

2017

Sponsorship Prospectus



INVESTMENT
COMPANY
INSTITUTE®

What Is ICI?

The Investment Company Institute (ICI) is the world's leading association of regulated funds, including mutual funds, exchange-traded funds (ETFs), closed-end funds, and unit investment trusts (UITs) in the United States, and similar funds offered to investors in jurisdictions worldwide. ICI seeks to encourage adherence to high ethical standards, promote public understanding, and otherwise advance the interests of funds, their shareholders, directors, and advisers. As of June 2016, ICI's US fund members managed total assets of \$17.9 trillion and serve more than 90 million shareholders.

As the leading association of regulated funds, ICI brings together thousands of industry professionals each year in a wide variety of settings, enabling them to learn about regulatory and policy rulemaking and trends, data findings and analysis, operational challenges, and best practices while networking with colleagues and researching services and solutions.

If you have any questions, or are interested in sponsorship or exhibition opportunities, please contact Sakshi Sethi at **202-326-5914** or sakshi.sethi@ici.org.

Letter from the President

History has shown us that innovation and progress are often the result of people making new connections—of taking what is known and linking it in ways that no one had before. It also has shown that open, collegial networks provide an ideal environment for connections to be made, and ideas to be easily exchanged.

As the world's leading association of regulated funds—including mutual funds, exchange-traded funds (ETFs), closed-end funds, and unit investment trusts (UITs) in the United States, and similar funds offered to investors in jurisdictions worldwide—ICI uses its convening power to forge such connections. We bring together industry leaders, regulators, policymakers, and other organizations at conferences and events throughout the year to foster innovation and progress on the issues that are most important to our members and their shareholders.

The Investment Company Institute Sponsorship Prospectus describes how you and your organization can become part of these conferences and events. It describes the full range of sponsorship opportunities, as well as the benefits of your participation in the various programs offered by ICI. It also provides information about each event and its attendees, and includes information about whom to contact if you'd like to participate.

ICI members and conference participants are leaders in the fund industry. We hope that you find the opportunities to reach out to these leaders, described in this prospectus, useful.

Paul Schott Stevens
President and CEO
Investment Company Institute

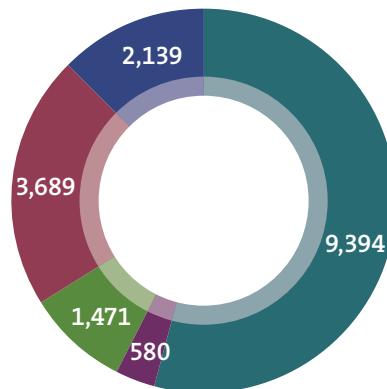


Thousands of ICI members attend the Institute's various events and conferences, representing organizations of all asset sizes. As of June 2016, ICI member firms managed more than \$17.9 trillion in industry assets.

ICI REPRESENTS

More than 17,273 funds*

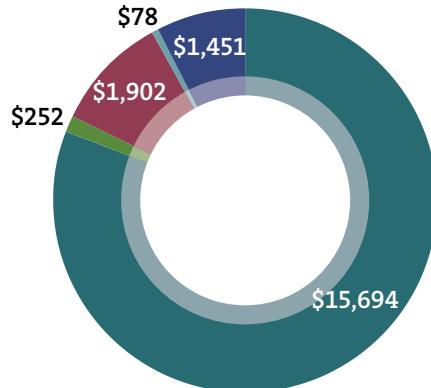
Number of investment companies by type



US MUTUAL FUNDS	9,394
US CLOSED-END FUNDS	580
US EXCHANGE-TRADED FUNDS	1,471
US UNIT INVESTMENT TRUSTS	3,689
UCITS FUNDS (ICI GLOBAL)	2,139

With more than \$19.4 trillion in assets*

Investment company assets, billions of dollars



IN BALANCE

US MUTUAL FUNDS	\$15,694
US CLOSED-END FUNDS	\$252
US EXCHANGE-TRADED FUNDS	\$1,902
US UNIT INVESTMENT TRUSTS	\$78
UCITS FUNDS (ICI GLOBAL)	\$1,451

Serving more than 90 million shareholders

US ownership of funds offered by investment companies, June 2015



* Data for mutual funds, closed-end funds, and exchange-traded funds are as of June 2016. Data for unit investment trusts are as of December 2015. Data for UCITS funds are as of June 2016.

Source: Investment Company Institute

ICI Conferences

Reaching the right audience with information about your firm's products and services is critical to success in today's competitive business environment. ICI is well known for providing robust content, powerful networking opportunities, and diverse sponsorship and exhibition programs at our conferences, attracting the industry's most influential fund professionals and independent fund directors.

The conferences that have sponsorship or exhibition opportunities are listed below. We are happy to work with you to tailor a package that provides your firm with visibility and access, and helps you achieve your business goals.

Calendar of Events

	Sponsorship Opportunities	Exhibition Opportunities	Affiliate Event Opportunities*
Tax and Accounting Conference SEPTEMBER 25–28, 2016 PALM DESERT, CA	✓		✓
Closed-End Fund Conference NOVEMBER 3, 2016 NEW YORK, NY	✓		
Cybersecurity Forum NOVEMBER 10, 2016 WASHINGTON, DC	✓		
Global Capital Markets Conference DECEMBER 1, 2016 LONDON	✓		
Mutual Funds and Investment Management Conference MARCH 12–15, 2017 PALM DESERT, CA	✓		✓
General Membership Meeting MAY 3–5, 2017 WASHINGTON, DC	✓	✓	✓

*AFFILIATE EVENT

Don't miss out on the opportunity to host an event during a conference and stand out from your competition! From golf outings and breakfast presentations to spa luncheons and themed receptions, companies can host unique events that will get them noticed—the possibilities are endless! The event can be large or small, and you have the opportunity to select your invitees. (Please note that events are not allowed to conflict with the conference schedule.)

YEAR-ROUND PROMOTIONAL OPPORTUNITY

The Investment Company Service Directory reaches more than 10,000 mutual fund executives in search of the services you provide. Featuring more than 140 categories, ranging from compliance and legal to marketing and accounting, ICI's directory suits all your advertising needs.

To learn more, please visit www.ici.org/servicedirectory, call **202-326-5871**, or email servicedirectory@ici.org.

Closed-End Fund Conference

The Closed-End Fund Conference is a unique forum where market participants—including fund sponsors, fund shareholders, independent directors, attorneys, and staff from such regulators as the US Securities and Exchange Commission and the Financial Industry Regulatory Authority—explore the latest issues affecting closed-end funds.

The sponsorship program for the Closed-End Fund Conference is a single-fee program. Firms pay a set fee and then become sponsors of the entire event, receiving the following benefits:

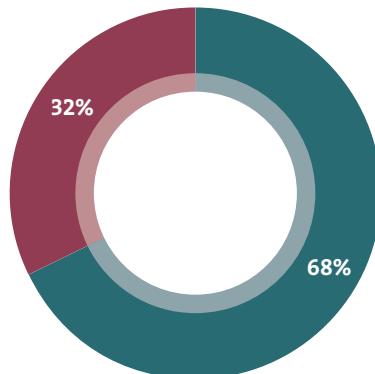
- » Two complimentary registrations to the conference
- » One tabletop exhibit space
- » Marketing literature of the sponsor's choosing at a designated location in the conference registration area
- » Name and logo recognition on the sponsorship appreciation sign in the registration area
- » Name and logo recognition in conference materials
- » Name and logo recognition on the conference website and promotions

THANK YOU TO OUR 2015 CLOSED-END FUND CONFERENCE SPONSORS



2015 CLOSED-END FUND CONFERENCE DATA

Member vs. Nonmember Attendance

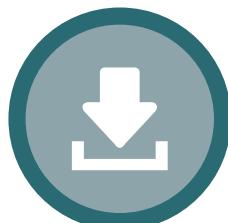


MEMBER ATTENDEES **68%**

NONMEMBER ATTENDEES **32%**

TOTAL NUMBER OF ATTENDEES **148**

Mobile App Data



Cybersecurity Forum

The ICI Cybersecurity Forum features policymakers, IT experts, and thought leaders in the information security sector. Attendees hear the latest news about cyberthreats and vulnerabilities, learn effective defensive strategies, and participate in discussions about essential information security guidelines and information-sharing networks.

The sponsorship program for the Cybersecurity Forum is a single-fee program. Firms pay a set fee and then become sponsors of the entire event, receiving the following benefits:

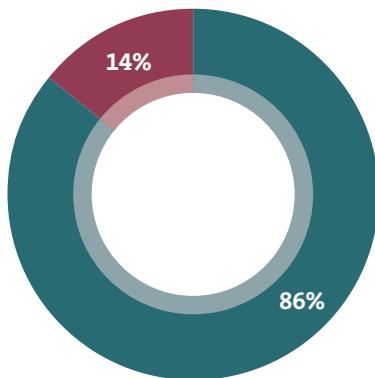
- » Two complimentary registrations to the conference
- » One tabletop exhibit space
- » Marketing literature of the sponsor's choosing at a designated location in the conference registration area
- » Name and logo recognition on the sponsorship appreciation sign in the registration area
- » Name and logo recognition in conference materials
- » Name and logo recognition on the conference website and promotions

THANK YOU TO OUR 2015 CYBERSECURITY FORUM SPONSORS



2015 CYBERSECURITY FORUM DATA

Member vs. Nonmember Attendance



MEMBER ATTENDEES	86%
NONMEMBER ATTENDEES	14%
TOTAL NUMBER OF ATTENDEES	158

General Membership Meeting

For more than 50 years, ICI's Annual General Membership Meeting (GMM) has brought together fund industry leaders, independent directors, policymakers, regulators, and others to explore key policy issues, worldwide economic and investment trends, distribution and marketing challenges, and retirement issues. In recent years, the GMM has been held in conjunction with the Operations and Technology Conference, the Mutual Fund Compliance Programs Conference, and the Fund Directors Workshop.

These meetings enable you to get your message out to the most diverse and wide-ranging audience of fund industry executives and fund directors assembled at any industry gathering. Attendees of all four conferences have access to all sponsored events and Exhibit Hall activities.

Exclusive sponsorship opportunities associated with the GMM's most popular events offer special benefits that will raise your organization's profile and capture the attention of the fund industry's key executives and decisionmakers. Sponsor the conference's special dinner event, special events in the Exhibit Hall, tote bags, and so much more! A complete listing of all sponsorship opportunities and benefits for this event will be available in November.



GMM is the only ICI conference that has an Exhibit Hall. Attendees love the new attractions that we provide in the hall each year, from themed receptions to interactive food and beverage stations. Here are just a few benefits of exhibiting:

- » Face-to-face contact with key decisionmakers and fund directors
- » Opportunities for media exposure
- » Ability to demonstrate complex products and services to a large group in the product demo theater
- » Opportunity to observe and assess your competition, their products, and demonstrations
- » Access to pre- and post-event attendee lists, to help promote your products and booth location
- » High visitor flows due to numerous “traffic builders” on the exhibit floor throughout the conference

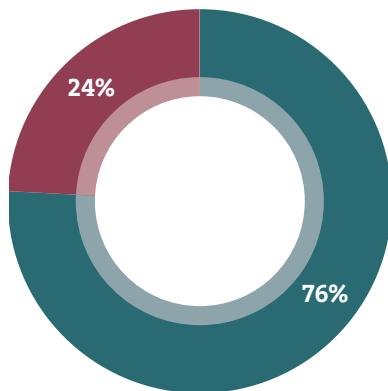
The Exhibit Hall floor plan will be available in August.

THANK YOU TO OUR 2016 GENERAL MEMBERSHIP MEETING SPONSORS



2016 GENERAL MEMBERSHIP MEETING CONFERENCE DATA

Member vs. Nonmember Attendance

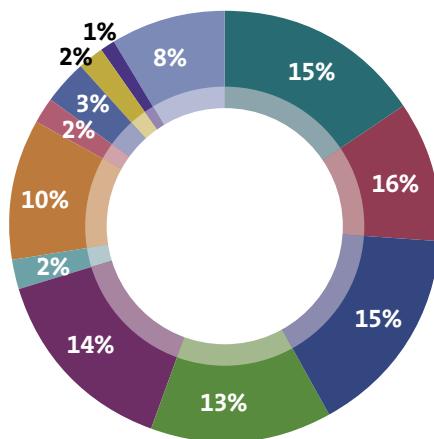


MEMBER ATTENDEES
NONMEMBER ATTENDEES

TOTAL NUMBER OF ATTENDEES

76%
24%
1,277

Attendee Job Description



CEO/PRESIDENT	15%
INDEPENDENT DIRECTOR	16%
COMPLIANCE	15%
OPERATION/SERVICING	13%
SALES/DISTRIBUTION	14%
MARKETING/COMMUNICATIONS	2%
LEGAL/REGULATORY	10%
PRODUCT DEVELOPMENT	2%
PUBLIC RELATIONS	3%
RESEARCH/ANALYSIS	2%
TECHNOLOGY	1%
OTHER	8%

Mobile App Data



1,277

TOTAL NUMBER
OF ATTENDEES



814 (64%)

TOTAL NUMBER OF
MOBILE APP DOWNLOADS

THE SPONSORSHIP BANNER AD HAD MORE THAN 850 CLICK-THROUGHS.

Global Capital Markets Conference

With its unique focus on buyside issues, the Global Capital Markets Conference examines international regulatory initiatives, global trading matters, and market structure changes affecting funds and the markets worldwide. This half-day event, which usually takes place in London, brings together influential policymakers, senior representatives of securities exchanges, broker-dealers, institutional investors, and other market participants from around the world.

The sponsorship program for the Global Capital Markets Conference is a single-fee program. Firms pay a set fee and then become sponsors of the entire event, receiving the following benefits:

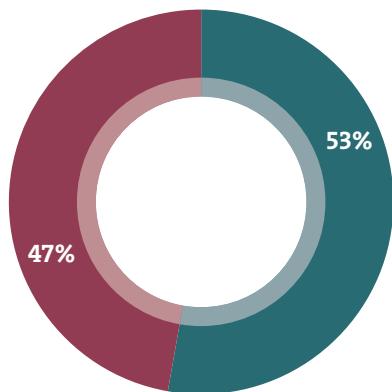
- » Two complimentary registrations to the conference
- » One tabletop exhibit space
- » Marketing literature of the sponsor's choosing at a designated location in the conference registration area
- » Name and logo recognition on the sponsorship appreciation sign in the registration area
- » Name and logo recognition in conference materials
- » Name and logo recognition on the conference website and promotions

THANK YOU TO OUR 2015 GLOBAL CAPITAL MARKETS CONFERENCE SPONSORS



2015 GLOBAL CAPITAL MARKETS CONFERENCE DATA

Member vs. Nonmember Attendance



MEMBER ATTENDEES	53%
NONMEMBER ATTENDEES	47%
TOTAL NUMBER OF ATTENDEES	109

Mutual Funds and Investment Management Conference

The Mutual Funds and Investment Management Conference, sponsored by ICI and the Federal Bar Association, is the fund industry's premier legal conference. Spanning three days, the conference offers panel discussions and keynote speakers addressing a wide range of regulatory and legislative issues affecting the fund industry. The conference also is designed to offer numerous opportunities for networking, through conference receptions and outside firm-sponsored events.

The Mutual Funds and Investment Management Conference offers varied sponsorship opportunities, including the conference mobile app; hosting the conference's welcome reception, continental breakfasts, and coffee breaks; and much more. A complete listing of all sponsorship opportunities and benefits for this event will be available in October.

THANK YOU TO OUR 2016 MUTUAL FUNDS AND INVESTMENT MANAGEMENT CONFERENCE SPONSORS



Bloomberg FOR ENTERPRISE



BOSTON FINANCIAL
DATA SERVICES®

BROWN &
BROTHERS
HARRIMAN



COMMAND FINANCIAL
Redefining Financial Printing

Deloitte.

GUNN, STEERS
& COMPANY, LLC
Insurance Brokers Since 1925

NORTHERN
TRUST

NRS
Part of ACCUTIVITY

RR DONNELLEY

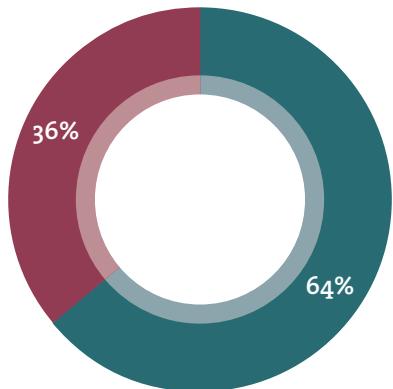
STRADLEY
RONON

usbancorp.
Fund Services, LLC



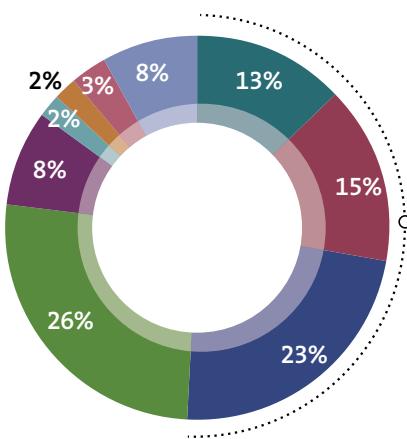
2016 MUTUAL FUNDS AND INVESTMENT MANAGEMENT CONFERENCE DATA

Member vs. Nonmember Attendance



MEMBER ATTENDEES	64%
NONMEMBER ATTENDEES	36%
TOTAL NUMBER OF ATTENDEES	1089

Attendee Job Description

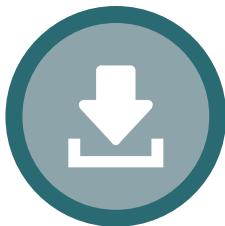


C-SUITE EXECUTIVES	13%
EXECUTIVE VICE PRESIDENT, SENIOR VICE PRESIDENT, SENIOR MANAGING DIRECTOR	15%
MANAGING DIRECTOR, VICE PRESIDENT	23%
EXECUTIVE LEVEL TOTAL	51%
LAWYER	26%
ACCOUNTANT	8%
COMPLIANCE PROFESSIONAL	2%
CONSULTANT	2%
INDEPENDENT DIRECTOR/TRUSTEE	3%
OTHER	8%

Mobile App Data



1,089
TOTAL NUMBER
OF ATTENDEES



794 (73%)
TOTAL NUMBER OF
MOBILE APP DOWNLOADS

THE SPONSORSHIP BANNER AD HAD MORE THAN 1,500 CLICK-THROUGHS.

Tax and Accounting Conference

The ICI Tax and Accounting Conference brings together fund sponsors, auditors, service providers, and regulators to discuss financial reporting and tax issues affecting investment companies. The conference program typically includes fund sponsors, auditors, and representatives from such regulators as the Financial Accounting Standards Board, the US Securities and Exchange Commission, and the US Department of the Treasury.

The Tax and Accounting Conference has a sponsorship program centered on its golf tournament and special evening reception. A few items that are available for sponsorship at the golf tournament include golf balls and tees, water bottles, and beverage carts. As a reception sponsor, you will have an opportunity to host a specialty bar or food station, and perhaps entertain attendees with interactive games and activities. All of these items, along with such general conference sponsorship opportunities as the mobile app, room key, and mobile device chargers, offer maximum visibility at the event and in the conference space.

A complete listing of all sponsorship opportunities and benefits for this event will be available in June.

THANK YOU TO OUR 2015 TAX AND ACCOUNTING CONFERENCE SPONSORS



**BNP PARIBAS
SECURITIES SERVICES**



BNY MELLON



COMMAND FINANCIAL
Redefining Financial Printing



CONFLUENCE

Deloitte

J.P. Morgan



Northern Trust | Global Fund Services

RR DONNELLEY



STATE STREET

TOPPAN

TOPPAN VITE NEW YORK

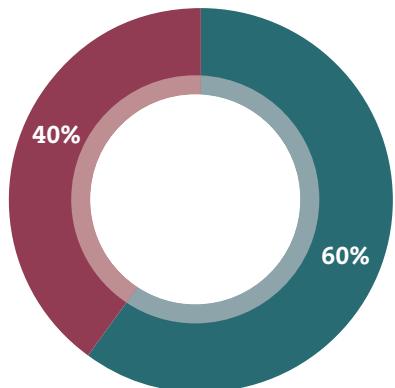
usbancorp

Fund Services, LLC



2015 TAX AND ACCOUNTING CONFERENCE DATA

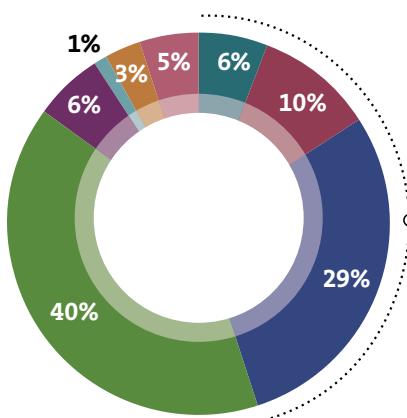
Member vs. Nonmember Attendance



MEMBER ATTENDEES	60%
NONMEMBER ATTENDEES	40%

TOTAL NUMBER OF ATTENDEES **732**

Attendee Job Description

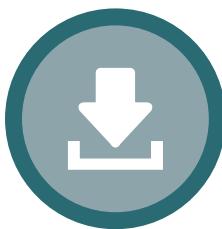


C-SUITE EXECUTIVES	6%
EXECUTIVE VICE PRESIDENT, SENIOR VICE PRESIDENT, SENIOR MANAGING DIRECTOR	10%
MANAGING DIRECTOR, VICE PRESIDENT	29%
EXECUTIVE LEVEL TOTAL	45%
ACCOUNTANT	40%
SERVICE PROVIDER	6%
COMPLIANCE PROFESSIONAL	1%
ATTORNEY	3%
OTHER	5%

Mobile App Data



732
TOTAL NUMBER
OF ATTENDEES



618 (84%)
TOTAL NUMBER OF
MOBILE APP DOWNLOADS

THE SPONSORSHIP BANNER AD HAD MORE THAN 450 CLICK-THROUGHS.



1401 H Street, NW
Washington, DC 20005
202-326-5800
www.ici.org

Copyright © 2016 by the Investment Company Institute. All rights reserved.