

Inside ETFs Canada

Digital event prospectus



A new virtual experience

Wherever you are in the world, Inside ETFs Canada is coming to you.

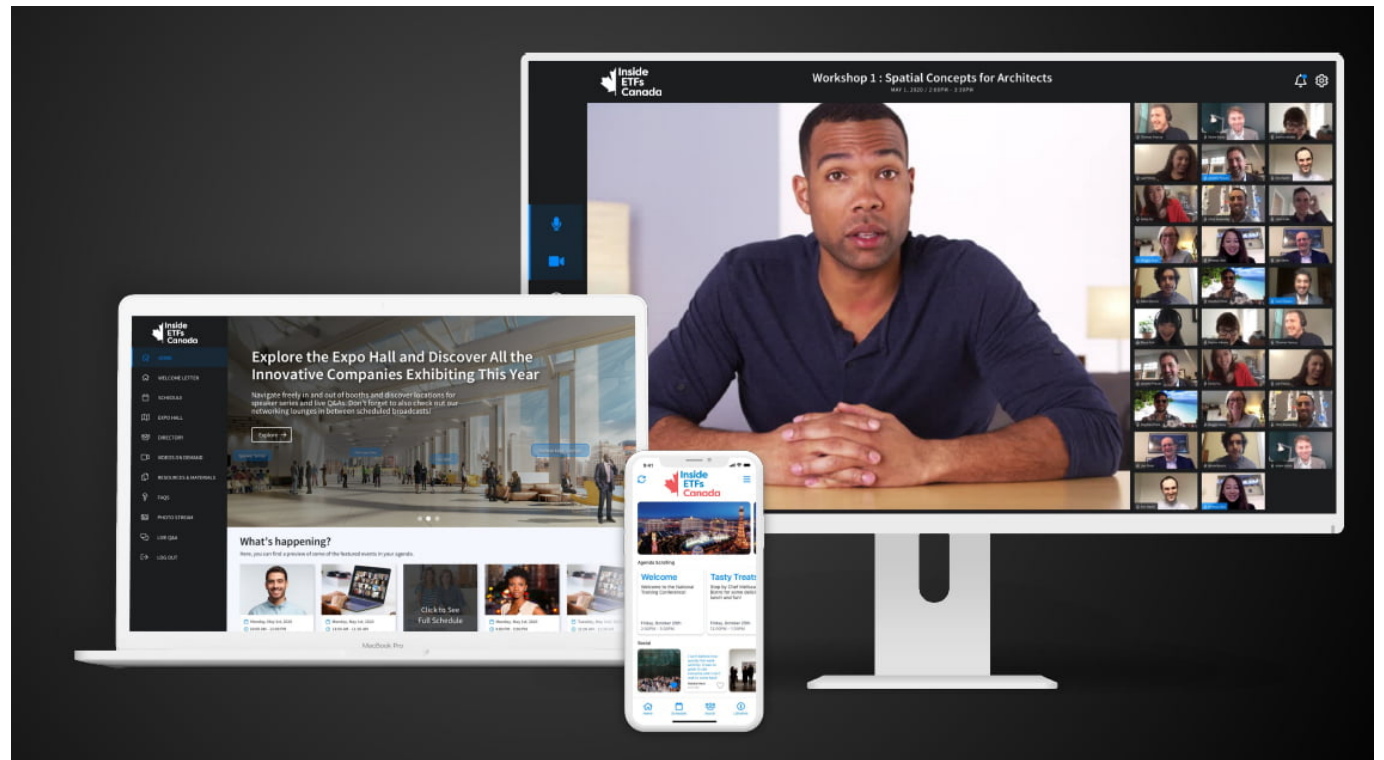
Expert industry speakers. Hundreds of connections. Unparalleled networking opportunities.

Expert industry speakers. Hundreds of connections. Unparalleled networking opportunities. Only at Inside ETFs. All delivered online, direct to you.

You'll be able to access the same quality panel discussions, presentations, and case studies, and benefit from the invaluable networking you've come to expect from a face to face event.

Going digital will also help expand the Inside ETFs community, without the barriers of long-distance travel that has sometimes meant delegates from outside Canada couldn't attend when they wanted to.

[Find out more](#)



Wealth & Investment Management

Penetrating insights and the right connections

The content home of...
IM|Power
Inside
ETFs



Events

Training

Articles & Video

We've been online all this time

The Inside ETFs content home

The Inside ETFs content home is the one-stop-shop where all the insights from thought leaders in ETFs can be found. We have a wealth of expert articles and webinars, exclusive interviews, event recordings, and more!

Learn from your peers and showcase your expertise with the Inside ETFs community outside of the events to a truly global audience throughout the year.

Head to the Inside ETFs content home

The numbers that matter

Inside ETFs content home

- 53,000+ pageviews per year
- 26,000+ users per year

Inside ETFs database

- 55,000+ active users
- 100+ countries represented
- 50% C-Suite
- 35% service providers
- 15% fund buyers

Inside ETFs YouTube channel

- 68,000+ views per year
- 286,000 minutes watched per year

Inside ETFs social channels

- 8,480+ active followers
- 7,230+ Twitter followers
- 1,255+ LinkedIn followers



Digital sponsorship opportunities

Hosted on a fully-interactive platform, the full scope of content will be covered while encouraging structured and unstructured networking and interaction between delegates, sponsors, and speakers.

Digital content

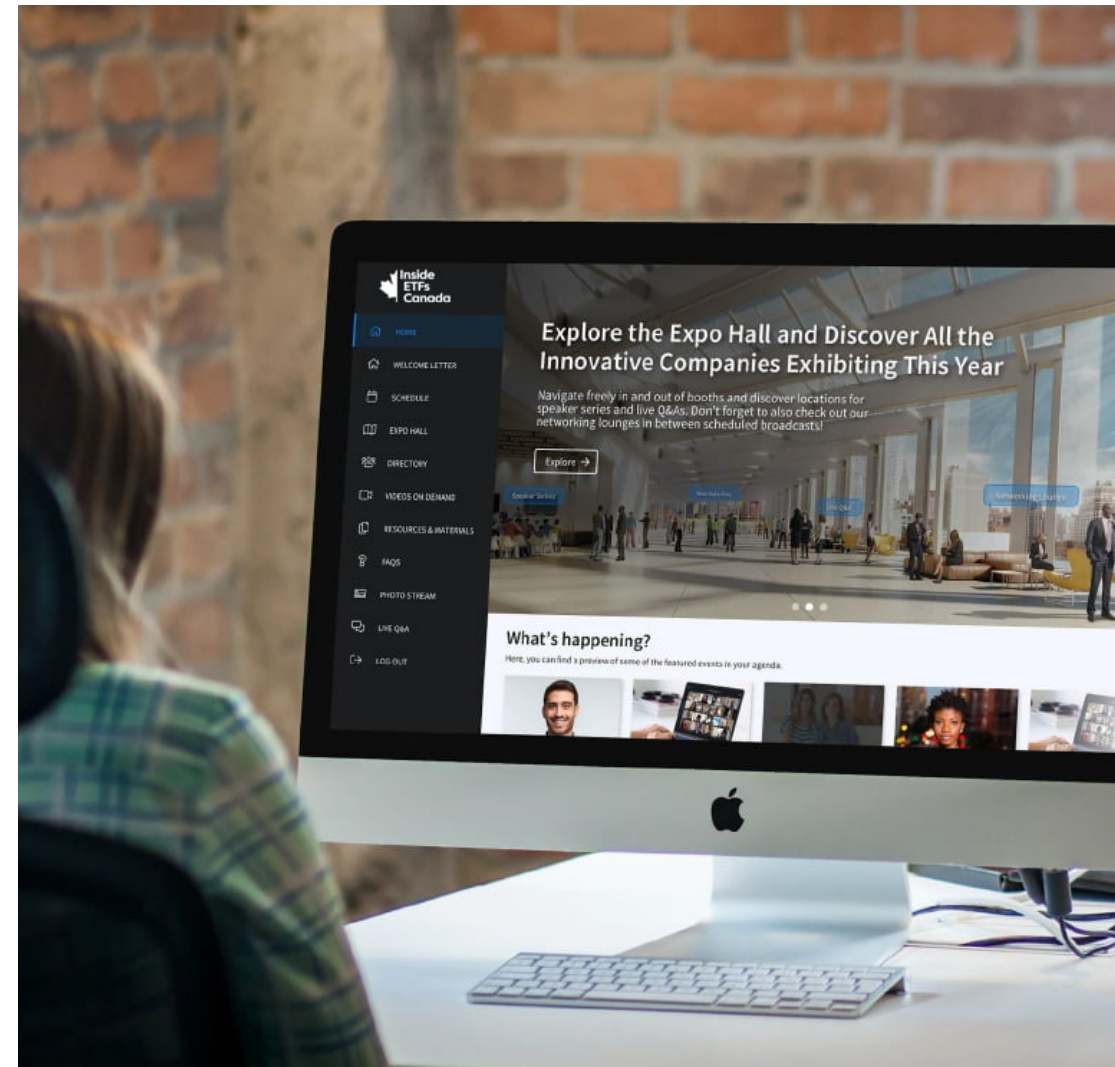
A mix of live and pre-recorded sessions with Q&A segments, interactive polls and surveys, and on demand content for future viewing.

Explore different content streams to network and schedule one-to-one meetings with the right people.

Opening plenary, tracks on up to date topics, panel sessions, and hosted group discussions throughout the day.

[Find out more >>](#)

[Contact our sponsorship managers >>](#)

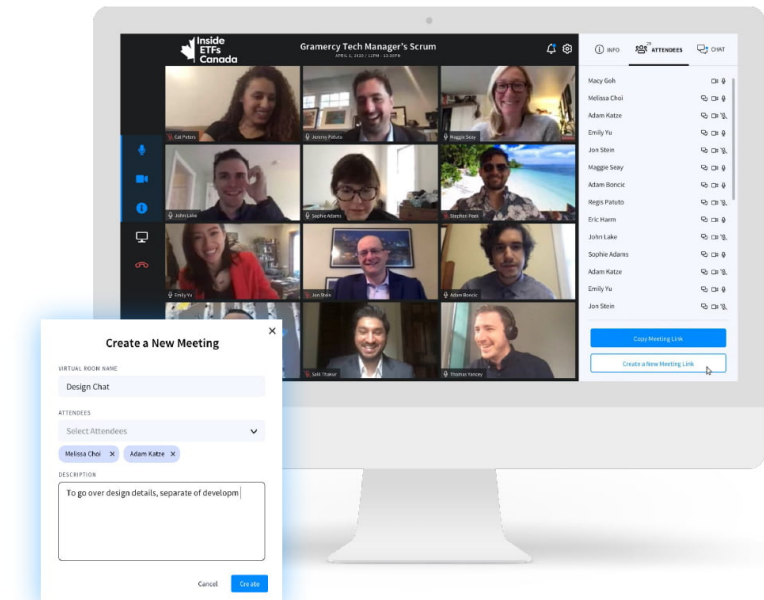


Virtual networking

The networking part of the digital platform will enable you to arrange meetings before, during, and after the event.

Get in front of key prospects by inviting people in the event platform into your own private "room" where you can share your screen and notes for effective collaboration.

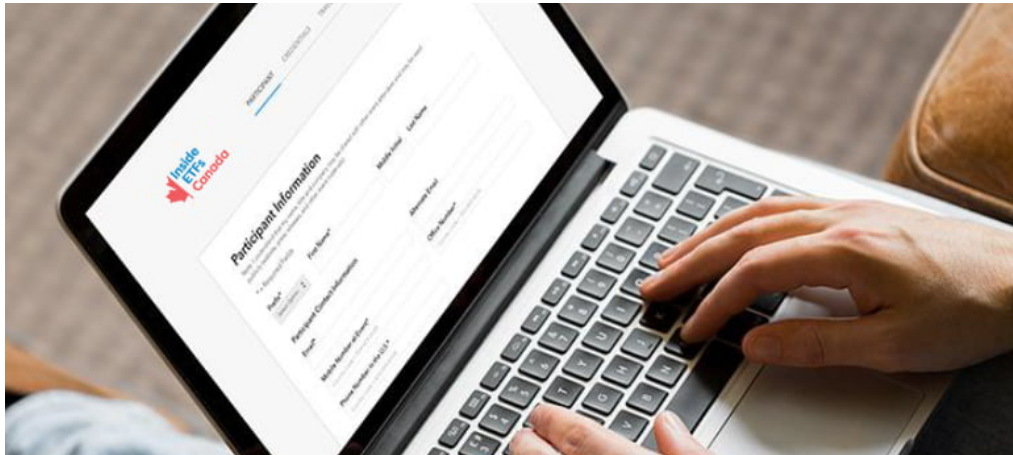
[Find out more >>](#)



One-to-one meetings

Capitalise on both scheduled and serendipitous networking opportunities - with lots of opportunity for the right prospects to find you (and for you to pursue them).

[Find out more >>](#)



Unparalleled audience reach

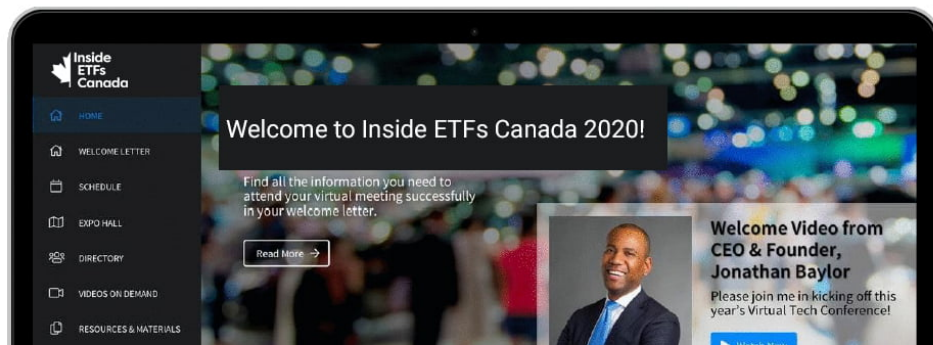
Reach a massive digital audience of ETF leaders through email, social, and ad-campaigns.

Receive GDPR compliant leads and detailed reporting, plus insight into which attendees attended your session, accessed your content, or visited your booth.

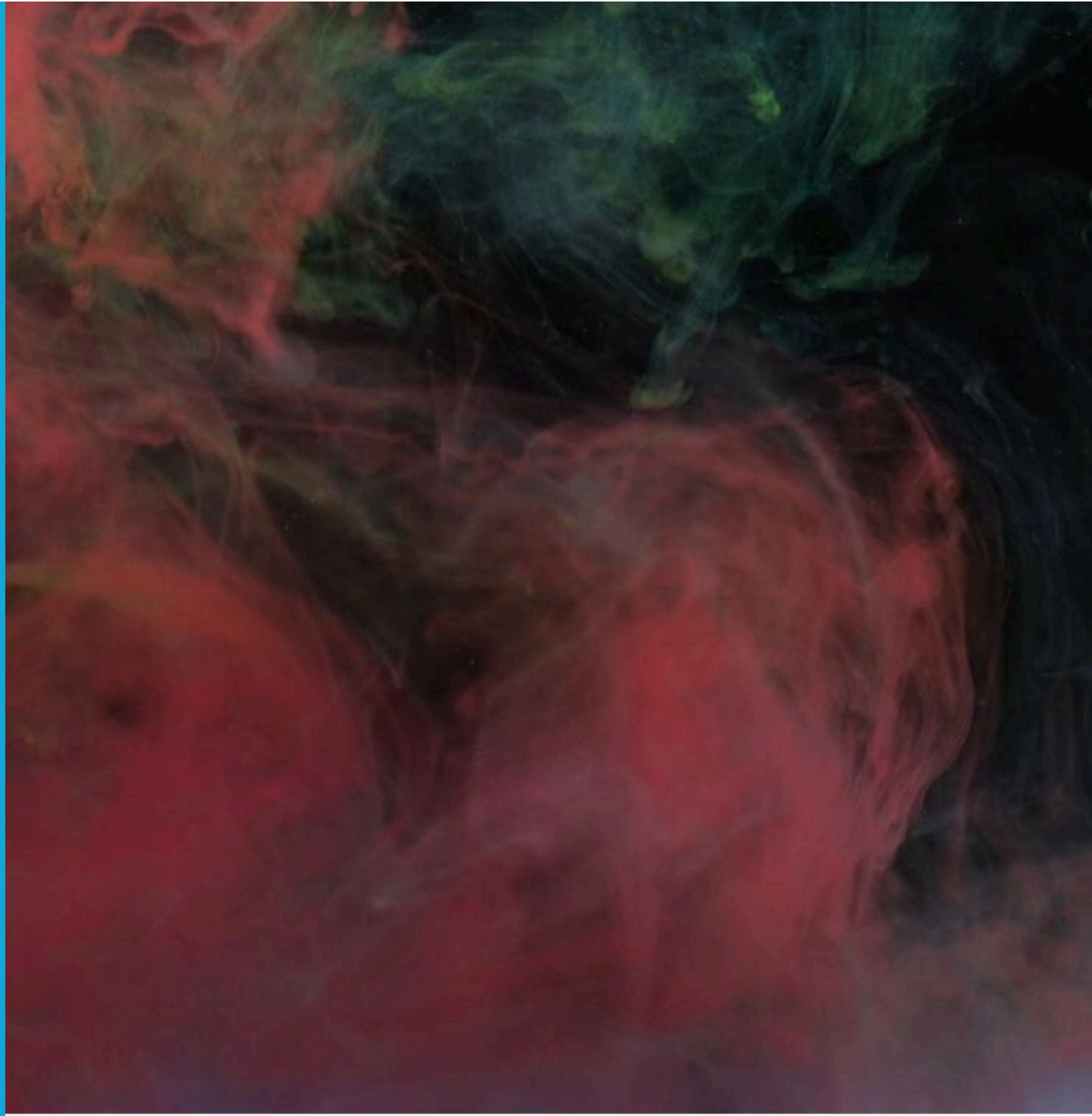
[About the virtual sponsorship experience >>](#)

[Get involved in the programme >>](#)

[Contact our sponsorship managers >>](#)



Thought leadership





Keynote session - solo or panel

Participate in a keynote/ plenary session (pre-recorded or livestreamed).

Live Q&A segment to be conducted post-session.

The recorded session will be provided to you with shared rights to use for your own promotion.

Live polling during the session; data from the polling will be made available to you.

Share collaterals during the session with all session participants.



Hosted roundtable discussion

We will promote your session among the registered attendees to drive RSVP pre-event and share the list of confirmed attendees. The session will also be available for non-confirmed attendees for joining live (based on availability). Maximum participants: 15.

Live polling during the session; data from the polling will be made available to you.

Share collaterals during the session with all session participants.



Breakout stream panel discussion

Moderate a panel discussion in the breakout stream session.

Live Q&A segment to be conducted post-session.

Live polling during the session; data from the polling will be made available to you.

Share collaterals during the session with all session participants.



Chairmanship - plenary or stream

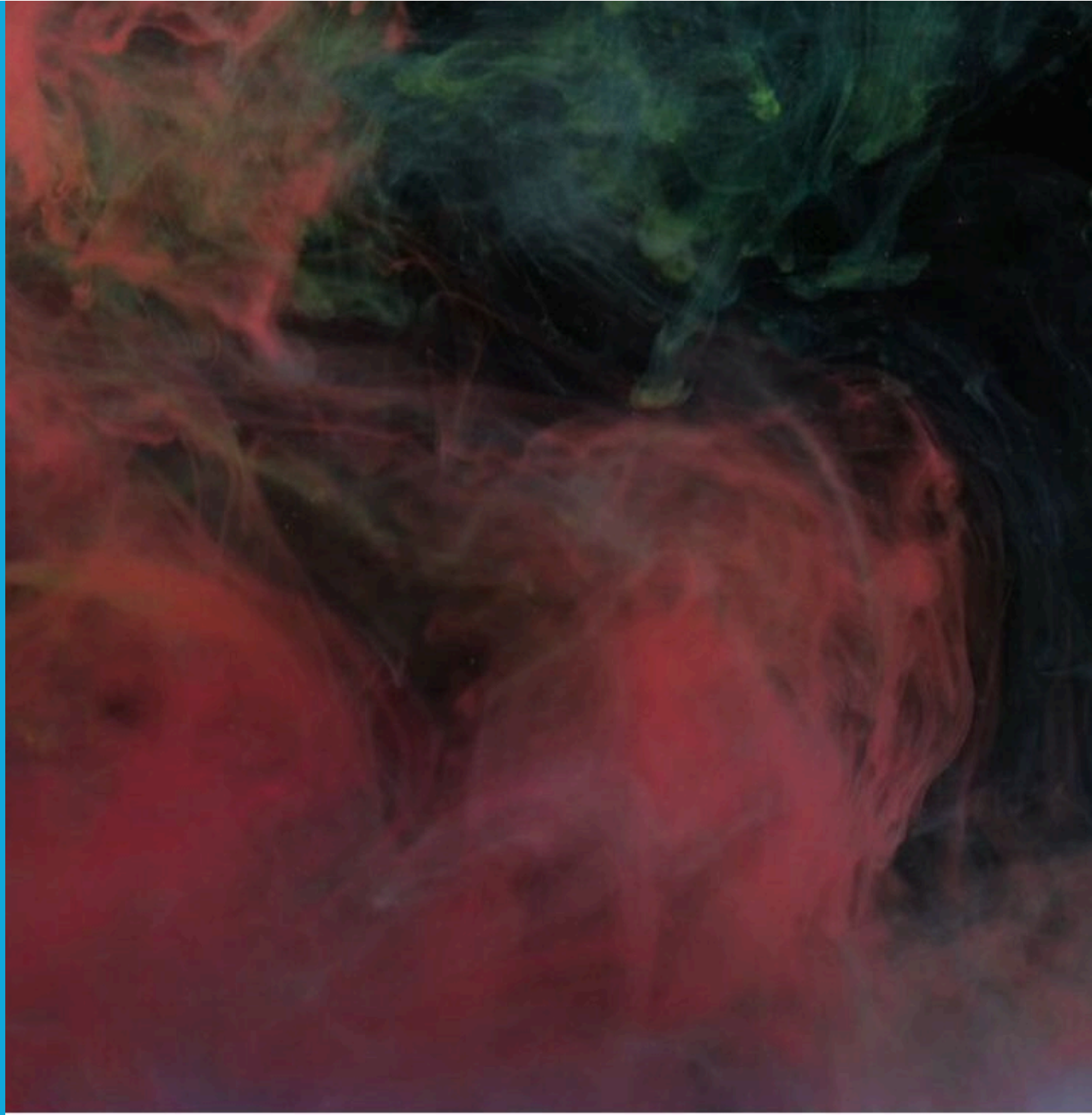
Act as the chairperson for the plenary panel discussion with the option to conduct the live Q&A and closing remarks at the end of the stream.

OR

Pick a stream that matches your subject matter expertise and act as the chairperson with the option to conduct the live Q&A and closing remarks at the end of the stream.

Get in touch

The virtual sponsorship experience



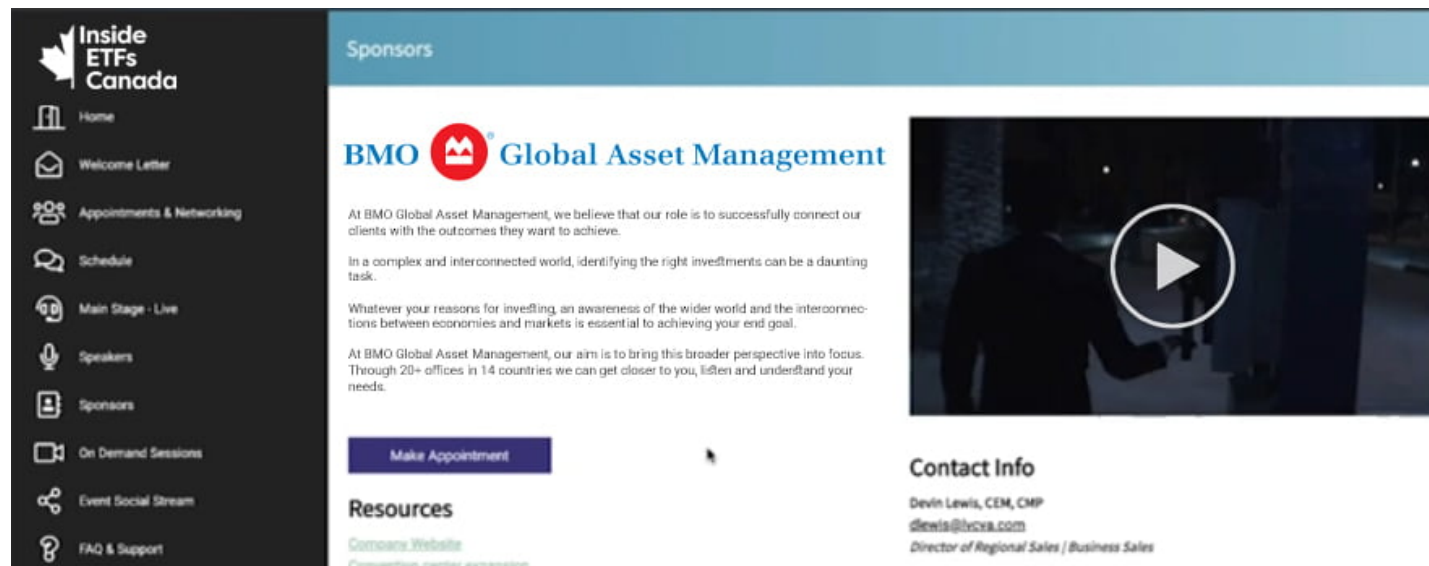
Virtual booths

Branded virtual exhibits with built in video conferencing capability.

Exhibitor experience

Welcome attendees and prospects into your booth and interact through live conversations, just as you would in a physical exhibit booth. Make your fully branded space your own through:

- **Branded company profile page** with marketing assets and videos
- **Visible branding** throughout your presentation sessions
- **Push notification** highlighting speaking session details to drive participation.
- **Resource area** with links to a slide deck or brochure that can be downloaded
- **Lead qualification data capture** through polls and surveys
- **Gamification options** to enhance audience interaction
- **Fully branded private video chat room** to invite prospects in to collaborate and do business
- **Event directory/ Expo hall:** branded listing with links for all attendees to browse



Measurable ROI

- **Booth analytics** available during and post-event
- **Details of meetings scheduled and engagement**
- See the **impact of engagement features** i.e. surveys, polls, gamification

Find out more - get in touch!

Virtual networking made easy

Business meetings

The digital platform will open two weeks before the event so you can create a profile and start getting to know your fellow attendees. This will stay open one week after the event ends.

The networking part of the digital platform will enable you to arrange meetings before, during, and after the event.

When a meeting is agreed upon, the platform will provide a link to connect face-to-face via video chat.

Prearranged 1-2-1 meetings

Found an attendee you want to meet with?

Highlight the names of attendees/ firms you would like to meet.

Our dedicated VIP relationship manager will schedule those meetings with the option to meet either before, during, or after the event.

Not just a delegate list

In addition to your post event delegate list, you'll receive detailed analytics showing how the audience engaged with your brand and content, plus qualified leads so you can prove positive ROI.

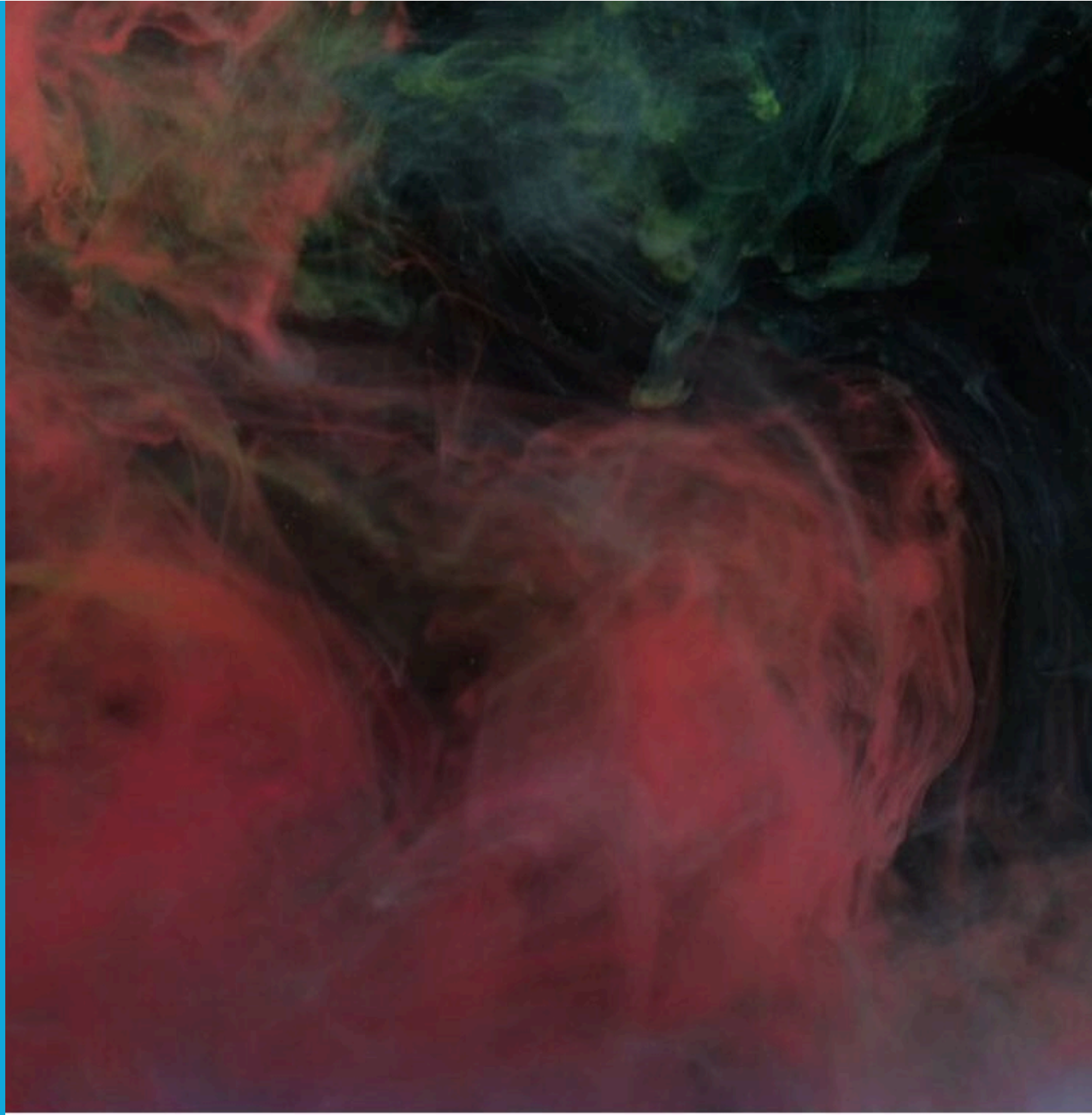
You'll get an overview of:

- Number of meeting requests your company representatives sent out and received
- Information on who attended sessions you delivered
- Who visited your booth and engaged with you
- Who downloaded your collaterals



Find out more - get in touch!

Pre- and post- event digital opportunities





Attendee targeting

Drive programmatic display ads to the decision makers that meet your exact custom criteria within our database either pre- or post event.



Content syndication

Contribute to the Inside ETFs content home and distribute your content assets to raise your profile.

[View example content 1 >>](#)

[View example content 2>>](#)

[View example content 3>>](#)



Banner ads in emails

Thousands of decision makers and professionals rely on our editorial team to keep them up to date. Advertise within the Inside ETFs eNewsletter - the monthly email that highlights the most inspiring and thought-provoking content to the industry's decision makers.

[View example newsletter 1>>](#)

[View example newsletter 2>>](#)



eMagazine

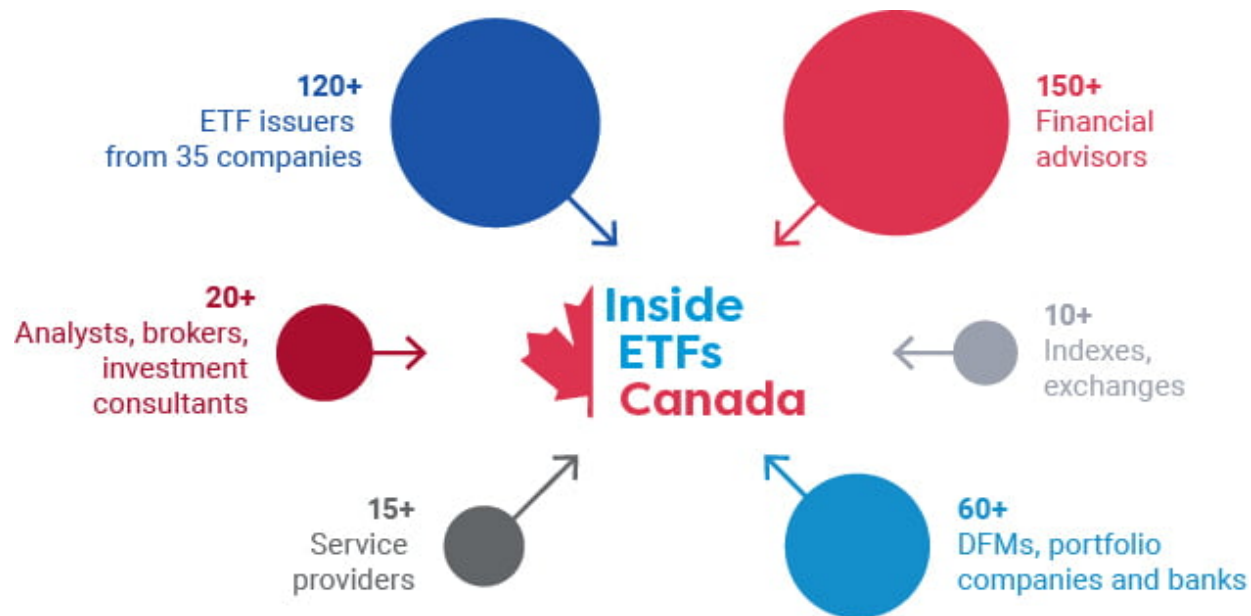
Submit editorials, advertorials, or half/ full page adverts which will be promoted to the 40,000+ RiskMinds community members online and by email and social media.

[View the latest eMagazine >>](#)

Find out more - get in touch!

Who's coming?

Our attendees



Companies who attended Inside ETFs Canada 2019 included:

- Aginity, Inc
- AgriBank
- Akuna Capital
- AllianceBernstein
- Allstate
- Apple Bank
- AQR Capital Management, formerly
- Axonic Capital LLC
- BAC Florida Bank
- Bank of America Merrill Lynch
- Barclays
- BECU
- BlackRock
- Bloomberg L.P.
- BNY Mellon
- Bradesco
- Burgan Bank
- Charles Schwab Investment Management
- CIBC
- Cinctive Capital
- Citadel
- Citigroup
- Citizens Bank
- Coastal Community Bank
- Columbia Threadneedle Investments
- Commonwealth Bank of Australia
- Credit Benchmark
- d1g1t Inc.
- Data Capital Management
- Della Parola Capital Management, LLC
- Domeyard
- Efficient Capital Management
- Evex
- Federal Home Loan Banks
- Federal Reserve Bank of

- Philadelphia
- Federal Reserve Board
- Fidelity Investments
- Fidelity Labs
- FIMBank plc
- First Citizens Bank
- Goldman Sachs
- IE Business School
- IIF
- Inter-American Development Bank
- International Swaps and Derivatives Association, Inc.
- Israel Discount Bank Ltd
- J P Morgan Investment Bank
- John Hopkins, The People vs. Democracy
- JP Morgan Chase
- Kearny Bank
- KPMG AZSA LLC
- LeasePlan Corporation N V
- Lloyds Bank
- Luxoft USA Inc
- Magnetar Capital LLC
- Manulife Asset Management
- Manulife Investment Management
- Mariner Investment Group
- MEAG New York Corporation
- MetLife Poland and Ukraine
- Morgan Stanley
- MUFG Union Bank
- Murex NY
- NASA Ames Research Center
- National Cybersecurity and Communications Integration Center
- Natixis
- New York Community Bancorp. Inc.
- Noosphere Ventures
- Novum Technologies
- NYU Courant
- Office of the Comptroller of the Currency, U.S.
- Department of the Treasury
- Ogee Group LLC
- Ontario Teachers Pension Plan
- OSFI
- PanAgora Asset Management
- Paris Dauphine University
- Payments Canada
- Phaidon International
- PNC Bank
- Polyplus Transfection, France
- PSP Investments
- QRM
- Quantica Capital AG
- Quantopian
- Racon Capital Partners LLC
- RBC US
- Royal Bank of Canada
- Saudi Customs
- Scotia Bank
- SkyBridge Capital
- State Street
- State Street Global Advisors
- Sterling Bank
- Stern School of Business, New York University
- TD Asset Management
- Thomas Jefferson University and Jefferson Health
- Typhon Capital Management
- United Bank
- University of Chicago
- Vanguard
- Verisk Financial
- Verus
- Wells Fargo & Co
- Western Asset Management
- Windhaven Investment Management
- World Bank Group



Our sponsorship packages

The Opportunities...

	Associate Partner <i>(Limited to 10 Partners)</i>	Executive Partner <i>(Limited to 8 Partners)</i>
Thought Leadership	<ul style="list-style-type: none"> • 1 Panelist Speaking Position • 1, 30min Educationally Focused Round-Table Discussion (Same Day) 	<ul style="list-style-type: none"> • 1 Stand Alone Speaking Position • 1, 30 min Deep Dive Session • Article in Inside ETFs Canada eMagazine
Lead Generation	<ul style="list-style-type: none"> • Virtual Cappuccino Catch-Up (15 minutes, educationally focused, 4-5 IIROC certified advisors guaranteed) • Pre & Post Event Delegate List • Virtual Expo Presence with Live Engagement 	<ul style="list-style-type: none"> • Virtual Lunch & Learn (30 minutes, educationally focused, curated audience, 8-10 hand selected advisors guaranteed) • Pre & Post Event Delegate List • Virtual Expo Presence with Live Engagement
Brand Awareness	<ul style="list-style-type: none"> • ½ Page Ad in Inside ETFs Canada eMagazine 	<ul style="list-style-type: none"> • ½ Page Ad in Inside ETFs Canada eMagazine • Prominent Event Branding
Additional Benefits	<ul style="list-style-type: none"> • 5 Virtual Badges <i>(includes speakers)</i> • Delegate Analytic Report 	<ul style="list-style-type: none"> • 7 Virtual Badges <i>(includes speakers)</i> • Delegate Analytic Report
TOTAL INVESTMENT	\$7,500	\$12,000 CAD
	CAD	

Find out more - get in touch!

Interested in getting involved?

Contact: kevin.faug@informa.com

