The CFA Institute European Investment Conference is open to CFA Institute members and non-members globally, and for the first time in its history, it will take place entirely online. The event’s interactive sessions will analyze the most pressing issues affecting financial markets, including new economic ideas, geopolitical trends, and innovative ways of thinking about portfolio construction. This is a must-attend gathering for portfolio managers, analysts, chief investment officers, and chief executive officers.

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

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

This year we are offering virtual sponsorship/exhibit opportunities in support of this event. 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 community of 175,000+ investment management professionals working to build an industry in which investors' interests come first, financial markets function at their best, and economies grow.

We are driven by the belief that lasting economic growth depends on trust, competence, and transparency in financial markets, and we know that it must be led by professionals who are ethically centered and professionally trained. In short, we are here to lead, support, and connect all who want to create a better investment profession.

**Top Occupations of Members Globally**

- Portfolio Manager (19%)
- Research Analyst (15%)
- Consultant (7%)
- Financial Adviser (5%)
- Risk Analyst (5%)
- Corporate Financial Analyst (5%)
- Investment Strategist (3%)
- Trader (3%)
- Manager of Managers (3%)
- Chief Executive Officer (3%)
- Relationship Manager (3%)
- Accountant (3%)
- Sales Agent (2%)
- Chief Investment Officer (2%)
- Chief Financial Officer (2%)
- Credit Analyst (2%)
- Investment Consultant (2%)
- Information Technology (1%)
- Professor (1%)
- Performance Analyst (1%)
- Regulator (1%)
- Compliance Analyst (1%)
- Other (11%)

**Top 25 employers of CFA Institute Members globally**

- JP Morgan Chase
- RBC
- Bank of America Merrill Lynch
- UBS
- HSBC
- Wells Fargo
- Morgan Stanley
- BlackRock
- TD Bank Financial Group
- BMO Financial Group
- Goldman Sachs
- Citigroup
- Credit Suisse
- Ernst & Young
- PricewaterhouseCoopers
- Allianz SE
- CIBC World Markets Inc.
- Deutsche Bank
- Fidelity Investments
- Scotiabank Group
- Deloitte
- KPMG
- BNP Paribas
- Barclays
- State Street Corporation

**Investment Practice**

- Equities (29%)
- Fixed Income (17%)
- Generalist (11%)
- Private Equity (6%)
- Real Estate (4%)
- Derivatives (2%)
- Hedge Funds (2%)
- Structured Products (2%)
- FX/Currency (1%)
- Commodities (1%)
- Venture Capital (1%)
- ESG Investments (1%)
- High Yield (1%)
- Other (8%)
- Not Applicable (14%)

**Years in Industry**

- 2% 5 years or less
- 19% 6 to 10 years
- 24% 11 to 15 years
- 17% 16 to 20 years
- 38% over 20 years

**Region**

- Americas (57%)
- EMEA (23%)
- APAC (20%)
VIRTUAL SPONSORSHIPS

Platinum Sponsorship
USD 5,000 | 1 Available | 5 Conference Registrations

The platinum sponsorship is an exclusive opportunity that delivers the highest level of recognition for the sponsoring firm throughout the conference’s marketing campaign and the virtual conference environment. As the platinum sponsor, your firm is afforded strong brand exposure that visibly projects your firm's support of, and alignment with, CFA Institute.

This opportunity provides your firm with brand exposure in the theater, lobby, and exhibit hall. Contribute to the program by providing promotional video(s) to be played between video feed transitions. This opportunity includes a tier 1 exhibit.

Gold Sponsorship
USD 3,000 | 2 Available | 3 Conference Registrations

As a gold sponsor, your firm will receive significant brand recognition throughout the conference's marketing campaign and the virtual conference environment. This opportunity provides your firm with brand exposure in the exhibit hall. Your firm will also have the opportunity to submit promotional video(s) to be played between video feed transitions. This opportunity includes a tier 2 exhibit.

Silver Sponsorship
USD 1,500 | 16 Available | 2 Conference Registrations

Silver sponsors enjoy brand recognition throughout the conference's marketing campaign and virtual conference environment. This opportunity provides your firm with brand exposure in the exhibit hall. Along with the platinum and gold sponsors, the silver sponsorship includes brand recognition in housekeeping slides, on the conference webpage, and access to the pre and post-event opt-in attendee lists. This opportunity includes a tier 3 exhibit.
## SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>VIRTUAL SPONSORSHIP OPPORTUNITIES</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>USD 5,000</td>
<td>USD 3,000</td>
<td>USD 1,500</td>
</tr>
<tr>
<td><strong>Quantity Available</strong></td>
<td>1</td>
<td>2</td>
<td>16</td>
</tr>
</tbody>
</table>

### Deliverables

#### Pre-event
- Digital recognition in the conference webpage’s supporter section
- One-time use of the opt-in delegate email list
- Recognition in promotional emails

#### Days of event
- Conference registrations*: 5, 3, 2
- Virtual exhibit space: Tier 1, Tier 2, Tier 3
- Opportunity to submit promotional video(s) (15-30 seconds) to be played between video feed transitions on the online platform
- Branding in various sections of the virtual conference: Theater, Lobby, Exhibit Hall, Exhibit Hall

#### Post-event
- Detailed analytics report
- One-time use of the opt-in delegate email list

* Additional conference registrations can be purchased at the member rate