

51st ICMA Annual General Meeting & Conference

May 15 to 17, 2019



Sponsorship and Exhibition Opportunities



Stockholm 2019

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 540 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 51st ICMA AGM and Conference will be held in Stockholm from May 15 to 17, 2019.

Madrid 2018

50 organisations sponsored and/or exhibited in 2018, including;

Platinum: BBVA

Gold: Santander

Silver: DekaBank

Bronze: Bank of China, BayernLB, BlackRock, BNP Paribas, ConvEx, Fitch Ratings, Fitch Solutions, HSBC, LIST, MarketAxess, Shanghai Clearing House and Societe General

Notable keynote speakers in recent years include:

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

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

Piyush Gupta, Chief Executive Officer, DBS Group

Margaret L. Kuhlow, Finance Practice Leader, WWF International

Steven Maijor, 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

Dublin 2016

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

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 51st ICMA AGM and Conference in Stockholm?

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 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 70,000 capital market professionals and through the event's advertising campaign in major financial publications

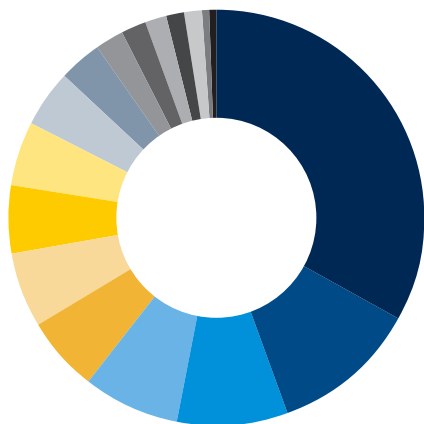
Connect with Industry Influencers

- Access a C-level audience of over 1100 debt market specialists drawn from ICMA's membership in over 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

2018 Delegate Breakdown

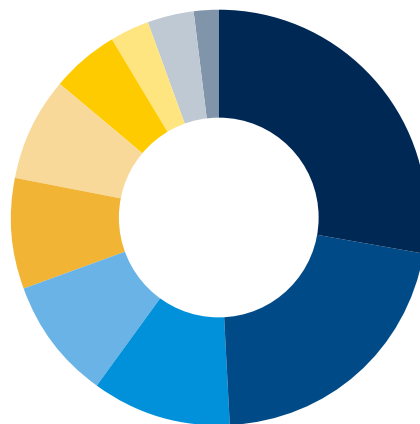
Over 1100 international attendees from across the globe. The ICMA AGM and Conference is distinct in that the majority of its audience is very senior including Chairmen, Chief Executives and Managing Directors.

Company Type



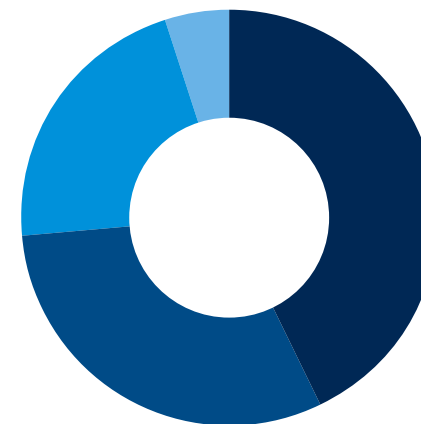
34%	Bank
12%	Private Bank
9%	Law Firm
7%	Investors
6%	Stock Exchange/ Trading Platform/ MTF/ OTF
6%	Infrastructure Provider
5%	Trade Association/ Think Tank
5%	Supranational/ Development Bank
4.5%	Clearing/ Settlement Institution
3%	Broker
2%	Central Bank
2%	Press
1.5%	Non-Financial Corporate
1%	Credit Rating Agency
1%	Regulator
0.5%	DMO/ Treasury
0.5%	Sovereign Wealth Fund

Department



29%	Trading/ Treasury/ Markets
21%	Partner/ C-Level Suite/ Board Member
11%	Origination/ Syndication/ DCM
9%	Sales/ Account Management
8.5%	Legal
8%	Strategy/ Operations/ Risk
5.5%	Compliance/ Government & Regulatory Affairs
3%	Events/ Communications/ Marketing
3%	Investors Relations
2%	Press

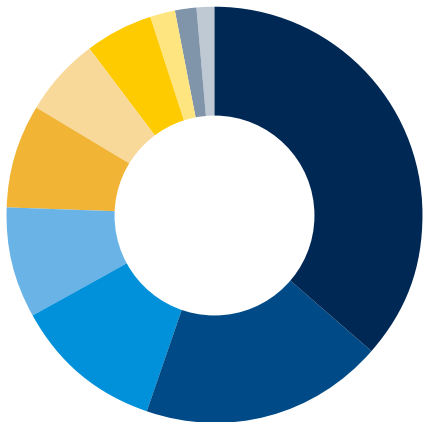
Seniority Level



43%	Managing Director/ Executive
31%	Director/ VP/ Manager
21%	Partner/ C-Level Suite/ Board Member
5%	Associate/ Assistant

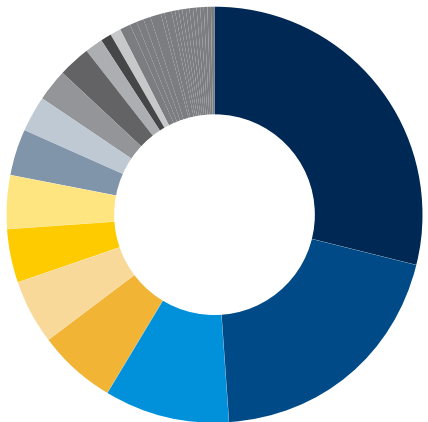
2018 Delegate Breakdown

Company Category



36%	■ Sell-Side
18%	■ Buy-Side
13%	■ Infrastructure / Clearing / Rating
9%	■ Law Firm
8%	■ SSA/ Development Banks
6%	■ Stock Exchange/ Trading Platform
5%	■ Trade Association/ Think Tank
2%	■ Press
2%	■ Non-Financial Corporate
1%	■ Regulator

Country of Origin



29%	■ United Kingdom	■ Russia	■ Czech Republic
20%	■ Spain	■ South Africa	■ Kazakhstan
10%	■ Switzerland	■ United Arab Emirates	■ Norway
6%	■ Germany	■ Australia	■ Poland
5%	■ France	■ Canada	■ Qatar
4%	■ China	■ Korea, Republic of	■ Slovakia
4%	■ Luxembourg	■ Brazil	■ Thailand
4%	■ Netherlands	■ Croatia	
3%	■ Italy	■ Finland	
2%	■ Belgium	■ Japan	
2%	■ United States	■ Kuwait	
1.5%	■ Portugal	■ Liechtenstein	
1%	■ Austria	■ Nigeria	
1%	■ Sweden	■ Philippines	
	■ Ireland	■ Singapore	
	■ Denmark	■ Côte d'Ivoire	
	■ Hungary	■ Cyprus	

Remaining Countries make up 7.5%

2018 Sponsors and Exhibitors

Sponsors



FitchRatings



BLACKROCK®

FitchSolutions



.DekaBank



Exhibitors



BearingPoint.



Supporting Sponsors



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.

Sponsorship

Packages

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
- 250 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 (6m x 2m) 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
- 175 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 | €7,500

- 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)
- Number of complimentary passes dependent on final package



At a Glance

Venues

Welcome Reception

Wednesday, May 15

Artipelag
Artipelagstigen 1
134 40 Gustavsberg

Gala Reception

Thursday, May 16

Vasa Museum
Galärvarvsvägen 14
Djurgården, Stockholm

Conference

Thursday, May 16 and Friday, May 17

Stockholm Waterfront Congress Centre
Niils Ericsons Plan 4, 111 64, Stockholm

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 in March 2019.

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 15

20.00 to 23.00 Welcome Reception

Thursday, May 16

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

20.00 to 01.00 Gala Reception

Friday, May 17

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 2019.*

