



# Sponsorship Partner Opportunities with BIMA

The Buy-Side Investment Management Association (BIMA) is comprised of members from some of the most respected financial firms in Canada. As traders, risk professionals and portfolio managers, BIMA members endeavour to bring the buy-side perspective to the Canadian Investment Management industry.

BIMA members control more than \$1.5 trillion in assets under management and they direct or influence a substantial annual spend including trading and execution tools and broker services.

Twice each year, this influential membership meets in Toronto to network and discuss leading edge issues and developments relevant to the buy-side community.

BIMA sponsorship is a unique opportunity to build relationship in an intimate setting. As a sponsor, you have the opportunity to attend the conference and network with BIMA members. BIMA's sponsor partner opportunities are limited, and exclusive.

## 3 Reasons to Partner with BIMA

1. Get a competitive edge by building direct one-to-one relationships with buy-side decision-makers.
2. Enhance your reputation, credibility and influence by aligning your brand with BIMA; the only association in Canada exclusively for buy-side professionals.
3. Increase your visibility with high-level decision-makers and influencers in the buy-side community.

## Timing

- Spring Conference: April of each year
- Fall Conference: November of each year

## Duration

- 1 day

## Venue

TMX Gallery, Toronto

## Attendees

Typically 25-40 traders, risk professionals and portfolio managers. The typical conference attendee manages a department (e.g. head trader)

For sponsor bookings please contact Anne Mazile: [info@bima.ca](mailto:info@bima.ca)

# Sponsor Opportunities

## Conference Venue Sponsor

The venue sponsor has the exclusive opportunity to provide the venue for both the Spring and Fall conferences.

Sponsor Privileges:

1. Recognition in all conference materials
2. Visibility at conference
3. Recognition from the podium
4. Seats at lunch (3)

Price:

- Both Spring and Fall conferences: Provision of a conference venue in downtown Toronto to accommodate up to 60 attendees.

## Lunch Sponsor

This is an exclusive opportunity to sponsor lunch at the spring and/or fall conferences.

Sponsor Privileges:

1. A designated 60 minute presentation time during the conference
2. Recognition in all conference materials
3. Visibility at conference
4. Recognition from the podium
5. Seats at lunch (3)

Price:

- Spring or Fall conference only: \$3,000 plus cost of catered lunch at the conference venue

## Dinner Sponsor

The dinner sponsor has the exclusive opportunity to host BIMA members and their Board of Directors for a cocktail or dinner event at a venue of the sponsor's choosing.

Sponsor Privileges:

1. Cocktail Reception/Dinner structure and agenda at the sponsor's discretion
2. Recognition in all conference materials
3. Visibility at conference
4. Recognition from the podium at the close of the conference (before reception/dinner)
5. Seats at reception/dinner (at the sponsor's discretion)

Price:

- Spring or Fall conference only: \$5,500 plus cost of reception/dinner.

For sponsor bookings please contact Anne Mazile: [info@bima.ca](mailto:info@bima.ca)