CFA INSTITUTE
EUROPEAN INVESTMENT
CONFERENCE 2020
SPONSORSHIP KIT

16–17 November 2020 | Clayton Hotel Burlington Road
Dublin, Ireland
Hosted with CFA Society Ireland
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.

Attendance at the CFA Institute European Investment Conference qualifies for CE credit.**

* Number of individual countries represented by EIC delegates, 2010–2017
** CE Credits are dependent on country-specific regulations and are subject to change. SER credit will be determined upon final confirmation of conference agenda.

Investment professionals attend the CFA Institute 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 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

The mission of CFA Society Ireland is to lead the investment profession in Ireland by promoting the highest standards of ethics, education and professional excellence for the ultimate benefit of society. The Society serves more than 700 members through four committees, namely, Developing Future Professionals; Delivering Member Value; Advocacy and Governance. The work that the Society undertakes includes a focus on continuing education through 10-12 educational events annually, including our successful Annual Investment Forum which looks at key investment topics such as the Future of Finance and Investing at the End of a Cycle. We also support CFA Program candidates and, as part of our university outreach, run a successful Research Challenge competition each year. In recent years we have been involved in the Quant Awards which has grown to include entries from five countries.

Top employers of CFA charterholders in Ireland:

- Allied Irish Banks
- Amundi Asset Management
- Bank of Ireland
- Barclays
- Davy
- Kohlberg Kravis Roberts & Co.
- Marsh & McLennan Companies
- Mediolanum S.p.A.
- Permanent TSB
- State Street Corporation
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 data from the 2019 CFA Institute European Investment Conference in Madrid, Spain.
PREMIUM SPONSORSHIPS

Platinum Sponsorship
EUR 20,000 | 2 Available | 12 Delegate Passes

The platinum sponsorship delivers the highest level of recognition throughout the CFA Institute 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 and throughout the conference. Your firm will be recognised by the plenary session moderator during the morning sessions and the opportunity also includes a premium exhibit space to 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 CFA Institute European Investment Conference’s marketing campaign and live program. As one of two gold sponsors, your firm also receives additional onsite conference branding during the networking breakfasts, refreshment breaks, and networking luncheons throughout the conference. The opportunity includes a premium exhibit space to provide your firm with an elevated presence in the exhibit area.

Silver Sponsorship
EUR 6,500 | 10 Available | 4 Delegate Passes

The silver sponsorship capitalises on the exhibit space opportunity to generate strong leads and raise a firm’s profile. Achieve business development goals by interacting face-to-face with investment professionals and displaying your firm’s products and services directly to potential decision makers. Morning and afternoon refreshment breaks will take place in the exhibit area.
### SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>EUR 20,000</td>
<td>EUR 12,000</td>
<td>EUR 6,500</td>
</tr>
<tr>
<td><strong>Quantity Available</strong></td>
<td>2</td>
<td>2</td>
<td>10</td>
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#### 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
- Exclusive branding during the program
- Delegate passes**
  - PLATINUM: 12
  - GOLD: 8
  - SILVER: 4
- Exhibit stand***
  - PLATINUM: 4m x 2m
  - GOLD: 4m x 2m
  - SILVER: 3m x 2m
- 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
The Advocate Program allows a firm to send multiple representatives to the CFA Institute European Investment Conference. This opportunity requires a minimum purchase of 5 passes. Our corporate advocates are recognized on our conference website and in promotional materials.

### ADVOCATE PROGRAM OPPORTUNITIES

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<th><strong>Price (minimum of 5 must be purchased)</strong></th>
<th>EUR 575/person</th>
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### DELIVERABLES

#### PRE-EVENT

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

#### ONSITE

- Conference delegate passes