



# The 46<sup>th</sup> ICMA Annual General Meeting and Conference

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Sponsorship and Exhibition  
Opportunities

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**Berlin** 4-6 June 2014

Setting standards internationally

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## ICMA Annual General Meeting and Conference



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## Background

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The International Capital Market Association (ICMA) has been setting standards in the international capital market for almost five decades. As the only trade association to grow up with the cross-border capital market, ICMA continues to promote the development of efficient markets through its recognised codes of best practice for international fixed income and related instruments. ICMA has 445 members in 53 countries, covering the range of institutions active in the international capital markets, from issuers, intermediaries, including banks and brokers, to investors. Central banks, infrastructure providers including exchanges, trading platforms, clearing institutions, as well as credit rating agencies and law firms are also members.

Now in its 46<sup>th</sup> year, the ICMA AGM and Conference is one of the key events in the financial market calendar. With high calibre speakers from governments, regulatory authorities, central banks and financial institutions, it consistently draws a large audience of high level participants from ICMA's international membership and the wider financial community.

This annual conference takes place in a different location every year and, in 2014, will be held in Berlin.

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### AGM and Conference 2013 – Copenhagen

The 2013 annual conference, held at the Tivoli Hotel and Congress Centre in the centre of Copenhagen, attracted more than 800 participants from the global financial markets. In line with previous events (in Milan in 2012 and Paris in 2011) the two receptions/networking events were held on consecutive evenings at spectacular and contrasting locations. Conference delegates enjoyed unique private access to the NY Carlsberg Glyptotek and the impressive new Opera House.

Major sponsors in Copenhagen included Barclays, BNP Paribas, Danske Bank Markets, HSBC, ING Financial Markets, Nordea Markets, NYSE Euronext and Sberbank CIB.

### World class speakers in recent years include:

#### Copenhagen 2013

Erkki Liikanen, Governor,  
Bank of Finland

Benoît Cœuré, Member of the  
Executive Board, European  
Central Bank

Stanislas M Yassukovich CBE,  
Chairman, Cayzer Continuation  
PCC Limited

Per Callesen, Governor,  
Danmarks Nationalbank

Dr Yang Nong, Deputy Secretary-  
General, National Association  
of Financial Market Institutional  
Investors (NAFMII)

#### Milan 2012

Xavier Rolet, Chief Executive,  
London Stock Exchange Group

Christophe Frankel, CFO and Deputy  
CEO, European Financial Stability  
Facility (EFSF)

Verena Ross, Executive Director,  
European Securities and Markets  
Authority (ESMA)

Peter Praet, Member of the Executive  
Board, The European Central Bank



## Why be a sponsor or exhibitor at the ICMA AGM and Conference 2014 in Berlin?

### Align with Excellence

- Associate your brand with the industry body that has been at the heart of the international bond market since it began in the 1960s.
- Be part of an event that has established its credibility as a forum for industry discussion for almost 50 years.
- Find out what makes world class companies, investors, major banks, stock exchanges and clearing houses come back to sponsor the ICMA AGM and Conference year after year.

### Unparalleled Exposure

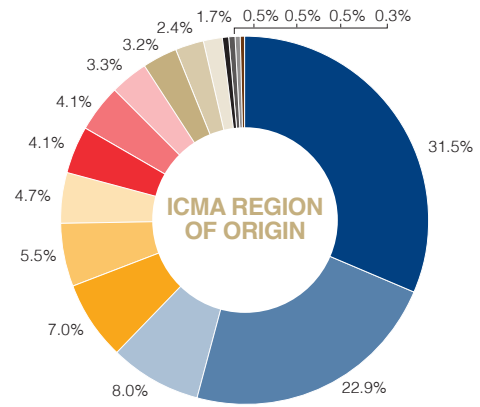
- Understand the main economic trends which will affect banks, investors, traders, infrastructure providers and lawyers in your industry.
- Hear top level industry and Government officials discuss the latest regulatory developments and identify the opportunities

for your business in the new regulatory landscape.

- Showcase your products to an international audience of debt capital market decision makers in the dedicated exhibition area.
- Have your brand exposed to a global mailing list of over 70,000 capital market professionals and through the event's advertising campaign in major financial publications.

### Connect with Industry Influencers

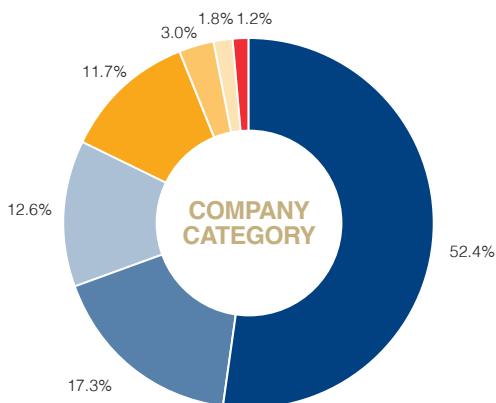
- Access a C-level audience of more than 800 debt market specialists drawn from ICMA's membership in 53 countries.
- Experience unrivalled networking opportunities for your staff with delegates during the conference and also at two evening receptions in prestigious locations.
- Connect with the international debt capital market at one of the largest European industry events.



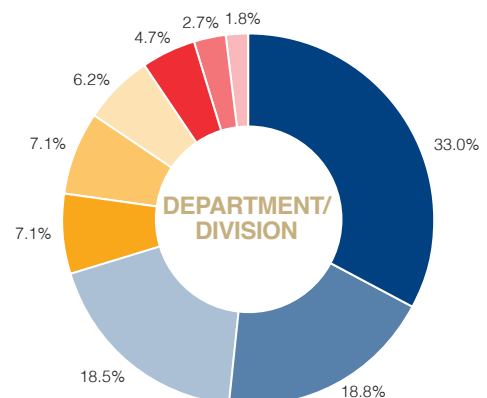
- United Kingdom, Ireland and Americas
- Nordic
- Switzerland and Liechtenstein
- Germany
- Netherlands
- Luxembourg
- Belgium
- France and Monaco
- Austria, Eastern and Southern Eastern Europe
- Middle East, Far East and Africa
- Italy
- Iberia
- Gulf Chapter
- Latin America Chapter
- Russia and CIS
- Greece, Turkey, Cyprus and Balkans Chapter

## Delegate breakdown

More than 800 international attendees from across the globe. The ICMA AGM and Conference is distinct in that the majority of its audience is very senior – from Managing Director to Chairman.



- Sell-Side (Banks/Brokers)
- Buy-Side (Investors, Asset Managers and Private Banks)
- Infrastructure Providers (ICSDs, Stock Exchanges/Trading Platforms)
- SSA (Suprationals, Sovereigns and Agencies)/Regulators/Policy Makers
- Law Firms
- Press
- Credit Rating Agencies



- DCM/Trading/Portfolio Management
- C-Level/Members of the Board
- Sales/Marketing
- Primary Markets
- Legal
- Compliance/Regulatory Affairs
- Treasury
- Press
- Communications

\*The above statistics are based on the 2013 AGM and Conference held in Copenhagen.



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## Sponsorship

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**Leading institutions participated as sponsors and exhibitors at the 2013 AGM and Conference in Copenhagen:**

- ACT Conferencing
- Banca IMI
- Bank Vontobel AG
- Barclays
- Bloomberg
- BNP Paribas
- Clearstream
- CME Group
- Crédit Foncier de France
- Danske Bank Markets
- Derivative Services LLP
- Euroclear SA/NV
- EuroTLX SIM S.p.A.
- Fitch Ratings
- Fitch Solutions
- GBST
- HSBC Bank plc
- ING Financial Markets
- Irish Stock Exchange
- Japan Securities Dealers Association (JSDA)
- Jyske Markets
- KfW Bankengruppe
- KNG Securities
- Luxembourg Stock Exchange (Bourse de Luxembourg)
- MarketAxess
- Morrison & Foerster LLP
- MTS Group
- Nordea Markets
- NYSE Euronext
- Sberbank CIB
- SIX Swiss Exchange
- TD Securities
- The Royal Bank of Scotland
- Thomson Reuters
- Westpac Institutional Bank

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*"We have been delighted with our partnership with ICMA over the past few years – a partnership that gives rise each year to flagship events like this one, designed especially for financial institutions active on international capital markets. In 2013, this essential forum once again gave our teams an opportunity to exchange views with the fixed-income community, both sell side and buy side, in a wide range of formal and informal formats, and to discuss changes in the regulations that define and govern practices on bond markets. By participating, both NYSE Euronext and NYSE BondMatch have benefited from excellent visibility and access to players on Europe's bond market."*

Nathalie Masset, Head of European Debt Markets, NYSE Euronext

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There are a wide range of sponsorship opportunities available, offering numerous benefits, including brand exposure and the opportunity to network with the key decision makers within the industry.

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### Gold Sponsor | € 50,000

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- Logo on all marketing (inc advertisements in selected international publications)
- Logo on all 'AGM' pages of the ICMA website
- Logo and 100 word profile on the 'AGM Sponsors' web page
- Logo and 200 word profile (inc link to sponsor website) included in the Sponsors section of the Event App (available on iPads provided at the conference venue)
- 1 page advert, linked to Sponsor website, included in the Event app
- 1 page editorial, linked to Sponsor website, included in the Event app
- Opportunity to provide one speaker for a panel (speaker and panel to be agreed by ICMA)
- Extensive branding on materials at the conference venue
- Double exhibition stand (6mx2m) inc electricity & WiFi (hard wire internet will incur an additional cost)
- Up to 2 inserts in delegate bags (such as a promotional item or brochure)
- 15 passes (inc access to the conference and social events)

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### Silver Sponsor | € 35,000

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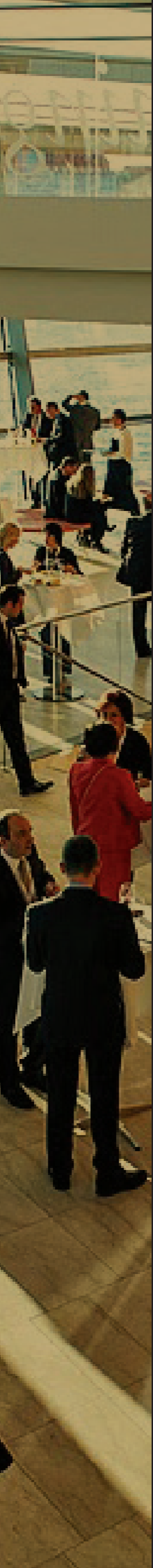
- Logo on all marketing (inc advertisements in selected international publications)
- Logo and 75 word profile on the 'AGM Sponsors' web page
- Logo and 150 word profile (inc link to sponsor website) included in the Sponsors section of the Event App (available on iPads provided at the conference venue)
- 1 page advert, linked to Sponsor website, included in the Event app
- Extensive branding on selected materials at the conference venue
- Exhibition stand (3m x 2m) inc. electricity & WiFi (hard wire internet will incur an additional cost)
- 1 insert in delegate bags (such as a promotional item or brochure)
- 10 passes (inc access to the conference and social events)

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*"Nordea Markets is the leading capital markets and investment banking partner in the Nordic and Baltic region. ICMA is important to us, both as a unique trade association, but also in particular for being an influential voice in the global capital markets. From previous years, we know that this ICMA event represents a special occasion to meet with important capital markets stakeholders from the global scene, and an obvious opportunity to network whilst discussing business opportunities. Being a sponsor included many benefits such as hosting the gala party, having a prominent exhibition stand and speaking opportunities, all of which made it easy for Nordea Markets to connect with the right people."*

Henrik Theil, Senior Director, Execution Desk - Fixed Income, Nordea

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## Bronze Sponsor | € 20,000

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- Logo on all marketing (inc advertisements in selected international publications)
- Logo and 50 word profile on the 'AGM Sponsors' web page
- Logo and 100 word profile (inc link to sponsor website) included in the Sponsors section of the Event App (available on iPads provided at the conference venue)
- Half page advert, linked to Sponsor website, included in the Event app
- Branding on selected materials at the conference venue
- Exhibition stand (3m x 2m) inc electricity & WiFi (hard wire internet will incur an additional cost)
- 6 passes (inc access to the conference and social events)

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## Exhibitor Package | € 6,500

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- Exhibition stand (3m x 2m) inc electricity & WiFi (hard wire internet will incur an additional cost)
- Logo on selected marketing
- Logo on the 'AGM Exhibitors' web page
- Logo and 75 word profile (inc link to exhibitor website) included in the Exhibitors section of the Event App (available on iPads provided at the conference venue)
- Logo on selected branding at the conference venue
- 2 passes (inc access to the conference and social events)

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## Exhibition Extras

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- Delegate bag insert – €500 (discounted price when exhibiting or sponsoring)
- Scanners – €300-€650 (price is based on quantity)
- AV (e.g. plasma screens) – Prices on request

In addition to the main sponsorship packages, there is a wide range of alternative and interesting sponsorship opportunities available, which includes daily newspapers, branded bottled water, social functions, the new Event App (available on iPads provided at the conference venue) and more.

**Benefits for these alternative options include:**

- Logo on the 'AGM Sponsors' web page
- Logo and 50 word profile (inc link to sponsor website) included in the Sponsors section of the Event App
- Branding at the event (in line with the specific sponsored item)
- Additional complimentary passes

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## Conference venue

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ICMA's 46<sup>th</sup> AGM and Conference will take place on 5 and 6 June 2014 at the Intercontinental Hotel Berlin, Budapester Strasse 2, 10787 Berlin, Germany.

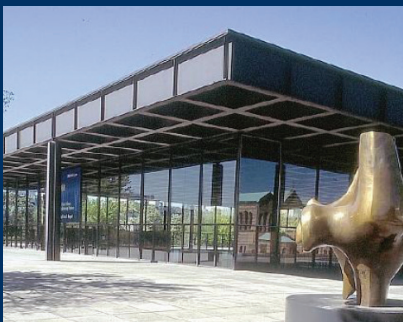


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## Reception venues

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The modern New National Gallery will host the welcome reception on the evening of Wednesday, 4 June.



The ever popular gala party will take place at the German Historical Museum (Zeughaus) on the evening of Thursday, 5 June.



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## Programme at a glance

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### Wednesday, 4 June 2014

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19.30 – 00.00 Welcome reception

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### Thursday, 5 June 2014

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08.00 – 09.30 Registration, Tea & Coffee  
09.30 – 11.30 Annual General Meeting  
11.30 – 13.00 Lunch  
13.00 Open of Conference  
14.10 – 14.40 Coffee Break  
17.15 Close of Conference  
19.45 – 01.00 Gala party

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### Friday, 6 June 2014

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08.00 – 09.30 Registration, Tea & Coffee  
09.30 Open of Conference  
10.10 – 10.40 Coffee Break  
13.00 Lunch  
14.00 Close of Event

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## Contacts

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For more information or to confirm a sponsorship package, please contact: Shannelle Rose, Head of Events

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