



Media Kit



SIFMA is the voice of the U.S. securities industry. We represent the broker-dealers, banks and asset managers whose nearly 1 million employees provide access to the capital markets, raising over \$2.5 trillion for businesses and municipalities in the U.S., serving clients with over \$20 trillion in assets and managing more than \$67 trillion in assets for individual and institutional clients including mutual funds and retirement plans. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit <http://www.sifma.org>.

WELCOME

SIFMA's Sales Team is dedicated to working with you to develop a customized program to help you achieve your business objectives. Our unique organization presents you with the opportunity to engage key decision-makers in the capital markets at hundreds of financial services companies, from small and regional firms to the largest global players.

We are pleased to offer several opportunities to engage with our unique audience demographic:

- Strategic Partner Program
- Premium Associate Membership
- Sources: A Resource Directory
- SIFMA SmartBrief Suite
- SIFMA Newsletter Suite
- SIFMA Events
- Media Partnerships
- Network Group Partnerships

Our Premium Associate Members / Strategic Partners:

- Broadridge Financial Solutions, Inc.
- Deloitte
- Hearsay Systems
- PwC
- S&P Global

Our Strategic Partners:

- Computershare
- Fidelity

Our Premium Associate Members:

- IHS Markit
- Thomson Reuters

Just some of our past supporters include:

- **Accounting/Consulting:** Deloitte, Ernst & Young, KPMG, PwC
- **Banking/Asset Management:** BNY Mellon, Citi, Goldman Sachs, UBS
- **Clearing:** DTCC, Pershing
- **Data/Analytics:** Bloomberg, Thomson Reuters
- **Exchanges:** BATS, ICE, ISE, Nasdaq
- **Law:** Allen & Overy, Davis Polk, Schulte Roth & Zabel, Sidley Austin
- **Media:** American Banker, Barron's, Bloomberg, Wall Street Journal
- **Social Media:** Hearsay Systems, Hootsuite, Socialware
- **Technology and Operations:** Broadridge, IBM
- **Trade Execution:** MarketAxess, Tradeweb

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OUR AUDIENCE

SIFMA is the voice of the U.S. securities industry, representing the broker-dealers, banks and asset managers whose 889,000 employees provide access to the capital markets, raising over \$2.4 trillion for businesses and municipalities in the U.S., serving clients with over \$16 trillion in assets and managing more than \$62 trillion in assets for individual and institutional clients including mutual funds and retirement plans. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA).

A sampling of our corporate members includes:

<ul style="list-style-type: none">• AllianceBernstein• Ameriprise Financial, Inc.• Bank of America Merrill Lynch & Co., Inc.• Barclays• BB&T Scott & Stringfellow• BlackRock• BNP Paribas Securities Corp.• BNY Mellon• Charles Schwab & Co., Inc.• Citigroup• Credit Suisse• D.A. Davidson & Co• Daiwa Capital Markets America Inc.	<ul style="list-style-type: none">• Deutsche Bank Group• Edward Jones• Fidelity Investments• Goldman, Sachs & Co• HD Vest Financial Services• Hefren-Tillotson, Inc.• Hilliard Lyons• Janney Montgomery Scott• Jefferies & Company, Inc.• JP Morgan Chase & Co.• KCG• LPL Financial• Morgan Stanley• Neuberger Berman LLC• Nomura Holdings, Inc.	<ul style="list-style-type: none">• PIMCO• Piper Jaffray & Co.• Raymond James Financial• RBC• RBS• Robert W. Baird & Co., Inc.• Société Générale• Stephens Inc.• Stifel, Nicolaus & Co., Inc.• U.S. Bancorp• UBS• Vanguard• Wells Fargo• Westport Resources
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For a full list of SIFMA's corporate members, please visit
www.sifma.org/about/memberdirectory.aspx

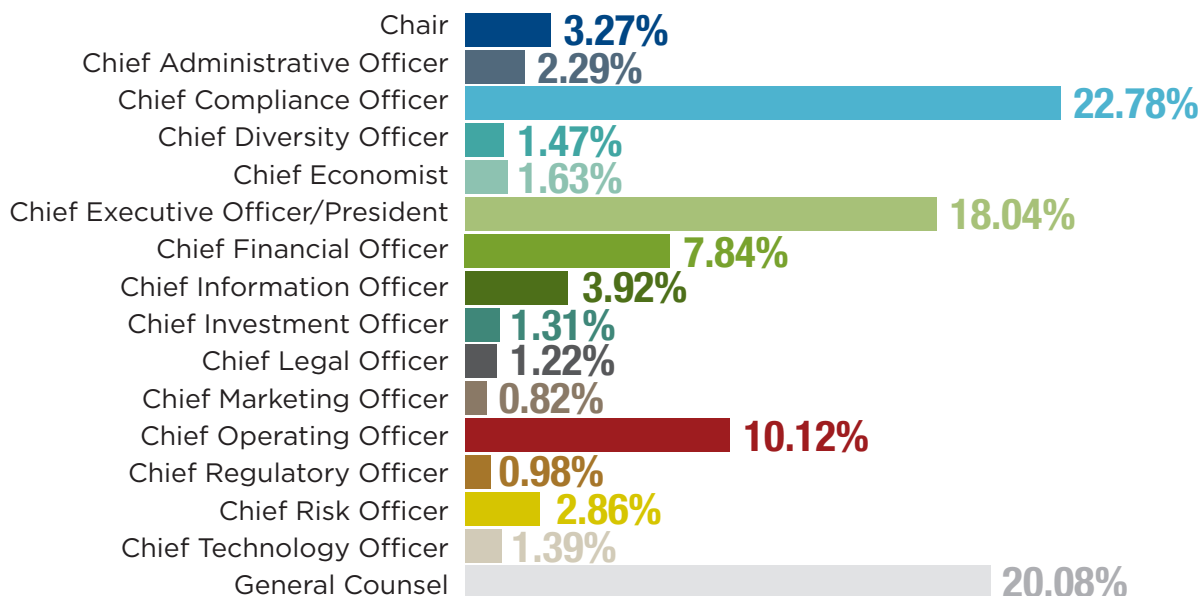
COMMITTEE AND SOCIETY MEMBERS

More than 10,000 financial professionals from our 500 member firms participate on approximately 100 standing Committees and four professional Societies to share their views and ensure their collective voice is heard by governing entities throughout the world.

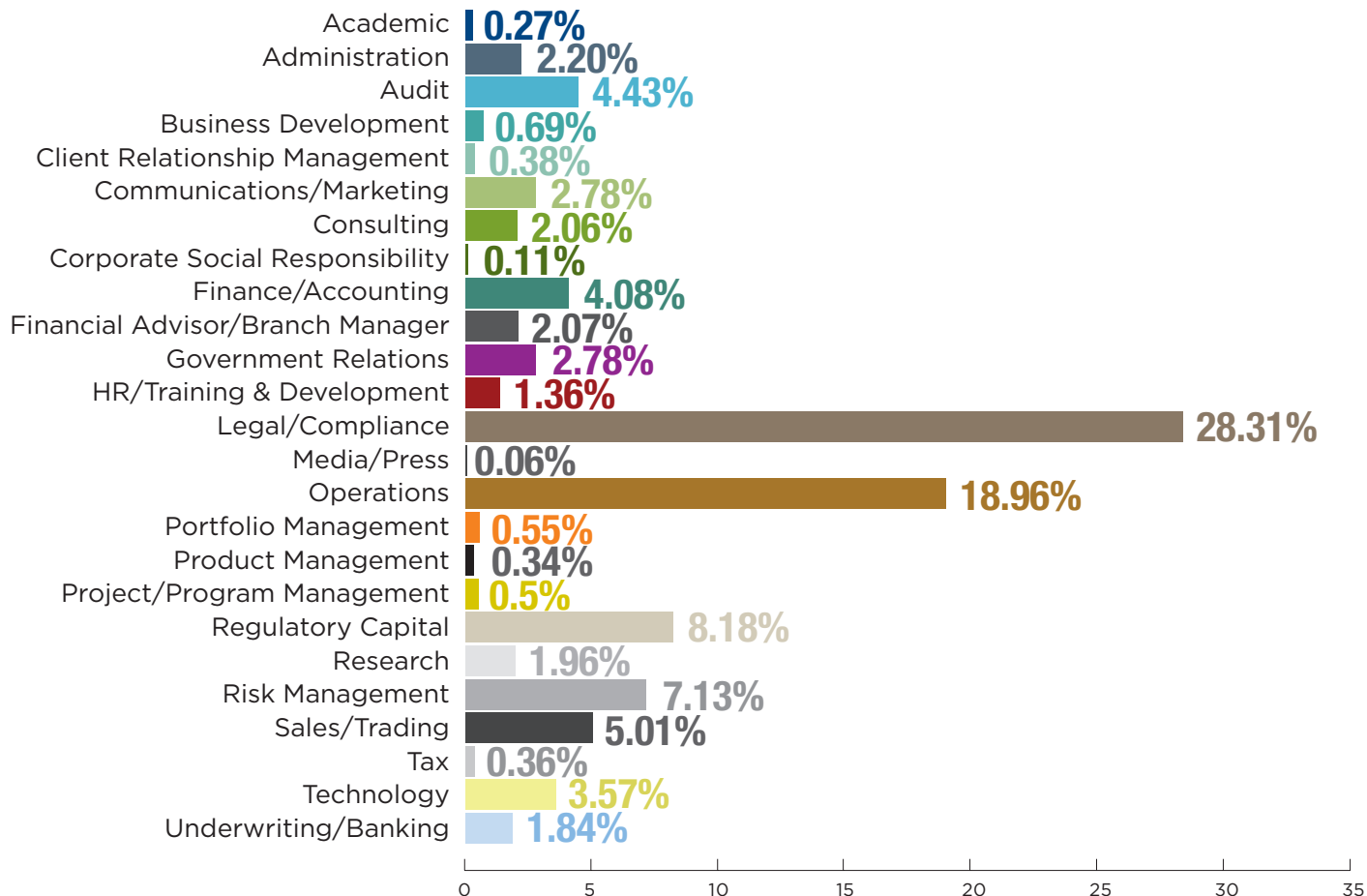


COMMITTEE AND SOCIETY MEMBERS

C-Level Executives

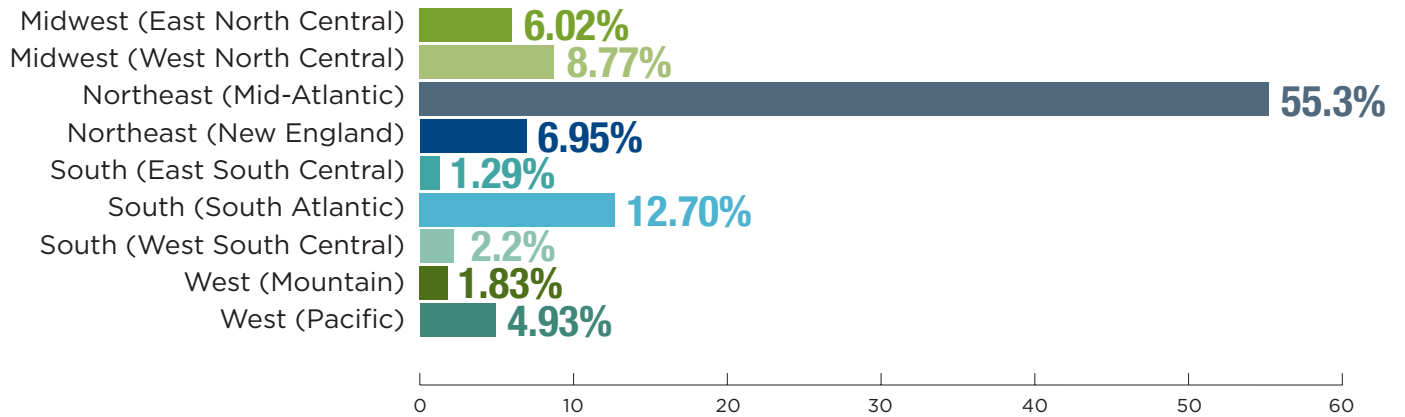


Job Function



COMMITTEE AND SOCIETY MEMBERS

Geographical Location



STRATEGIC PARTNER PROGRAM

SIFMA invites you to join us as a Strategic Partner. Strategic Partners have special access to senior-level decision-makers at SIFMA's member firms – hundreds of securities firms, banks, and asset managers. Partner benefits include:

- Year-round, sustained exposure at SIFMA's leading industry events.
- Featured presence on SIFMA's website, with more than 100k unique visitors each month.
- Direct marketing opportunities to SIFMA's membership.

Sources: A Resource Directory

Featured space in "Sources," an easy-to-use buyer's guide of products and services for the securities and financial industry. Sources grants your firm exposure to hundreds of financial services firms – it is featured on SIFMA's website, which receives over 100k unique visits each month from a range of decision-makers at our member firms.

Thought Leader Library

Partners are offered two submissions to SIFMA's Thought Leadership Library. SIFMA's Thought Leader Library is a repository of original content generated and used by SIFMA Members, relating to critical issues in the financial services sector. The Library is visited several hundred times each month, and includes articles, white papers, research, case studies, webcasts/multi-media, presentations, briefing papers, surveys and other original content. Note: SIFMA member firms are entitled to three submissions to the Library as a benefit of SIFMA membership; this Strategic Partner benefit is incremental, for a total of five submissions.

Advertising in SIFMA's Newsletter Suite

Partners are offered two complimentary advertising opportunities in SIFMA's Newsletter Suite, each a minimum \$1,000 value. Advertisements are available in tile or banner form. SIFMA's Newsletter Suite reaches 15k unique subscribers, with targeted audiences in asset management, derivatives, municipal securities, private client & wealth management, securitization, rates and more.

Committee Presentations

Strategic Partners are offered the opportunity to present to a working group of committee members during an in-person SIFMA Committee Meeting (15 minute presentation followed by 10 minutes of Q&A; content is subject to pre-approval by SIFMA).

Direct Mailings

Strategic Partners can send one promotional flyer or brochure annually to a targeted selection of SIFMA members. SIFMA will work with you to customize the mailing list by selecting criteria such as title, firm and past event participation (all materials subject to SIFMA approval; costs, including printing and postage, are incurred by the Partner).

STRATEGIC PARTNER PROGRAM

Sponsorship at All SIFMA Events

Strategic Partners are recognized at all SIFMA events in conference signage and notebooks as well as in SIFMA's heavily-utilized Conference Center, visited by over 6,500 industry professionals annually.

Discounted and Preferred Exhibit Space

Once a Strategic Partner has applied their allowance towards events and opportunities of their choosing, a 10% discount is applied towards any additional a la carte sponsorship investments. Strategic Partners gain maximum exposure at SIFMA events by selecting preferred exhibit space where applicable.

Preferred Seating at Signature Events

Strategic Partners are extended an opportunity to host a table of ten conference delegates in a preferred location at the SIFMA's Annual Meeting luncheon program. Senior executives will also be invited to sit at a reserved VIP table at Signature Events including the Operations Conference & Exhibition, Private Client Conference and Securities Industry Institute®.

Complimentary Event Registrations

SIFMA will extend ten complimentary registrations annually to any public SIFMA event. These registrations can be extended to colleagues and/or clients and prospects, allowing for a broader networking opportunity. These registrations are in addition to the registrations offered with any selected sponsorships; they do not apply to the Securities Industry Institute.

Conference Attendee Lists

Strategic Partners receive a mailing list of attendees at each SIFMA event (name, firm, title and mailing address only) for use in a one-time mailing.

Complimentary Event Space

Twice annually, Strategic Partners have opportunity to host a private event using SIFMA's state-of-the-art Conference Center at our New York City offices (food, beverages, equipment rentals, staffing and supplies are at the expense of the Partner; space will be reserved based on availability; attendance cannot exceed 120 people).

PREMIUM ASSOCIATE MEMBERSHIP

SIFMA is pleased to offer an enhanced level of participation known as Premium Associate Membership. This opportunity provides custom-tailored partnership offerings focused on engagement with SIFMA committees and working groups (from advisory roles to membership), speaking spots at conferences and events, introductions to key individuals, and other targeted networking opportunities. Premium Associate Membership (PAM) is often combined with our Strategic Partner Program for added benefit. Please contact Tom Tierney at ttierney@sifma.org for more information.

SOURCES: A RESOURCE DIRECTORY

Sources, compiled by SIFMA, is an easy-to-use buyer's guide of products and services for the securities and financial industry. Sources grants your firm exposure to hundreds of financial services firms – it is featured on SIFMA's website, which receives over 100k unique visits each month from a range of decision-makers at our member firms.

Strategic Partners and Associate Members are included as part of their partnership with SIFMA. If you are not a Strategic Partner or Associate Member, you are still welcome to apply for a fee.

sifma

SOURCES: A RESOURCE DIRECTORY
The 2015 Guide to Products and Services for the Securities and Financial Markets.

ALLEN & OVERY
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Attorneys at Law - Focused on Finance®
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312.845.3000 | chapman.com

WILMERHALE
WILMER CUTLER PICKERING HALE AND BOBB LLP
1875 Pennsylvania Avenue, Washington, DC 20006
202.663.6000 | www.wilmerhale.com

Improving Lives Through the Use of Quality
AIQ, Inc.
www.AdviceIQ.com
212.257.8000

The Power of Operational Excellence

Technology-enabled solutions that unlock business value

- Industry collaboration to achieve operational scale
- Digital-enabled technology to improve client experience
- Intelligence to create growth

Broadridge
Please visit: broadridge.com
+ 1 888 237 1900

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SIFMA NEWSLETTER SUITE

SIFMA offers a full newsletter suite, providing our subscribers with in-depth coverage of a variety of market interests. We reach 15k unique subscribers, with highly-engaged audiences in asset management, derivatives, municipal securities, private client & wealth management, securitization, rates and more. Advertisements are available in tile or banner form, each starting a minimum \$1,000 value.

Name	Topic	Distribution Frequency	Subscribers
Asset Management Quarterly	Buy-Side Operations and Technology	Quarterly	6k
SIFMA Dashboard	Financial Industry	Weekly	2k
Derivatives Watch	Derivatives	Bi-Weekly	1k
Executive Compensation	Executive Compensation	Quarterly	1k
GFMA LEI Update	Legal Entity Identifiers	Ad Hoc	1k
GFMA Weekly Update	Global Financial Markets and Regulation	Weekly	4k
Muni comMUNications	Municipal Securities Markets	Weekly	2k
Private Client Today	Private Client and Wealth Management	Ad Hoc	2k
Rates Update	Rates Markets	Weekly	1k
Regional Firms Newsletter	Wealth Management Municipal Securities, and more	Quarterly	1k
Retirement and Savings Review	Retirement and Savings Issues	Monthly	1k
SSG Update	Securitization Markets	Weekly	1k
StatE News	State Government Relations	Monthly	1k
Washington Weekly	Government Relations and Regulatory Reform	Weekly	3k

Ad Specs

Advertisements are available in either Tile or Banner form:

Tile Ad:

Size: 145 x 216
 Max k: 100k
 File type: jpg or gif
 No animation

Banner Ad:

Size: 552 x 73
 Max k: 150k
 File type: jpg or gif
 No animation

SIFMA SMARTBRIEF SUITE

SIFMA SmartBrief provides relevant news and information to business leaders through targeted, easy-to-read newsletters, driving best-in-class click through rates and consistent reader engagement.

SIFMA SmartBrief

News on the capital markets

Frequency: Daily (Monday to Friday)

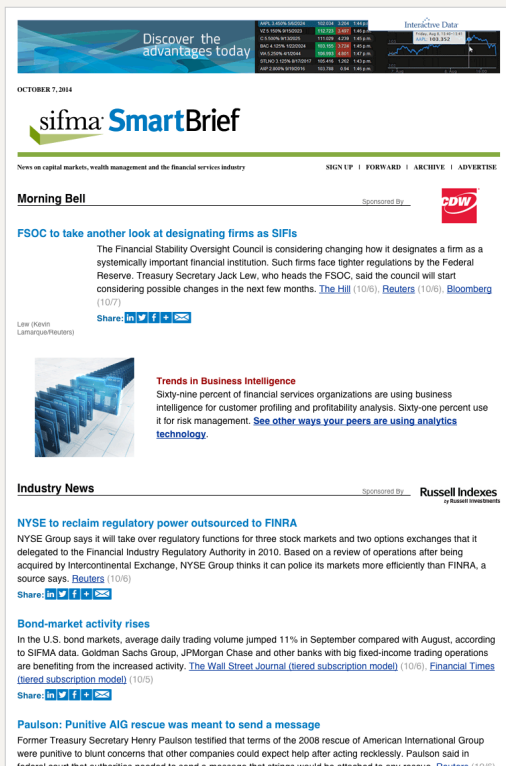
Subscriber Count: 65k

SIFMA SmartBrief: Operations and Technology Edition

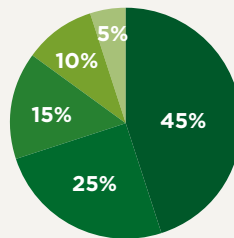
News on the capital markets for operations and technology professionals

Frequency: Weekly (Thursday)

Subscriber Count: 14k

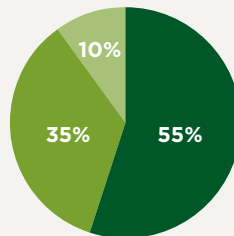


Subscribers by Company Type



- Securities Firms
- Banks/Trusts
- Asset Management/Hedge Funds
- Clearing Firm & Exchanges
- Other (Consultants, Law Firms, IT)

Subscribers by Position Function



- Front Office Decision Makers: VP/SVP/EVP, Managing Directors, Brokers, Financial Advisors & Planners
- Back Office Decision Makers: Company Mgmt (C-level, CIO/COO/CTO/CFO, President)
- Other

SIFMA SMARTBRIEF SUITE

Advertising & Content Marketing Opportunities

SIFMA Event Packages

Reach a targeted audience using our customized packages for SIFMA’s best-in-class events, including popular events such as the SIFMA Annual Meeting, Compliance & Legal Annual Seminar, Operations Conference & Exhibition and Private Client Conference.

Gold Package	Silver Package	Bronze Package
1-Part Event Special Update	1-Part Event Special Update	N/A
5 Ads in SIFMA SmartBrief <ul style="list-style-type: none"> • 2 Leaderboard • 3 Rectangle Text 	N/A	5 Ads in SIFMA SmartBrief <ul style="list-style-type: none"> • 2 Leaderboard • 3 Rectangle Text
Recognition as Event Sponsor	Recognition as Event Sponsor	Recognition as Event Sponsor
SIFMA Member Rate: \$20,000 Non-Member Rate: \$25,000	SIFMA Member Rate: \$12,000 Non-Member Rate: \$15,000	SIFMA Member Rate: \$10,000 Non-Member Rate: \$12,000

SIFMA Special Update Package

Sponsor a topic-driven Special Update, including popular reports such as the Economic Outlook.

Special Update Package		
1-Part Topic-Based Special Update	5 Ads in SIFMA SmartBrief <ul style="list-style-type: none"> • 2 Leaderboard • 3 Rectangle Text 	SIFMA Member Rate: \$20,000 Non-Member Rate: \$25,000

Display & Native Advertising

Leaderboard, rectangle-text and featured content advertisements are available directly through SmartBrief. Please contact Abiy Bekele, Associate Publisher at 646.462.4527 or abekele@smartbrief.com for more information.

Leaderboard



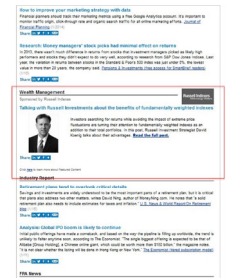
- Size: 728 x 90 pixels. 40k maximum; GIF or JPEG
- Click Through URL
- Alternate text (100 characters maximum) can be embedded behind image
- No limits on animation, maximum 4 frames recommended

Rectangle-Text



- Size: 120 x 60 pixels. 30k maximum; GIF or JPEG
- Click Through URL
- Ad Image: 180 x 150 pixels. 30k maximum; GIF or JPEG
- Headline: 40 characters, excluding spaces
- Copy: 250 characters maximum, excluding spaces
- Click Through URL
- Report can fit a maximum of three Rectangle-Text ad units

Featured Content



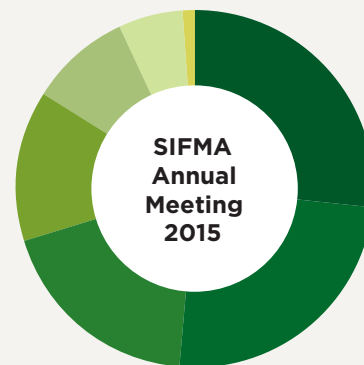
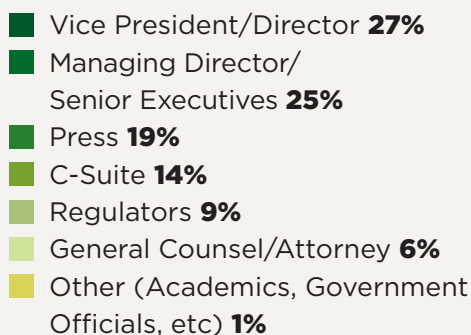
* Ads subject to availability; ad run dates served on a first-come, first-serve basis. Ads must be placed within one month of the sponsored event (30 days prior and after) or special update. Does not apply to the Securities Industry Institute (SI).

SIFMA EVENTS

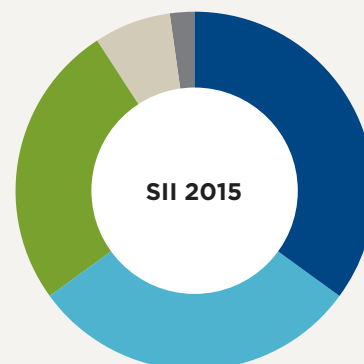
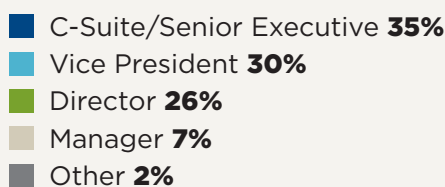
SIFMA delivers nearly 100 events every year to local, regional and international audiences, providing thought leadership, critical industry analysis, networking and professional development opportunities for employees at our member firms. Partnering with SIFMA offers your firm continuous visibility within our membership and enables you to target a specific group within our broad audience.

Signature Events

- **SIFMA Annual Meeting:** November 10, 2015 - The Ritz-Carlton, Washington, DC
Convening the leaders of the financial services industry together with prominent policymakers, thought leaders and financial media www.sifma.org/annual2015
 - **Attendees:** Financial services industry executives – including 75 chairmen, CEOs and presidents, 18 chief compliance officers and 17 chief operating officers – as well as business practitioners from capital markets, wealth management and asset management, legal and compliance professionals, operations and technology professionals, regulators, legislators and the financial media
 - **2015 Delegates:**



- **Securities Industry Institute®:** March 6–11, 2016 - The Wharton School of the University of Pennsylvania, Philadelphia www.sifma.org/institute
The premier executive development program for securities industry professionals, held in partnership with The Wharton School at the University of Pennsylvania
 - **Attendees:** High-potential, rising talent from across the securities industry, especially including marketing, sales and operations professionals
 - **2015 Delegates:**



SIFMA EVENTS

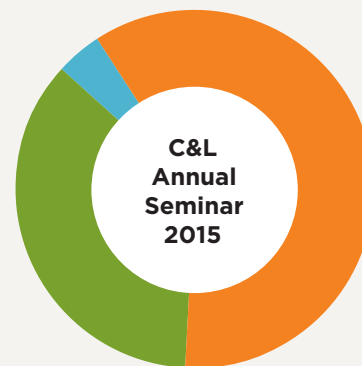
Signature Events

- **SIFMA Compliance & Legal Society Annual Seminar:** March 13-16, 2016 - Hilton Orlando Bonnet Creek, Florida www.sifma.org/cl2016

The elite gathering of compliance and legal professionals to engage with leading industry experts and discuss the latest regulatory developments and industry trends

- **Attendees:** Compliance and legal executives, including senior compliance officers, in-house counsel and outside counsel
- **2015 Delegates:**

- In-House Counsel/Senior Compliance Officers and Executives **60%**
- Outside Counsel **36%**
- Senior Regulators **4%**

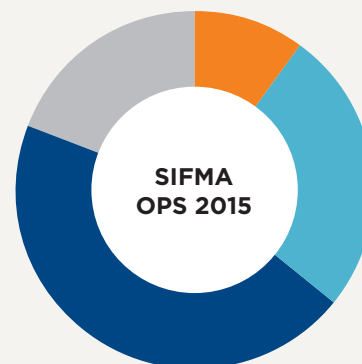


- **SIFMA Operations Conference & Exhibition:** May 2-5, 2016 - Fontainebleau, Miami Beach, FL www.sifma.org/ops2016

The trusted resource for leading operations professionals for over 40 years

- **Attendees:** Professionals in front-, middle- and back-office operations, compliance, risk management and technology across all asset classes
- **2015 Delegates:**

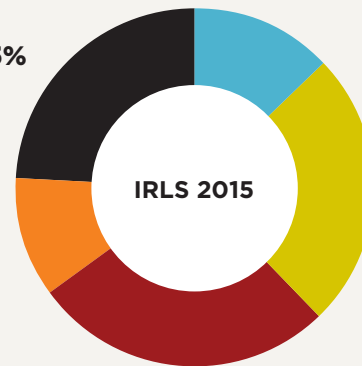
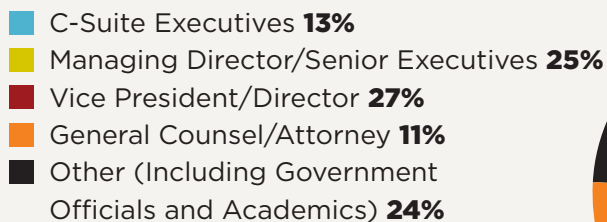
- C-Suite Executives **10%**
- Senior Managing Director/Senior Vice President/General Counsel **26%**
- Managing Director/Vice President **45%**
- Other (Including Government Officials and Academics) **19%**



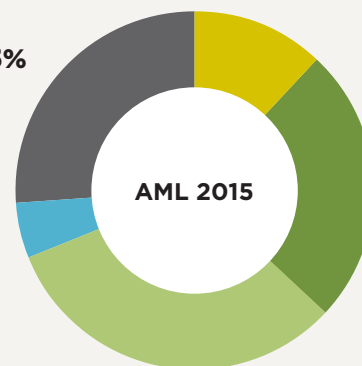
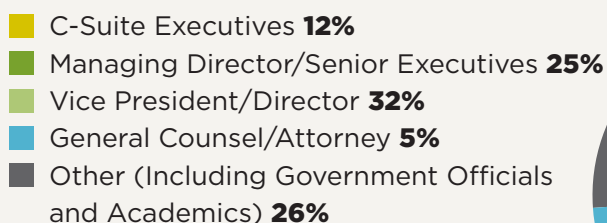
SIFMA EVENTS

Targeted Opportunities

- **Insurance- & Risk-Linked Securities Conference:** February 23-24, 2016 - The Grand Hyatt, New York City www.sifma.org/irls2016
The must-attend forum for latest developments in the evolving Insurance-Linked Securities (ILS) market
 - **Attendees:** Senior level representatives from broker-dealers, insurers, reinsurers, asset managers, service providers and ratings organizations
 - **2015 Delegates:**



- **Anti-Money Laundering and Financial Crimes Conference:** April 5-6, 2016 - New York Marriott Marquis, New York City www.sifma.org/aml2016
Exploring the convergence of regulation, sanctions policies, counter-terrorism efforts, and international laws against a changing financial services and technological landscape
 - **Attendees:** Compliance officers, anti-money laundering professionals, brokerage industry professionals, investment banks, law firms, regulators
 - **2015 Delegates:**



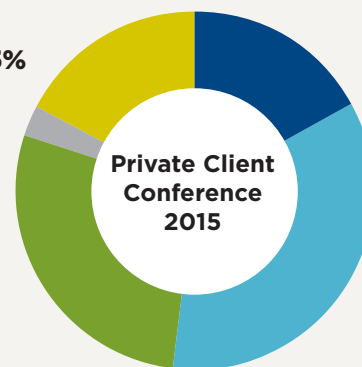
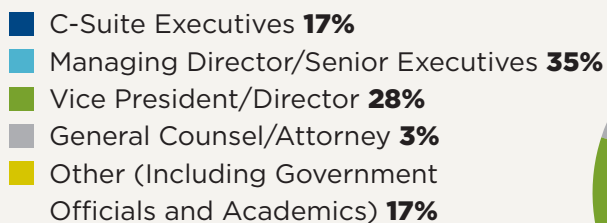
SIFMA EVENTS

Targeted Opportunities

- **Private Client Conference:** April 6-7, 2016 - Grand Hyatt, New York City
www.sifma.org/pc2016

North America's premier conference for wealth management professionals

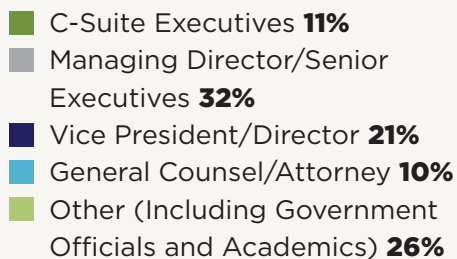
- **Attendees:** Heads of Private Client Groups, National Sales Managers, Financial Advisors, Investment Consultants, CEOs of Small Firms, Corporate and Private Client Group Marketing Directors, Regional and Branch Managers, Wealth Management Directors
- **2015 Delegates:**



- **Equity Market Structure Conference:** April 12, 2016 - Grand Hyatt, New York City
www.sifma.org/equity-market-structure2016

The premier event for insight from the industry's leading experts on navigating today's fast, highly-fragmented and complex markets and the regulatory framework that guides them

- **Attendees:** Professionals responsible for market regulation, legal and compliance, trading, strategic planning, as well as senior management at broker/dealers and market centers
- **2015 Delegates:**



MEDIA PARTNERSHIPS

Media partnerships are effective and low-cost co-marketing tactics to reach targeted audiences at SIFMA's events and webinars, raising a publication's brand awareness and growing its subscriber base.

Example Media Partnership:

The Media Partner	<ol style="list-style-type: none">1. Is listed on the Media Partners page for the agreed SIFMA event (logo and description with hyperlink to media partner's web site).2. Logo is added to the conference notebook.3. Receives one complimentary newsletter promotion, a minimum \$1,000 value (select from SIFMA's Newsletter Suite; SIFMA SmartBrief advertisements available for an additional fee).4. Can distribute publication at the media partner's table at the agreed SIFMA event.5. Receives a post-conference attendee list (name, title, firm and address ONLY).6. Receives 1 to 2 complimentary event passes.
SIFMA receives	<ol style="list-style-type: none">1. A banner or button ad with hyperlink to SIFMA from the home page of the Media Partner's web site, run from the date of the contract through the date of the event.2. A print advertisement in the Media Partner's print publication.3. The agreed SIFMA event with hyperlink listed on the Media Partner's calendar of events.4. A print ad included in the Media Partner's newsletters, newspapers and magazines.5. The Media Partner to send an email to their member/subscriber list on behalf of SIFMA.

NETWORK GROUP PARTNERSHIPS

SIFMA partners with network groups that share our commitment to thought leadership, innovation through diverse perspectives, and building stronger and successful communities.

Example Network Group Partnership:

The partner receives	<ul style="list-style-type: none">• Complimentary use of our New York Conference Center, at a time and date mutually agreed upon with the network group and SIFMA (any Catering and Security fees to be paid by the network group).• One complimentary newsletter promotion for the agreed event. Select from SIFMA's Newsletter Suite (excludes SIFMA SmartBrief products).• Two complimentary event passes to attend a related SIFMA event.
The partner	<ul style="list-style-type: none">• Distributes one email to their subscriber database on behalf of SIFMA, or includes in their newsletter or similar marketing channel, featuring a SIFMA event.• Distributes one email to their subscriber database on behalf of SIFMA, featuring a SIFMA product or service.• Mentions an upcoming SIFMA event or distributes a printed SIFMA brochure at the agreed network group event to be held at the SIFMA Conference Center.

POLICIES AND DISCLAIMERS

SIFMA reserves the right to change any advertising or sponsorship offerings at any time with or without cause and without notice. In no event shall SIFMA be liable for indirect, incidental, consequential, special or exemplary damages such as but not limited to, loss of revenue or lost business. Certain Terms and Conditions may apply.



Contact us:

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Tamara Tondu

Senior Associate,
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