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MANAGED FUNDS ASSOCIATION
The Voice of the Global Alternative Investment Industry

The 15th Annual European

FINANCIAL SERVICES

CONFERENCE

7 FEBRUARY 2017 / Brussels



Contact - Charlene Selmer

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About the European Financial Services Conference

Now in its 15th consecutive year, the European Financial Services Conference is held annually and is the major event in the Brussels calendar on financial services.

Each year, the event brings together more than 400 senior international participants to debate issues affecting European and global financial markets, and over the years we have welcomed as speakers numerous Ministers, company CEOs, national bankers and regulators both from within the EU and around the world.

Discussions at the 2017 edition will focus on strengthening the EU financial sector's resilience; seamless capital markets and the current international outlook.



Sponsorship of the European Financial Services Conference

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The European Financial Services Conference offers sponsoring organisations the opportunity to become involved on a regular basis in a pivotal and talked about industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the 15th Annual European Financial Services Conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers. Perhaps most importantly however, it also enables your company representatives and guests to gain access to the exclusive VIP sessions that are invitation only and take place alongside the main event.

There are two separate sponsorship packages available for the event, designed to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Charlene Selmer on charlene.selmer@forum-europe.com or call +44 (0) 2920 783 071.

Some of the numerous organisations that have benefited from their association with this event in past years include:

Ansaldo, Assicurazioni Generali, Atos Origin, Banca Monte dei Paschi di Siena, Blackrock, BNP Paribas Fortis, Borsa Italiana, CC&G / Monte Titoli, Citi, City of London Corporation, Cleary Gottlieb, CME Group, Deutsche Börse Group, DLA Piper, Engineering, eni, Euroclear, European Association of Listed Companies, European Banking Federation, Finmeccanica, Forum of European Asset Managers, Grandi Lavori Fincosit, Indesit Company, ING, International Capital Market Association, Intesa Sanpaolo, Investment Management Association, Italcementi Group, IW Bank, KPMG, London Stock Exchange Group plc, Managed Funds Association, Moody's Investor Service, Multipartner, Poste Italiane, Poste Vita, PricewaterhouseCoopers, Securities Industry Association, Standard Life, Tesi, TLX and Unicredit Group.

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Audience Breakdown 2016



Based on 430 delegates

- 25% European Institutions
- 52% Corporate Organisations
- 14% Press
- 9% National Financial Authorities

The European Financial Services Conference - Previous Speakers Include:

Joaquín Almunia, EU Commissioner for Economic and Monetary Affairs, European Commission

Ignazio Angeloni, Member of the Supervisory Board, European Central Bank

Cyrus Ardan, Vice Chairman, Head of Government Relations and Public Policy, Barclays

Jörg Asmussen, State Secretary, German Federal Ministry of Finance

Paul S. Atkins, Commissioner, US Securities and Exchange Commission

Michel Barnier, Commissioner for Internal Markets & Services, European Commission

Anthony Belchambers, CEO, Future & Options Association

Sir Win Bischoff, Chairman, Citi

Giovanni Carosio, Chairman, CEBS

Liu Chunhang, Director General of the Statistics Department and Research Department, China Banking Regulatory Commission

Christian Clausen, President, EBF, and CEO, Nordea

Elizabeth Corley, Chairwoman, FEAM

Vitor Constâncio, Vice-President, European Central Bank

Andrew Crockett, President, JPMorgan Chase International

Sandy Crombie, CEO, Standard Life

Cliff Dammers, Secretary General, International Primary Markets Association

Meleveetil Damodaran, Chairman, Securities & Exchange Board of India

Carmine Di Noia, Commissioner, CONSOB

Michael Dithmer, Permanent Secretary, Danish Ministry of Business and Growth

Arthur Docters van Leeuwen, Chairman, CESR

Jonathan Faull, Director General, DG Internal Market and Services, European Commission

Anthony L. Gardner, United States Ambassador to the European Union

Sylvie Goulard, Member, European Parliament

Vittorio Grilli, Chairman, Financial Services Committee of the European Council, and Director General, Italian Treasury

Jonathan Hill, European Commissioner for Financial Stability, Financial Services and Capital Markets Union, European Commission

Roger Hollingsworth, Executive Vice President and Managing Director, Global Government Relations, Managed Funds Association

Chris Huhne, MEP, European Parliament

Mats Isaksson, Head of Corporate Affairs, OECD

Antony Jenkins, Group Chief Executive, Barclays

Jyrki Katainen, Vice President for Jobs, Growth, Investment and Competitiveness, European Commission

Piia-Noora Kauppi, MEP & ECON Committee Member, European Parliament

Wolf Klinz, MEP, European Parliament

Michaela Koller, Director General, CEA

Elke König, Chair, EU Single Resolution Board (SRB)

Jacques de Larosière, Honorary Governor of Banque de France; Advisor to the Chairman of BNP Paribas

Gottfried Leibbrandt, CEO, SWIFT

Yann Le Pallec, Executive Managing Director EMEA Ratings Services, Standard & Poor's

Philip Lowe, Director-General, DG Competition, European Commission

Erkki Liikanen, Governor, Bank of Finland; Chairman, High level expert group on reforming the structure of the EU banking sector

Martin Merlin, Director, DG Financial Stability, Financial Services and Capital Markets Union, European Commission

Charlie McCreavy, EU Commissioner for Internal Market & Services, European Commission

William McDonough, Vice Chairman & Special Advisor to the Chairman, Merrill Lynch

Mario Monti, Former European Commissioner for Competition

Johnathan Moulds, President, EMEA, Bank of America Merrill Lynch

Lars Nyberg, Member of the High Level Expert Group on EU Financial Supervision & Deputy Governor of the National Swedish Bank

Peter Nyberg, Director-General of Financial Markets, Ministry of Finance, Finland

Tom Parlon, Minister of State for Finance, Republic of Ireland

Corrado Passera, CEO, Banca Intesa

José María Roldán, Chairman and CEO, Spanish Banking Association

Xavier Rolet, CEO, London Stock Exchange Group

Fabrizio Saccomanni, Director General, Banca d'Italia

Alexander Schaub, Director-General, Internal Market, European Commission

Toru Shikibu, Deputy Commissioner for International Affairs, Japanese Financial Services Agency

Ethiopia Tafara, Director, Office of International Affairs, SEC

Koos Timmermans, Vice-Chairman, ING Bank

Larry Thompson, Vice Chairman and General Counsel, DTCC

Ieke van den Burg, MEP & ECON Committee Member, European Parliament

Luc Vansteenkiste, Chairman, European Issuers

Nicolas Véron, Senior Fellow, Bruegel, Belgium and Visiting Fellow, Peterson Institute for International Economics, Washington DC

Nigel Wicks, Chairman, Euroclear

David Wright, Secretary General, International Organization of Securities Commissions

Eddy Wymeersch, Chair, Committee of European Securities Regulators (CESR)

*Titles as they were at time of speaking

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Sponsorship Packages

Partnership Package

€10,000

Speaker/VIP Dinner:

One of the highlights of the conference is the VIP/dinner debate on the eve of the conference where speakers and senior policy decision makers meet to discuss global financial markets challenges and issues.

- Your Chairman or CEO invited to attend the speaker/VIP dinner on the eve of the conference.

Host your own table at the lunch debate:

Another highlight of the conference is the lunch session on the day of the conference with the participation of senior international speakers. Attendance to the lunch is by invitation only.

- One table of 10 people reserved for your company staff and guests.
- Your company logo prominently displayed on the table.
- Your guest invitations and seating plan arranged by your company.

Prominent Branding:

Your company name mentioned "in partnership with..." and your company logo prominently displayed on the:

- Front of the conference programme.
- Speaker CVs.
- Lists of participants.
- Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
- Front of the delegate folders.
- Conference platform banner (fixed or by projection).
- Forum Europe website with hyperlink to your company website.
- Opening and closing credits on all video content.

Advertisement in the delegate handout:

- A full-page advertisement of your company in the delegate handout, distributed on the event day to all participants.

Table Display:

- On the day of the conference, a table display for your company documentation.

Video interview:

- Interview opportunity for your Chairman or CEO.

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Sponsorship Packages

Support Package

€5,000

Guaranteed attendance to the lunch debate:

A highlight of the conference is the lunch session on the day of the conference with the participation of senior international speakers. Attendance to the lunch is by invitation only.

- Two reserved seats for your company staff or guests.
- Your guest invitations arranged by your company.

Branding:

Your company name mentioned "with the support of. . ." and your company logo displayed on the:

- Front of the conference programme.
- Speaker CVs.
- Lists of participants.
- Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
- Front of the delegate folders.
- Conference platform banner (fixed or by projection).
- Forum Europe website with hyperlink to your company website.
- Opening and closing credits on all video content.

Advertisement in the delegate handout:

- A half-page advertisement of your company in the delegate handout, distributed on the event day to all participants.

Table Display:

- On the day of the conference, a table display for your company documentation.

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Sponsorship Reservation Form

I am interested in the (please tick box):

Partnership Package (€10,000)

Support Package (€5,000)

7 FEBRUARY 2017 . Brussels

Company:

Address:

Name of contact:

Contact Tel. Number:

Contact Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact Charlene Selmer to discuss all opportunities listed in this brochure.

Charlene Selmer

Tel: +44 (0) 2920 783 071 . Fax: +44 (0) 2920 020 432 . Email: charlene.selmer@forum-europe.com
Forum Europe, Suite 8, 33 - 35 West Bute Street, Cardiff, CF10 5LH.

On receipt of this information, we will contact you to discuss and confirm your requirements.

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