

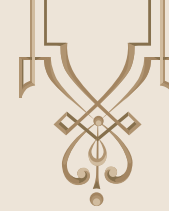
52nd ICMA Annual General Meeting & Conference

Vienna

June 24 to 26, 2020

Sponsorship





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 over 570 members in 62 countries which includes all the types of institutions active in the international capital markets: from issuers, intermediaries (global and regional banks, brokers) and investors to SSAs, central banks, exchanges, trading platforms, infrastructure providers, credit rating agencies and law firms.

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 52nd ICMA AGM and Conference will be held in Vienna from June 24 to 26, 2020.



Keynote speakers in recent years

Stockholm 2019

John Berrigan
Deputy Director-General,
Financial Stability, Financial
Services and Capital Markets
Union, European Commission

Jakob Groot
Member of the Executive
Board, Head of Corporates
& Institutions, Danske Bank

Aerdt Houben
Director, Financial Markets,
De Nederlandsche Bank N.V.

Stefan Ingves
Governor and Chairman of
the Executive Board, Sveriges
Riksbank

Christian Luiga
Executive Vice-President and
Group Chief Financial Officer,
Telia Company

Henrik Normann
President and Chief Executive
Officer, Nordic Investment Bank

Verena Ross
Executive Director, European
Securities and Markets Authority

Alexander Stubb
Vice President, European
Investment Bank and Former
Prime Minister & Finance
Minister of Finland

Madrid 2018

Javier Alonso
Deputy Governor,
Banco de España

José Antonio Álvarez
Chief Executive Officer,
Santander Group

Samir Assaf
Group Managing Director
and Chief Executive Officer,
Global Banking and Markets,
HSBC Holdings plc

Piyush Gupta
Chief Executive Officer,
DBS Group

Margaret L. Kuhlow
Finance Practice Leader,
WWF International

Steven Maijoor
Chair, European Securities
and Markets Authority

Barbara Novick
Vice Chairman, BlackRock

Arunma Oteh
Vice President and
Treasurer, World Bank

Luxembourg 2017

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

Jeffrey Tessler
Chairman of the Supervisory
Board, Clearstream and
Member of the Executive
Board, Deutsche Börse AG

Andreas Utermann
Chief Executive Officer and
Global Chief Investment Officer,
Allianz Global Investors





Why be a sponsor or exhibitor at the 52nd ICMA AGM and Conference in Vienna?

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 over 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
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Unparalleled Exposure

- Understand the main trends which will affect banks, investors, traders, infrastructure providers and lawyers in the industry
 - Hear top level speakers from leading market 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 50,000 capital market professionals and through the event's advertising campaign in major financial publications
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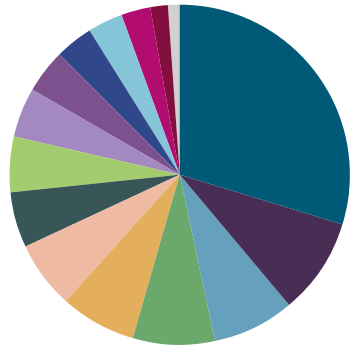
Connect with Industry Influencers

- Access a C-level audience of over 1,100 debt market specialists drawn from ICMA's membership in 62 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
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2019 Delegate Breakdown

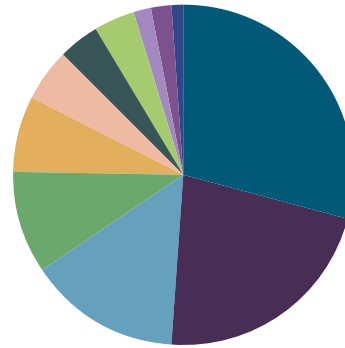
Over 1,100 international attendees from across the globe. The ICMA AGM & Conference is distinct in that the majority of its audience is very senior including Chairmen, Chief Executives and Managing Directors.

Company Type



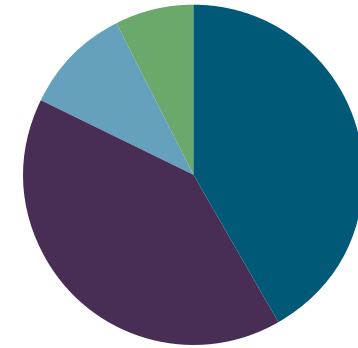
29.79%	Bank
9.12%	Infrastructure
7.90%	Law Firm
7.90%	Trade Association/Think Tank
6.99%	Investors
6.38%	Multilateral, Bilateral or Local Development Finance Institution
5.47%	Private Bank
5.17%	Central Bank/Monetary Authority/Regulator/Supervisory Authority
4.86%	Stock Exchange/Trading Platform/MTF/OTF
3.95%	Press/Media
3.65%	Broker
3.34%	Central securities depositories (CSD), Clearing/Settlement Institution
2.74%	Non Financial Corporate
1.82%	Credit Rating Agency
0.91%	DMO/Treasury

Department



29.35%	Trading/Treasury/Markets
21.85%	Sales/Account Management
14.57%	Legal
9.67%	Origination/Syndication/DCM
7.07%	Partner/C-Level Suite/Board Member
5.00%	Compliance/Government & Regulatory Affairs
4.13%	Strategy/Operations/ Risk
3.80%	Events/Communications/Marketing/Admin/Education
1.74%	Advisory
1.74%	Press
1.09%	Investor Relations

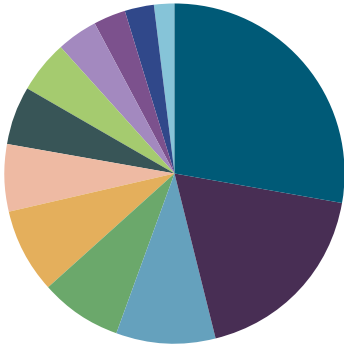
Seniority Level



41.85%	Managing Director/Executive
40.54%	Director/VP/Manager
10.33%	Partner/C-Level Suite/Board Member
7.28%	Associate/Assistant

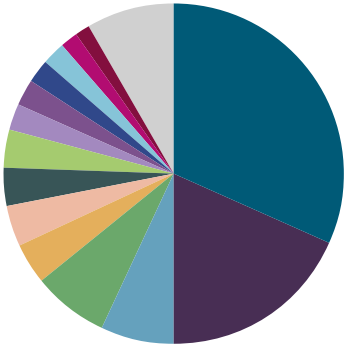
2019 Delegate Breakdown

Company Category



27.96%	Sell-side
18.24%	Buy-side
9.42%	Infrastructure Providers
7.90%	Law Firm
7.90%	Trade Association/Think Tank
6.38%	SSA/Development Banks
5.78%	Central Bank/Monetary Authority/Regulator/Supervisory Authority
4.86%	Stock Exchange/Trading Platform/MTF/OTF
3.95%	Press
3.04%	Central securities depositories (CSD), Clearing/Settlement Institution
2.74%	Non Financial Corporate
1.82%	Credit Rating Agency

Country of Origin



31.74%	United Kingdom
18.26%	Sweden
7.17%	Germany
7.07%	Switzerland
3.91%	France
3.80%	Luxembourg
3.70%	China
3.59%	Netherlands
2.61%	Denmark
2.39%	Belgium
2.28%	Finland
2.28%	Italy
1.52%	Spain
1.41%	Austria

Remaining Countries make up 8.26%

0.87%	Russia
0.87%	United States
0.76%	Ireland
0.65%	Hungary
0.43%	Australia
0.43%	India
0.43%	Norway
0.33%	Greece
0.33%	Korea, Republic of
0.33%	Singapore
0.33%	United Arab Emirates
0.22%	Brazil
0.22%	Canada
0.22%	Croatia

0.22%	Ghana
0.22%	Indonesia
0.22%	Japan
0.22%	Latvia
0.22%	Liechtenstein
0.22%	South Africa
0.11%	Czech Republic
0.11%	Egypt
0.11%	Philippines
0.11%	Poland
0.11%	Portugal

2019 Sponsors

Sponsors



Supporting Sponsors



2019 Exhibitors

Exhibitors





Sponsorship

There are a wide range of sponsorship packages 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
- Logo and 100 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
- 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)
- Two promotional items in delegate bags
- 20 passes (providing access to the conference and social events)

Silver Sponsor €35,000

- Logo on all marketing
- Logo and 75 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 175 word profile 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)
- One promotional item in delegate bags
- 14 passes (providing access to the conference and social events)

Bronze Sponsor €20,000

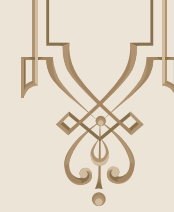
- Logo on all marketing
- Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 100 word profile in the sponsors section of the AGM and Conference event app
- Branding on selected materials at the conference venue
- Exhibition stand (3m x 2m)
- 10 passes (providing access to the conference and social events)

Alternative Sponsorship Packages

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 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 at the event (associated with the specific sponsored item)



Exhibition

Exhibitor €7,500

- Exhibition stand (3m x 2m)
- Logo on selected marketing
- Logo on 'AGM and Conference 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 (providing access to the conference and social events)

Exhibition Extras

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



At a Glance

Venues

Welcome Reception

Wednesday, June 24
Belvedere Palace

Gala Reception

Thursday, June 25
Natural History Museum

Annual General Meeting and Conference

Thursday, June 25 and Friday, June 26
Austria Center Vienna

All coffee and lunch breaks will be in the exhibition area, which will be open throughout the conference.

A comprehensive floor plan will be made available to all confirmed exhibitors in May 2020.

Programme at a glance

Wednesday, June 24

19.30 to 23.00 Welcome Reception

Thursday, June 25

08.00 to 09.00 Registration, Tea & Coffee

09.00 to 11.30 Annual General Meeting

11.30 to 13.00 Lunch

13.00 Open of Conference

15.00 to 15.30 Coffee Break

18.00 Close of Conference

19.30 to 01.00 Gala Reception

Friday, June 26

08.30 to 09.30 Registration, Tea & Coffee

09.30 Open of Conference

11.00 to 11.30 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 2020.

Contact

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

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