



# THE GLOBALIZATION OF CHINA'S MARKETS

**November 14, 2018**

SIFMA Conference Center, NYC



We invite you to participate as a supporting sponsor of our upcoming event, *The Globalization of China's Markets*, co-hosted by SIFMA and ASIFMA. This half-day event will bring together senior regulators and policymakers, industry experts, and sell side and buy side executives to discuss recent key market developments in China.

Program topics will include macro-economic developments, accessing Chinese fixed income and equity markets, and fintech and emerging technologies.

Join us for an interactive discussion and the opportunity to network with industry peers and colleagues.

## Available Sponsorship Opportunities:

### Platinum

Investment: \$8,000 Member Fee / \$10,000 Non-Member Fee  
Includes: Speaking Opportunity (subject to a pre-approval process by SIFMA/ASIFMA)  
Four Complimentary Summit Registrations  
Table display & Two (2) passes for table staffers for the duration of the Conference  
\_\_\_\_\_ **Presenting Sponsor**

### Gold

Investment: \$4,600 Member Fee / \$5,800 Non-Member Fee  
Includes: Two Complimentary Summit Registration  
Table display & Two (2) passes for table staffers for the duration of the Conference  
\_\_\_\_\_ **Continental Breakfast**  
\_\_\_\_\_ **Networking Refreshment Break**

### Silver

Investment: \$3,500 Member Fee / \$4,400 Non-Member Fee  
Includes: One Complimentary Summit Registration  
Table display & Two (2) passes for table staffers for the duration of the Conference  
\_\_\_\_\_ **Attendee Lanyard**  
*(SIFMA pre-approved, co-branded lanyard provided by sponsoring firm)*  
\_\_\_\_\_ **Attendee Tote Bag**  
*(SIFMA pre-approved, co-branded Tote Bag provided by sponsoring firm)*  
\_\_\_\_\_ **Branded Giveaways**  
*(SIFMA pre-approved, branded gifts – provided by sponsoring firm)*

## **SIFMA & ASIFMA's Sponsorship Package offers maximum value with the following benefits:**

### **Pre-Summit Benefits**

- Prominent placement of logo on dedicated sends, which includes email campaigns highlighting dates, program, etc. sent to more than 75,000 individuals
- Prominent placement of logo and company profile on the 2018 Globalization of China's Markets Summit website page
- Opportunity to link thought leadership to the event website
- Preliminary mailing lists of summit participants who opt-in during the registration process will be shared with all sponsors. Information will be sent in electronic format four (4) weeks in advance of the seminar. Individuals who do not opt-in will be included on the preliminary list, however only Firm Name & Titles will be listed.

### **Day of Summit Benefits**

- Complimentary Summit Registration(s)
- Access to food and networking functions
- Exhibit Space that includes a Table Display & Two (2) exhibit only personnel badges
- Prominent brand recognition during the sponsored function (*if applicable*), with logo displayed on dedicated signage, that includes both print and digital formats, strategically placed in various outlets that includes registration area, general session slide deck, etc.
- Recognition at the sponsored function (*if applicable*)
- Company listing and description on the 2018 Globalization of China's Markets Summit website page

### **Post-Summit Benefits**

- Company listing, logo and contact details placed on the 2018 Globalization of China's Markets Summit website page
- Final lists of Summit participants who opt-in during the registration process will be shared with all sponsors. Information will be sent in electronic format four (4) weeks post event. Individuals who do not opt-in will be included on the final list, however only Firm Name & Titles will be listed.
- Acknowledgement of sponsorship, with placement of logo on all post-event marketing & survey email campaigns that include "SIFMA Thank You for Attending" and "Survey" emails.

### **To reserve your sponsorship, please contact:**

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