inside front cover of each book.</p>	<p>SOLD</p>

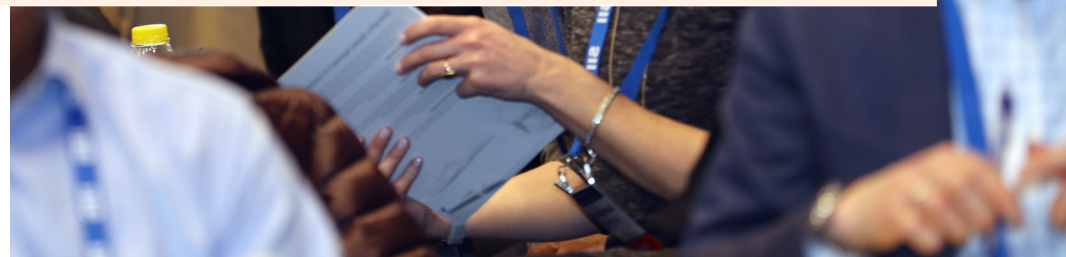
BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
<p>BRONZE \$14,000 SIFMA Member Rate \$19,500 Non-Member Rate</p>	<div data-bbox="569 404 936 677"> </div> <p>Jonah Berger's Book, <i>Magic Words</i> Distributed to Year 1 Participants</p> <p>New York Times bestselling author Jonah Berger's cutting-edge research reveals how six types of words can increase your impact in every area of life: from persuading others and building stronger relationships, to boosting creativity and motivating teams.</p> <p>Almost everything we do involves words. Words are how we persuade, communicate, and connect. They're how leaders lead, salespeople sell, and parents parent. They're how teachers teach, policymakers govern, and doctors explain. Even our private thoughts rely on language.</p> <p>But certain words are more impactful than others. They're better at changing minds, engaging audiences, and driving action. What are these magic words, and how can we take advantage of their power?</p> <p>In <i>Magic Words</i>, internationally bestselling author Jonah Berger gives you an inside look at the new science of language and how you can use it. Technological advances in machine learning, computational linguistics, and natural language processing, combined with the digitization of everything from cover letters to conversations, have yielded unprecedented insights.</p> <p>Learn how salespeople convince clients, lawyers persuade juries, and storytellers captivate audiences; how teachers get kids to help and service representatives increase customer satisfaction; how startup founders secure funding, musicians make hits, and psychologists identified a Shakespearean manuscript without ever reading a play.</p> <p>This book is designed for anyone who wants to increase their impact. It provides a powerful toolkit and actionable techniques that can lead to extraordinary results. Whether you're trying to persuade a client, motivate a team, or get a whole organization to see things differently, this book will show you how to leverage the power of magic words.</p> <p>Sponsors branded logo will be displayed in the inside front cover of each book.</p>	<p>AVAILABLE</p>



BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
<p>BRONZE \$14,000 SIFMA Member Rate \$19,500 Non-Member Rate</p>	<div data-bbox="569 391 926 656"> </div> <p>Yael Sivi's Book, <i>Growing Up at Work: How to Transform Personally, Evolve Professionally, and Lead Authentically</i> Distributed to Year 1 Participants</p> <p>Over nearly two decades, executive coach and psychotherapist Yael C. Sivi's "Generational Intelligence for Leadership and Team Sustainability" class has been an SII favorite. Last year, Sivi wrote <i>Growing Up at Work: How to Transform Personally, Evolve Professionally, and Lead Authentically</i>, to consolidate her insights after coaching hundreds of leaders and professionals.</p> <p>In her book, Sivi suggests that the workplace – virtual and in-person - is a laboratory to become more emotionally mature and more authentic. This message converges beautifully with Sivi's work at SII, which centers on our need for self-awareness, introspection, and psychological flexibility to be better leaders across generations. Purchasing this book is an opportunity to deepen the learning from Sivi's class for all year 1 students, giving leaders a helpful tool to support them to become more mature, engaging, and intentional leaders.</p>	<p>AVAILABLE</p>
<p>BRONZE \$14,000 SIFMA Member Rate \$19,500 Non-Member Rate</p>	<div data-bbox="569 951 968 1214"> </div> <p>Mario Moussa and G. Richard Shell's Book, <i>The Art of Woo: Using Strategic Persuasion to Sell Your Ideas</i> Distributed to approximately 120 class participants.</p> <p>In <i>The Art of Woo</i>, Mario Moussa and G. Richard Shell present their systematic, four- step process for winning over even the toughest bosses and most skeptical colleagues. Beginning with two powerful self-assessments to help readers find their "Woo IQ," they show how relationship-based persuasion works to open hearts and minds.</p> <p>Sponsors branded logo will be displayed in the inside front cover of each book.</p>	<p>SOLD</p>



Celebrating 75 years of SII

BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
<p>BRONZE \$14,000 SIFMA Member Rate \$19,500 Non-Member Rate</p>	<p>NOTEPADS & PENS</p> <p>SIFMA pre-approved branded notepads and pens, provided by the sponsoring firm. This is an easy and effective way to get your message in the hands of registered attendees. (sponsor produced)</p>	<p>SOLD</p>
	<p>HOTEL ROOM BRANDED KEY CARDS</p> <p>Homewood Suites, Sheraton Philadelphia University City, The Sofitel Rittenhouse Square Study & Inn at Penn. SIFMA pre-approved co-branded hotel room key cards. Attendees will receive cards upon check-in.</p>	<p>SOLD</p>



Celebrating 75 years of SII

BRANDING OPPORTUNITIES

BRANDING	SPONSORSHIP	AVAILABILITY
PATRON \$5,500 SIFMA Member Rate \$10,500 Non-Member Rate	GENERAL PROGRAM SUPPORT Support SII as a Patron Sponsor and receive branding on marketing materials, SII Mobile App and on signage throughout the event.	AVAILABLE

