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 industry professionals, policymakers, regulators, and financial media and affords sponsors unprecedented business development opportunities. Attendance is by invitation only 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
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.

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$40,000 Member Rate</strong></td>
<td><strong>$30,000 Member Rate</strong></td>
<td><strong>$25,000 Member Rate</strong></td>
</tr>
<tr>
<td><strong>$45,000 Non-Member Rate</strong></td>
<td><strong>$35,000 Non-Member Rate</strong></td>
<td><strong>$30,000 Non-Member Rate</strong></td>
</tr>
<tr>
<td>• Marquee Sponsor recognition on all onsite branding and meeting website</td>
<td>• Sponsor recognition on all onsite branding and meeting website.</td>
<td>• Sponsor recognition on all onsite branding and meeting website.</td>
</tr>
<tr>
<td>• Welcome Reception Marquee Sponsor</td>
<td>• Table-Top Exhibit</td>
<td>• Table-Top Exhibit</td>
</tr>
<tr>
<td>• VIP Luncheon seating</td>
<td>• Dedicated Marketing Piece (pdf) placed on Forum website hosted on sifma.org/annual</td>
<td>• Dedicated Marketing Piece (pdf) placed on forum website hosted on sifma.org/annual</td>
</tr>
<tr>
<td>• Priority placement of Table-Top Exhibit</td>
<td>• SIFMA Dedicated Pre-Event Email - “Meet our Sponsors”</td>
<td>• SIFMA Dedicated Pre-Event Email - “Meet our Sponsors”</td>
</tr>
<tr>
<td>• Dedicated Marketing Piece (pdf) placed on Meeting website hosted on sifma.org/annual</td>
<td>• Includes Two (2) Annual Meeting Registrations</td>
<td>• Includes One (1) Annual Meeting Registrations</td>
</tr>
<tr>
<td>• SIFMA Dedicated Pre-Event Email – “Meet our Sponsors”</td>
<td>• Includes Two (2) Exhibit Staff only Registrations</td>
<td>• Includes Two (2) Exhibit Staff only Registrations</td>
</tr>
<tr>
<td>• Includes Three (3) Annual Meeting Registrations</td>
<td>• 30 Second Video Commercial (MP4 format) played during general session walk-in and breaks (sponsored produced)</td>
<td>• Signage at reception the night before promoting sponsors.</td>
</tr>
<tr>
<td>• Includes Two (2) Exhibit Staff only Registrations</td>
<td>• Signage at reception the night before promoting sponsors.</td>
<td></td>
</tr>
<tr>
<td>• 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 6)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Signage at reception the night before promoting sponsors.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

DAYS 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.

• 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 *

• An opportunity to submit a 30-second MP4 video commercial to be played during General Session walk-in and breaks throughout programming of the conference. Applicable to Diamond tiered sponsorship only.
• Table-Top Exhibit and One (1) Table Personal badge

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**
Managing Director,
Head of Exhibit & Sponsorship Sales
SIFMA
212.313.1119 | skramer@sifma.org

---

**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](http://www.sifma.org).