

2021 VIRTUAL

**GENERAL
MEMBERSHIP
MEETING**

MAY 6 | MAY 13 | MAY 20

**SPONSORSHIP OPPORTUNITIES
& BENEFITS**

Exclusive sponsorship opportunities associated with the Virtual General Membership Meeting (GMM) and Operations and Technology Conference offer benefits that will raise your organization's profile while capturing the attention of the fund industry's key executives and decisionmakers. Choices include thought leadership events and coffee breaks.

CONFERENCE HIGHLIGHTS:



Sponsored content: Enhance your brand with decisionmakers in these 50-minute dedicated sessions that showcase your latest solutions.



Coffee breaks: Sponsor a 20-minute coffee break session on the topic of your choice.

Conference Sponsorships

Thought Leadership Sponsor: \$9,000 (up to four total per conference day)

- » Firm name and logo will appear in pre-event marketing materials.
- » Receive verbal acknowledgment and a formal “thank you” in morning introductions.

THOUGHT LEADERSHIP EVENT

- » Host one 40-minute thought leadership event with a 10-minute Q&A (total 50 minutes).
- » Sponsor chooses which GMM/Operations and Technology Conference day to showcase their leadership event (on a first-come, first-served basis).
- » Thought leadership events will take place before the conference program starts. Up to four thought leadership events per day will run concurrently.
- » Sponsor name and logo will appear on conference program.

VIRTUAL SHOWCASE BOOTH

- » Company logo on sponsor booth page.
- » Company description.
- » Up to five marketing pieces in sponsor booth.

ADDITIONAL BENEFITS

- » Two sponsor representative registrations.
- » Up to five PDF resources included in virtual tote bag.
- » Sponsor name, logo, and URL displayed on ICI’s virtual GMM sponsor site.
- » 4:3 PowerPoint slide, which can be run during GMM break loops.

CONTACT LISTS

- » ICI GMM/Operations and Technology Conference virtual attendee email list (opt-ins; available 24/7 with the parked report system).

Coffee Break Sponsor: \$8,000 (one coffee break per day)

- » Firm name and logo will appear in pre-event marketing materials.
- » Receive verbal acknowledgment and a formal “thank you” in morning introductions.

COFFEE BREAK EVENT

- » Host one 20-minute coffee break.
- » There will be one coffee break event per day. Sponsors will choose which day to present on a first-come, first-served basis.
- » Sponsor name will appear on conference program.

VIRTUAL SHOWCASE BOOTH

- » Company logo on sponsor booth page.
- » Company description.
- » Up to five marketing pieces in sponsor booth.

ADDITIONAL BENEFITS

- » One sponsor representative registration.
- » Up to five PDF resources included in virtual tote bag.
- » Sponsor name, logo, and URL displayed on ICI virtual GMM/Operations and Technology Conference sponsor site.
- » 4:3 PowerPoint slide, which can be run during GMM/Operations and Technology Conference break loops.

CONTACT LISTS

- » ICI GMM/Operations and Technology Conference virtual attendee email list (opt-ins; available 24/7 with the parked report system).

Tote Bag Sponsor: \$3,000

- » Up to five PDF resources included in virtual tote bag.

VIRTUAL SHOWCASE BOOTH

- » Company logo on sponsor booth page.
- » Company description.
- » Up to five marketing pieces in sponsor booth.

ADDITIONAL BENEFITS

- » Sponsor name, logo, and URL displayed on ICI GMM/Operations and Technology Conference virtual sponsor site.

If you have any questions, or are interested in sponsorship opportunities, please contact Pete Bockelman at 202-326-5914 or pete.bockelman@ici.org