SEcurities Industry Institute

SII 2024 ExcelLENCE in LEADERSHIP DEVELOPMENT

March 3–8, 2024 | THE WHARTON SCHOOL, PA

SPONSORSHIP OPPORTUNITIES
The Securities Industry Institute® is the premier executive development program for securities industry professionals. For 72 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.
Participant Titles

- Vice President: 2%
- Director: 21%
- Manager: 47%
- Senior: 19%
- AVP: 7%
- Other: 3%
- C-Level: 1%

Years in industry

- 0–9 Yrs: 50%
- 10–19 Yrs: 39%
- 20+ Yrs: 11%

2023 SII Participants by firm

- Accenture LLP
- Advisor Group
- Ally Financial
- Amazon Web Services
- Ameriprise Financial Services, LLC
- Australian Securities and Investment Commission
- Avantax
- Axos Advisor Services
- Bank of America Merrill Lynch
- Benjamin F. Edwards & Company, Inc.
- Bernstein Research
- BetaNXT
- BlackRock
- BNY Mellon Company
- Brandywine Global Investment Management
- Broadridge Financial Solutions, Inc.
- Cambridge Investment Research, Inc.
- Capital Group
- Capital One
- Cboe Global Markets
- Centennial Securities Company, Inc.
- Cetera Financial Group
- Charles Schwab
- Clearwater Capital Partners
- Deloitte & Touche LLP
- Depository Trust & Clearing Corporation (DTCC)
- E*Trade
- Edward D. Jones & Co., L.P.
- Euromoney Institutional Investor
- FICO
- Fidelity
- First Kentucky Securities
- HighTower Securities, LLC
- Hilltop Securities Inc.
- Hunter Associates LLC
- IBM Corp
- Infosys
- J.P. Morgan
- Janney Montgomery Scott LLC
- Jennison Associates LP
- John Hancock Investment Management
- Johnson Financial Group
- Kestra Investment Services, LLC
- Lincoln Financial
- Lincoln Investment
- LPL Financial LLC
- Manulife
- MassMutual
- Mediant Communications, Inc.
- MFS Investment Management
- MML Investors Services, LLC
- Morgan Stanley & Co. LLC
- Mutual of Omaha
- NewSquare Capital LLC
- Northwestern Mutual
- NYLIFE Securities LLC
- Oak Ridge Financial Services Group, Inc.
- Options Clearing Corporation
- Orion
- Pershing LLC, a BNY Mellon Company
- PNC Capital Markets LLC
- PricewaterhouseCoopers LLP
- Prospera Financial
- Protiviti, Inc.
- Raymond James
- RBC
- Redbridge Securities LLC
- Robert W. Baird & Co. Incorporated
- Robinhood Markets
- Securities Commission of the Bahamas
- Sia Partners
- SIFMA
- Singapore Exchange
- Squarespace
- Stifel Independent Advisors
- The Carlyle Group Tradeweb LLC
- UBS
- Vanguard
- Wells Fargo
- Wilmington Trust
SIFMA SECURITIES INDUSTRY INSTITUTE SPONSORSHIP PACKAGES OFFER MAXIMUM VALUE WITH:

**Pre-SII Benefits**

- Exposure to more than 800 influencers and decision makers registered for SII with prominent placement of logo and firm profile listed on 2024 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 all 2024 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 2024 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)
<table>
<thead>
<tr>
<th>Sponsorship Tier</th>
<th>SIFMA Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>$50,000</td>
<td>$55,000</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$35,500</td>
<td>$40,500</td>
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<tr>
<td>GOLD</td>
<td>$25,000</td>
<td>$30,000</td>
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<tr>
<td>SILVER</td>
<td>$20,500</td>
<td>$25,500</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$13,000</td>
<td>$18,000</td>
</tr>
<tr>
<td>PATRON</td>
<td>$5,000</td>
<td>$10,000</td>
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SCOTT KRAMER   |  212-313-1119  |  skramer@sifma.org
# Networking Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Networking</th>
<th>Sponsorship</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIAMOND</strong></td>
<td><strong>SUNDAY, MARCH 3, 2024</strong></td>
<td><strong>AVAILABLE</strong></td>
</tr>
<tr>
<td>$50,000 SIFMA Member Rate</td>
<td><strong>SUNDAY RECEPTION</strong></td>
<td></td>
</tr>
<tr>
<td>$55,000 Non-Member Rate</td>
<td>The Opening Night Networking Reception brings together all SII participants, allowing for one-on-one networking opportunities with industry colleagues.</td>
<td></td>
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<tr>
<td><strong>DIAMOND</strong></td>
<td><strong>THURSDAY, MARCH 7, 2024</strong></td>
<td><strong>SOLD</strong></td>
</tr>
<tr>
<td>$50,000 SIFMA Member Rate</td>
<td><strong>THURSDAY RECEPTION</strong></td>
<td></td>
</tr>
<tr>
<td>$55,000 Non-Member Rate</td>
<td><strong>National Constitution Center</strong></td>
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<td></td>
<td>The Closing reception offers sponsoring firm high visibility opportunity in a relaxed atmosphere with passed hors d’oeuvres at the National Constitution Center. This is ideal for a firm wishing to achieve maximum exposure and is attended by all SII participants.</td>
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### NETWORKING SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>NETWORKING</th>
<th>SPONSORSHIP</th>
<th>AVAILABILITY</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td><strong>MONDAY, MARCH 4, 2024</strong></td>
<td><strong>SOLD</strong></td>
</tr>
<tr>
<td>$25,000 SIFMA Member Rate</td>
<td><strong>MONDAY NETWORKING RECEPTION</strong></td>
<td></td>
</tr>
<tr>
<td>$30,000 Non-Member Rate</td>
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The Networking Reception includes prominent brand recognition creating a platform for one-on-one networking opportunities with industry colleagues.
## Branding Opportunities

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<th>BRANDING</th>
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<tr>
<td><strong>Platinum</strong></td>
<td><strong>Mobile App</strong> <em>(includes splash screen ad)</em>&lt;br&gt;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.</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td><strong>Lanyards (Co-branded with SII)</strong>&lt;br&gt;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. <em>(Lanyards produced and provided by SIFMA)</em></td>
<td>SOLD</td>
</tr>
<tr>
<td><strong>$35,500 SIFMA Member Rate</strong>&lt;br&gt;$40,500 Non-Member Rate</td>
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<tr>
<td><strong>$20,000 SIFMA Member Rate</strong>&lt;br&gt;$25,500 Non-Member Rate</td>
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**Contact:**<br>SCOTT KRAMER | 212-313-1119  | skramer@sifma.org
## BRANDING OPPORTUNITIES

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<tr>
<td>SILVER</td>
<td>GENERAL BREAKFAST (ALL DAYS)</td>
<td>AVAILABLE</td>
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<tr>
<td>$20,000 SIFMA Member Rate</td>
<td>The breakfast sponsor will receive brand recognition throughout the entire SII week (Monday-Friday) at all four locations. Signage will be displayed onsite.</td>
<td></td>
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<tr>
<td>$25,500 Non-Member Rate</td>
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<tr>
<td>SILVER</td>
<td>GRADUATION BREAKFAST</td>
<td>SOLD</td>
</tr>
<tr>
<td>$20,000 SIFMA Member Rate</td>
<td>The Graduation Breakfast concludes the 3-year program participants with speeches from the SII Board Chairperson Lana Calton, SIFMA CEO Ken Bentsen and SII Academic Director – Dr. Jeremy Siegel. SII certificates are presented to all graduates.</td>
<td></td>
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<td>$25,500 Non-Member Rate</td>
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| **Jeremy Siegel's Book, *Future for Investors*  
Signed Copies - Distributed to Year 3 Participants**  
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.  
Sponsors branded logo will be displayed in the inside front cover of each book. | SOLD         |
Signed Copies - distributed to year 1 participants**  
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  
The definitive guide to stock trading, Stocks for the Long Run has been providing the knowledge, insights, and tools that traders need to understand the market for nearly 30 years. It’s been updated with new chapters and content on:  
- The role of value investing  
- The impact of ESG—Environmental/Social/Governance—issues on the future of investing  
- The current interest rate environment  
- Future returns investors should expect in the bond and stock markets  
- The role of international investing  
- The long-run risks on equity markets  
- The importance of black swan events, such as a pandemic and the financial crisis  
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?  
Sponsors branded logo will be displayed in the inside front cover of each book. | SOLD         |
## BRANDING OPPORTUNITIES

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<tr>
<td><strong>BRONZE</strong>&lt;br&gt;$13,000 SIFMA Member Rate&lt;br&gt;$18,000 Non-Member Rate</td>
<td><strong>Jonah Berger’s Book, Magic Words</strong>&lt;br&gt;Distributed to year 1 participants</td>
<td>AVAILABLE</td>
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</table>

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.

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.

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?

In *Magic Words*, 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.

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.

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.

Sponsors branded logo will be displayed in the inside front cover of each book.
### BRANDING OPPORTUNITIES

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<tr>
<td>BRONZE</td>
<td>Yael Sivi’s Book, <em>Growing Up at Work: How to Transform Personally, Evolve Professionally, and Lead Authentically</em></td>
<td>AVAILABLE</td>
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<tr>
<td></td>
<td>Distributed to Year 1 Participants</td>
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<td></td>
<td>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.</td>
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<tr>
<td></td>
<td>Sponsors branded logo will be displayed in the inside front cover of each book.</td>
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**BRONZE**

$13,000 SIFMA Member Rate
$18,000 Non-Member Rate
### Branding Opportunities

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<th>Availability</th>
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</table>
| **Bronze**        | **Lunch Lecture – Topic/Speaker Needs to Be Approved**<sup>*</sup>  
Exclusive to contracted sponsors, the SII Lunch Lectures offer an opportunity to share thought leadership insight to a captive audience in a one-hour or less Lunch & Learn presentation. A meeting room with standard A/V as well as lunch will be provided to host a maximum of 125 participants.  
*Topic, Title and Description will be subject to a pre-approval process by SIFMA. This must be submitted by January 5, 2024. ** | **Available** |
| **Notepads & Pens** | 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)                                         | **Available** |
| **Hotel Room Branded Key Cards** | Homewood Suites, Sheraton Philadelphia University City, The Study & Inn at Penn. SIFMA pre-approved co-branded hotel room key cards. Attendees will receive cards upon check-in.                                         | **SOLD**     |
# Sponsorship Opportunities

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<tbody>
<tr>
<td>Patron</td>
<td>Support SII as a Patron Sponsor and receive branding on marketing materials, SII Mobile App and on signage throughout the event.</td>
<td>Available</td>
</tr>
<tr>
<td>$5,000 SIFMA Member Rate</td>
<td>$10,000 Non-Member Rate</td>
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</table>