

COMPLIANCE WEEK

7-10 SEPTEMBER 2021, VIRTUAL EVENT
#ASIFMACompliance2021



Sponsorship packages – Compliance week

7 – 10 September 2021

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Virtual events

ASIFMA is moving its highly successful compliance event in 2019 to a virtual week format in 2021, bringing together key compliance experts, policymakers, and innovators to discuss and debate issues ranging from the evolving landscape due to COVID-19, conduct, culture and accountability regime, the role of technology in compliance and the evolving role of the compliance function.

Overview

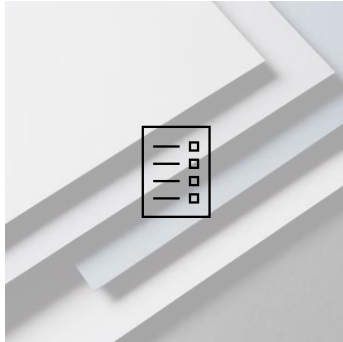
Dates	Tue, 7 Sept - 10 Sept 2021 (2-3 hours per day, morning in HK/SG time)
Format	Virtual
Content / Topics	<u>Day 1:</u> Regulatory outlook <u>Day 2:</u> Culture and accountability <u>Day 3:</u> Technology and innovation <u>Day 4:</u> Future-Proofing and best Execution (TBC)
Delegate price	ASIFMA Members, regulators and media FREE Non-Members US\$125

Event Background



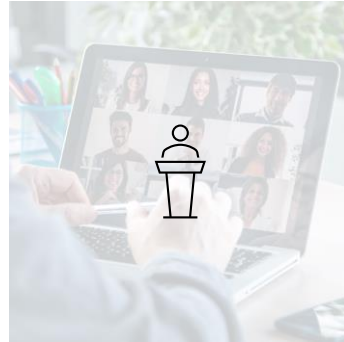
Objective

The conference identifies key compliance related shared challenges that the industry is facing globally and within Asia and brings market participants together to help solve these.



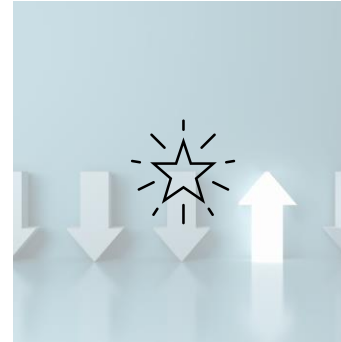
Program format

Four-day virtual event featuring keynote speeches, panel discussions and sponsored presentations. The conference will be conducted in English.



Speaker profile

Industry experts and senior representatives from sell-side and buy-side communities, law firms/consultants/vendors, global and Asian policy makers, regulators, and central banks.



Sponsorship opportunities

Various sponsorship packages with speaking slots and marketing opportunities available for ASIFMA members and non-members offering unparalleled branding exposure and lead generation.



Delegate profile

Industry experts, sell-side and buy-side representatives, high-level regulators and policy makers.



Marketing

Promoted through engagement of ASIFMA members in Asia and internationally, and by leveraging the contacts and connections of the conference Endorsers, Media Partners.

Sponsorship packages

Tiers and benefits



Sponsorship Tiers and Benefits

ASIFMA Compliance Week 2021 sponsorship tiers are designed to further enhance your firm's presence before, during and post event

Sponsorship Packages

	Event Lead	Platinum	Gold
Max no. of allocations	2	No limit	No limit
Welcome remarks	1 (max 3 mins)	1 (subject to availability: first come, first served) (max 3 mins)	x
Speaking slot on panel discussion	3 (1 per chosen day)	2 (max 60 mins)	1 (max 60 mins)
Hosting of branded presentation/demo at closing	1 (max 20 mins)	x	x
Delegate passes (<i>unlimited delegate passes for ASIFMA members who are sponsoring</i>)	Unlimited for sponsoring ASIFMA members 20 delegate passes for non-members 10 additional passes for your clients	Unlimited for sponsoring ASIFMA members 10 delegate passes for non-members 10 additional passes for your clients	Unlimited for sponsoring ASIFMA members 5 delegate passes for non-members 10 additional passes for your clients
Delegate list access	Complete list (registration + attendees)	Entire attendee list	Sponsored session list only
Standalone email or social media post to distribute material to registrants	1	1	1
Institutional video (max. 30 seconds) to be played during breaks	✓	✓ (1 play per speaking day)	x
Hyperlink on event website to distribute e-material	✓	✓	✓
Logo exposure on event website, webinar landing page and all communications with registrants	✓	✓	✓
ASIFMA Member Rate (USD)	12,400	6,500	3,300
Non-ASIFMA Member Rate (USD)	16,300	8,600	4,300

Event lead

WELCOME REMARKS

Senior representative to deliver welcome remarks on a chosen day (max 3 mins, subject to mutual agreement with ASIFMA)

GUARANTEED SPEAKING SLOTS

3 guaranteed speaking slots on a panel discussion (max 60 mins, subject to mutual agreement with ASIFMA)

BRANDED DEMO / PRESENTATION

A topic of your choice at closing of both chosen days (max 20 mins), subject to mutual agreement with ASIFMA

LOGO EXPOSURE

*Prominent and highest-level **logo exposure** on event website, webinar landing page and all event communications*

DELEGATE PASSES AND LISTS

Unlimited for sponsoring ASIFMA members. 20 delegate passes for non-members. 10 additional passes for your clients

Entire registration and attendee list

DEDICATED EMAIL / SOCIAL MEDIA POST

1 standalone email or social media post to distribute e-material to event registrants

INSTITUTIONAL VIDEO

(max. 30 seconds) to be played during breaks on each of the chosen day (subject to mutual agreement with ASIFMA)

HYPERLINK

Hyperlink on event website to distribute e-material

ASIFMA Member Rate: **USD 12,400**
Non-ASIFMA Member Rate: **USD 16,300**

Platinum sponsor

WELCOME REMARKS

Senior representative to deliver welcome remarks on a chosen day (max 3 mins, subject to mutual agreement with ASIFMA)

GUARANTEED SPEAKING SLOTS

2 guaranteed speaking slots on a panel discussion (max 60 mins, subject to mutual agreement with ASIFMA)

LOGO EXPOSURE

Prominent and highest-level logo exposure on event website, webinar landing page and all event communications

DELEGATE PASSES AND LIST

Unlimited for sponsoring ASIFMA members. 10 delegate passes for non-members. 10 additional passes for your clients

Complete attendee list

DEDICATED EMAIL / SOCIAL MEDIA POST


1 standalone email or social media post to distribute e-material to event registrants

HYPERLINK

Hyperlink on event website to distribute e-material


ASIFMA Member Rate: **USD 6,500**

Non-ASIFMA Member Rate: **USD 8,600**

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Growing Asia's Markets

Welcome Remarks

Monday, 21 June at 9:02am – 9:05am (GMT+8)

 Vernice Moh, Managing Director at Refinitiv kicked-off the day by expressing her excitement for the upcoming sessions and gave an overview of why operational resilience is now essential for the trading business. Refinitiv's latest white paper addresses the need for a strategic approach to operational resilience, particularly for market data and analytics, which can boost agility and competitiveness for front, middle and back-office teams.

21 – 25 June 2021 [#TechAndOpsWeek](#)

27 • 2 comments



Tan Tze Meng, MDEC | Robert Coughlan, Google | Bojan Obradovic, HSBC
Tom Alaerts, SWIFT | Gordon Russell, Torstone Technology | Tamara Singh, W3CDD

asifma  **TECH & OPS WEEK**
BUILDING THE FOUNDATION
CAPITALISING TECHNOLOGY

Event Lead Sponsor  Supporting Partner 

Gold sponsor

GUARANTEED SPEAKING SLOTS



1 guaranteed speaking slots on a panel discussion (max 60 mins, subject to mutual agreement with ASIFMA)

LOGO EXPOSURE



*Prominent and highest-level **logo exposure** on event website, webinar landing page and all event communications*

DELEGATE PASSES AND LISTS



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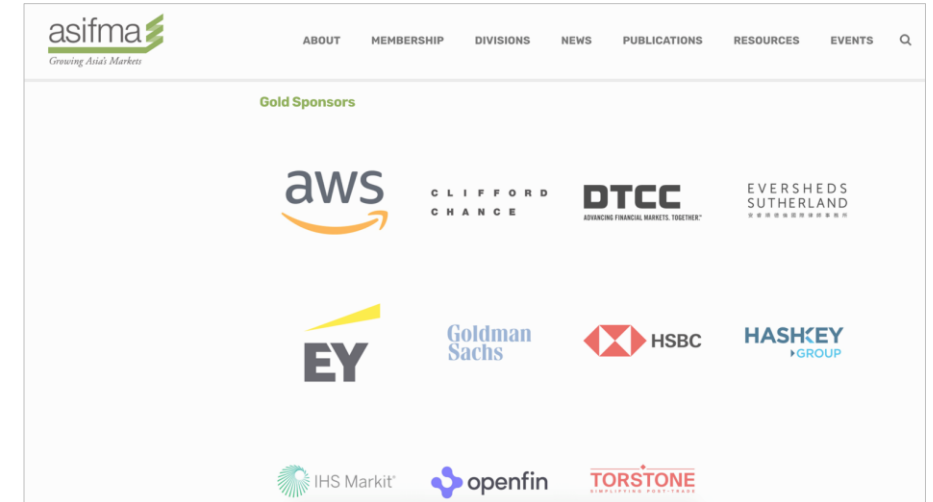
Attendee list of sponsored session

HYPERLINK



Hyperlink on event website to distribute e-material

ASIFMA Member Rate: **USD 3,300**
Non-ASIFMA Member Rate: **USD 4,300**



Additional Packages

Branded Presentation/demo package (only available to sponsors)

- Option to host a **branded presentation/demo** on a topic of your choice at closing on a chosen day (max 20 mins), subject to mutual agreement with ASIFMA

ASIFMA Member Rate:	USD 3,000
Non-ASIFMA Member Rate:	USD 4,500



On-Demand Package (only available to sponsors)

- Video of your speaking session hosted on [ASIFMA On Demand](#), our online library of virtual event recordings.

ASIFMA Member Rate:	USD 500
Non-ASIFMA Member Rate:	USD 750



Sponsor brand exposure examples



Logo Exposure on Event Landing Page (For All Sponsors)



Compliance Week
7 – 10 Sept

START: TUE 07 SEPT, 09:00
END: FRI 10 SEPT, 12:00

Welcome

ENTER

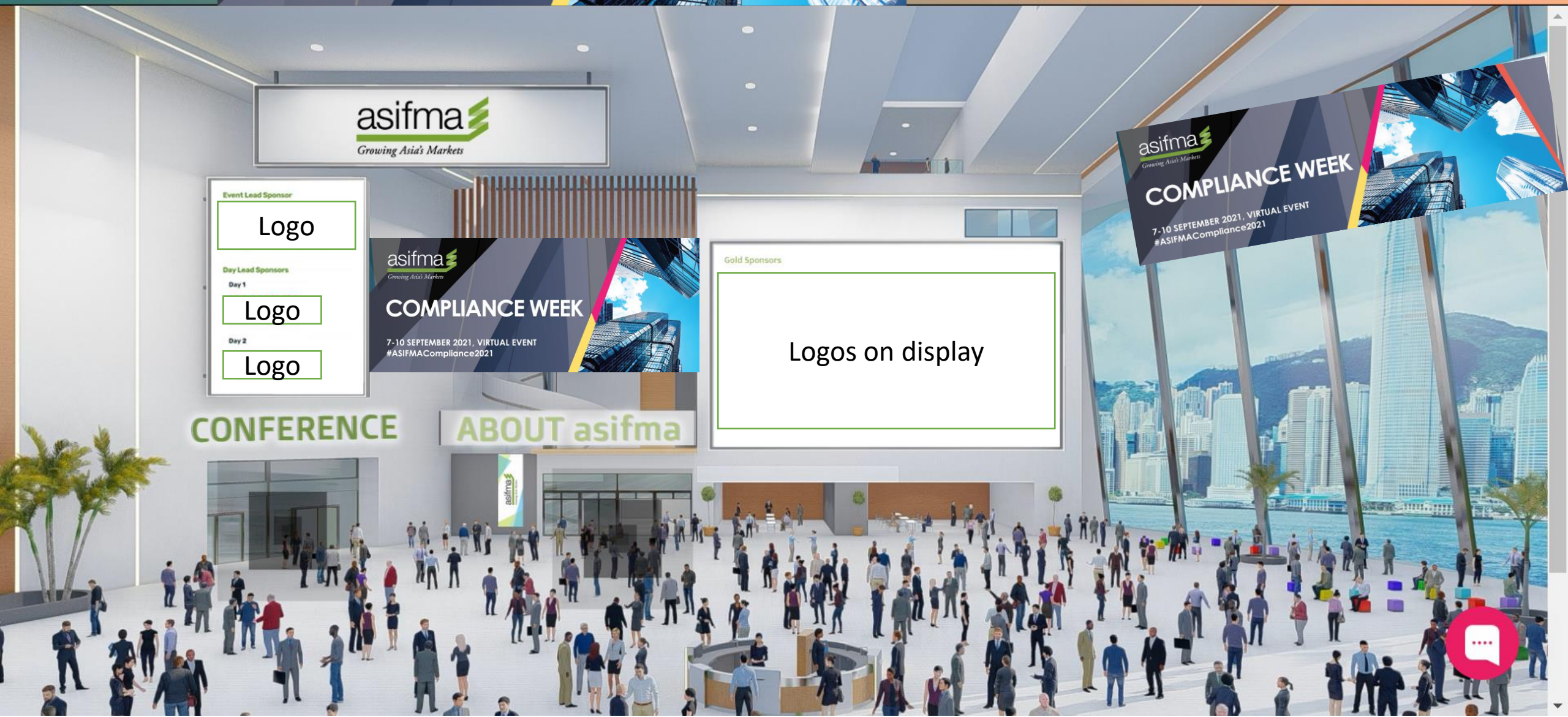
[FAQ FOR TECHNICAL ISSUES](#)

Chrome, Safari and Firefox recommended

Platform powered by EVENTION



Logo Exposure in Lobby (For All Sponsors)



Logo Exposure in Conference Room (For Event Lead Only)


Panel 1: Operational Resilience: A Public/ Private Dialogue on Achieving Operational Resilience in APAC



E-banner on “Agenda” Tab (for Event Lead sponsor only)

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Growing Asia's Markets


**TECH & OPS WEEK**
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CAPITALISING TECHNOLOGY

LOBBY AGENDA CONFERENCE FAQ


#techandopsweek

Q&A AGENDA SPONSORS RESOURCES

**TECH & OPS WEEK**
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CAPITALISING TECHNOLOGY




Laurence Van der Loo, ASIFMA

Event Lead Sponsor
REFINITIV
DATA IS JUST THE BEGINNING®

Supporting Partner



< Day 1 (Monday, 21 June) >

SECURING THE FOUNDATION: OPERATIONAL RESILIENCE



Time (GMT+8)	Session
09:00am	Welcome Remarks 1 • Laurence Van der Loo , Executive Director – Tech and Ops, ASIFMA
09:02am	Welcome Remarks 2 • Vernice Moh , Managing Director ASEAN, Refinitiv
09:05am	Keynote: Operational Resilience: Pursuing Global Convergence in the Post-Covidian Era • Arthur Lindo , Deputy Director for Policy, Division of Supervision and Regulation, Federal Reserve Board , Chair, Operational Resilience Working Group, Basel Committee on Banking Supervision
09:25am	Panel 1: Operational Resilience: A Public/Private Dialogue on Achieving Operational Resilience in APAC • What are APAC regulators' expectations and views in light of the BCBS Operational Resilience principles • How have firms and regulators understanding and implementation of operational resilience evolved over the last 12-18 months • What is the impact of the use of technology on firms' operational resilience • How do firms continue to mature their operational resilience programs and comply with evolving policies across jurisdictions • How well is industry prepared to deal with 'Black Swan' events

Logo Exposure on “Sponsors” Tab (For All Sponsors)




TECH & OPS WEEK
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LOBBYAGENDACONFERENCEFAQ

#techandopsweek

Please select a session.

Q&AAGENDASPONSORSRESOURCES





Day Lead Sponsors


Day 2

Day 4


Day 5











Gold Sponsors



















In 2021 as events have been shuttered due to COVID-19, ASIFMA has moved from in-person events to hosting digital events. Since January, ASIFMA has organized three *virtual event weeks* bringing together key regional stakeholders as they discussed the further development of capital markets in Asia.

[ASIFMA On Demand](#), provides an online library of our virtual event recordings.

ASIFMA is an **independent, regional trade association** comprising a diverse range of over 150 leading financial institutions from both the buy and sell side, including banks, asset managers, law firms and market infrastructure service providers.

Together, we **harness the shared interests of the financial industry** to promote the development of liquid, deep and broad capital markets in Asia.

ASIFMA **advocates stable, competitive and efficient Asian capital markets** that are necessary to support the region's economic growth.

We drive consensus, advocate solutions and effect change around key issues through the **collective strength and clarity of one industry voice**. Our many initiatives include consultations with regulators and exchanges, development of uniform industry standards, advocacy for enhanced markets through policy papers, and lowering the cost of doing business in the region.

Through the GFMA alliance with SIFMA in the US and AFME in Europe, ASIFMA also provides insights on **global best practices and standards** to benefit the region.

Further information on sponsorship opportunities please contact:

Meera Joshi

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