

ICMA 50th AGM & Conference

May 30 to June 1, 2018, Madrid



Sponsorship
and Exhibition
Opportunities



Background

The International Capital Market Association has been setting standards in the international capital market for five decades. The only trade association to develop 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.

The ICMA Annual General Meeting (AGM) and Conference is one of the key events in the financial market calendar. With influential speakers from governments, regulatory authorities, central banks and financial institutions, it consistently draws a large audience of market participants from ICMA's international membership and the wider financial community.

The 50th ICMA AGM and Conference will be held in Madrid from May 30 to June 1, 2018.

Luxembourg 2017

Lead sponsors in Luxembourg included:

- **Gold:** Clearstream and Luxembourg Stock Exchange
- **Bronze:** Bank of China, Banque De Luxembourg, Banque Et Caisse, BGC Partners, BIL, BNP Paribas, DekaBank, KBC, KFW and Thomson Reuters

Notable keynote speakers in recent years include:

Luxembourg

- **Xavier Bettel**, Prime Minister, Luxembourg
- **Pierre Gramegna**, Minister of Finance, Luxembourg
- **Philipp Hildebrand**, Vice Chairman and Member of the Global Executive Committee, BlackRock
- **Werner Hoyer**, President, European Investment Bank
- **Kalin Anev Janse**, Secretary General, European Stability Mechanism
- **Yves Mersch**, Member of the Executive Board, European Central Bank
- **Matthew Westerman**, Co-Head of Global Banking, HSBC Bank

Dublin

- **Professor Myles Allen**, Geosystem Science, University of Oxford
- **Ugo Bassi**, Director of Financial Markets, Directorate General (DG) Financial Stability, Financial Services and Capital Markets Union, European Commission
- **Lucy Kellaway**, The Financial Times
- **Professor Philip Lane**, Governor, Central Bank of Ireland
- **Steven Maijor**, Chairman, European Securities and Markets Authority (ESMA)
- **Michael Noonan**, Minister of Finance, Ireland
- **Neil Sorahan**, Chief Financial Officer, Ryanair
- **Dr Kay Swinburne MEP**, Member of Economic and Monetary Affairs, European Parliament

Why be a sponsor or exhibitor at the 50th ICMA AGM and Conference in Madrid?



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 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

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

Connect with Industry Influencers

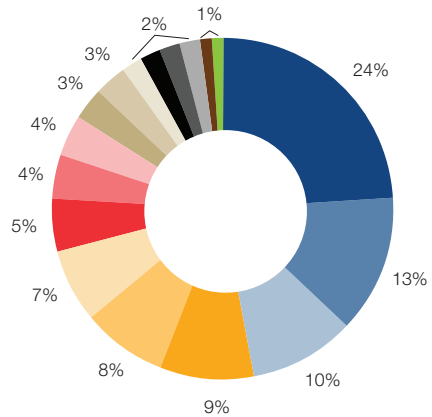
- Access a C-level audience of over 1,000 debt market specialists drawn from ICMA's membership in approximately 60 countries
- Experience unrivalled opportunities for your staff to network with delegates during the conference and two evening receptions in prestigious locations
- Connect with the international debt capital market in the largest European industry event



2017 Delegate Breakdown

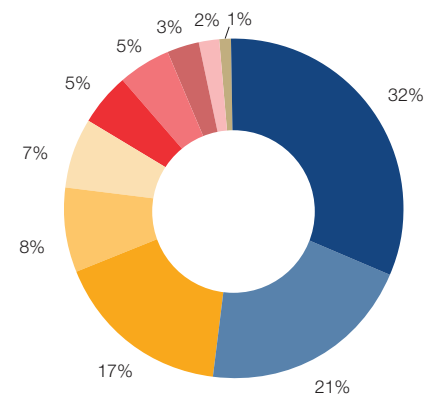
Over 1000 international attendees from across the globe. The ICMA AGM and Conference is distinct in that the majority of its audience is very senior including Chairmen, Chief Executives and Managing Directors.

Company Type



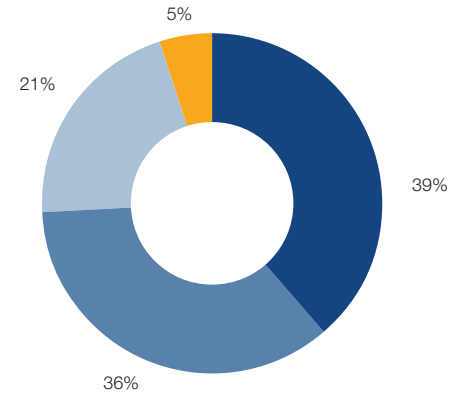
- Banks
- Private Bank
- Investors
- Supranational / Development Bank
- Stock Exchange / Trading Platform / MTF / OTF
- Law Firm
- Broker
- Trade Association / Think Tank
- Infrastructure Provider / FinTech
- Regulator
- Press
- DMO / Treasury
- CCP / ICSD
- Consultancy
- Non-Financial Corporate
- Central Bank
- Credit Rating Agency

Department



- Trading / Treasury / Markets
- Partner / C-Level Suite / Board Member
- Sales / Account Management
- Strategy / Operations / Risk
- Origination / Syndication / DCM
- Legal
- Compliance / Government & Regulatory Affairs
- Press
- Events / Communications / Marketing
- Investors Relations

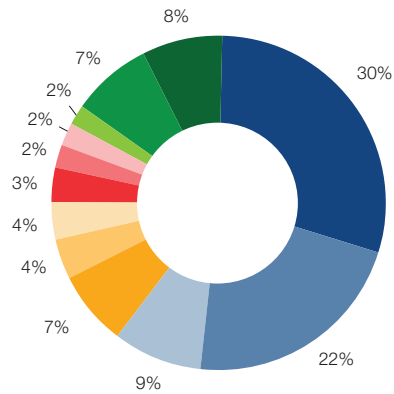
Seniority Level



- Director / VP / Manager
- Managing Director / Executive
- Partner / C-Level Suite / Board Member
- Associate / Assistant

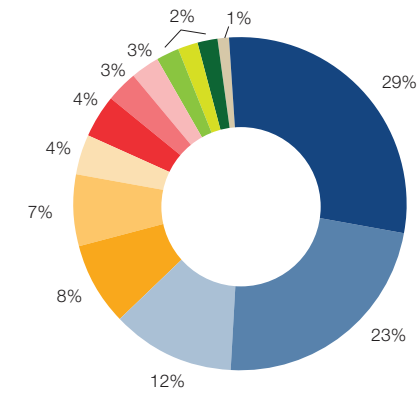
2017 Delegate Breakdown

Country of Origin



Luxembourg	Denmark	Canada
United Kingdom	Ireland	Cyprus
Switzerland	Liechtenstein	Portugal
Germany	Hungary	Singapore
France	Saudi Arabia	Czech Republic
Netherlands	Finland	Indonesia
Belgium	Japan	Mauritius
Italy	Russia	South Africa
United States	Australia	Bolivian Republic of Venezuela
China	Brazil	
Sweden	Kuwait	
Spain	Norway	
Austria	United Arab Emirates	

Company Category



Sell-Side
Buy-Side
SSA/Development Banks
Stock Exchange / Trading Platform / MTF / OTF
Law Firm
Trade Association / Think Tank
Infrastructure Provider / FinTech
Regulator
Press
CCP / ICSD
Consultancy
Non-Financial Corporate
Credit Rating Agency

2017 Sponsors and Exhibitors



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 sponsors section of the AGM and Conference event app
- One full page advert in the sponsors 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) with electricity
- Up to two promotional items in delegate bags
- 20 passes (including 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 of the ICMA website
- 150 word profile in the sponsors section of the AGM and Conference event app
- One full page advert in the sponsors section of the AGM and Conference event app
- Extensive branding on selected materials at the conference venue
- Exhibition stand (3m x 2m) with electricity
- One promotional item in delegate bags
- 14 passes (including 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 'AGM Sponsors' web page of the ICMA website
- 100 word profile in the sponsors section of the AGM and Conference event app
- One full page advert in the sponsors section of the AGM and Conference event app
- Branding on selected materials at the conference venue
- Exhibition stand (3m x 2m) with electricity
- 10 passes (including access to the conference and social events)

Exhibitor Package

Exhibitor Package | €6,500

- Exhibition stand (3m x 2m) with electricity
- Logo on selected marketing
- Logo on 'AGM Exhibitors' page of the ICMA website
- Logo and 75 word profile in the sponsors section of the AGM and Conference event app
- Logo on selected branding at the conference venue
- Three passes (including access to the conference and social events)

Exhibition Extras

- Audio visual equipment and alternative furniture - Prices available on request
- 15% discount for each additional delegate pass
- Hard wired internet – price available on request

In addition to the main sponsorship packages, a wide range of alternative and interesting sponsorship opportunities are available, which may vary from the delegate bags to a smoothie bar and more.

Benefits for these alternative options include

- Logo on 'AGM Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Branding at the event (associated with the specific sponsored item)
- Two passes (Packages up to €20k)
- Four passes (Packages over €20k)



At a Glance

Venues

The 50th AGM and Conference will take place on May 30 to June 1, 2018 at:

Welcome Reception

Museo Nacional Del Prado
Paseo del Prado, 28014 Madrid, Spain

Gala Reception

CentroCentro Cibeles Palace
Plaza de Cibeles 1, 28014, Madrid, Spain

Conference

Meliá Castilla
Calle del Poeta Joan Maragall, 43, 28020
Madrid, Spain

During the conference, all coffee and lunch breaks will be in the exhibition area, which will be open throughout the two days of the conference.

A comprehensive floor plan will be made available to all confirmed exhibitors.

Contact

For more information or to confirm a sponsorship package, please contact

Shannelle Rose

Director, Head of Events

@ shannelle.rose@icmagroup.org

+44 (0)20 7213 0327 or +44 (0)7788 392 922

www.icmagroup.org



Programme at a glance

Wednesday, May 30, 2018

20.30 to 00.00 Welcome Reception

Thursday, May 31, 2018

08.00 to 09.00	Registration, Tea & Coffee
09.00 to 11.30	Annual General Meeting
11.30 to 13.15	Lunch
13.15	Open of Conference
14.30 to 15.00	Coffee Break
17.00	Close of Conference
19.45 to 01.00	Gala Reception

Friday, June 1, 2018

08.00 to 09.00	Registration, Tea & Coffee
09.00	Open of Conference
10.30 to 11.00	Coffee Break
13.30	Lunch
14.30	Close of Event

** The above timings are approximate and subject to change. The conference programme will be announced on the ICMA website in February 2018.*