WHO ARE WE?

Irish Funds is the face and the voice of the Irish international funds industry at home and abroad.

Irish Funds mission:
To ensure Ireland has the environment and infrastructure to facilitate the continued growth and development of the international funds industry.

To advise, advocate, assist, promote and educate on all that Ireland has to offer.

Irish Funds is a modern growing community of over 135 firms collectively putting their membership to work.

Founded in 1991, the association represents fund managers, depositaries, administrators, transfer agents, professional advisory firms and other specialist firms involved in the international fund services industry in Ireland.

Members come from all areas of the international funds industry and the association is well placed to support and complement the continued development of the industry.

Irish Funds promotes awareness of the funds industry both internationally and domestically by hosting conferences, events and seminars and by engaging with the media.

Our events and conferences gather professionals from all corners of the world and lead knowledge-sharing and networking for the global and Irish investment funds industry.

Irish Funds Represents

135+ MEMBER FIRMS

16,000+ PROFESSIONALS

14,000+ TOTAL FUNDS

MORE THAN €4.9 TRILLION IN ASSETS
During the past three decades Ireland has developed into an internationally recognised centre of excellence and become a key player in the global funds industry. As the representative of the industry, Irish Funds works closely with our member firms, regulators and policymakers to shape the environment for the funds industry in Ireland and globally.

In our drive to support fund managers, serve the needs of our diverse membership, and promote Ireland as the leading European jurisdiction, we regularly run highly relevant and well-attended events throughout the year across the globe.

Promoting your brand with Irish Funds

Irish Funds events sponsorship opportunities are an effective way to maximise your brand’s visibility to a global audience, as well as to meet key players and decision-makers in the industry. Irish Funds sponsors are promoted throughout the year as part of our ongoing events programme, which includes:

- Brand promotion / visibility on the day of the event
- Access to extensive networking opportunities before, during, and after events
- Targeted mailings using our global database of 15,000+ funds industry executives
- Visibility on our website which receives 30,000 page views per month
- Engagement with our active social media channels
- Benefitting from our partnerships with other industry organisations

We have developed several sponsorship options in 2019 to suit your organisation’s marketing objectives, target audiences / regions, and promotional budget.

An active and engaging events programme for 2019

Our events programme continues to expand each year and our 2019 international events programme will build on and evolve from our 2018 events. Last year we hosted 26 international events, attended by more than 4,800 funds industry professionals. Our 2019 programme will delve into a variety of subjects and will present different perspectives from across the industry. Our events programme promises to be dynamic and engaging, with a focus on current trends and future developments - this will include discussions, debates and expert presentations on:

- Brexit
- Innovation, skills and technology developments
- Regulatory and technical updates
- Diversity across the industry
- Board governance and shareholder protection
- The practical impact of GDPR
- Sustainable and real economy investing
- MMFs and ETFs
- Cross-border distribution

The Irish Funds Annual Global Funds Conference is the highlight of our programme and in 2018 was attended by a record-breaking 460 delegates and hosted more than 40 international speakers. Following on from the success of last year’s event, on Thursday, 23 May 2019, the Annual Conference will again take place at the Convention Centre Dublin.

Becoming a sponsor – a strategic advantage in an evolving industry

Irish Funds events provide opportunities to come together and share insights with policymakers, asset managers, distributors, technical experts and service providers. Becoming a sponsor of Irish Funds events in 2019 will give you the unique opportunity to promote your firm’s brand to the widest audience of funds industry professionals and connect with a unique audience of decision-makers.

Yours sincerely,

Pat Lardner
Chief Executive
Irish Funds
WHY SPONSOR?

Irish Funds events provide sponsors with unparalleled access to clients and key decision makers in the domestic and international funds industry.

Irish Funds events

Running throughout 2019, the Irish Funds calendar of international events brings together key industry professionals and provides a range of opportunities to connect and share insights with policy makers, asset managers, distributors, technical experts and service providers. The calibre of audience at Irish Funds events allows participants to meet and develop partnerships with many key industry executives and directors.

Why sponsor with Irish Funds?

- Maximise your brand’s visibility to a global audience
- Position your organisation as a global leader in the funds industry
- Increase awareness of your products and services
- Interact with key national and international opinion leaders and decision makers
- Develop new partnerships and build networks in a cost-effective way

“STATE STREET HAS BEEN A PREMIUM SPONSOR OF IRISH FUNDS FOR A NUMBER OF YEARS AND IS DELIGHTED TO CONTINUE TO SUPPORT IN 2019. IRELAND CONTINUES TO INCREASE ITS PROFILE IN THE INTERNATIONAL FUNDS INDUSTRY, WITH IRISH FUNDS PLAYING A KEY ROLE IN PROMOTING THE INDUSTRY HERE. THE EVENTS RUN BY IRISH FUNDS OFFER STATE STREET AN EXCELLENT OPPORTUNITY TO GET IN FRONT OF THE GLOBAL ASSET MANAGEMENT COMMUNITY AND OUR INDUSTRY PARTNERS.”

TADHG YOUNG, IRELAND COUNTRY HEAD, STATE STREET
IRISH FUNDS EVENT SPONSORSHIP

- **January:** Irish Funds Seminars in Hong Kong, Beijing & Shanghai
- **March:** Irish Funds North American Seminars (Chicago, New York, Philadelphia); ICI Networking Event, San Diego
- **April:** Irish Funds Alternative Investment Seminar, London; Irish Funds Seminars in Cape Town and Johannesburg
- **May:** Irish Funds Annual Global Funds Conference, Golf Event & Distribution Workshop, Dublin; Irish Funds Seminar, Hong Kong
- **June:** Irish Funds Lunch @ FundsForum, Copenhagen
- **September:** Irish Funds Seminars in Hong Kong, Singapore & Tokyo
- **October:** Irish Funds US Seminars (New York, Boston & San Francisco)
- **November:** Irish Funds Annual UK Symposium, London; Irish Funds Seminars in Munich & Zurich

Note: venues subject to confirmation.
### IRISH FUNDS EVENT SPONSORSHIP
#### 2018 FACTS & FIGURES

<table>
<thead>
<tr>
<th>Metric</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Event Delegates</td>
<td>4,800+</td>
</tr>
<tr>
<td>International Events</td>
<td>26</td>
</tr>
<tr>
<td>Delegates: Irish Funds Annual Global Funds Conference, Dublin</td>
<td>460</td>
</tr>
<tr>
<td>Delegates: Irish Funds Annual UK Symposium, London</td>
<td>450</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>1,800+</td>
</tr>
<tr>
<td>LinkedIn Followers</td>
<td>4,000+</td>
</tr>
<tr>
<td>Visits &amp; Page Views</td>
<td>95,000+</td>
</tr>
<tr>
<td>The Irish Funds Calendar of Events is Promoted Via a Global Contacts Database of Over 15,000 Industry Professionals</td>
<td>15,000+</td>
</tr>
</tbody>
</table>

BECOME A SPONSOR | CONTACT DAVID SHIRLEY
Direct dial: + 353 1 6753205 | david.shirley@irishfunds.ie  | www.irishfunds.ie
ACCESS KEY INFLUENCERS

Place your brand front and centre amongst a key audience of decision makers in the international funds industry.
Sponsorship opportunities are created around the Irish Funds international events calendar and offer participating companies unique access and brand exposure to a global network of fund industry professionals and decision makers.

A number of sponsorship options have been created to accommodate different budgets and promotional goals:

**Premium Partner Sponsor Package**

The Irish Funds Premium Events Partner package maximises return on investment for sponsors by providing premium brand exposure throughout the year on the Irish Funds website, event email newsletters and visibility at Irish Funds international events.

There are a limited number of packages available on a first-come, first-served basis.

**Event Partner Sponsors**

Irish Funds international events are also available for sponsorship on an event by event basis.

**Sponsorship Opportunities**

Branding opportunities at Irish Funds events include the sponsorship of breakfast, coffee and lunch breaks, badge lanyards, notepads & pens, audience interaction tools and event WiFi.

There is also an opportunity to sponsor the Irish Funds Annual Conference Dinner which takes place in May 2019 and to sponsor the Annual Irish Funds Golf Day.

**Exhibition spaces**

A limited number of exhibition spaces are available at the Annual Global Funds Conference in Dublin and UK Symposium in London.

“DELOITTE ARE DELIGHTED TO BE CONTINUING AS SPONSORS OF IRISH FUNDS. IRISH FUNDS PLAYS A CRITICAL ROLE IN THE ASSET MANAGEMENT ECOSYSTEM IN IRELAND ACTING AS ADVOCATES FOR THE INDUSTRY AND PROMOTING AWARENESS OF THE INDUSTRY BOTH INTERNATIONALLY AND DOMESTICALLY, WHICH IS MORE IMPORTANT NOW THAN EVER BEFORE AS OUR INDUSTRY DEALS WITH VARIOUS CHALLENGES INCLUDING BREXIT. THE IRISH FUNDS BRAND IS RECOGNISED AND RESPECTED GLOBALLY AND WE AT DELOITTE BELIEVE WE RECEIVE A GREAT RETURN ON OUR PREMIUM SPONSORSHIP.”

BRIAN FORRESTER,
PARTNER & INVESTMENT MANAGEMENT LEADER, DELOITTE
## PREMIUM PARTNER SPONSORSHIP PACKAGE

Premium Partners will receive significant brand exposure over the 12 month calendar of Irish Funds international events.

---

### Benefits include:

- **WEB**
  - **Company logo** on homepage and events pages of website for 12 months of 2019
  - 1 calendar month ownership of content on a new “Featured Sponsor” web page during 2019

- **EMAIL**
  - **Company Logo** on Irish Funds event email announcements (mailing database of 15,000+)

- **PROGRAMME**
  - Company Logo on Event Programme with acknowledgement of premium partnership at all sponsored events

- **EVENT DISPLAY**
  - **Company logo** displayed prominently on event stage backdrop and signage in pre-conference areas

- **2019 Global Funds Conference**
  - One free ticket entitlement for the 2019 Conference
  - Access to 4 x private boardrooms with opportunity to reserve meeting space during the conference day

---

There are a maximum of 12 premium partner sponsor packages available on a first-come, first-served basis.

**Booking deadline of 3rd December:** Irish Fund member companies have priority on booking Premium Partner sponsorship until 3rd December 2018, after this time it will be opened up to non-member companies.

---

Irish Funds events that are hosted by third party organisations are not included in sponsorship arrangements.
**EVENT PARTNER SPONSORS**

Irish Funds international events are also available for sponsorship on an event-by-event basis.

Companies interested in sponsoring as **Event Partners** will receive benefits including:

**EMAIL**
- Logo on a minimum of 3 email announcements in advance of the event

**WEBSITE**
- Logo and link on the Irish Funds event website page

**PROGRAMME**
- Logo on event programme with acknowledgement of event partnership

**BRANDING**
- Additional branding at the event

“MATHESON, HAVING BEEN PREMIUM SPONSORS OF IRISH FUNDS FOR A NUMBER OF YEARS, ARE PROUD TO PARTICIPATE IN AN ASSOCIATION THAT HAS CONTRIBUTED TO THE GROWTH OF AN INDUSTRY NOW EMPLOYING OVER 16,000 PEOPLE SERVICING ASSETS IN EXCESS OF €4.7 TRILLION. WE ARE DELIGHTED TO SUPPORT IRISH FUNDS’ WORK IN PROMOTING IRELAND AS A FUNDS DOMICILE TO INVESTORS AND MANAGERS AROUND THE WORLD. SPONSORING IRISH FUNDS HAS BEEN AN AVENUE TO INCREASING OUR BRAND EXPOSURE AND VISIBILITY TO A GLOBAL NETWORK OF FUND INDUSTRY PROFESSIONALS.”

TARA DOYLE, PARTNER, HEAD OF ASSET MANAGEMENT, MATHESON

Irish Funds events that are hosted by third party organisations are not included in sponsorship arrangements.

**BECOME A SPONSOR | CONTACT DAVID SHIRLEY**

Direct dial: +353 1 6753205 | david.shirley@irishfunds.ie | www.irishfunds.ie
EVENT SPONSORSHIP OPPORTUNITIES

BRANDING OPPORTUNITIES AT IRISH FUNDS INTERNATIONAL EVENTS INCLUDE THE FOLLOWING:

Lanyards for name badges
Available for:
- March: Spring Seminars, North America
- April: Alternative Investment Seminar, London
- May: Annual Global Funds Conference, Dublin
- October: Autumn Seminars, USA
- November: UK Symposium, London

Coffee breaks
Available for:
- April: Alternative Investment Seminar, London
- May: Annual Global Funds Conference, Dublin
- November: UK Symposium, London

Exhibition spaces
Available for:
- May: Annual Global Funds Conference, Dublin
- November: UK Symposium, London

Pens & Notepads
Available for:
- March: Spring Seminars, North America
- April: Alternative Investment Seminar, London
- May: Annual Global Funds Conference, Dublin
- October: Autumn Seminars, USA
- November: UK Symposium, London

Breakfast
Available for:
- March: North American Seminar (Location TBA)
- April: Alternative Investment Seminar, London
- May: Annual Global Funds Conference, Dublin
- November: UK Symposium, London

Lunch
Available for:
- May: Annual Global Funds Conference, Dublin
- November: UK Symposium, London

Irish Funds events that are hosted by third party organisations are not included in sponsorship arrangements.

Irish Funds Annual Golf, Dublin
- Title and other sponsorship opportunities available

BECOME A SPONSOR | CONTACT DAVID SHIRLEY
Direct dial: + 353 1 6753205 | david.shirley@irishfunds.ie | www.irishfunds.ie
## CALENDAR OF EVENTS & SPONSORSHIP COSTS

### PREMIUM PARTNER SPONSORS

<table>
<thead>
<tr>
<th>Annual Partnership for all Sponsored Events</th>
<th>IRISH FUNDS MEMBERS</th>
<th>€21,000</th>
<th>IRISH FUNDS NON-MEMBERS</th>
<th>€26,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prominent logo and link on homepage of website for 12 months</td>
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<tr>
<td>High profile branding on stage at events</td>
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<tr>
<td>Pre-event access to delegate lists</td>
<td></td>
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<tr>
<td>Prominent branding in registration area and more - full details on request</td>
<td></td>
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</tr>
</tbody>
</table>

Booking deadline of 3rd December: Irish Fund member companies have priority on booking Premium Partner sponsorship until 3rd December 2018 after this time it will be opened up to non-member companies.

### March 2019

| North American Seminars | | |
|-------------------------|------------------|
| Chicago, New York & Location TBA - Week commencing 11 March | |
| Event Partner (all) | €4,600 |
| Lanyards (all) | €6,200 |
| Pens & Notebooks (all 3 events) | €3,500 |
| Drinks (Chicago) | €4,200 |
| Breakfast (TBA) | €4,300 |
| Drinks Reception (New York) | €5,100 |

### May 2019

| Irish Funds Annual Golf | | |
|-------------------------|------------------|
| Dublin, 22 May | |
| Overall Title Sponsorship | €15,000 |
| Sponsor a hole | €2,800 |

| Annual Global Funds Conference | | |
|-------------------------------|------------------|
| Dublin, 23 May | |
| Event Partner | €4,500 |
| Lanyards | €5,900 |
| Pens & Notebooks (+supply) | €5,000 |
| Breakfast | €4,600 |
| Coffee break (2 available) | €4,300 |
| Lunch | €5,800 |
| Drinks Reception | €4,600 |
| Dinner Co-Sponsorship | €8,500 |
| Drink Swing Tabs | €4,600 |
| Exhibition stand | €6,000 |
| WiFi Sponsor | €4,700 |
| Sli.do Sponsor | €4,800 |
| Speaker Ready Room Sponsor | €3,250 |
| Conference Bags (+supply) | €4,600 |
| Half Page Programme Advert | €750 |
| Full Page Programme Advert | €1,200 |

### April 2019

| Alternative Investment Seminar | | |
|-------------------------------|------------------|
| London, 3 April | |
| Event Partner | €3,800 |
| Lanyards | €3,900 |
| Pens & Notebooks | €3,900 |
| Coffee Break | €3,100 |
| Drinks Reception | €3,100 |

### Irish Funds TA Seminar

| Dublin, 11 April | |
| Event Partner | €4,000 |
| Lanyards | €2,500 |
## CALENDAR OF EVENTS & SPONSORSHIP COSTS

### June 2019
- **Lunch at FundForum International**
  - Copenhagen, 25 June
  - Event Partner: €2,800

### October 2019
- **US Autumn Seminar Series**
  - Los Angeles, San Francisco, New York, dates TBA
  - Event Partner: €4,300
  - Lanyards: €4,600
  - Pens & Notebooks: €3,250
  - Breakfast (New York): €4,300
  - Drinks Reception (San Fran): €3,900

### November 2019
- **Irish Funds Annual UK Symposium**
  - London, 21 November
  - Event Partner: €4,300
  - Lanyards: €5,800
  - Pens & Notebooks: €4,200
  - Breakfast: €4,600
  - Coffee break (AM & PM): €4,600
  - Lunch: €6,200
  - Exhibition stand: €5,800
  - Drinks Reception Co-Sponsorship: €6,000
  - WiFi Sponsor: €4,600
  - Sli.do Sponsor: €6,200

### European Seminar
- Germany, date TBA
  - Event Partner: €3,600
  - Breakfast: €3,900

### 30% DISCOUNT
**IRISH FUNDS MEMBERS**
Member companies of Irish Funds receive a 30% discount on all individual sponsorship items.

All prices are exclusive of any VAT.
All opportunities are subject to terms and conditions.

Further sponsorship opportunities for Irish Funds events will arise during the year. Please contact us for details.
SPONSORSHIP OPPORTUNITY BOOKING FORM

To book a 2019 sponsorship opportunity please complete and return this form to Irish Funds.

<table>
<thead>
<tr>
<th>Company Name &amp; Address:</th>
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<tr>
<th>Invoicing Name &amp; Address (if different):</th>
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<table>
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<tr>
<th>Contact person for invoicing:</th>
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<tr>
<td>Email address:</td>
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<td>Phone number:</td>
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<tr>
<th>Contact person for events &amp; sponsorship (if different):</th>
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</thead>
<tbody>
<tr>
<td>Email address:</td>
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<td>Phone number:</td>
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</table>

**SPONSORSHIP REQUESTS:**

<table>
<thead>
<tr>
<th>Irish Funds Events &amp; Sponsorship Items:</th>
<th>Members:</th>
<th>Non-Members:</th>
</tr>
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<tbody>
<tr>
<td>€</td>
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<tr>
<th>Total:</th>
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<tbody>
<tr>
<td>€</td>
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</table>

Note: All bookings are subject to the Terms & Conditions of sponsorship opportunities – details of which will be confirmed at the time of invoicing. Sponsorship costs are also subject to VAT in accordance with the laws and regulations of Ireland.

Return form by email to David Shirley, david.shirley@irishfunds.ie
IRISH FUNDS SPONSORS 2018

With thanks to our 2018 sponsors for their support:

PREMIUM SPONSORS

- Brown Brothers Harriman
- Citibank
- Deloitte
- Dillon Eustace
- IDA Ireland
- J.P. Morgan
- Matheson
- PwC
- RBC Investor & Treasury Services
- State Street

OTHER SPONSORS

- Alter Domus Fund Services
- aosphere LLP
- AQ Metrics
- Arthur Cox
- BlackRock Asset Management Ireland
- BNY Mellon Fund Services
- Board Intelligence
- CACEIS Bank
- Calastone Limited
- Carne Global Financial Services
- Carnegie Fund Services
- Circuit
- Confluence International
- Connecting Cork
- CPL Recruitment
- Davy Asset Management
- Dechert
- Donnelley Financial Solutions
- EisnerAmper Ireland
- EQT Fund Solutions
- Ernst & Young
- eSecLending
- Euronext
- FTSE Russell
- FundAssist
- FundRecs
- FundRock Management Company
- Gemini Capital
- HSBC Securities Services
- IFDA
- Intertrust
- ISLA
- JP Morgan Asset Management
- Link Fund Services
- Maples & Calder
- Mason Hayes & Curran Solicitors
- McCann Fitzgerald
- MDO
- Metrosoft
- Morgan McKinley
- MUFG Fund Services
- Northern Trust
- Oligo Swiss Fund Services
- Pinsent Masons
- RIVA
- Sanne Group Administration Services
- SQS
- Temenos Multifonds
- The Panel
- Walkers Ireland Ltd
- William Fry
- Willis Towers Watson