

The Covered Bond Investor Conference 15 May 2014, Frankfurt

Sponsorship Opportunities

Event Background:

The ICMA Covered Bond Investor Council and The Covered Bond Report will be jointly hosting the 3rd Annual Covered Bond Investor Conference on 15 May 2014, at the Steigenberger Frankfurter Hof. The event has been designed to air and address investors' concerns.

The conference was previously held at the Steigenberger Frankfurter Hof on 16 May 2013, and was attended by over 200 international participants.

The following job titles were represented amongst the delegates who attended the event:

- Covered Bond Analyst
- Covered Bond Trader
- Head of Capital Markets
- Head of Funding
- Head of Covered Bond Origination
- Head of Fixed Income
- Senior Portfolio Manager

The agenda was drawn up by the ICMA Covered Bond Investor Council and The Covered Bond Report and the conference explored the issues that were at the top of the investor base's agenda. Panel discussions took in the ICMA Covered Bond Investor Council's transparency standards initiative as well as secondary market liquidity, new issue procedures, and legislative, regulatory and structuring developments.

Speakers and panellists representing regulators, issuers, intermediaries and other interested parties spoke on the basis of what they can contribute to the debate. The conference provides a fresh and unique approach to covered bond events.

The event was kindly sponsored by the following companies:
Nykredit, VDP, Morrison Foerster

Pre-conference Awards Reception

Building on a successful evening at the Villa Kennedy on the eve of the 2013 conference, the Pre-conference Awards Reception will be expanded to incorporate The Covered Bond Report Awards for Excellence.

Launched to coincide with the conference in May 2013, the inaugural awards were announced in the edition of The Covered Bond Report magazine distributed at the event and were well received by winners and other market participants alike.

At the May 2014 event, The Covered Bond Report will be announcing the winners at the pre-conference reception. The incorporation of the awards event is also set to increase interest in the conference overall. We anticipate around 100 participants.

The pre-conference reception will be held at a top Frankfurt venue.

The Covered Bond Investor Conference 2014

The agenda for next year's conference will be available at the beginning of 2014; this is to ensure that the agenda and content of the day is relevant, given market developments and regulatory updates.

Keynote speakers from the ECB, European Banking Authority and a Chief Executive of a leading buy-side firm have been invited to participate at our conference.

The conference held in 2013 had over 200 international participants and we expect delegate numbers to increase, due to the success of this year's event. We will be marketing the event to ICMA members and to the wider audience by advertising the event on the ICMA website and publications, working in collaboration with The Covered Bond Report and also our sponsors.

'The ICMA CBIC/Covered Bond Report conference is one that specifically focuses on investors' thoughts and issues. The success of the two previous conferences clearly showed that it has quickly developed into one of the key events in the covered bond market.' *Andreas Denger, Senior Portfolio Manager at MEAG and Acting Chairman of the ICMA Covered Bond Investor Council*

Sponsorship Opportunities:

Pre-conference Awards Reception and Conference, (maximum 2 sponsors) 14 May - €15,000

- Logo on all marketing prior to the event
- Logo and 150 word profile on the Covered Bond event 'sponsorship' web page on the ICMA website
- Logo and 150 word profile in the Conference & Exhibition Guide (distributed at the conference)
- Full page advert in the Conference & Exhibition Guide (distributed at the conference)
- Full page advert in the May edition of The Covered Bond Report (on display at the conference)
- Logo on selected branding at conference venue (to include logo on banners and selected PowerPoint slides in the main conference room)
- 10 guest invitations for the reception
- Branding at the chosen reception venue (to include logo on banners and napkins)
- Opportunity to present an award at the reception
- 6 passes for the conference
- Exhibition stand 3m x 2m

Pre-conference Awards Reception, (maximum 2 sponsors) 14 May - €10,000

- Logo on all marketing prior to the event
- Logo and 100 word profile on the Covered Bond event 'sponsorship' web page on the ICMA website
- Logo and 100 word profile in the Conference & Exhibition Guide (distributed at the conference)
- 10 guest invitations for the reception
- Branding at the chosen reception venue (to include logo on banners and napkins)

Sponsorship Opportunities continued:

Conference sponsor, 15 May - €12,000

- Exhibition stand 3m x 2m
- 6 delegate passes for the conference
- Logo on all marketing prior to the event
- Logo and 100 word profile on the Covered Bond event 'sponsorship' web page on the ICMA website
- 100 word profile in the Conference & Exhibition Guide (distributed at the conference)
- Logo on selected branding at conference venue (to include logo on banners and selected PowerPoint slides in the main conference room)

Exhibitor only package, 15 May - €7,000

- Exhibition stand 3m x 2m
- 4 delegate passes
- Logo on the Covered Bond event 'sponsorship' web page on the ICMA website
- 75 word profile in the Conference & Exhibition Guide (distributed at the conference)
- Logo on selected branding at conference venue (to include logo on selected banners)