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The 2024 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.

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

### Social Media & Digital Marketing Seminar 2023 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, Contact:
Lynn White
AVP, Sponsorship Sales
SIFMA
212.313.1151  |  lwhite@sifma.org
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Available Sponsorship Opportunities

**Platinum Tier**
$10,000 - Member Rate  |  $12,000 - Non-Member Rate
*Three (3) Complimentary Seminar Registrations*

**Networking Cocktail Reception**
Networking Cocktail Reception offering sponsoring firm prominent brand recognition and opportunity for attendees to come together and catch up on the day’s event in a relaxing and enjoyable setting.

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

**Networking Luncheon**
Networking Luncheon offering sponsoring firm prominent brand recognition and opportunity for attendees to come together and discuss the programming content in an enjoyable atmosphere.

**Gold Tier**
$8,000 - SIFMA Member Rate  |  $10,000 - Non-Member Rate
*Two (2) Complimentary Seminar Registrations*

**Badge Lanyard**
SIFMA Pre-approved, co-branded lanyard provided by sponsoring firm and distributed to all seminar participants during registration.

**Networking Continental Breakfast**
Networking Continental 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 Event Guide is attendees’ go-to resource for seminar information, including our program, speaker bios and much more. The sponsorship also includes your banner ad on the guide.

**Silver Tier**
$7,000 - Member Rate  |  $9,000 - Non-Member Rate
*One (1) Complimentary Seminar Registration*

**Networking Refreshment Break**
Networking Refreshments offering prominent brand recognition and allowing for one-on-one conversations with industry colleagues, clients and potential prospects.

**Note Pads**
An easy and effective way to get your message in the hands of every registered attendee. Popular hard-covered co-branded notebooks distributed to all attendees at registration. Place your logo on the cover of this notebook and get exposure at and beyond the seminar as attendees return to their offices and desks to review important notes, memory-joggers and names of contacts.

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

**Pre-Seminar Benefits:**
Sponsors will benefit from pre-marketing exposure that will include:
- 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. Includes 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.
- Ability to place one (1) piece of marketing collateral and one (1) giveaway in an event tote bag. Materials must be approved by SIFMA.

**Post-Seminar Benefits:**
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**Silver Tier**
- $7,000 - SIFMA Member Rate  |  $9,000 - Non-Member Rate
- One (1) Complimentary Seminar Registration
- Morning – OR – Mid-Afternoon Networking Refreshment Break
  - Networking Refreshments offering prominent brand recognition and allowing for one-on-one conversations with industry colleagues, clients and potential prospects.
- Note Pads
  - An easy and effective way to get your message in the hands of every registered attendee. Popular hard-covered co-branded notebooks distributed to all attendees at registration. Place your logo on the cover of this notebook and get exposure at and beyond the seminar as attendees return to their offices and desks to review important notes, memory-joggers and names of contacts.

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