



57<sup>th</sup> ICMA Annual  
General Meeting  
& Conference

**FRANKFURT**

June 04 to 06, 2025

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## ICMA AGM & Conference 2024 – At a glance

**ICMA AGM & Conference: the annual event where capital markets' decision-makers meet and debate**

The only industry event gathering all constituencies of the global fixed income markets: issuers (SSAs, corporates, and financials), intermediaries, investors, central banks, government officials and policymakers, law firms, market infrastructure providers, and the press

The full bond life cycle was represented, including primary issuance, secondary trading, repo & collateral; and also the cross-cutting themes of sustainable finance and fintech & digitalisation

In numbers:

- **Circa 1,200 decision-makers from 427 institutions**
- **47 countries**
- **High-Level and strategic representation: 41 % (503 delegates) were MDs and C-suite**

# ICMA AGM & Conference 2024 – Speakers from sponsor firms



**Shruti Ajitsaria**  
Partner, Head of Fuse  
**A&O Shearman**



**Philip Bille**  
Head of Buy-Side Dealing  
& Market Structure  
**Degroef Petercam**



**Stéphane Boujnah**  
CEO & Chairman of the  
Managing Board  
**Euronext**



**Michael Cyrus**  
Head of Collateral  
Trading & FX  
**DekaBank**



**Carl James**  
MD, Head of Fixed  
Income and Municipals  
**S&P Global**



**Etay Katz**  
Partner, Financial  
Regulatory & Head of  
Digital Assets, **Ashurst**



**Stéphane Malrait**  
MD & Goba Head of Market  
Structure & Innovation for  
Financial Markets  
**ING Bank**



**Corentine Poilvet-Clédière**  
CEO  
**LCH SA, Post Trade  
Division of LSEG**



**Christophe Roupie**  
Head of EMEA and APAC  
**MarketAxess**



**Cyril Rousseau**  
Director General of Finance  
**European Investment  
Bank**



**Bart Schmeetz**  
Global Head of Financial  
Markets  
**ING Bank**



**Asif Sherani**  
MD & Head of DCM Syndicate  
& Public Sector DCM  
**HSBC**



**Mohamed Sharaf**  
Treasurer  
**Islamic Development Bank**



**Tim Skeet**  
Chief Institutional  
Relationship Officer &  
Executive Management  
Committee Member  
**Bank of China**



**Steve Toland**  
Co-Founder  
**TransFICC**



**Valérie Urbain**  
Chief Executive Officer  
**Euroclear**



**Sébastien Van  
Campenhoudt**  
Head of Chairman Office  
**Euroclear**



**Janet Wilkinson**  
Chair, ICMA & MD, Head  
of Global Markets Flow  
Sales EMEA  
**RBC Capital Markets**



**Hedi Zebidi**  
Head of International Short  
Term Debt Origination &  
Private Placements,  
**Intesa San Paolo**

# ICMA AGM & Conference 2024 – Keynote & public sector Speakers



**Aigboje Aig-Imoukhuede**  
Chairman  
**Coronation Group**



**Alexia Bertrand**  
State Secretary for the Budget &  
Consumer Protection  
**Federal Government of Belgium**



**Oyebanji Fehintola**  
Senior Director & Head of  
Treasury & Financial Institutions  
**Africa Finance Corporation**



**Anders Fogh Rasmussen**  
Former **Prime Minister of Denmark**,  
Former Secretary General, NATO &  
Senior Advisor, Citigroup



**Takeshi Harada**  
Member of the Board of Directors,  
Managing Executive Officer  
**Development Bank of Japan**



**Davide Iacovoni**  
Director General, Public Debt  
**Department of the Treasury**  
**Ministry of Economy &  
Finance, Italy**



**Izuru Kobayashi**  
Deputy Director General for  
Environmental Affairs  
**Ministry of Economy,  
Trade and Industry, Japan**



**André Kuusvek**  
President and Chief  
Executive Officer  
**Nordic Investment Bank**



**Isabelle Laurent**  
Deputy Treasurer  
& Head of Funding  
**EBRD**



**Mairead McGuinness**  
**European Commissioner**  
for Financial Stability,  
Financial Services and the  
Capital Markets Union



**Baroness Moyo**  
Member of the **House of  
Lords, United Kingdom**



**Avinash Persaud**  
Special Advisor on Climate  
Change to the President  
**Inter-American  
Development Bank**



**Peter Praet**  
Former Chief Economist and  
Member of the Executive Board  
**European Central Bank**



**Verena Ross**  
Chair  
**European Securities  
Markets Authority**



**Nobuki Sato**  
Director, Debt Management  
Policy Division  
Financial Bureau  
**Ministry of Finance, Japan**



**Jean-Paul Servais**  
Chairman  
**International Organization  
of Securities Commissions  
(IOSCO)**



**Sharon Almanza**  
Treasurer  
**Philippine Bureau of  
Treasury**

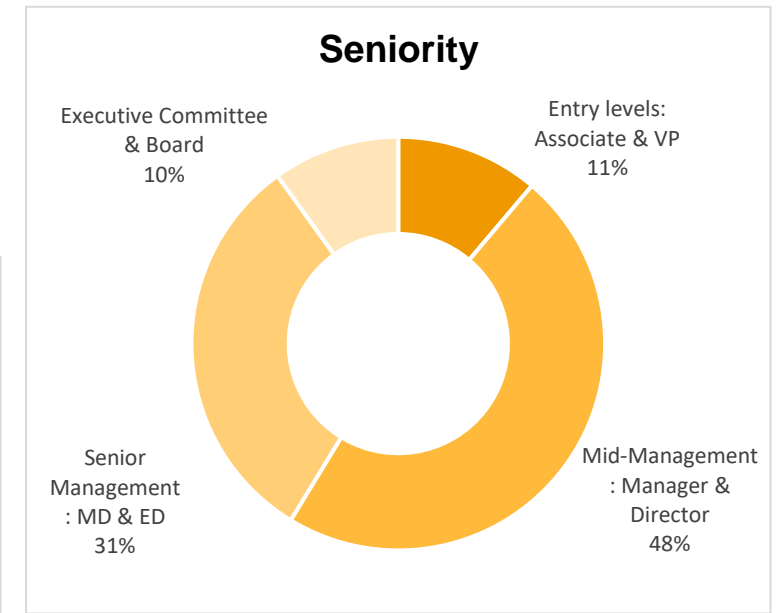
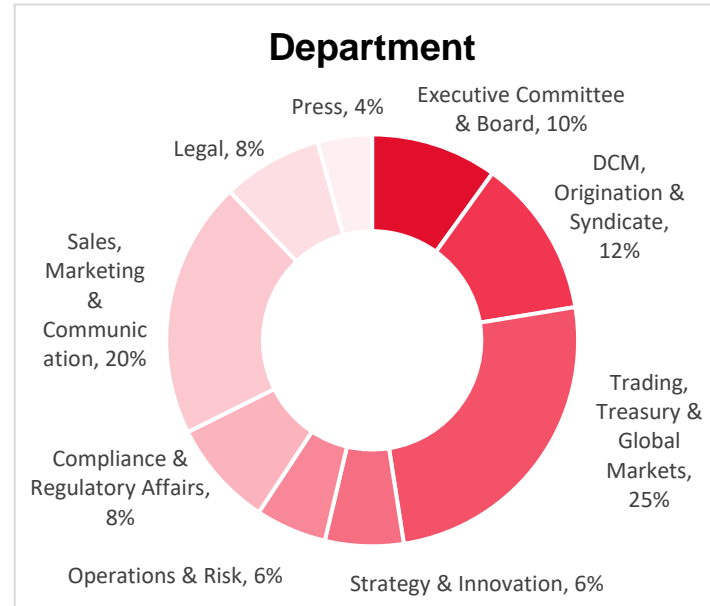
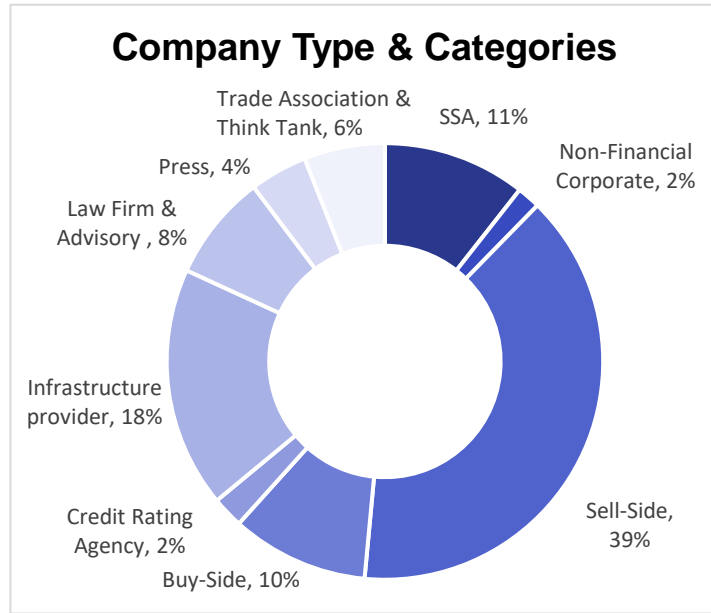


**Sir Robert Stheeman,**  
Chief Executive Officer  
**UK Debt Management Office**



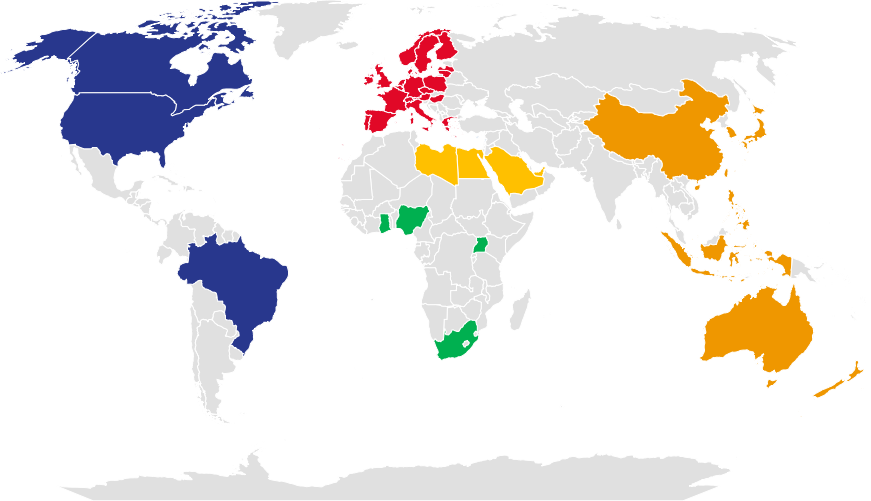
**Petra Wehlert**  
First Vice President and  
Head of Capital Markets  
**KfW**

# ICMA AGM & Conference 2024 – Attendance by company, department & seniority



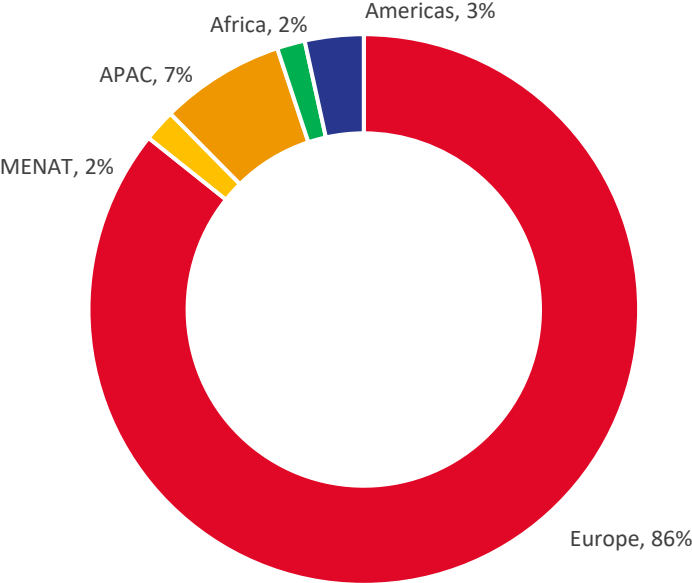
# ICMA AGM & Conference 2024 – Attendance by region

### Regional representation



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### Delegate attendance by region



# ICMA AGM & Conference 2024 – Sponsors





# ICMA AGM & Conference 2025 – At a glance

## ICMA AGM & Conference: The annual rendezvous of Capital Market decision-makers

### ➤ Wednesday 4 June 2025

- 14.30 – 17.00 AGM (Members only) – *Kap Europa, Congress Center Messe Frankfurt*
- 18.30 – 19.30 *ICMA's Women's Network reception – Kap Europa, Congress Center Messe Frankfurt*
- 18.30 – 19.30 *Sponsored private pre-reception functions – Kap Europa, Congress Center Messe Frankfurt*
- 19.30 – 22.30 *Welcome Reception – Exhibition Hall, Kap Europa, Congress Center Messe Frankfurt*

### ➤ Thursday 5 June 2025

- 8.00 – 17.30 *ICMA's Annual Conference – Kap Europa, Congress Center Messe Frankfurt*
- 18.30 – 19.30 *Sponsored exclusive access to the Gala Reception – Palmengarten*
- 19.30 – 23.00 *ICMA's Annual Gala Reception – Palmengarten*
- 23.00 – 1.00 *After Dark Party – Palmengarten*

### ➤ Friday 6 June 2025

- 8.30 – 14.30 *ICMA's Annual Conference – Kap Europa, Congress Center Messe Frankfurt*

## Why should I sponsor?

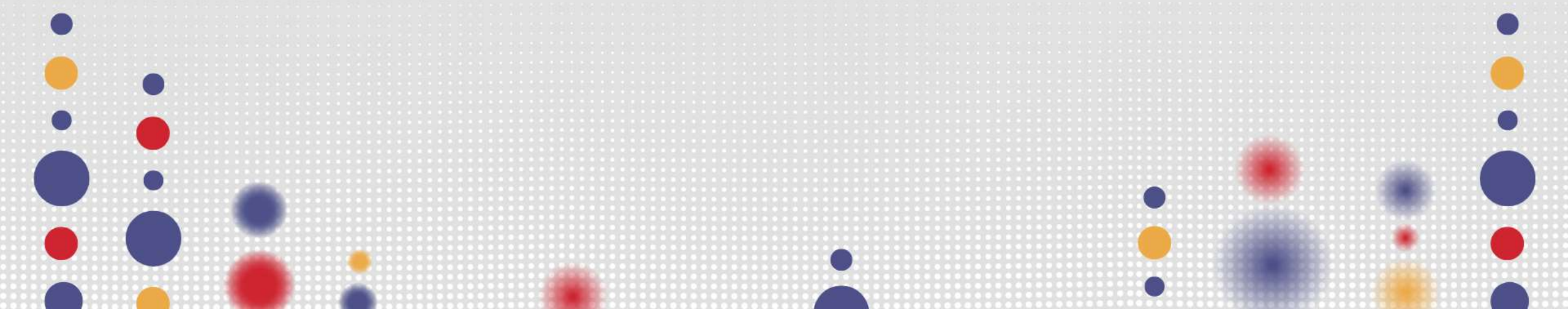
### **Generate leads and strengthen your business relationships with industry leaders**

- Showcase your products and services to a targeted audience of decision makers
- Engage with attendees from across the entire bond value chain, including issuers (SSAs, corporates, and financial institutions), intermediaries, investors, government bodies, and the press
- Connect with professionals from diverse departments across the global fixed income landscape, including sustainable issuance, fixed income, repo trading, operations, legal & compliance, and fintech

### **Increase profile and brand awareness**

- Secure a speaking opportunity alongside high-profile industry leaders
- Benefit from extended branding through ICMA's comprehensive marketing and advertising campaigns
- Enhance your profile by associating with ICMA, a recognised leader in setting best practices for international cross-border fixed income markets for over 50 years

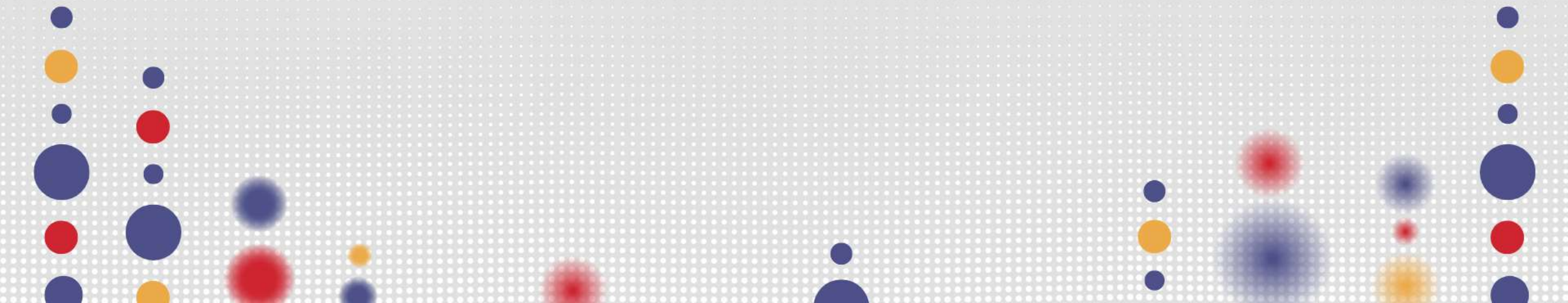
# Sponsorship opportunities



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# Lead sponsors





## Lead sponsors – Platinum sponsor

### Platinum sponsor – EUR 80,000, available to ICMA members only

- Opportunity to provide one speaker for a panel – to be approved by ICMA
- Option of branding and traffic generation item.
- Double exhibition stand, located in the exhibition area – includes 6mx2m space, top table and 2 chairs
- 20 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Platinum sponsor
  - Logo on all marketing, advertisements in financial publications
  - Extensive branding on materials at the conference venue
  - Logo and 125-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 250-word profile in the sponsors section of the AGM and Conference event app

## Lead sponsors – Gold sponsor

### **Gold sponsor – EUR 60,000, available to ICMA members only**

- Opportunity to provide one speaker for a panel – both to be approved by ICMA
  
- Double exhibition stand, located in the exhibition area – includes 6mx2m space, top table and 2 chairs
  
- 15 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Gold sponsor
  - Logo on all marketing, advertisements in financial publications
  - Extensive branding on materials at the conference venue
  - Logo and 100-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 200-word profile in the sponsors section of the AGM and Conference event app

## Lead sponsors – Silver sponsor

### **Silver sponsor – EUR 37,500, available to ICMA members only**

- Opportunity to provide one speaker for a panel – both to be approved by ICMA
- Single exhibition stand, located in the exhibition area – includes 3mx2m space, top table and 2 chairs
- 10 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Silver sponsor
  - Logo on all marketing, advertisements in financial publications
  - Extensive branding on materials at the conference venue
  - Logo and 75-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 150-word profile in the sponsors section of the AGM and Conference event app

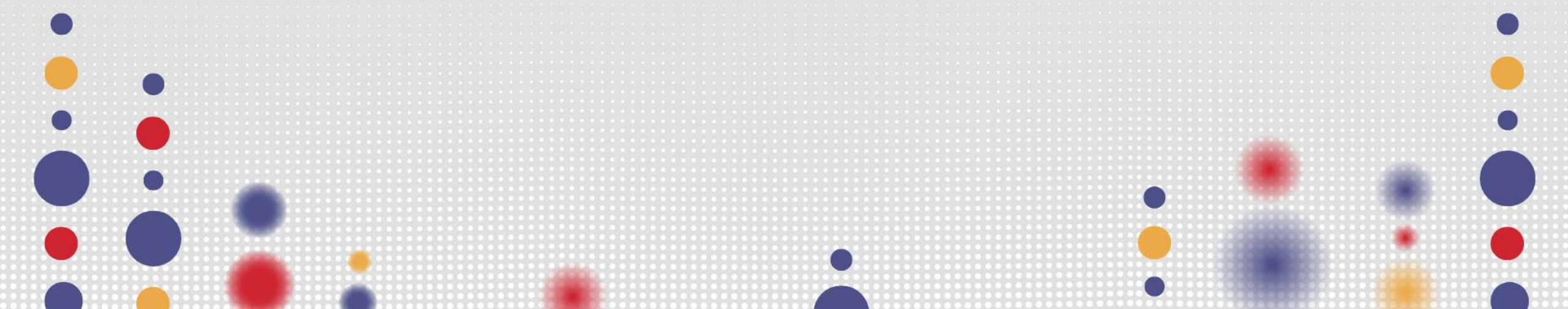


## Lead sponsors – Bronze sponsor

### **Bronze sponsor – EUR 22,500 for ICMA members, EUR 27,500 for non-members**

- Single exhibition stand, located in the exhibition area – includes 3mx2m space, top table and 2 chairs
  
- 5 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Logo on all marketing, advertisements in financial publications
  - Branding on selected materials at the conference venue
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

# Speaking opportunities



## Speaking Opportunities – Panelist

**Panelist – EUR 22,500 for ICMA members, EUR 27,500 for non-members**

- Opportunity to provide one speaker for a panel – both to be agreed by ICMA
  
- 3 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Logo on all marketing, advertisements in financial publications
  - Branding on selected materials at the conference venue
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

## Speaking Opportunities – Breakout session

### Exclusive Breakout session – EUR 27,500, available to ICMA members only

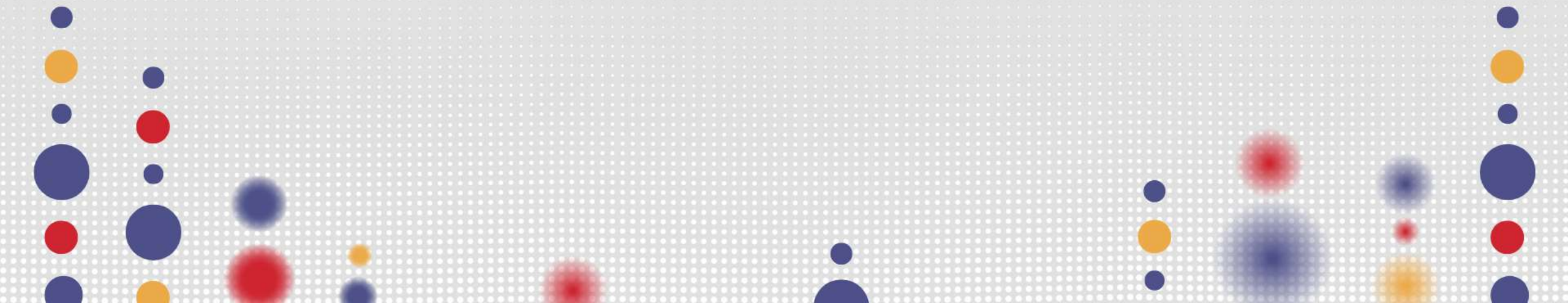
- Opportunity to host your own session in a breakout room
  - 3 rooms available on level 3: Kristall, Komet, Kosmos – Capacity: 44-70 theatre style
  - Includes delegate chairs and lectern provided
  - Branding, AV, F&B and stage set up can be provided upon request – additional cost
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

## Speaking Opportunities – Featured interview

**Featured interview – EUR 7,500 for ICMA members, EUR 10,000 for non-members**

- Opportunity to feature in an interview with one selected media partner
  - Article to be included in ICMA's social media
  
- 1 delegate pass, in addition to member's allocation – further add-on packages available
  
- Branding
  - Branding on selected materials at the conference venue
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app

# Meetings

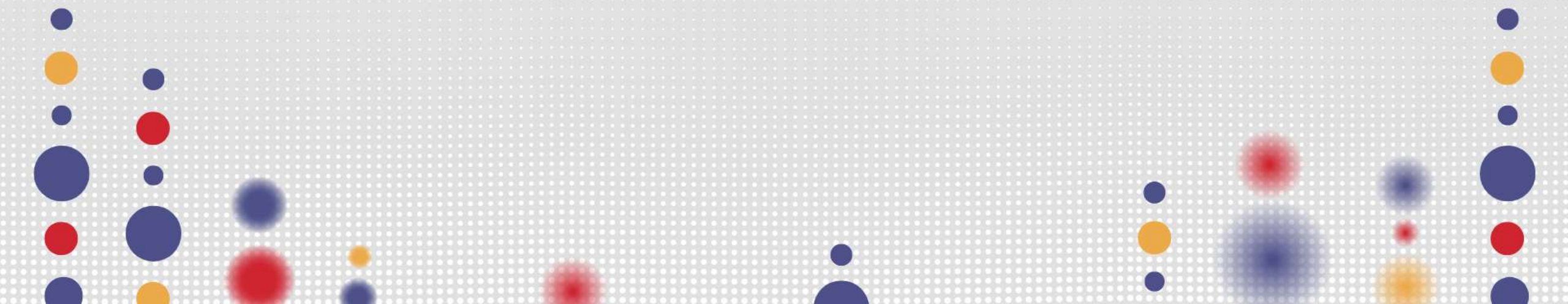


## Meetings – Speed Networking Session

### **Speed Networking Session – EUR 12,500 for ICMA members, EUR 15,000 for non-members**

- Opportunity to participate to a speed networking session to showcase solution or expertise
  - Session to take place on day 3, Friday 4<sup>th</sup> June 2024
  - 60-minute session with demos of 5 to 10 minutes to selected delegates
  - Delegates to be invited by the sponsor from the list provided ahead of the event
  
- 2 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding
  - Branding on selected materials at the conference venue
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - 75-word profile in the sponsors section of the AGM and Conference event app
  - Logo on selected marketing

# Lead generation





## Lead Generation – Exhibitor package

### Exhibitor Package – EUR 12,500 for ICMA members, EUR 15,000 for non-members

- Exhibition stand located in the exhibition area – includes 3mx2m space, top table and 2 chairs
- 2 delegate passes, in addition to member’s allocation – further add-on packages available
- Branding
  - Branding on selected materials at the conference venue
  - Logo on ‘AGM and Conference Sponsors’ page of the ICMA website
  - 75-word profile in the sponsors section of the AGM and Conference event app
  - Logo on selected marketing
- Possibility to bundle the Exhibition Package with branding and traffic generation options – see following section



## Lead Generation – Exhibitor package add-ons

### **Branded interactive kiosk – EUR 2,500 for ICMA members, EUR 3,000 for non-members**

- Interactive kiosk for delegates to access additional information on the exhibitor and their solutions

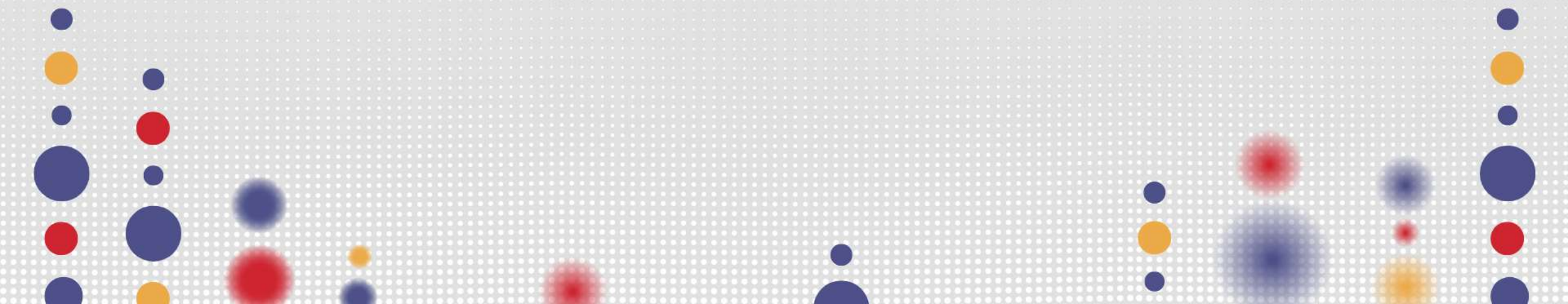
### **Business card scanners – EUR 750 for ICMA members, EUR 1,000 for non-members**

- 2 delegate badge scanners to collect the contact details of delegates visiting their stand
- Possibility to upload the data directly in .XLS or .CSV post event – GDPR compliant
- Available on day 1, 2 and 3 of the conference

### **Dedicated mailer to all delegates – EUR 2,500 for ICMA members, EUR 3,000 for non-members**

- Dedicated marketing mailer to be sent to all delegates before or after the event
  - Text and date to be agreed with ICMA
  - This can be used to offer trials, demo product/service or purely branding

# Branding and traffic generation

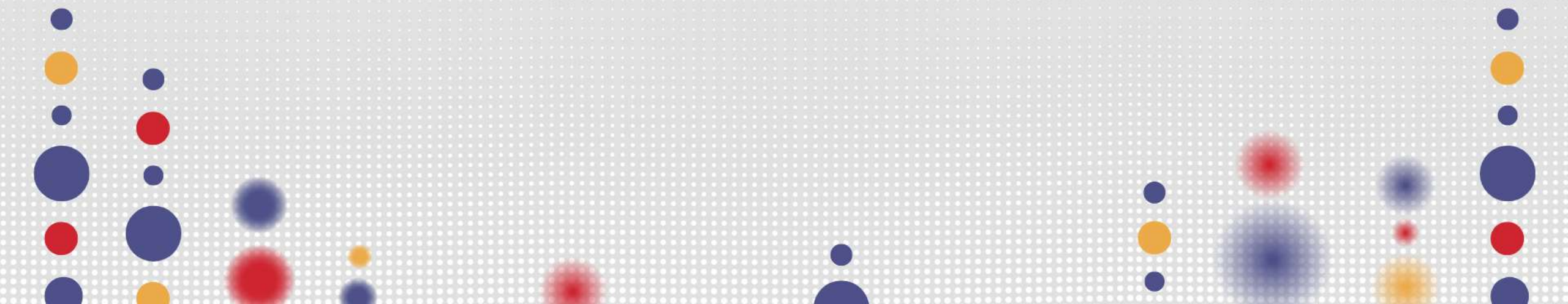


# Sponsorship Opportunities – Branding & traffic generation

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# Branding and traffic generation

Food & beverages



## Meetings – Branding of the Business Lounge, ICMA AGM Café

### Branding of the Business Lounge – EUR 37,500, ICMA members only

- Branding of the meeting area
  - Located in the Foyer on level 4, adjacent to exhibition area
  - Sponsor's logo to be displayed in the area dedicated to meetings in the exhibition area
  - Furniture including variety of chairs and tables
  - Refreshment station with a brandable built-in bar/coffee station
  
- 5 delegate pass, in addition to member's allocation – further add-on packages available
  
- Branding as a Silver sponsor
  - Logo on all marketing, advertisements in financial publications
  - Extensive branding on materials at the conference venue
  - Logo and 75-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 150-word profile in the sponsors section of the AGM and Conference event app

## Branding & traffic generation – Food & beverages – Hot drinks

### Hot drinks stations – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branding of one of the hot beverage stations located in the exhibition area, on level 4
  - Options: speciality coffees, teas, hot chocolates
  - Available on day 1, 2 and 3 of the conference
  - Not exclusive – multiple stations will be available
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app
- **Possibility to add reusable branded cups with lids – EUR 5,000**
  - Allowing delegates to keep with their branded cups beyond the event

## Branding & traffic generation – Food & beverages – Cold beverages

### Cold beverage stations – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branding of one of the fresh juice stations located in the exhibition area
  - Options: fresh juices, smoothies or mocktail
  - Available on day 1, 2 and 3 of the conference
  - Not exclusive – multiple stations will be available
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app
- **Possibility to add reusable branded cups with lids – EUR 5,000**
  - Allowing delegates to keep with their branded cups beyond the event



## Branding & traffic generation – Food & beverages – Water

### Water stations – EUR 25,000 for ICMA members, EUR 30,000 for non-members

- Branding of all the water stations located in the exhibition area
  - Available on day 1, 2 and 3 of the conference
  - Includes branded reusable bottles that delegates can keep beyond the event
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app
- **Add-on: QR code – EUR 750 for ICMA members, EUR 1,000 for non-members**
  - QR code linked to the sponsor's website or other media

## Branding & traffic generation – Food & beverages – (German) pastries

### German-themed pastry stations – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branding one of the German-themed pastry stations located in the exhibition area
  - Ideas: pretzels, apple strudel, heart-shaped gingerbread and pancakes
  - Available on day 1, 2 and 3 of the conference
  - Not exclusive – multiple stations will be available
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

## Branding & traffic generation – Food & beverages – Sweet treats

### Sweet treats stations – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branding of one of the treats station located in the exhibition area
  - Options: sweet treats and ice-cream
  - Available on day 1, 2 and 3 of the conference
  - Not exclusive – multiple stations will be available
  
- 5 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

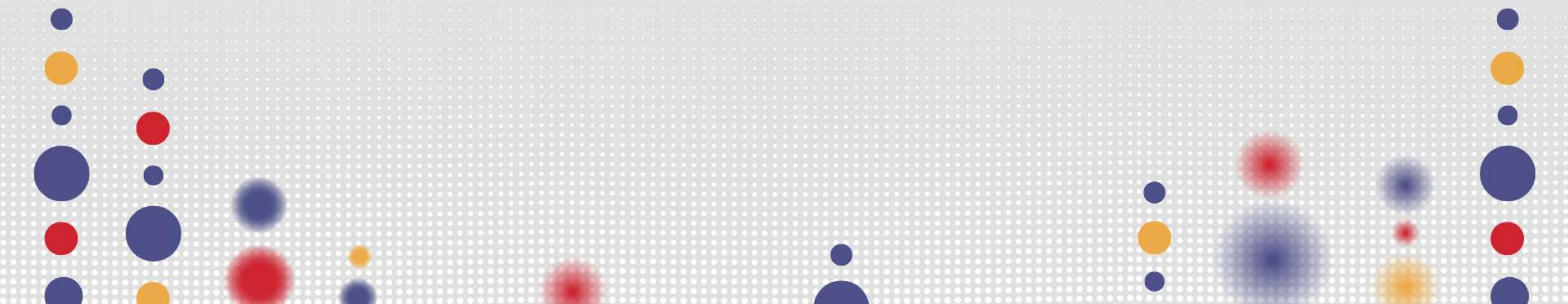
## Branding & traffic generation – Food & beverages – Buffet stations

### Buffet Stations – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branding of the buffet stations – includes branded trays
  - Located in the exhibition area
  - Options:
    - **Lunch** – available on day 2 and 3 of the conference
    - **Breakfast** – Available on day 1, 2 and 3 of the conference
    - **Coffee breaks** – Available on day 1, 2 and 3 of the conference
  
- 5 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

# Branding and traffic generation

## Technology



## Branding & traffic generation – Technology – Phone charging – Pedal to charge!

### Pedal to charge! – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branding of the bicycle-powered mobile phone charging station
  - 4 bicycle-powered mobile phone chargers located in the exhibition area
  - Stations displays the energy generated and best scores, to encourage competition and use
  - Available on day 1, 2 and 3 of the conference
  
- 5 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app
  
- **Add-on: Branded interactive kiosk – EUR 2,500 for ICMA members, EUR 3,000 for non-members**
  - Interactive kiosk for delegates to access additional information on sponsor and their solutions

## Branding & traffic generation – Technology – Phone charging – Power banks

### Sustainable power banks – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branding of the sustainable power banks available for delegates to borrow during the event
  - 5 decks of 10 sustainable power banks each, located in the exhibition area
  - Power banks to be returned to be recharged after use
  - Available on day 1, 2 and 3 of the conference
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app
- **Add-on: QR code – EUR 750 for ICMA members, EUR 1,000 for non-members**
  - QR code linked to the sponsor's website or other media

## Branding & traffic generation – Technology – Phone charging station

**Traditional phone charging station – EUR 8,000 for ICMA members, EUR 9,000 for non-members**

- Branding of the phone charging station
  - Available on day 1, 2 and 3 of the conference
  - Located in the exhibition area
  
- 1 delegate pass, in addition to member's allocation – further add-on packages available
  
- Branding
  - Branding on selected materials at the conference venue
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app



## Branding & traffic generation – Technology – Social media photo station

### Social media photo station – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branded social media station with instant social media sharing
  - Options: branded photo booth, 360 degrees photo booth or selfie station
  - Non-exclusive – one of each option available
  - Instant social media integration with tag of sponsor's LinkedIn handle and event's hashtag
  - Instant printout of the photos
  - Available on day 1, 2 and 3 of the conference
  - Located in the exhibition area
  
- 5 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

## Branding & traffic generation – Technology – Virtual Reality experience

### Virtual Reality Experience – EUR 20,000 for ICMA members, EUR 25,000 for non-members

- Branded VR experience with the visit of a famous landmark (German or country of origin of sponsor)
  - Options: virtual visit of a famous landmark (ex: German Stadium, ECB) or virtual art
  - Non-exclusive – various options available
  - Available on day 1, 2 and 3 of the conference
  - Located in the exhibition area
  
- 5 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

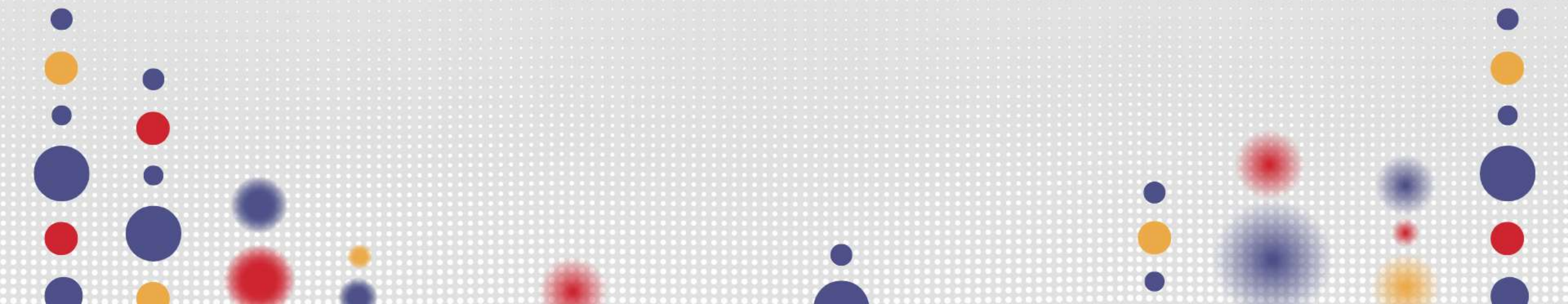
# Branding & traffic generation – Technology – Interactive robot

**Interactive Robot – EUR 15,000 for ICMA members, EUR 17,500 for non-members**

- Branded interactive robot
  - Mobile in the exhibition area
  - Possibility to upload sponsor's media to be displayed on the screen
  - Available on day 1, 2 and 3 of the conference
  - Located in the exhibition area
  
- 2 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding
  - Branding on selected materials at the conference venue
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app

# Branding and traffic generation

## Games



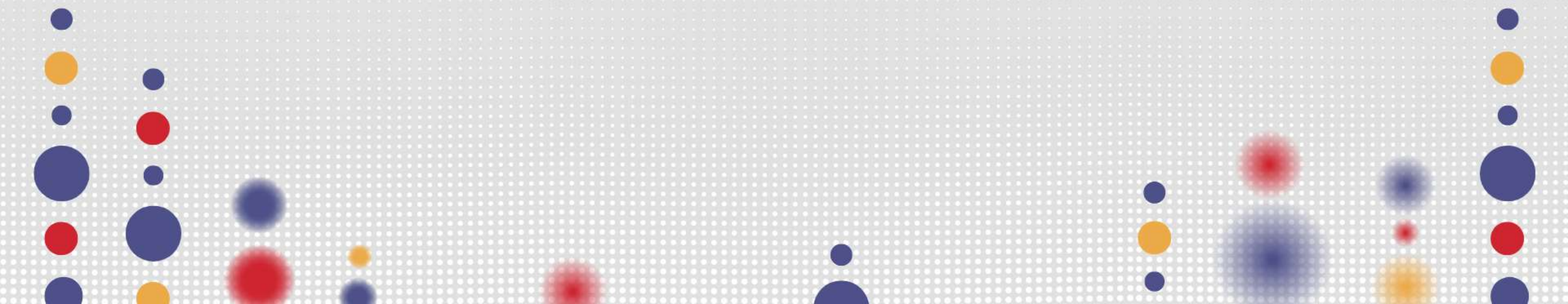
## Branding & traffic generation – Games

### Gaming stations – EUR 15,000 for ICMA members, EUR 17,500 for non-members

- Branded games station
  - Options: F1 or German car simulator, Car Sims, mini-golf, Table Football, Jeux de boules or cornhole
  - Non-exclusive – one of each option available
  - Available on day 1, 2 and 3 of the conference
  - Located in the exhibition area, on level 4
  
- 2 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding
  - Branding on selected materials at the conference venue
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app

# Branding and traffic generation

Wellness & fitness

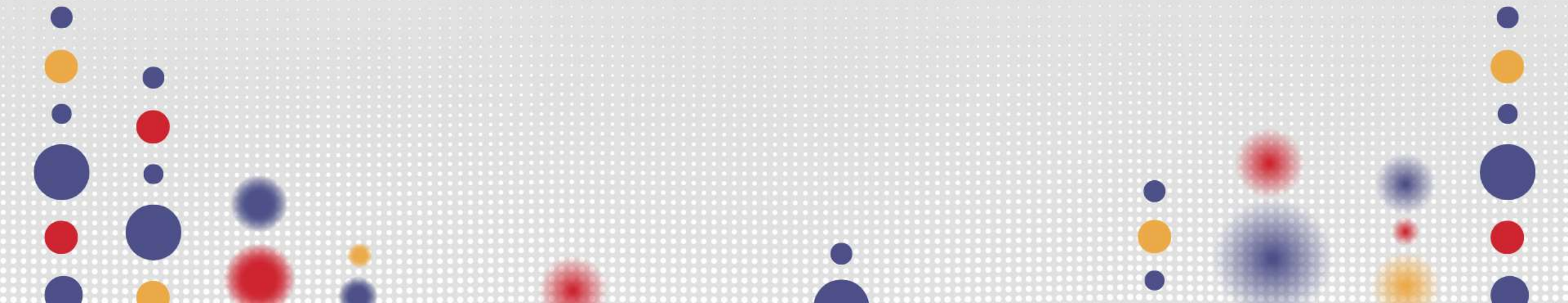


## Branding & traffic generation – Wellness & fitness – Relax!

### Relaxation stations – EUR 12,500 for ICMA members, EUR 15,000 for non-members

- Branded relaxation lounge
  - Located besides the exhibition area
  - Options: massage station or quiet meditation room
  - Available on day 1, 2 and 3 of the conference
- 2 delegate passes, in addition to member's allocation – further add-on packages available
- Branding
  - Branding on selected materials at the conference venue
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app

# Onsite branding





## Onsite branding – Lanyards

### Lanyards – EUR 25,000 for ICMA members, available exclusively to members

- Branding of the 1,200+ delegate lanyard
- Maximum visibility:
  - Each of the 1,200+ delegates wear their lanyard at all time, during the conference, networking and evening functions
  - Featured on all the photos of the conference, both official and from delegates,
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Logo on the 1,200+ delegate lanyards
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

## Onsite branding – Auditorium chair covers

### Chair covers – EUR 25,000 for ICMA members, exclusive to ICMA members

- Branding of the back of the seats in the auditorium in the Conference Auditorium & breakout rooms
  - Available on the Conference on days 2 and 3
  - Maximum visibility:
    - Visible to all delegates attending the Conference and breakout sessions
    - Featured on the photos of the conference sessions, both official and from delegates
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Logo on the seatbacks in the auditorium
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

### AGM chair covers – EUR 15,000 for ICMA members, exclusive to ICMA members

- Branding of the back of the seats in the auditorium during the AGM – Wednesday 4 June 2025

## Onsite branding – Signage stickers

**Signage stickers – various prices from EUR 8,000 for ICMA members, from EUR 9,000 for non-members**

- Branded signage stickers strategically located in prime spots around the conference venue
  - Location and type of signage to be agreed with ICMA
  
- Options:
  - Floor, walls, stairs, escalators and elevators stickers, projections
  - Floor stickers to meeting rooms available as an add-on to meeting room sponsors
  
- 1 delegate pass, in addition to member's allocation – further add-on packages available
  
- Branding
  - Branding on selected materials at the conference venue
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app

## Onsite branding – Sustainability

**Sustainability – EUR 16,000 for ICMA members, EUR 18,500 for non-members**

➤ **Options:**

- **Forest:** Planting of 1,000 trees in the sponsors' name
- **Carbon offsetting** in the name in the sponsors' name
- Non-exclusive – both options available
- 2 delegate passes, in addition to member's allocation – further add-on packages available

➤ **Branding**

- Sponsor's logo displayed on selected plant pots in the exhibition area (Forest planting)
- Advert on digital screens around the exhibition area
- Branding on selected materials at the conference venue
- Advert on the main screen in the conference room during breaks on day 1 and day 2
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- 75-word profile in the sponsors section of the AGM and Conference event app
- Logo on selected marketing

## Onsite branding – Event app

**Event app – EUR 12,500 for ICMA members, EUR 15,000 for non-members**

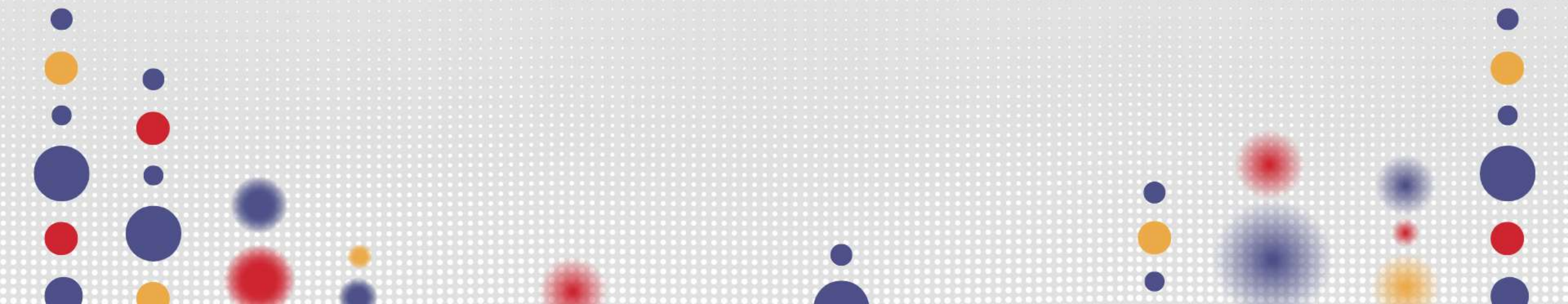
- Branding of the event app
  - App available for download by all registered delegates
  - Digital advert, within carousel display, located in exhibition area
  
- 2 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding
  - Prominent logo placement and banner across the dedicated event app
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app

## Onsite branding – Wi-Fi

**Wi-Fi – EUR 12,500 for ICMA members, EUR 15,000 for non-members**

- Sponsoring of the Wi-Fi access
  - Maximum visibility: all delegates use the conference venue Wi-Fi connection
  
- 2 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding
  - Digital advert, within carousel display, located in exhibition area
  - Prominent logo placement and banner across the dedicated event app
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - Logo and 50-word profile in the sponsors section of the AGM and Conference event app

# Evening functions



## Evening functions – Welcome Reception – Lead sponsor

### **Welcome Reception Lead Sponsor – EUR 25,000 for ICMA members, available exclusively to members**

- Sponsoring of the welcome reception – Includes a welcome speech and branding
  - Welcome Reception on Wednesday 4<sup>th</sup> June 2025 in the exhibition area
- Maximum visibility: attended by the 1,200+ delegates
- 5 delegate passes, in addition to member's allocation – further add-on packages available
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app



## Evening functions – Welcome Reception – Private pre-function

### Private pre-function – EUR 10,000 for ICMA members, available exclusively to members

- Sponsoring of a private function prior to the Welcome Reception
  - Up to 100 delegates
  - Delegates to be invited by sponsor from list provided by ICMA ahead of the event
  - Timing: 18.30 to 19.30 on Wednesday 4<sup>th</sup> June 2025 before the welcome reception
- 2 delegate passes, in addition to member's allocation – further add-on packages available
- Branding
  - Branding on selected materials at the evening function
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - 75-word profile in the sponsors section of the AGM and Conference event app
  - Logo on selected marketing

## Evening functions – Welcome Reception – F&B Stations

### Welcome Reception F&B stations – EUR 10,000 for ICMA members, EUR 15,000 for non-members

- Sponsoring of one Food & Beverage station at the welcome reception on Wednesday 4<sup>th</sup> June 2025
  - Located in the exhibition area
  - Maximum visibility: attended by the 1,200+ delegates
  
- Options – non-exclusive, various options available, including :
  - German beer or wine tasting or German specialty – ideally street food style
  - National/regional option from sponsor’s country/region
  
- 2 delegate passes, in addition to member’s allocation – further add-on packages available
  
- Branding
  - Branding on selected materials at the evening function
  - Logo on ‘AGM and Conference Sponsors’ page of the ICMA website
  - 75-word profile in the sponsors section of the AGM and Conference event app
  - Logo on selected marketing

## Evening functions – Gala Reception – Exclusive access

### Gala Reception Exclusive Access – EUR 15,000 for ICMA members – Members exclusive

- Exclusive access of the Gala Reception venue prior to the official event
  - Private reception with exclusive access to the Palmengarten for sponsor and their VIPs
  - Timing: 18.30 to 19.30 on Thursday 5<sup>th</sup> June 2025, before the Gala reception
  - Up to 100 delegates
  - Delegates to be invited by sponsor from list provided by ICMA ahead of the event
- Maximum visibility: attended by the 1,200+ delegates
- 2 delegate passes, in addition to member's allocation – further add-on packages available
- Branding
  - Branding on selected materials at the evening function
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - 75-word profile in the sponsors section of the AGM and Conference event app
  - Logo on selected marketing

## Evening functions – Gala Reception – VIP rooms

### Private VIP rooms – EUR 10,000 for ICMA members – Members exclusive

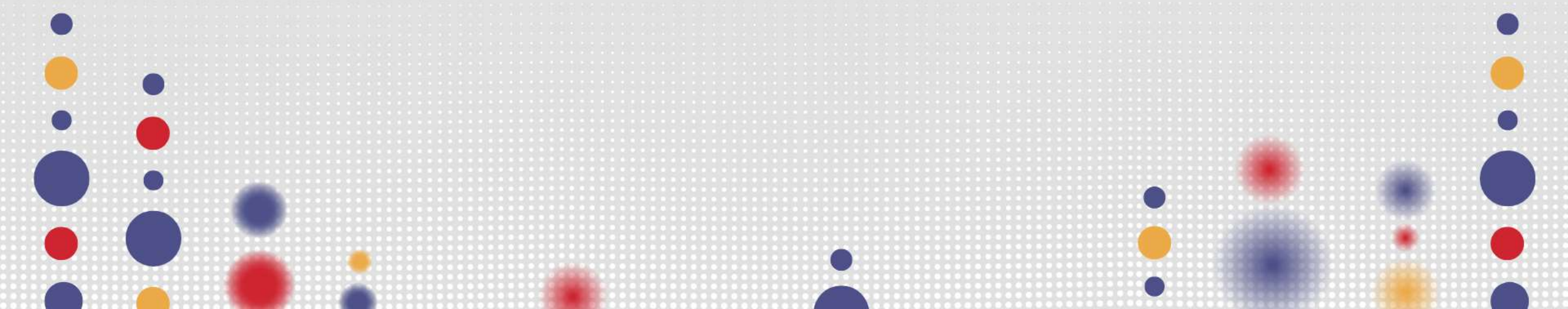
- Private VIP rooms at the Gala Reception
  - Exclusive access to VIP rooms for sponsors and their VIPs
  - Timing: 19.30 – 23.30 on Thursday 5<sup>th</sup> June 2025 before the Gala reception
  - Access limited to a maximum of 50 delegates in total
  - Delegates to be invited by sponsor from list provided by ICMA ahead of the event
- 2 delegate passes, in addition to member's allocation – further add-on packages available
- Branding
  - Branding on selected materials at the evening function
  - Logo on 'AGM and Conference Sponsors' page of the ICMA website
  - 75-word profile in the sponsors section of the AGM and Conference event app
  - Logo on selected marketing

## Evening functions – Gala Reception – After Dark Party

### **Exclusive sponsor of the After Dark Party – EUR 20,000 for ICMA members – Members exclusive**

- Exclusive sponsor of the after party after the Gala Reception
  - Timing: 23.00 – 1.00 on Thursday 5<sup>th</sup> June 2025 after the Gala reception at the Palmengarten
  - DJ and bars with cocktails
  
- 5 delegate passes, in addition to member's allocation – further add-on packages available
  
- Branding as a Bronze sponsor
  - Branding on selected materials at the conference venue
  - Logo on all marketing, advertisements in financial publications
  - Logo and 50-word profile on 'AGM and Conference Sponsors' page of the ICMA website
  - 100-word profile in the sponsors section of the AGM and Conference event app

# Delegate passes bundles



## Delegate pass bundles

Delegate pass bundles – in addition to the allowance as a member

➤ **Multi-pass bundles – for non-sponsors**

Passes	Members		Non-Members	
	Nominal Fee	Discounted Fee	Nominal Fee	Discounted Fee
3	EUR 4,500	<b>EUR 4,300.00</b>	EUR 8,550	<b>EUR 8,200.00</b>
5	EUR 7,500	<b>EUR 6,950.00</b>	EUR 14,250	<b>EUR 13,200.00</b>
10	EUR 15,000	<b>EUR 13,500.00</b>	EUR 28,500	<b>EUR 25,750.00</b>
15	EUR 22,500	<b>EUR 19,750.00</b>	EUR 42,750	<b>EUR 37,500.00</b>

➤ For reference: 1 pass costs EUR 1,500 for members and EUR 2,850 for non-members

➤ **Additional pass for sponsors**

➤ 15% discounts on the abovementioned fees

## Sponsorship contacts

ICMA Sponsorship: [sponsorship@icmagroup.org](mailto:sponsorship@icmagroup.org)

### **Sanaa Clause-BenAbdelhadi**

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