Attracting delegates from more than 50 countries and regions,* the CFA Institute European Investment Conference is the annual must-attend gathering for Europe’s leading portfolio managers, analysts, chief investment officers, and CEOs.

With a world-class lineup of speakers and sessions designed and delivered by active practitioners, this unique conference offers supporting organisations extensive pre-event exposure and high-quality interaction with key industry personnel onsite.

*Number of individual countries represented by EIC delegates, 2010–2017

Investment professionals attend the European Investment Conference to network with peers; attend educational sessions led by respected industry experts; and learn about new resources, products, and services that are available to assist their performance in their profession. To secure any of these opportunities and gain access to investment professionals attending the CFA Institute European Investment Conference, please contact:

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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 165,000 members in 163 countries and territories, including 159,000 CFA® charterholders, and 151 member societies.

Top employers of CFA Institute Members globally:

- Bank of America Merrill Lynch
- BlackRock
- Citigroup
- Goldman Sachs
- HSBC
- JPMorgan Chase
- Morgan Stanley
- Royal Bank of Canada
- UBS
- Wells Fargo

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CFA Society Spain is part of CFA Institute’s international network of 151 local member societies. Founded in 1997, CFA Society Spain is a non-profit organization and has grown steadily to more than 770 members from Spain and Andorra, 751 of which are CFA® charterholders (Chartered Financial Analyst). CFA Society Spain is led on a voluntary basis by its members in all areas of its activities and in its strategic direction. CFA Society Spain’s executive team works towards professionalising the services offered to society members, the local investment community and Spanish society. For more information please visit http://www.cfaspain.org

Top employers of CFA charterholders in Spain:

- Banco Bilbao Vizcaya Argentaria
- Banco Sabadell Group
- Banco Santander
- Bankia S.A.
- Bankinter
- CaixaBank, S.A.
- Credit Suisse
- Ernst & Young
- KPMG
- PricewaterhouseCoopers
Investment professionals from around the globe attend the CFA Institute European Investment Conference to network with peers; attend educational sessions led by respected industry experts; and learn of new resources, products, and services that are available to assist their performance in their profession.

Our conference delegates are primarily portfolio managers who have worked in the investment industry (mostly equity securities) for more than 20 years. Firms represented include wealth management firms, financial advisory firms, trust companies, and private wealth managers.

The delegate profile reflects aggregate data* from the 2014 - 2018 CFA Institute European Investment Conferences

Delegate Attendance
309

CFA Institute Membership Status
Member (57%) Non-member (43%)

Employer AUM (US$)

- >US$250 billion: 10%
- US$50 billion–US$250 billion: 11%
- US$20 billion–US$50 billion: 7%
- US$10 billion–US$20 billion: 9%
- US$1 billion–US$5 billion: 10%
- US$250 million–US$1 billion: 12%
- <US$250 million: 9%
- Not applicable: 32%

Delegate Occupation
- Portfolio Manager (22%)
- C-Level Executive (12%)
- Research Analyst, Investment Analyst, or Quantitative Analyst (9%)
- Sales Agent (Securities, Commodities, Financial Services) (6%)
- Risk Analyst/Manager (6%)
- Investment Strategist (6%)
- Consultant (5%)
- Manager of Managers (4%)
- Financial Adviser/Planner/Wealth Manager (3%)
- Corporate Financial Analyst (2%)
- Accountant or Auditor (2%)
- Professor/Academic (2%)
- Relationship Manager/Account Manager (2%)
- Other (19%)

Primary Investment Practice
- Equities (32%)
- Fixed Income (24%)
- Private Equity (5%)
- Derivatives (3%)
- Structured Products (2%)
- Real Estate (2%)
- Generalist (2%)
- Hedge Funds (1%)
- FX/Currency (1%)
- Venture Capital (1%)
- Commodities (1%)
- Other (26%)

Region
- EMEA (93%)
- Americas (5%)
- Asia Pacific (2%)

Buy Side/Sell Side
- Buy Side (53%)
- Sell Side (30%)
- Both (10%)
- Neither (7%)

Primary Asset Base
- Institutional (46%)
- Private (21%)
- Both (2%)
- Not Applicable (31%)

*Additional delegate information can be provided on request
**PREMIUM SPONSORSHIPS**

### Platinum Sponsorship

**EUR €20,000 | 2 Available | 12 Delegate Passes**

The platinum sponsorship delivers the highest level of recognition throughout the European Investment Conference's marketing campaign and live program. As one of two platinum sponsors, your firm receives premium brand exposure during the evening social program on Monday and the conference program on both days. Your firm will be recognised by the plenary session moderator during the morning sessions and an exhibit space in a premium location will provide your firm with an elevated presence in the exhibit hall. Make an impression on conference delegates as they network by projecting your firm's presence throughout the duration of the event.

### Gold Sponsorship

**EUR €12,000 | 2 Available | 8 Delegate Passes**

The gold sponsorship delivers significant recognition throughout the European Investment Conference's marketing campaign and live program. As one of two gold sponsors, your firm will make a lasting impression on conference delegates during the networking breakfasts and networking luncheons on both days, which you will be co-hosting. Your firm also receives additional onsite conference branding (print and/or digital signage) and an exhibit space in a premium location will provide your firm with an elevated presence in the exhibit hall.

### Silver Sponsorship

**EUR €8,000 | 2 Available | 6 Delegate Passes**

The silver sponsorship delivers premium recognition throughout the European Investment Conference's marketing campaign and live program. Silver sponsors receive an exhibit space in a premium location and will be co-hosting all refreshment breaks on both days.

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**EXHIBIT PROGRAM**

### Standard Exhibit

**EUR €5,500 | 8 Available | 4 Delegate Passes**

Exhibitors can generate strong sales leads and raise their firm's profile in the investment community through this effective opportunity to reach and interact face-to-face with industry decision makers and achieve business development goals. Display and market your firm's products directly to investment professionals. Morning and afternoon refreshment breaks will take place in the exhibit area.
## SPONSORSHIPS OPPORTUNITIES

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>PREMIUM SPONSORSHIPS</th>
<th>EXHIBIT PROGRAM</th>
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<tbody>
<tr>
<td></td>
<td>PLATINUM</td>
<td>GOLD</td>
</tr>
<tr>
<td>Price</td>
<td>EUR €20,000</td>
<td>EUR €12,000</td>
</tr>
<tr>
<td>Quantity Available</td>
<td>2</td>
<td>2</td>
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</tbody>
</table>

## DELIVERABLES

### PRE-EVENT

- Digital recognition on the dedicated conference website's homepage
- Digital recognition in the conference website's supporters section
- One-time use of the opt-in delegate mailing and email list
- Recognition in promotional emails and/or print advertisements

### ONSITE

- Audible recognition from the speaker podium
- Branding displayed during a Livestream broadcast session*
- Branding displayed at the evening social program
- Branding displayed at the networking breakfasts
- Branding displayed at the networking luncheons
- Branding displayed during the conference networking breaks
- Branding displayed during the program
- Complimentary delegate passes**
- Exhibit stand***
- Recognition on the event app
- Banner ad in the event app
- Recognition in onsite conference branding (print and/or digital signage)

### POST-EVENT

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

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* As available
** Additional delegate passes can be purchased at the discounted group rate
*** Exhibit selection order is determined by the sponsorship level and the chronological order in which reservation forms are submitted
Advocate Sponsorship

The Advocate Sponsorship allows a firm to send multiple representatives to the CFA Institute European Investment Conference. This opportunity requires a minimum purchase of 6 passes/registrations. Our advocate sponsors are recognized on our conference website and onsite conference branding for their corporate financial support to the conference.

<table>
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<tr>
<th>ADVOCATE SPONSORSHIP OPPORTUNITIES</th>
<th>FULL CONFERENCE PASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price (minimum of 6 must be purchased)</td>
<td>EUR €500/person</td>
</tr>
</tbody>
</table>

**DELIVERABLES**

**PRE-EVENT**

- Digital recognition in the conference website's supporter section
- Recognition in promotional emails and/or print advertisements

**ONSITE**

- Conference delegate passes
- Recognition in onsite conference branding (print and/or digital signage)
- CFA Institute Continuing Education (CE) Credits* Up to 8.5**

* CE Credits are dependent on country specific regulations and are subject to change. SER credit will be determined upon final confirmation of conference agenda

** Exact credit is dependent on actual sessions attended