

# 2023 MMI ANNUAL CONFERENCE Sponsor and Exhibitor Opportunities

OCTOBER 11-13, 2023 AUSTIN, TX | OMNI BARTON CREEK RESORT & SPA



Sponsor and Exhibitor Opportunities



# **BE PART OF THE ENERGY AND EXCITEMENT. JOIN US IN AUSTIN!**

The 2023 MMI Annual Conference—the investment advisory industry's most important gathering of the year—is back, in person, and in the beautiful Hill Country outside of Austin, Texas. Don't miss this one-of-a-kind opportunity to connect with the customers and prospects you value the most in one spot over three days.

Our 2022 event drew an all-time high of 635 attendees and a record number of sponsors and exhibitors. We fully expect to top those numbers this year. Reserve your spot now to be part of the unique Annual Conference experience. We are pleased to announce an exciting lineup of Sponsor and Exhibitor opportunities. Choose from:

- + **Premium Gold, Silver and Bronze Sponsor packages** that offer maximum branding exposure and extra benefits
- + Exhibit Booth and Tabletop packages that give your firm a visible presence in the bustling "Solutions Center" that is the hub of conference activity
- + Limited Presenting Sponsor opportunities for the Opening Reception and Night 2 Reception—both of which will create lasting memories for attendees
- + À la carte sponsorship opportunities including select F&B events and bespoke attendee experience items

Each package offers high-profile exposure, enhanced event participation, and new ways to engage with our audience of investment advisory business leaders and decision makers.

### **QUESTIONS?**

Contact Joan Lensing at (646) 868-8518 or jlensing@mminst.org

Sponsor and Exhibitor Opportunities



# 2023 ANNUAL CONFERENCE AT-A-GLANCE

- + The largest investment advisory event of the year with expected attendance of more than 600 senior executives
- + A three-day event with a dynamic, highimpact experience
- + Dedicated subject matter tracks to attract a diverse audience
- + Attendees from leading asset manager, wealth manager, and solutions provider firms

- + Updated "Solutions Center" with enhanced Sponsor/ Exhibitor experience and networking
- + Planned on-demand playback access to certain sessions to extend the audience
- + Limited spots available and expected to sell out early
- + Sponsors and Exhibitors receive valuable exposure **before, during and after** the event
- + NEW—Presenting Sponsor opportunities available for both the Opening Reception and Night 2 Reception





Sponsor and Exhibitor Opportunities



# CREATE HIGH-IMPACT BRAND AWARENESS AND BUILD RELATIONSHIPS

### MMI Annual Conference Sponsor and Exhibitor Opportunities

Established in 1997, the Money Management Institute (MMI) is the industry association representing financial services firms that provide financial advice and investment advisory solutions to investors. Driven by our promise of increasing connections, knowledge, and growth for our members, MMI is dedicated to fostering professional relationships, sharing experiences, and expanding the industry's influence through advocacy and education.

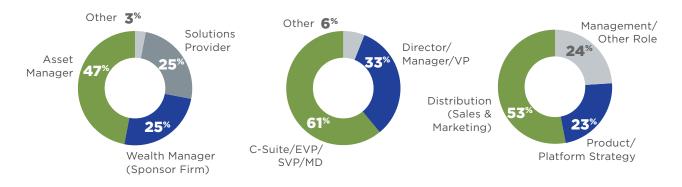
MMI's conferences are one of the key ways we help advisory industry stakeholders to *Connect, Know* and *Grow*. Senior executives from leading asset manager, wealth manager, and solutions provider firms join us at our events to build relationships with their industry peers and gain insights on strategies and tactics to help them grow their advisory solutions business.

# Would your firm benefit from increased exposure with this audience?

MMI's 2023 Annual Conference is expected to draw over 600 senior business leaders who are responsible for developing, managing and distributing investment advisory platforms and services. Our attendees are informed decision makers who drive purchase decisions.

# **TYPICAL ATTENDEES\***

(BASED ON 2022 ANNUAL CONFERENCE)



More than **630** representatives from **over 180** distinct organizations attended the 2022 Annual Conference.\*

Among those attendees, more than **94%** held titles of VP or higher, and **76%** were distribution or product/ platform leaders. We expect the profile of the 2023 Annual Conference attendees to be comparable.

Sponsor and Exhibitor Opportunities



## **MMI MEMBER FIRMS**

MMI's 210+ member firms are focused on the investment advisory space. They comprise a diverse group of leading:

- + Wealth management firms and distributors
- + Asset managers
- + Wirehouses
- + Independent broker-dealers
- + Banks

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- + RIA firms
- + Custodians
- + Technology and solutions provider firms
- + Industry consultants and research firms
- + Mutual fund and ETF providers
- + Alternative investment providers

# WHO SHOULD SPONSOR OR EXHIBIT

For Sponsors and Exhibitors, the Annual Conference represents an exceptional opportunity to meet with investment advisory executives, gain strategic insights, and highlight your firm's products and services. Among the broad array of firms that choose to sponsor or exhibit are:

- + Technology and service providers
- + Wealthtech and fintech companies
- + Data information/management firms
- + Emerging asset managers

- + Robo advisors/digital advice providers
- + Industry media and publications
- + Platform sponsor firms
- + Turnkey asset management firms
- + Executive search firms
- + Industry consultants and research firms
- + Third-party marketing firms
- + Other industry associations

Sponsor and Exhibitor Opportunities



# **PREMIUM SPONSOR OPPORTUNITIES**

	GOLD	SILVER	BRONZE
# Available	3	4	6
Pricing			
MMI Member	\$25,000	\$20,000	\$15,000
Non-Member	\$28,000	\$23,000	\$18,000
	ENCE BENEFITS		
Event Display			
Exhibit Booth	Single Premium Location	Single Prime Location	Choice of Single Booth or Tabletop Display
Attendee Registrations			
Complimentary registrations	4	3	2
15% discount on registrations above complimentary allowance	+	+	+
Recognition & Branding			
Recognition as sponsor of one (1) conference track	+		
Recognition as sponsor of one (1) networking luncheon	+		
Recognition as sponsor of one (1) networking breakfast		+	
Recognition as sponsor of one (1) refreshment & networking break			+
60-second video ad in general session walk-in loop	+	+	
Digital event program—full color ad	Full page	Full page	Half page
Digital event program—sponsor page recognition	+	+	+
One (1) company-supplied handout uploaded to mobile app or giveaway distributed	+	+	
Mobile app—banner ad	Home page	Interior page	Interior page
Mobile app—listing	Sponsor page	Sponsor page	Sponsor page
Mobile app—one (1) push notification to all attendees	+	+	+
Electronic list of attendees pre- and post-event (those who do not opt out of information sharing)	+	+	+
Event landing page on MMI website	Logo	Logo	Logo
Event email communications	Logo	Logo	Logo
Prominent on-site signage	Logo	Logo	Logo
Recognition in event social media posts	+	+	+
Link to thought leadership piece or company website included in special post-event attendee email	+	+	

Sponsor and Exhibitor Opportunities



# EXHIBITOR OPPORTUNITIES: TWO OPTIONS TO MEET YOUR NEEDS

#### Two types of Exhibitor Opportunities are available.

The quantity of each is limited and will be allocated on a first-come, first-served basis.

### OPTION 1 EXHIBIT BOOTH (8' D X 10' W)

#### Member: \$9,500 Non-Member: \$12,500

#### Includes:\*\*

- + Two complimentary registrations, including all sessions (Additional attendees play full registration fee)
- + One (1) 6' W x 30" H draped table OR
  One (1) 36" W x 30" H draped pedestal table
- + Two (2) chairs
- + One (1) 7" x 44" ID sign
- + One (1) wastebasket
- + Exhibitor service kit
- + Overnight security

### OPTION 2 TABLETOP DISPLAY (4' D X 6' W)

#### Member: \$7,000 Non-Member: \$10,000

#### Includes:\*\*

- + One complimentary registration, including all sessions (Additional attendees play full registration fee)
- + One (1) 6' W x 30" H draped table
- + Two (2) chairs
- + One (1) 7" x 44" ID sign
- + One (1) wastebasket
- + Exhibitor service kit
- + Overnight security

### **BOTH** Exhibitor Opportunities also include:

- + Opening Reception and Night 2 Reception for all attendees
- + All refreshment breaks and the Night 2 Cocktail Reception held in the Solutions Center
- + Description listing in conference mobile app
- + Electronic list of attendees pre- and postconference (those who do not opt out of information sharing)

\*\*Additional furnishing packages available through Freeman, our exhibition services provider.



Sponsor and Exhibitor Opportunities



# SPONSOR OPPORTUNITIES FOR THE OPENING RECEPTION

### A Night at the Oasis

Wednesday, October 11 | 6:30рм – 9:00рм Oasis Texas Brewing Company

**Opening Reception for All Attendees** 



Located 450 feet above Lake Travis, the Oasis Texas Brewing Company—affectionately known as OTXBC offers spectacular views of the Lake and the gorgeous Texas sunset. Attendees will enjoy award-winning beers, local fare, and some of the live music that makes Austin famous.

Want your firm to stand out to attendees? Be one of the Presenting Sponsors for what's sure to be a memorable event.



#### **PRESENTING SPONSOR**

#### Price: \$15,000 (non-exclusive opportunity)

INCLUDES:	One complimentary pass for the Annual Conference
	20% discount off standard member registration fee for two additional attendees
	Recognition from the conference main stage
	Prominent branding opportunities at the Reception—TBD—possibilities include logo placement on step-and-repeat banner, welcome easel signs, etc.
	Opportunity to provide your custom napkins and beverage coasters
	Digital conference program—full-page color ad
	Digital conference program—logo recognition on sponsor page
	Conference mobile app—interior banner ad
	Conference mobile app—listing on sponsor page
	Conference mobile app—one push notification to all attendees
	Electronic list of attendees pre- and post-conference (those who do not opt out of information sharing)
	Logo recognition on event landing page on MMI website
	Logo recognition on event email communications
	Recognition in event social media posts



Sponsor and Exhibitor Opportunities



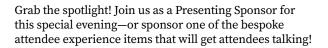
# **SPONSOR OPPORTUNITIES FOR THE NIGHT 2 RECEPTION**

### **Hill Country Social**

Thursday, October 12 | 6:30pm - 8:00pm Omni Barton Creek Resort & Spa

**Night 2 Reception for All Attendees** 

Following a cocktail reception in the conference Solutions Center, the indoor/outdoor space at the Omni Barton Creek provides a perfect setting to take in the stunning views of the Texas Hill Country. Our Night 2 Reception will provide a chance to mingle with industry colleagues in a relaxed setting while savoring authentic local cuisine and some unique Austin experiences.





#### PRESENTING SPONSOR

#### Price: \$15,000 (non-exclusive opportunity)

**INCLUDES:** One complimentary pass for the Annual Conference

20% discount off standard member registration fee for two additional attendees

Recognition from the conference main stage

Prominent branding opportunities at the Reception—TBD—possibilities include logo placement on step-and-repeat banner, welcome easel signs, etc.

Opportunity to provide your custom napkins and beverage coasters

Digital conference program—full-page color ad

Digital conference program—logo recognition on sponsor page

Conference mobile app—interior banner ad

Conference mobile app—listing on sponsor page

Conference mobile app—one push notification to all attendees

Electronic list of attendees pre- and post-conference (those who do not opt out of information sharing)

Logo recognition on event landing page on MMI website

Logo recognition on event email communications

Recognition in event social media posts

Sponsor and Exhibitor Opportunities



#### ADDITIONAL SPONSOR OPPORTUNITIES FOR THE NIGHT 2 RECEPTION



### **Puppy Play Lounge**

\$15.000 Want to create some brand buzz? Who doesn't love puppies? Your sponsorship features adorable local pups and a custom play area-and includes a donation to the Austin Animal Shelter.



#### Live Graffiti Street Art \$10,000

Sponsor a local artist who will create a custom piece of mural art-and let attendees get involved in the process. This unique experience-and your brand-will leave a lasting impression.



#### **Golf Simulator** \$7,500

Bring the fairway right to the Omni during our Night 2 Reception. In this custom setup, conference attendees will be able to practice their swing in a simulated on-course experience. Watch the line form!



### Austin Live Music

\$7,500 Music is a mainstay of the Austin scene. Sponsor one of the talented local musicians who will add entertainment and ambience to our Night 2 Reception.



### **Unique Food & Beverage Stations**

A spicy Texas margarita? An authentic Austin taco? A local whiskey tasting? Craveable gelato? Want to make a mark and appeal to attendee taste buds at the same time? Contact us, and we'll work with you to create a custom F&B offering.

#### Note: The deadline to reserve these items is September 6.

Sponsor and Exhibitor Opportunities



# À LA CARTE SPONSORSHIP OPPORTUNITIES

À la Carte Sponsorship Items for the Annual Conference are available at a variety of price points to help you gain additional exposure and build extra brand awareness. Inventory is limited and available



#### Keynote Speaker \$8,000

Link your brand to one of the conference keynote sessions. Your firm will be prominently recognized—including from the main stage—as a sponsor of one of the event's most memorable sessions (non-exclusive opportunity).



### Conference Wifi

Associate your brand with the wireless internet capability for all attendees. Your company will be prominently acknowledged as the Wifi sponsor throughout the conference.



# Hotel Keycards

Attendees will experience your brand upon check-in and carry it throughout the conference.



### Notebook and Pen\*

**\$5,000** Add your logo to a notebook and pen, and we will distribute them to all attendees to carry and use throughout the conference.



#### Full-Page Color Ad in Digital Event Program

#### \$2,500

Place your company's ad at the fingertips of all attendees.

sponsorships will be allocated on a first-come, firstserved basis. Contact MMI at (646) 868-8500 or events@ mminst.org for availability or to discuss ideas for other customized sponsorship opportunities.



#### Handout Uploaded to Mobile App or Giveaway Distributed to All Attendees\*

#### \$2,500

Supply a company-branded handout or giveaway to be distributed to all attendees.



#### **Mobile App Alert**

**\$2,500** Send a one-time alert to all conference attendees with a unique call to action.



## Mobile App Interior Banner Ad

Call attention to your firm's products and services with one of the banner ads that appears in the conference mobile app.



### High-Visibility Onsite Branding Opportunities

#### Starting at \$5,000

Take advantage of key onsite branding options, including customized window panels, column wraps, floor stickers, hand sanitizer stations, charging stations, restroom amenities, and more. Opportunities are available at a range of price points. Contact MMI for options and pricing.

\* Item supplied by Sponsor

Sponsor and Exhibitor Opportunities



# 2023 ANNUAL CONFERENCE SCHEDULE OF EVENTS

(SUBJECT TO CHANGE)

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### Wednesday, October 11

7:00am - 10:30am	Sponsor and Exhibitor Booth Setup
10:30am - 11:00am	Solutions Center Walkthrough (Exhibit Booth or Tabletop Display must be completely set)
11:00ам - 5:30рм	Solutions Center and Conference Registration Open
6:15рм - 7:30рм	Transportation to Opening Reception
6:30рм - 9:00рм	Offsite Opening Reception <i>A Night at the Oasis</i> Oasis Texas Brewing Company

### Thursday, October 12

7:30ам - 5:30рм	Solutions Center Open
5:30рм - 6:30рм	Cocktail Reception in the Solutions Center
6:30рм - 8:00рм	Night 2 Reception <i>Hill Country Social</i> Omni Barton Creek Resort & Spa

### Friday, October 13

7:30ам - 10:20ам	Solutions Center Open
10:20am - 12:00pm	Sponsor and Exhibitor Move-Out

Sponsor and Exhibitor Opportunities



# PARTICIPATING FIRMS AT 2022 ANNUAL CONFERENCE

AB (AllianceBernstein) Abrdn ACA Compliance Advisor Group Advisor360 Advisors Asset Management **AIG Financial Distributors** Allego Allspring Global Investments American Century Investments **Ameriprise Financial Services** Amundi US Anchor Capital Advisors Andes Wealth Technologies Angel Oak Archer Ariel Investments Aristotle Capital Management Ashmore AssetMark Axxes Capital **Baillie Gifford International** BlackRock Blackstone **Bluerock Capital Markets BMO** Private Wealth **BNY** Mellon Bridge Arrow BridgeFT **Broadridge Financial Solutions** Calamos Investments

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Cambridge Investment Research Cantor Fitzgerald CapIntel Capital Dynamics Capital Group Cerulli Associates **Charles River Development** Charles Schwab & Co. CI Global Asset Management Clark Capital Management Group Cohen & Steers Capital Management **Coho Partners** Columbia Threadneedle Investments Commonwealth Financial Network **Confluence** Investment Management **Congress Asset Management** Delaware Funds by Macquarie Deloitte **Dimensional Fund Advisors** Domini Impact Investments Door DWS Eaton Vance **Edelman Financial Engines** Edward Jones Envestnet Epoch Investment Partners, EQT F2 Strategy FCLT Global

Federated Hermes **Fidelity Investments** First Eagle Investments First Rate FLX Networks Flyer Financial Technologies Franklin Templeton Fred Alger Management Frontier Asset Management FS Investments FTSE Russell FundFire FUSE Research Network Glenmede Goldman Sachs **GQG** Partners Halo Investing Hamilton Lane Hartford Funds Heidrick & Struggles Hello Hive Hilton Capital Management Horizon Investments iCapital Network IMTC Insured Retirement Institute Invesco InvestCloud Investments & Wealth Institute iPipeline ISS Market Intelligence Jackson

Sponsor and Exhibitor Opportunities



# PARTICIPATING FIRMS AT 2022 ANNUAL CONFERENCE (CONT'D)

Jacobi Jacobs & Company Janus Henderson John Hancock JP Morgan Kathy Freeman Company Lazard Asset Management LifeYield Lincluden Investment Management Lincoln Financial Advisors LPL Financial Services Madison Investment Advisors MassMutual Merrill Lynch MFS Investment Management Mondrian Investment Partners Money Media Moody's Analytics Morgan Stanley Wealth Management Morningstar **Motive Partners** MSCI MyVest Nasdaq Nationwide Financial Natixis Investment Management Neuberger Berman New York Life Investment Management NewRetirement

Least Land

Nikko Global Wrap Nomura Research Institute America Northern Trust Asset Management Nuveen Investments Orion Pacific Life Insurance Company Perpetual Investments **PFS** Investments **PGIM Investments** PIMCO Polen Capital Principal Global Investors **PureFacts Financial** Putnam Investments PwC Qontigo Ramirez Asset Management **Raymond James RBC** Wealth Management RealBlocks Refinitiv RetireOne **RiverFront Investment Group RNC Genter Capital Management** rpmAUM **Russell Investments** Salesforce SalesPage Salient Schroders Investment Management

SEI Investments Sierra Mutual Funds & Ocean Park Asset Management Smartleaf Asset Management SMArtX Advisory Solutions SS&C Technologies State Street Global Advisors Syntax T. Rowe Price **TD** Asset Management TD Wealth Thornburg Investment Management TIAA Todd Asset Management TortoiseEcofin Touchstone Investments Transamerica Asset Management Truist UBS Vanguard Vestmark Voya Investment Management WallachBeth Capital Wealthmanagement.com Wellington-Altus Private Wealth Wells Fargo William Blair & Company Wilshire YCharts

# 2023 MMI ANNUAL CONFERENCE Commitment Form



(646) 868-8500 mminst.org in

#### SPONSOR OR EXHIBITOR INFORMATION

Contact Name	_ Company Name	
Address		
City	State	_Zip
Phone		
Email		

#### 2023 ANNUAL CONFERENCE SPONSOR/EXHIBITOR OPPORTUNITIES

Premium Sponsor Opportunities				
	MMI Member		No	on-Member
Gold		\$25,000		\$28,000
Silver		\$20,000		\$23,000
Bronze		\$15,000		\$18,000
Exhibitor Opportunit	ies			
Option 1 (Booth)		\$9,500		\$12,500
Option 2 (Tabletop)		\$7,000		\$10,000
<b>Opening Reception S</b>	pons	or Opportu	nitie	5
Presenting Sponsor	Presenting Sponsor			\$15,000
Night 2 Reception Sp	onsc	or Opportun	ities	
Presenting Sponsor			\$15,000	
Puppy Play Lounge			\$15,000	
Live Graffiti Street Art			\$10,000	
Golf Simulator			\$7,500	
Austin Live Music			\$7,500	
Unique Food & Beverage Station				
À la Carte Sponsorsh	ip Oj	oportunities	5	
Keynote Speaker			\$8,000	
Notebook and Pen			\$5,000	
Full-Page Color Ad in Digital Event Program			\$2,500	
Handout or Giveaway Distributed to All Attendees			\$2,500	
Mobile App Alert			\$2,500	
Mobile App Interior Banner Ad			\$2,500	
Other				

#### **CANCELLATION POLICY**

Sponsor and Exhibitor packages are considered final and binding at the time this signed Commitment Form is received and approved by MMI.

#### PAYMENT

Total Amount Due	
(enter total for items selected) \$	

#### **Payment Information\***

Credit Card Number\_

CVV \_\_\_\_\_ Expiration Date\_\_\_\_\_

Name on Card (if different from above)

Address on Card (if different from above)

\*Payment by credit card is preferred. If you are not able to pay by credit card, please check the box below and MMI will send you an invoice to be paid by check (payable to Money Management Institute) or by electronic funds transfer.

□ Invoice Required

#### **Authorized Signatures**

This signed commitment form is considered final and binding and can only be amended by mutual agreement of both parties in writing.

Purchasing Firm \_\_\_\_\_

Money Management Institute

#### SEND COMMITMENT FORM VIA:

Email: jlensing@mminst.org

Mail: Money Management Institute Attention: Joan Lensing 1410 Broadway, Suite 2601 New York, NY 10018

### Thank you for your Sponsorship!