



ICMA Annual General Meeting & Conference

BRUSSELS | 22 to 24 May, 2024

**Sponsorship
& Exhibition**

Welcome

The 55th ICMA AGM & Conference in Paris attracted 1,200 decision makers from all areas of the global fixed income market

Snapshot of attendance:

- **1,200** delegates from **47** jurisdictions globally
- **427 institutions** representing issuers, intermediaries and investors alongside central banks, governments and policy makers, law firms, market infrastructure providers, press and academia
- Senior attendance: **534 delegates**, or **41% of overall attendance**, were Managing Director and C-Suite level; likewise **140 delegates** from the issuer community (corporates, financials and SSAs), **474 delegates** from the banking and broker community and **116** from the asset management and investor community



Previous high-profile speakers

Delphine d'Amarzit

Chairman & Chief Executive Officer, Euronext Paris

Christoph Boschan

Chief Executive Officer, Vienna Stock Exchange

Dr. Magnus Brunner

Federal Minister of Finance, Austria

François Villeroy de Galhau

Governor, Banque de France

Tim Gould

Chief Energy Economist, International Energy Agency (IEA)

Christophe Hémon

Chief Executive Officer, LCH SA

Julia Hoggett

Chief Executive Officer, London Stock Exchange

Stefan Ingves

Governor and Chairman of the Executive Board, Sveriges Riksbank

H.E. Dr. Muhammad Al Jasser

Chairman, Islamic Development Bank Group (IsDB)

Dr Ma Jun

Chairman of China Green Finance Committee and President, Beijing Institute of Finance and Sustainability

Bruno Le Maire

Minister for Economy, Finance, Industry and Digital Security, France

Beatriz Martin

UK Chief Executive & Group Treasurer, UBS Group AG

Dr. Sabine Mauderer

Member of the Executive Board of the Deutsche Bundesbank and Vice-Chair, Network for Greening the Financial System (NGFS)

Mairead McGuinness

European Commissioner, Financial Stability, Financial Services and the Capital Markets Union

Carlo Monticelli

Governor, Council of Europe Development Bank (CEB)

Xavier Musca

Chief Executive Officer, Crédit Agricole CIB and Deputy Chief Executive Officer, Crédit Agricole SA

Carmine Di Noia

Director for Financial and Enterprise Affairs, OECD

Barbara Novick

Vice Chairman, BlackRock

Odile Renaud-Basso

President, European Bank for Reconstruction and Development (EBRD)

Verena Ross

Chair, European Securities Markets Authority

Jean-Paul Servais

Chair, International Organization of Securities Commissions (IOSCO)

Alexander Stubb

Vice President, European Investment Bank and Former Prime Minister & Finance Minister of Finland

Gillian Tett

Chair of the Editorial Board & Editor-at-Large, US, Financial Times

Jean-Claude Trichet

Chairman of the French Academy of Moral and Political Sciences, Honorary Chairman, the Group of Thirty, Former President, European Central Bank & Honorary Governor, Banque de France

2023 Sponsors & Exhibitors in Paris

Gold Sponsors



Silver Sponsors



Exhibitors



Bronze Sponsors



Why Sponsor or Exhibit at the ICMA AGM and Conference?

Generate leads and strengthen your business relationships in the global fixed income markets

- Showcase your products and services to senior delegates in the international bond markets covering primary, secondary, repo, sustainable finance and fintech.
- Targeted audience of leading market participants across the value chain from issuers (corporates, financials and SSAs), banks and brokers to investors
- Decision makers and budget owners including Managing Directors, Heads of DCM, Fixed Income Trading, Sustainability, Legal, among others.

Increase profile and brand awareness

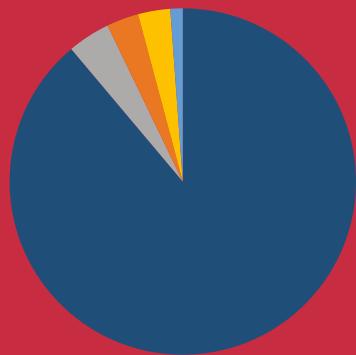
- Speaking opportunity alongside high-profile industry speakers
- Being associated with the only trade association that has been promoting resilient, well-functioning international cross-border debt securities markets for over five decades, representing the full value chain of market participants from issuers, intermediaries to investors, as well as central banks, infrastructure providers and law firms among others
- Sponsors and exhibitors are featured in ICMA's marketing and advertising campaigns reaching 40,000+ fixed income professionals

Keep up to date with the latest developments in the fixed income markets impacting your activities

- Understand the regulations and market trends that (will) affect your business
- Identify the opportunities and challenges to your business

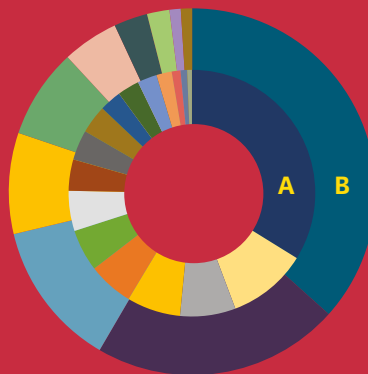


2023 Delegate Breakdown



Region

| | |
|-----|----------|
| 89% | Europe |
| 4% | Americas |
| 3% | APAC |
| 3% | MENA |
| 1% | Africa |



Company Type - A

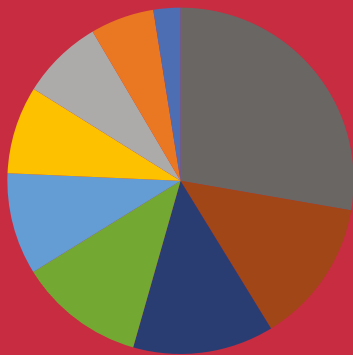
| | |
|--------|------------------------------|
| 34% | Bank |
| 10.45% | FinTech/vendors |
| 7.28% | Exchange/Trading Platform |
| 7.04% | Law Firm |
| 5.96% | Development Bank |
| 5.50% | Trade Association/Think Tank |
| 5.26% | Investor/Asset Management |
| 4.10% | Clearing & Settlement |
| 3.95% | Central Bank |
| 3.72% | Private Bank |
| 2.86% | DMO/Treasury |
| 2.86% | Broker |
| 2.55% | Press |
| 2.01% | Non Financial Corporate |
| 1.16% | Credit Rating Agency |
| 0.85% | Consultancy |
| 0.62% | Regulator |

Company Category - B

| | |
|-----|--------------------------------|
| 37% | Sell-Side |
| 22% | Infrastructure Provider/Vendor |
| 13% | SSA |
| 9% | Buy-Side |
| 8% | Law firm/Consultancy |
| 5% | Trade Body |
| 3% | Press |
| 2% | Non Financial Corporate |
| 1% | Credit Rating Agency |
| 1% | Regulator |

1,200 international delegates from across the globe attended the ICMA AGM in Paris.

2023 Delegate Breakdown



Department

| | |
|-----|---|
| 31% | Trading/Treasury/Markets |
| 15% | Legal |
| 15% | Sales/Account Management |
| 13% | Partner/C-Level Suite/Board Member |
| 11% | Origination/Syndication/DCM |
| 9% | Sustainable Finance |
| 8% | Strategy/Operations/Risk/Product & Innovation |
| 7% | Compliance/Government/Regulatory Affairs |
| 3% | Communications/Marketing |



Seniority Level

| | |
|-----|--------------------------------------|
| 52% | Senior Director/Director/Manager |
| 28% | Managing Director/Executive Director |
| 13% | Partner/C-Level Suite/Board Member |
| 6% | VP/Associate |



The ICMA AGM & Conference consistently attracts an audience of senior industry professionals including Chairmen, Chief Executives and Managing Directors.

ICMA AGM & Conference 2024 in Brussels

Sponsorship opportunities

Platinum Sponsor

€75,000 *(available to ICMA members only)*

- Double exhibition stand (includes only 6mx2m space, top table and 2 chairs)
- Exclusive sponsorship of one of the evening receptions, which includes the welcome speech and branding
- Opportunity to provide one speaker for a panel (speaker and panel to be agreed by ICMA)
- Dedicated private meeting room for sponsors use
- Extensive branding on materials at the conference venue
- Logo on all marketing, including in AGM and Conference advertisements in financial publications
- Logo and 100 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 250 word profile in the sponsors section of the AGM and Conference event app
- 20 passes (providing access to the conference and social events)

Gold Sponsor

€50,000 *(available to ICMA members only)*

- Double exhibition stand (includes only 6mx2m space, top table and 2 chairs)
- Opportunity to provide one speaker for a panel (speaker and panel to be agreed by ICMA)
- Extensive branding on selected materials at the conference venue
- Logo on all marketing, including in AGM and Conference advertisements in financial publications
- Logo and 100 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 250 word profile in the sponsors section of the AGM and Conference event app
- 15 passes (providing access to the conference and social events)

Sponsorship opportunities



Silver Sponsor

€35,000 (*available to ICMA members only*)

- Exhibition stand (includes only 3mx2m space, top table and 2 chairs)
- Opportunity to provide one speaker for a panel (speaker and panel to be agreed by ICMA)
- Extensive branding on materials at the conference venue
- Logo on all marketing, including in AGM and Conference advertisements in financial publications
- Logo and 75 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 175 word profile in the sponsors section of the AGM and Conference event app
- 10 passes (providing access to the conference and social events)

Bronze Sponsor

€20,000 - *member rate*

€25,000 - *non-member rate*

- Exhibition stand (includes only 3mx2m space, top table and 2 chairs)
- Branding on selected materials at the conference venue
- Logo on all marketing, including in AGM and Conference advertisements in financial publications
- Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 100 word profile in the sponsors section of the AGM and Conference event app
- 5 passes (providing access to the conference and social events)

Sponsorship opportunities

Exhibitor

€10,000 - *member rate*

€12,500 - *non-member rate*

- Exhibition stand (includes only 3mx2m space, top table and 2 chairs)
- Logo on selected branding at the conference venue
- Logo on 'AGM and Conference Exhibitors' page of the ICMA website
- Logo and 75 word profile in the sponsors section of the AGM and Conference event app
- Logo on selected marketing
- 2 passes (providing access to the conference and social events)

Quotes for audio visual equipment, alternative furniture and hard wired internet can be provided upon request



Sponsorship opportunities



Panel Sponsor

€10,000 - *member rate*

€15,000 - *non-member rate*

Only one slot left

- Opportunity to provide one speaker for the sponsored panel, which will take place after the AGM and before the official opening of the conference
- Branding on selected materials at the conference venue
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- 2 passes (providing access to the conference and social events)

**limited to four sponsors only*

Panel sponsor and Exhibitor

€20,000 - *member rate*

€25,000 - *non-member rate*

In addition to the panel sponsor benefits, the following are also included:

- Exhibition stand (includes only 3mx2m space, top table and 2 chairs)
- Branding as a Bronze Sponsor
 - Branding on selected materials at the conference venue
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app
- 5 passes (providing access to the conference and social events)

**limited to four sponsors only*

Sponsorship opportunities

Sponsored breakout session

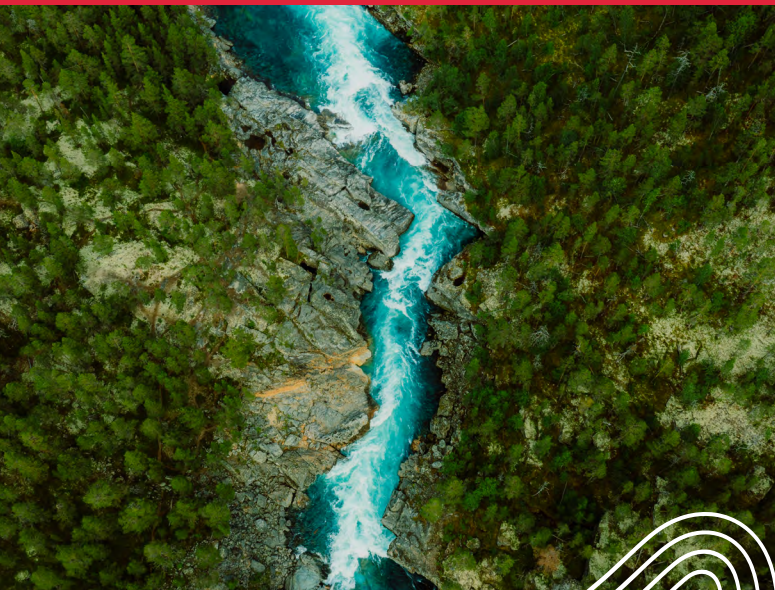
€20,000 - *member rate*

€25,000 - *non-member rate*

- Opportunity to host your own session in a breakout room
 - Includes space for up to 60 delegates in theatre style. (*Delegate chairs and lectern provided. Quotes for AV and stage set up can be provided upon request and will incur additional costs*)
- Branding as a Bronze Sponsor
 - Branding on selected materials at the conference venue
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app
 - 5 passes (providing access to the conference and social events)

**limited to four sponsors only*

Sustainability



Forest

€15,000 - *member rate*

€17,500 - *non-member rate*

Sold

- 1,000 trees planted in the sponsor's name
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Logo to be included on selected plant pots within the exhibition at the conference venue

Carbon offsetting

€15,000 - *member rate*

€17,500 - *non-member rate*

Sold

- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Advert on digital screens around the exhibition and on the main screen in the conference room during breaks on day 1 and day 2

Meetings



Business lounge

€7,500 - *member rate*

€10,000 - *non-member rate*

Located in the exhibition area, the lounge will provide an opportunity for you to meet clients within a dedicated space.

- Includes 4 arm chairs and a coffee table
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- 2 x pull up banners within the lounge (to be provided by the sponsor)

**limited availability*

Private meeting rooms

€10,000 - *member rate*

€12,500 - *non-member rate*

Opportunity for you to meet your clients in a private meeting room.

- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Branding, AV, Catering requirements to be ordered and managed by the sponsor directly

**limited to 5 sponsors (must confirm by 29 March 2024)*

Interactive



VR art experience

€13,500 - *member rate*

€15,500 - *non-member rate*

Located in the exhibition area, 2 participants at a time will be able to create artwork. Bystanders will also be able to view the participants within the VR experience on a live stream display.

- Available on day 1 and day 2 of the conference
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Branding at the event, associated with the specific sponsored item
- Includes 2 passes

Indoor mini golf

€7,500 - *member rate*

€10,000 - *non-member rate*

- Located in the exhibition area
- Available on day 1 and day 2 of the conference
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Branding at the event, associated with the specific sponsored item
- Includes 2 passes

Interactive



Jeux De Boules

€8,000 - *member rate*

€10,000 - *non-member rate*

Sold

- Located in the exhibition area
- Available on day 1 and day 2 of the conference
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Branding at the event, associated with the specific sponsored item
- Includes 2 passes

Drone show

€25,000 (*available to ICMA members only*)

25 drones will create a light show during the evening of the Gala Reception and will display the sponsor logo.

- Branded as Bronze sponsor
 - Exhibition stand (includes only 3mx2m space, top table and 2 chairs)
 - Branding on selected materials at the conference venue
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app
 - 10 passes (providing access to the conference and social events)

Interactive

Mr Pepper Robot

€8,000 - *member rate*

€10,000 - *non-member rate*

Only one left

Located in the exhibition area, Mr Pepper is an interactive Robot that can be branded with your logo.

- Sponsor content can be added to the screen
- Located in the exhibition area
- Available on day 1 and day 2 of the conference
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Branding at the event, associated with the specific sponsored item



Food & Beverage



Mobile mocktail bar

€25,000 - *member rate*

€30,000 - *non-member rate*

- Located in the exhibition area
- Available on day 1 and day 2 of the conference
- Branded as Bronze sponsor
 - Branding on selected materials at the conference venue as well as branding at the event, associated with the specific sponsored item
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app

Mobile smoothie bar

€25,000 - *member rate*

€30,000 - *non-member rate*

- Located in the exhibition area
- Available on day 1 and day 2 of the conference
- Branded as Bronze sponsor
 - Branding on selected materials at the conference venue as well as branding at the event, associated with the specific sponsored item
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app

Sold

Food & Beverage



Coffee cart

€25,000 - *member rate*

€30,000 - *non-member rate*

Sold

- Located in the exhibition area
- Available on day 1 and day 2 of the conference
- Branding at the event, associated with the specific sponsored item
- Branded as Bronze sponsor
 - Branding on selected materials at the conference venue as well as branding at the event, associated with the specific sponsored item
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app

Food & Beverage



1 day lunch

€10,000 (*available to ICMA members only*)

Sold

- Extensive branding on buffet stations on specific day of conference
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app AGM and Conference event app

Breakfast on both days

€10,000 - *member rate*

€15,000 - *non-member rate*

Sold

- Extensive branding on buffet stations on both days of the conference
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app AGM and Conference event app

Onsite Branding

Strategically position your logo on branded stickers located in prime spots around the entrance of the conference venue and conference rooms.

- Branding at the event, associated with the specific sponsored item
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app

Grand Hall corridor

€5,000 member/€7,500 non-member



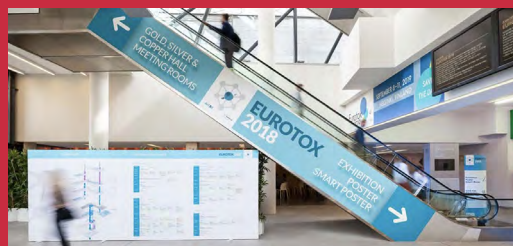
Grand Hall corridor 2

€8,000 member/€10,000 non-member



Registration Hall Escalator

€5,000 member/€7,500 non-member



Registration Hall

€8,000 member/€10,000 non-member



Silver Foyer

€5,000 member/€7,500 non-member



Digital Branding



Charging station

€7,500 - *member rate*

€10,000 - *non-member rate*

Sold

- Located in the exhibition area
- Available on day 1 and day 2 of the conference
- Branding at the event, associated with the specific sponsored item
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app

Event app

€7,500 - *member rate*

€10,000 - *non-member rate*

Sold

- App to be available for download by all registered delegates
- Prominent logo placement and banner across the dedicated event app
- Digital advert (within carousel display) located in exhibition area
- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app

Transfers



Bespoke packages can be created to meet your specific needs.

For detailed information on branding opportunities associated with these sponsorship opportunities, please contact sponsorship@icmagroup.org

Welcome reception

€20,000 *(available to ICMA members only)*

Shuttle service for delegates to and from the Welcome Reception venue.

- Branded as Bronze sponsor
 - Exhibition stand (includes only 3mx2m space, top table and 2 chairs)
 - Branding on selected materials at the conference venue as well as branding associated with the specific sponsored item
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app

Gala reception

€25,000 *(available to ICMA members only)*

Shuttle service for delegates to and from the Gala Reception venue.

- Branded as Bronze sponsor
 - Exhibition stand (includes only 3mx2m space, top table and 2 chairs)
 - Branding on selected materials at the conference venue as well as branding associated with the specific sponsored item
 - Logo on all marketing, including in AGM and Conference advertisements in financial publications
 - Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
 - 100 word profile in the sponsors section of the AGM and Conference event app

At a Glance



Venues

Welcome Reception

Royal Museums of Art & History
Wednesday, May 22

Annual General Meeting and Conference

SQUARE – Brussels Convention Centre
Thursday, May 23 and Friday, May 24

Gala Reception

Gare Maritime, Tour & Taxis
Thursday, May 23

All coffee and lunch breaks will be in the exhibition area, which will be open throughout the conference.

A comprehensive floor plan will be made available to all confirmed exhibitors in Spring 2024.

Programme at a glance

Wednesday, May 22

19.30 to 23.00 Welcome Reception

Thursday, May 23

08.00 to 09.00 Registration, Tea & Coffee

09.00 to 11.30 Annual General Meeting

11.00 to 12.00 Sponsored Panel

11.30 to 13.00 Lunch

13.00 Open of Conference

15.00 to 15.30 Coffee Break

18.00 Close of Conference

19.30 to 01.00 Gala Reception

Friday, May 24

08.30 to 09.30 Registration, Tea & Coffee

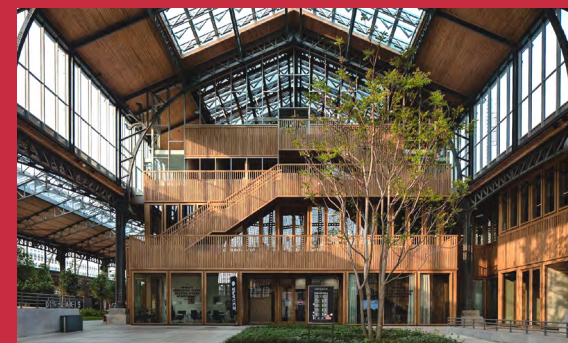
09.30 Open of Conference

11.00 to 11.30 Coffee Break

13.30 Lunch

14.30 Close of Event

*The above timings are approximate and subject to change. The conference programme will be announced on the ICMA website in February 2023.



Contacts

Sponsorship

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Conference programme

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