MARKET STRUCTURE CONFERENCE

NOVEMBER 1–2, 2023
New York Law School

NOV 1
Listed Options Symposium

NOV 2
Equity Market Structure Conference

SPONSORSHIP PROSPECTUS
Join us as a participating sponsor today!

Sponsorship provides an opportunity for your firm to gain maximum exposure during the Market Structure Conference, as well as inclusion in the event’s promotional campaign. Tiered sponsorship opportunities offer benefits geared to maximize your marketing goals and objectives. If you would like to become involved, please contact Lynn White at 212-313-1151.

**NOV 1**
**Listed Options**

On Wednesday, November 1 in NYC, SIFMA’s Listed Options Symposium will gather sell-side, buy-side, exchange and regulatory leaders to examine the options markets and the issues affecting liquidity, risk and regulation.

**NOV 2**
**Equity Market Structure**

On Thursday, November 2 in NYC, SIFMA’s Equity Market Structure Conference brings together sell-side, buy-side, retail, exchange and regulatory experts to examine today’s equity markets and the evolving regulatory framework that guides them.

**All Sponsorship Opportunities Include:**

- Prominent placement of logo on event website.
- Sponsor acknowledgement during Opening General Session.
- Access to all food and networking functions.
- Dedicated sponsor listing included on the Digital Event Guide; company logo, company profile and contact name.
- Pre-and Post event mailing list of participants (registrant name, title, firm and mailing address only).*
- Company listing on sponsorship signage.

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

Sponsor both Listed Options and Equity Market Structure and receive 10% off each event.

Lynn White  |  AVP, Conference & Event Sponsorship Sales  |  212.313.1151  |  lwhite@sifma.org
### PLATINUM SPONSORSHIP

**INVESTMENT**
- $7,700 SIFMA Member Rate
- $8,700 Non-Member Rate

Includes:
- Three (3) Registrations (per event sponsored)
- Table Display & Two (2) Table Personnel Badges

### COCKTAIL RECEPTION

Exclusive sponsorship of the reception which will include committee members, speakers, attendees, other senior professionals and distinguished guests. A great social setting opportunity to network and meet with colleagues at the conclusion of the event.

- November 1: Listed Options
- November 2: Equity Market Structure

### GOLD SPONSORSHIP

**INVESTMENT**
- $6,700 SIFMA Member Rate
- $7,700 Non-Member Rate

Includes:
- Two (2) Registrations (per event sponsored)
- Table Display & Two (2) Table Personnel Badges

### GENERAL SESSION AUDIO VISUAL

Exclusive sponsorship of the General Session Audio Visual will provide your firm with extraordinary visibility. Your firm’s logo will be included on the general session presentation deck.

- November 1: Listed Options
- November 2: Equity Market Structure

### NETWORKING LUNCH

Luncheon open to all conference participants, allows for one-on-one conversations with industry colleagues, clients and potential prospects.

- November 1: Listed Options
- November 2: Equity Market Structure

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<th>SILVER</th>
<th>SPONSORSHIP</th>
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<tr>
<td><strong>INVESTMENT</strong></td>
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<tr>
<td>$5,700 SIFMA Member Rate</td>
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<td>$6,700 Non-Member Rate</td>
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<td>One (1) Registration (per event sponsored)</td>
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<th>BREAKFAST</th>
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<td>Networking breakfast opportunity offering prominent brand recognition and allowing for one-on-one conversations with industry colleagues and potential prospects.</td>
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**DIGITAL EVENT GUIDE**

Sponsoring firm’s logo featured on screen. The digital event guide includes a program agenda, schedule, list of speakers and bios and sponsoring firms with their company profiles.

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**BADGE LANYARD**

SIFMA pre-approved co-branded badge lanyard produced by sponsoring firm and distributed with registration materials to all participants during registration.

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## MARKET STRUCTURE CONFERENCE SPONSORSHIP OPPORTUNITIES

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<th>BRONZE</th>
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| **INVESTMENT**
$4,700 SIFMA Member Rate
$5,700 Non-Member Rate  |
Includes:
One (1) Registration (per event sponsored)
Table Display & Two (2) Table Personnel Badges  |
**MORNING REFRESHMENT BREAK – OR – AFTERNOON REFRESHMENT BREAK**
Networking refreshment break that includes prominent brand recognition and a variety of healthy snacks, during one-on-one networking with industry colleagues.|
| **November 1**
Listed Options
AVAILABLE  |
| **November 2**
Equity Market Structure
AVAILABLE  |

**CELL PHONE RE-CHARGE ZONE**
Showcase your company, while providing attendees with this much needed service. This promotional opportunity will allow your company to be branded on the kiosk. The recharge zone will be placed within the sponsor showcase area.|
| **November 1**
Listed Options
AVAILABLE  |
| **November 2**
Equity Market Structure
AVAILABLE  |

**SEAT DROP**
An easy and effective way to get your message in the hands of every registered attendee. A marketing/collateral piece or a small give-away to be provided by sponsoring firm and distributed to all attendees in the general session. Material must be approved by SIFMA. Open to only one (1) sponsor.|
| **November 1**
Listed Options
AVAILABLE  |
| **November 2**
Equity Market Structure
AVAILABLE  |

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<th>CONTRIBUTOR</th>
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| **INVESTMENT**
$3,500 SIFMA Member Rate
$4,000 Non-Member Rate  |
Includes:
Support Listed Options or Equity Market as a contributor and receive website branding and marketing outreach.  |

Sponsor both Listed Options and Equity Market Structure and receive 10% off each event.

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