

SIFMA-ASIFMA China Conference Factsheet

Date: Wednesday 24 June 2015

Location: SIFMA Conference Center, New York City, The United States

Objective: Bring together high-level regulators, SIFMA and ASIFMA members, invited industry experts, sell side and buy side to discuss key market developments of China including the RMB internationalization and the Stock Connect. Attendees will participate in both interactive and networking sessions.

Program Format: Half-day conference featuring keynote speeches, panel discussions and networking opportunities.

Speaker: Asian and global policy-makers, leading market practitioners including sell side and buy side, and industry experts in the areas of the RMB internationalization and the Stock Connect.

Sponsorship: Sponsorship opportunities are open to SIFMA and ASIFMA members and non-members. Details of sponsorship packages are to be confirmed.

Delegate Profile: This event is expected to attract 150 participants including regulators, central banks, market practitioners, sell side and buy side, initially by invitation-only and then marketed to a wider audience.

Delegate fees: Admission is free of charge for confirmed speakers. Nominal delegate fee will be charged for other participants – regulators and buy side at USD49, SIFMA and ASIFMA members at USD99, non members at USD149. Sponsorship packages will include a limited number of complimentary delegate passes.

Media: This event is open to the press. Registration is required.

Event Contacts: For program: Trevor Clark of ASIFMA (tclark@asifma.org) / For sponsorship: Diana Serri of SIFMA (dserri@sifma.org) / For logistics: MaryAnn Battista of SIFMA (mbattista@sifma.org)

SIFMA-ASIFMA China Conference

Program (as of April 1, 2015)

Date: Monday, June 24, 2015

Location: SIFMA Conference Center, New York City, The United States

08:00 **Registration / Continental Breakfast**

09:00 **Welcome Remarks**
Ken Bentsen, CEO, SIFMA

09:10 **Opening Remarks**
Mark Austen, CEO, ASIFMA

09:20 **Keynote Address**
[SAFE / PBOC / HKEX / SSE – invitation in process]

09:40 **Keynote Address**
[HKMA / SFC – invitation in process]

10:00 **Morning Refreshment Break**

10:20 **RMB Internationalization 101-Type Presentation**
[Sponsor]

10:35 **RMB Internationalization Panel**
Moderator: [Sponsor or Media]
Panelists: [HKMA / SFC / SAFE / PBOC / FED / Treasury / BoC / ICBC / Market Commentator / Sponsors]

11:25 **Stock Connect Panel**
Moderator: [Sponsor or Media]
Panelists: [Shanghai Stock Exchange / Shenzhen Stock Exchange / Hong Kong Stock Exchange / CFFEX / NYSE / MSCI / Sponsors / Buy Side]

12:15 **Conference Adjourns**

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June 24, 2015

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New York City



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Available Sponsorship Opportunities:

Sponsorship Level:	Sponsorship:	Investment:	Entitlements:
Platinum	Presenting Sponsor (Limited to Two (2) Sponsors)	\$5,000	<ul style="list-style-type: none">• Two Complimentary Conference Registrations• 1 guaranteed speaking slot (moderator or panelist role) determined at SIFMA and ASIFMA's discretion
Gold	Closing Reception	\$4,000	<ul style="list-style-type: none">• One Complimentary Conference Registration



Available Sponsorship Opportunities:

Sponsorship Level:	Sponsorship:	Investment:	Entitlements:
Silver	Welcome Hospitality Refreshments	\$3,000	<ul style="list-style-type: none"> • One Complimentary Conference Registration
Silver	Attendee Lanyard	\$3,000	<ul style="list-style-type: none"> • One Complimentary Conference Registration. <p><i>Sponsoring firm is responsible for production of lanyards and is advised to co-brand with SIFMA & ASIFMA logos in addition to sponsoring firm's logo.</i></p>
Silver	Attendee Packet	\$3,000	<ul style="list-style-type: none"> ▪ One Complimentary Conference Registration <p><i>Sponsoring firm's logo will appear on packet along with SIFMA and ASIFMA logos.</i></p>



Available Sponsorship Opportunities:

Sponsorship Level:	Sponsorship:	Investment:	Entitlements:
Silver	Event Guide	\$3,000	<ul style="list-style-type: none">• One Complimentary Conference Registration• Full page add strategically placed on outside back cover
Bronze	Supporting Sponsor	\$2,000	<ul style="list-style-type: none">• One Complimentary Conference Registration• Branding of sponsoring firm's logo on signage only and various marketing outlets pre and post event.

Remark:

Subject to availability when the conference program evolves, speaking slots will be prioritized to sponsors. All sponsors are advised to give speaker suggestions for SIFMA and ASIFMA's consideration.



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



Pre-Symposium Benefits

- Pre-Seminar marketing exposure listing company name, prominent placement of logo and firm profile on the conference website.
- PDF file of promotional brochure included on the conference website.
- Preliminary mailing lists of all conference participants in electronic format sent in advance of the conference, that includes Participants Name, Title, Firm Affiliation and Postal Address.



Day of Conference Benefits

- Complimentary Conference Registration(s)
- Access to food and networking functions
- Table Display & Two (2) exhibitor table personnel badges – also includes WiFi and Electric.
- 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 include registration area, general session slide deck, etc.
- Dedicated sponsor listing placed in the Conference Guide, branding company logo, listing contact name and company profile.
- Company listing and description on Conference website.



Post- Conference Benefits

- Listing company name, placement of logo and firm profile on the conference website, following the seminar for an additional six (6) months
- PDF file of promotional brochure included on the conference website, following seminar for an additional six (6) months.
- Complete mailing lists of all conference attendees in electronic format sent at the conclusion of the conference.



To reserve your sponsorship, contact:

Diana Serri

Vice President, Sponsorship Sales

SIFMA

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