ICMA Annual General Meeting and Conference

Dublin May 18 to 20, 2016

Sponsorship and Exhibition Opportunities

The annual gathering for the international capital market
Background

The International Capital Market Association has been setting standards in the international capital market for almost five decades. 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 some 500 member firms in approximately 60 countries, ranging from the largest global investment banks to smaller retail banks and asset managers. Central banks, exchanges, credit rating agencies and law firms are also members.

Now in its 48th year, the ICMA AGM and Conference is one of the key events in the financial market calendar. With noted 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.

The event is held in a different location every year. The 48th ICMA AGM and Conference will be held in Dublin from 18 to 20 May, 2016.

Amsterdam 2015

The 2015 AGM, held at the Hotel Okura in the centre of Amsterdam in June attracted almost 900 participants from global financial markets. Following the format of previous events (in Berlin in 2014, Copenhagen in 2013, 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 world famous Rijksmuseum and were treated to a sailing trip on the IJ Lake.

Lead sponsors in Amsterdam included:

- **Gold:** ABN AMRO, Rabobank and ING Bank
- **Silver:** BNP Paribas, HSBC and SNS Securities
- **Bronze:** Commerzbank, DekaBank, KfW, Fitch Ratings & Fitch Solutions, NN Investment Partners, NWB Bank and Simmons & Simmons

Renowned keynote speakers in recent years include:

**Amsterdam**

- Jeroen Dijsselbloem, Minister of Finance, The Netherlands
- Lord Jonathan Hill, EU Commissioner, Financial Stability, Financial Services and Capital Markets Union
- Prof. Klaas Knot, President, De Nederlandsche Bank (Central Bank of the Netherlands)
- Steven Maijoor, Chairman, European Securities and Markets Authority (ESMA)

**Berlin**

- Dr. Paul Achleitner, Chairman of the Supervisory Board, Deutsche Bank AG
- Dr. Ralf P. Thomas, Chief Financial Officer, Siemens AG
- George Magnus, Economic Consultant and former Chief Economist, UBS
- Dr. Michael Meister, Parliamentary State Secretary, Federal Ministry of Finance of Germany
- Sharon Bowles, Former MEP and Chair, European Parliament Committee on Economic and Monetary Affairs
Why be a sponsor or exhibitor at the ICMA AGM and Conference 2016 in Dublin?

Align with Excellence

• Associate your brand with 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 over almost 50 years
• Find out what makes world class companies, major banks, stock exchanges and clearing houses come back to sponsor the ICMA AGM and Conference year after year

Connect with Industry Influencers

• Access a C-level audience of almost 900 debt market specialists drawn from ICMA’s membership in 57 countries
• Experience unrivalled opportunities for your staff to network with delegates during the conference and two evening receptions in prestigious locations
• Connect with the international debt capital market in the largest European industry event

Unparalleled Exposure

• Understand the main economic trends which will affect banks, investors, traders, infrastructure providers and lawyers in the industry
• Hear top level speakers from European authorities describe 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 European mailing list of over 70,000 capital market professionals and through the event’s advertising campaign in major financial publications

“This internationally recognized conference is beneficial to KfW as it provides the opportunity to exchange views on actual capital market topics. In addition, we get the chance to network with other important market participants which ICMA brings together. We see ICMA as a highly relevant institution due to its influence and appreciation throughout the global capital markets. Our experience as a sponsor has been positive and creates an added value for us.

Jürgen Köstner,
Head of Investor Relations, KfW
2015 Delegate Breakdown

Almost 900 international attendees from across the globe. The ICMA AGM and Conference is distinct in that the majority of its audience is very senior including Managing Directors, Chairmen and Chief Executives.

- Banks
- Investors
- Law Firm
- Stock Exchange/Trading Platform/MTF/OTF
- Private Bank
- Supranational/Development Bank
- Infrastructure Provider
- Trade Association/Think Tank
- Press
- Broker
- Clearing/Settlement Institution
- Central Bank
- Regulator
- DMO/Treasury
- Non Financial Corporate
- Sovereign Wealth Fund
- Credit Rating Agency

COUNTRY
- Netherlands
- United Kingdom
- Switzerland
- Germany
- Belgium
- France
- United States
- Italy
- Luxembourg
- China
- Austria
- Spain
- Denmark
- Russia
- South Africa
- Brazil
- Egypt
- Japan
- Norway
- Sweden

COMPANY TYPE
- Partner/C-Level Suite/Board Member
-固定收入交易/财团
- 固定收入销售/业务开发
- 股东/VP/经理
- 执行董事/执行官
- 合规/监管事务
- 法律
- 代理
- 发行/承销
- 合作伙伴/高层
- 基金

COMPANY CATEGORY
- 金融
- 非金融
- 交易
- 营销
- 操作
- 声誉
- 通讯

SENIORITY ANALYSIS
- 管理
- 经理/VP/经理
- 合作伙伴/高层

DEPARTMENT
- 金融贸易/财团
- 金融销售/业务开发
- 合作伙伴/高层
- 管理
- VP/经理
- 执行官
- 合规/监管事务
- 法律
- 代理
- 发行/承销
- 合作伙伴/高层
- 基金

ANALYSIS
- 公司
- 国家
- 职位
NN Investment Partners is a EUR 189 billion, Dutch-based asset management firm. In the spring of 2015 we went through a large rebranding campaign after changing our name from ING Investment Management. This campaign coincided with the ICMA AGM and Conference 2015 in the Netherlands and our sponsorship of the event helped us to position our new name with our stakeholders in the financial industry. In particular on the sell side, buy side and with many of our institutional clients visiting from all around the world.

Martijn Van Steeg, Chief of Staff Investments, NNIP
Sponsorship Packages

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.

**Gold Sponsor | €50,000**

- Logo on all marketing (including advertisements in selected international publications)
- Logo and 100 word profile on ‘AGM sponsors’ page of the ICMA website
- 200 word profile in the sponsor section of the AGM and Conference event app
- One full page advert in the sponsor section of the AGM and Conference event app
- One full page editorial in the sponsor section of the AGM and Conference 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) incl. electricity & WiFi (hard wire internet will incur an additional cost)
- Up to two inserts in delegate bags (such as a promotional item or brochure)
- 20 passes (incl. access to the conference and social events)

**Silver Sponsor | €35,000**

- Logo on all marketing (including advertisements in selected international publications)
- Logo and 75 word profile on ‘AGM sponsors’ web page on the ICMA website
- 150 word profile in the sponsor section of the AGM and Conference event app
- One full page advert in the sponsor section of the AGM and Conference event app
- Extensive branding on selected materials at the conference venue
- Exhibition stand (3m x 2m) incl. electricity & WiFi (hard wire internet will incur an additional cost)
- One insert in delegate bags (such as a promotional item or brochure)
- 14 passes (incl. access to the conference and social events)

**Bronze Sponsor | €20,000**

- Logo on all marketing (including advertisements in selected international publications)
- Logo and 50 word profile on the ‘AGM sponsors’ web page on the ICMA website
- 100 word profile in the sponsor section of the AGM and Conference event app
- One half page advert in the sponsor section of the AGM and Conference event app
- Branding on selected materials at the conference venue
- Exhibition stand (3m x 2m) incl. electricity & WiFi (hard wire internet will incur an additional cost)
- 10 passes (incl. access to the conference and social events)
Exhibitor Package | €6,500

• Exhibition stand (3m x 2m) incl. electricity & WiFi (hard wired internet will incur an additional cost)
• Logo on selected marketing
• Logo on ‘AGM Exhibitors’ page on the ICMA website
• Logo and 75 word profile in the sponsor section of the AGM and Conference event app
• Logo on selected branding at the conference venue
• 3 passes (incl. access to the conference and social events)

Exhibition Extras

• Delegate bag insert - €500 (discounted price when exhibiting or sponsoring)
• AV (e.g. plasma screens) - Prices available on request
• 15% discount for each additional delegate pass

In addition to the main sponsorship packages, a wide range of alternative and interesting sponsorship opportunities are available, which include the dedicated event app, delegate bags and more.

Benefits for these alternative options include

• Logo on ‘AGM sponsors’ page of ICMA website
• Logo and 50 word profile in the sponsor section of the AGM and Conference event app
• Branding at the event (in line with the specific sponsored item)
• 2 passes (Packages up to €20k)
• 4 passes (Packages over €20k)
Programme at a glance

Wednesday, 18 May, 2016
19.30 to 00.00 Welcome reception

Thursday, 19 May, 2016
08.00 to 09.30 Registration, Tea & Coffee
09.30 to 11.30 Annual General Meeting
11.30 to 13.00 Lunch
13.00 Open of Conference
14.30 to 15.00 Coffee break
17.30 Close of Conference
19.45 to 01.00 Gala party

Friday, 20 May, 2016
08.00 to 09.30 Registration, Tea & Coffee
09.30 Open of Conference
11.00 to 11.30 Coffee break
13.15 Lunch
14.00 Close of Event

* The above timings are approximate and subject to change.
The Conference programme will be announced on the ICMA website in February 2016.

As a public sector bank and frequent issuer in the capital markets, NWB Bank highly appreciates ICMA’s in-depth knowledge and focus on relevant developments in the capital markets. The AGM and Conference is a fabulous event which enables us to meet our peers, underwriters and investors. It also attracts top quality speakers making it an excellent platform to exchange views with them.

Heleen van Rooijen,
General Counsel, NWB Bank