Investors need standards for investment performance measurement and reporting that are reliable and comparable across markets, along with professionals who can apply them.

Following the success of the long established Annual GIPS® Standards Conference, which is focused on the implementation and application of the Global Investment Performance Standards (GIPS), CFA Institute will be delivering the first EMEA GIPS Standards Conference in Amsterdam, hosted by CFA Society VBA Netherlands. Subject matter experts will address the key points you need to know to comply with, or continue to comply with, the 2020 GIPS standards. Industry practitioners will also address critical issues and major developments in their fields. This conference is essential for any performance or compliance professional.

Conference topic areas include the following:

- Performance measurement and evaluation
- Standards, ethics, and regulation (SER)

We offer various sponsorship programs from premium sponsorships and exhibitor programs to branding and engagement opportunities. To secure any of these opportunities and gain access to investment professionals attending the EMEA GIPS Standards Conference, please contact:

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andy.jenkins@cfainstitute.org

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CFA Institute is the global association of investment professionals that sets the standard for professional excellence and credentials. The organization is a champion for ethical behavior in investment markets and a respected source of knowledge in the global financial community. The end goal: to create an environment where investors' interests come first, markets function at their best, and economies grow. CFA Institute has more than 170,000 members in 164 countries and territories, including 165,000 CFA® charterholders, and 156 member societies.

Top employers of CFA Institute Members globally:

- Bank of America Merrill Lynch
- BlackRock
- BMO Financial Group
- HSBC
- JPMorgan Chase
- Morgan Stanley
- Royal Bank of Canada
- TD Bank Financial Group
- UBS
- Wells Fargo

CFA Society VBA Netherlands arose from the merger between CFA Society Netherlands and VBA beleggingsprofessionals and now comprises over 2,000 members. In addition to supporting the CFA, CIPM, and Investment Foundations programs, we offer two local designations: a postgraduate VU-VBA course 'Investment Management' and the postgraduate course 'Risk Management for Financial Institutions'. Our members are active participants in the society and the investment community through our 35 content and activity committees and the locally produced professional journal VBA Journaal. The prolific GIPS committee has been active in the investment community for over 20 years, publishing and promoting standards and organizing an annual 'Dutch Performance Measurement Roundtable'.

Top employers of CFA® charterholders in the Netherlands:

- ABN AMRO Bank N.V.
- Achmea Holding N.V.
- ACTIAM N.V.
- Aegon
- APG Group
- ASR Nederland
- Blue Sky Group
- BNP Paribas
- Deloitte
- De Nederlandsche Bank
- Ernst & Young
- ING Group
- Mn Services
- NN Group N.V.
- ORIX USA Corporation
- ORTEC Finance B.V.
- PGB Pension Services
- PGGM
- Precision Capital S.A.
- PriceWaterhouseCoopers
- Rabobank
- Shell Group
- SPF Beheer B.V.
- Triodos Bank
- Van Lanschot
Conference delegates attending past Annual GIPS Standards Conferences in the Americas region have primarily been investment performance, risk, and compliance professionals who work for investment management firms and institutional asset owners. Attendees typically come from investment managers (traditional and alternative), asset owners, audit firms, consulting firms, software providers, and regulators.

The demographic profile reflects data from the 23rd Annual GIPS Standards Conference in Scottsdale, Arizona, USA.

### Delegate Attendance

- **411**

### CFA Institute Membership Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>46%</td>
</tr>
<tr>
<td>Non-member</td>
<td>54%</td>
</tr>
</tbody>
</table>

### Region

- Americas: 80%
- Asia Pacific: 4%
- EMEA: 8%
- Unspecified: 8%

### Primary Asset Base

- Institutional: 60%
- Private / Individual: 9%
- Not Applicable: 31%

### Delegate Occupation

- Performance Analyst: 44%
- Consultant: 10%
- Accountant: 4%
- Compliance Analyst: 4%
- Research Analyst: 3%
- Portfolio Manager: 3%
- Manager of Managers: 3%
- Chief Executive Officer: 3%
- Information Technology: 2%
- Risk Analyst: 1%
- Relationship Manager: 1%
- Corporate Financial Analyst: 1%
- Chief Investment Officer: 1%
- Chief Financial Officer: 1%
- Other (18%)

### Years in the Investment Industry

- 5 years or less: 2%
- 6 to 10 years: 10%
- 11 to 15 years: 28%
- 16 to 20 years: 18%
- Over 20 years: 42%

### Investment Focus

- Equities: 45%
- Fixed Income: 13%
- Generalist: 9%
- Real Estate: 1%
- Private Equity: 1%
- High Yield: 1%
- Hedge Funds: 1%
- FX/Currency: 1%
- Derivatives: 1%
- Other: 27%

### Employer Type

- Asset Management: 58%
- Consulting Firm: 9%
- Verification Firm: 6%
- Pension Fund: 6%
- Information Technology: 6%
- Accounting: 3%
- Private Wealth Management: 2%
- Brokerage: 1%
- Commercial Bank: 1%
- Other: 8%
SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTION SPONSORSHIP

EUR 4,000 | 1 Available
1 Complimentary Delegate Pass

The networking reception is held at the conclusion of the first day of programming. Sponsorship of the evening reception allows the supporting firm to make an impression on delegates as they network. The sponsor is promoted onsite through signage, branded table tents, and beverage napkins.

NETWORKING LUNCHEON SPONSORSHIP

EUR 4,000 | 1 Available
1 Complimentary Delegate Pass

The networking luncheon sponsorship provides your firm with the opportunity to indirectly engage a large audience and receive recognition during lunch on the first day of programming. The sponsor is promoted through signage, branded table tents, and beverage napkins.

STANDARD EXHIBIT

EUR 5,500 | 10 Available
3 Complimentary Delegate Passes

Exhibitors can generate strong sales leads and raise their firm’s profile in the investment community through this opportunity to interact face-to-face with industry decision makers and achieve business development goals. Display and demonstrate your firm’s products and services directly to local investment professionals. Morning and afternoon refreshment breaks will be served in the exhibit area.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>SPONSORSHIP PROGRAM</th>
<th>EXHIBIT PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Networking Reception</td>
<td>Networking Luncheon</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>EUR 4,000</td>
<td>EUR 4,000</td>
</tr>
<tr>
<td><strong>Quantities Available</strong></td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Deliverables**

**Pre-event**

- Digital recognition in the conference webpage’s supporter section
- One-time use of the opt-in delegate mailing and email list
- Recognition in promotional emails and/or print advertisements

**Onsite**

- Delegate passes*
- Branding at the networking reception
- Branding at the networking luncheon
- Tabletop exhibit space**
- Seat drop opportunity
- Recognition in onsite conference branding (print and/or digital signage)

**Post-event**

- One-time use of the opt-in delegate mailing and email list

* Additional delegate passes can be purchased at the discounted group rate
** Exhibit selection order is determined by the chronological order in which reservation forms are submitted