



Early Bird Rates Expire  
December 6, 2024

STRUCTURED  
FINANCE  
ASSOCIATION

# SFVEGAS 2025

ENGAGE | LEARN | CONNECT

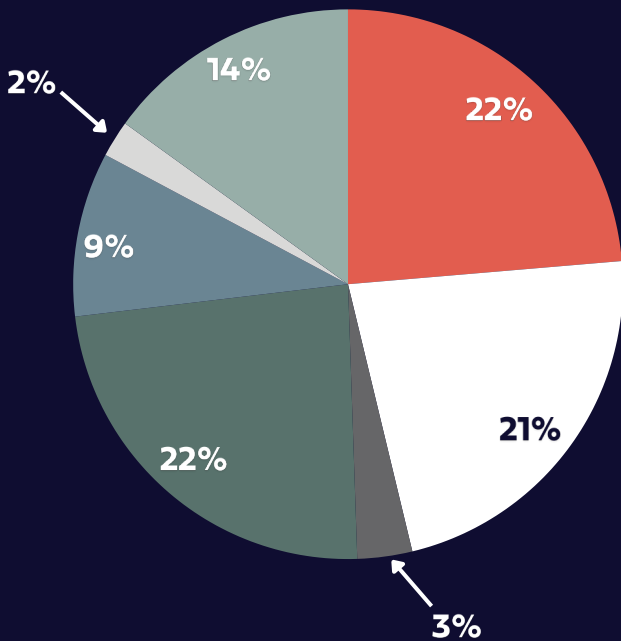
SPONSORSHIP OPPORTUNITIES

---

ARIA RESORT & CASINO  
FEBRUARY 23 - 26, 2025

# JOIN US IN 2025

Structured Finance Association (SFA) is thrilled to present the largest capital markets conference in the world, **SFVegas 2025**, happening **February 23 - 26**, at the Aria Resort & Casino in Las Vegas. The three-and-a-half day program is developed by leaders within the structured finance industry representing the full spectrum of industry participants, including investors, issuers, financial intermediaries, regulators, law firms, accounting firms, technology firms, rating agencies, servicers, and trustees.



**SFVegas Market Segment Representation**

-  **Investors**
-  **Law Firms**
-  **Issuers**
-  **Rating Agencies**
-  **IT Vendors**
-  **Accounting Firms, Services, Trustees, Regulators, Etc.**
-  **Bank/Financial Institutions**



**9,000+**  
**Attendees**



**320+**  
**Speakers**



**190+**  
**Sponsors & Exhibitors**



SFVegas 2025 <sup>6</sup>	DIAMOND <sup>1</sup> <b>SOLD</b> \$60,500	PLATINUM	GOLD	SILVER	BRONZE
SFA Member		\$47,500	\$24,750	\$15,000	\$10,000
Non-Member	-	\$72,100	\$38,650	\$22,000	\$15,200
Number of Passes <sup>2</sup>	130	100	40	20	6
Exhibit Space <sup>3</sup>	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Option to Purchase Meeting Space <sup>4</sup> Member/Non-Member (\$/Sq Ft)	Included \$4/\$5	Included \$4/\$5	Based on Availability \$7/\$8	-	-
Hotel Rooms at the Aria Group Rate <sup>5</sup>	Based on Availability	Based on Availability	Based on Availability	Based on Availability	Based on Availability
Included in Marketing	Logo	Logo	Logo	Logo	Firm Name Listed
Firm Description Length (SFVegas Website)	600 words	500 words	400 words	300 words	200 words
Pre & Post Conference Delegate List (Name, Title, Company)	X	X	X	X	X
Two Suite Upgrades at the Aria	x	-	-	-	-
Two Meet & Greet Tickets with a conference Keynote	Subject to Availability	-	-	-	-
Priority Meeting Space Selection	X	-	-	-	-
Additional Marketing Opportunities	X	-	-	-	-

<sup>1</sup>The Diamond sponsorship level is only available to Structured Finance Association members and is first come, first served.

<sup>2</sup>Passes may be used for Sponsor Firm or Investor/Issuer Guest passes.

<sup>3</sup>Additional 10'x10' Exhibit Space is available. Member: \$4,200 Non-Member \$5,700.

<sup>4</sup>SFVegas 2025 meeting space allocation is predicated upon sponsorship level, date of receipt of sponsorship contract, and SFA membership status. The option to purchase meeting space is offered to Diamond and Platinum Sponsors, based on availability, through November 22, 2024. After November 22, 2024, meeting space will be offered based on sponsorship level and date of confirmed sponsorship. **SFA makes no guarantee of meeting space availability for all sponsors.**

<sup>5</sup>Sponsors that sign on by **Friday, November 22, 2024**, will receive a set number of hotel rooms at the Aria Group Rate, based on availability. For any sponsor signing on after November 22, hotel room block allocations will be based on inventory availability.

<sup>6</sup>Sponsorship discounts available for Minority & Women-Owned Businesses.

### **Aria Exhibit Booth & Meeting Room Policies for 2025**

#### **Booth and Private Meeting Room Food & Beverage Activations:**

The Hotel is the sole provider of all food & beverage (F&B) served in the Convention Area. No F&B will be permitted to be brought into the Convention Area/Hotel by an exhibiting sponsor or affiliate hosting meetings in private meeting rooms. This includes any food/beverage/sweets/snack giveaways at your booth(s) and/or private meeting rooms. Please contact your Catering Manager at the Aria for any F&B activation requests.

#### **Booth Food and Beverage Activations Only:**

We do understand that EXHIBITORS (Exhibit Booths) may want to provide samples or branded items to attendees. In the event the sample/branded items meet the following requirements, and are arranged and approved by the Hotel in advance, items will not have any attributed charges:

- **Non-alcoholic beverage** sample sizes do not exceed 2 ounces.
- Food sample sizes do not exceed 0.5 ounce.
- No handling and/or service requested from the Hotel.

Please note that additional fees will be incurred if samples are larger than the above noted amounts and/or Service from the Hotel is requested. Fees are determined based on the product and service size.

**All alcoholic beverages** of any size must be ordered via ARIA and a bartender is required at an additional charge.

# Elevate Your Brand at SFVegas 2025

In addition to your general conference sponsorship, you may choose to enhance your brand onsite with the following branding opportunities. If you are interested in discussing an opportunity not listed, please email [SFVegas@structuredfinance.org](mailto:SFVegas@structuredfinance.org).



## Enhanced Brand Visibility

Conference sponsorship provides extensive exposure to our 9,000+ attendees through prominent display of your logo.

## Exclusive Opportunities

Sponsoring SFVegas 2025 includes exclusive benefits such as targeted audience engagement, strengthened brand differentiation, and expanded reach.



## Lead Generation and Business Development

With over 9,000 attendees from all areas of the industry, SFVegas 2025 is a prime opportunity for lead generation and business development through sponsored events, exclusive networking opportunities, and targeted branding.

# Branding Opportunities<sup>1</sup>

Early Bird Rates Expire  
December 6, 2024



## NETWORKING RECEPTION SPONSOR *Exclusive!*

**\$34,000**

Be the toast of Sunday evening as the Networking Reception Sponsor. From branded napkins to signature cocktails, our offerings are just the beginning - there are endless possibilities!

- Contact SFA Events for more details
- 12 Passes to SFVegas 2025



## WiFi SPONSOR *Exclusive!*

**\$32,000**

Boost your brand visibility and leave a lasting impression by becoming the WiFi sponsor. With every attendee logging in using your name for internet access, your company will be at the forefront of their minds, ensuring maximum exposure and engagement throughout the event.

- Customized WiFi network and password
- Logo included on marketing materials
- 12 passes to SFVegas 2025



## SPEAKER READY ROOM *Exclusive!*

**\$32,000**

Secure a prime meeting room location with access to SFVegas speakers by sponsoring the Speaker Ready Room. This sponsorship offers a private space to showcase your brand to keynotes and over 320 speakers. For additional brand amplification, consider branding the exterior window for maximum visibility to all attendees as they head to sessions, meetings, and the Exhibit Hall.

- The Speaker Ready Room is located on the first floor of Convention Center West
- Opportunity to brand the Villosa's exterior window<sup>2</sup>
- One stand-up banner included
- One designated meeting space located in the back of the Villosa meeting space
- Opportunity to have sponsor-provided materials displayed in speaker prep room
- Logo included on marketing materials
- 12 passes to SFVegas 2025

<sup>1</sup>General sponsorship is not a pre-requisite for purchasing any branding opportunities.

<sup>2</sup>Aria branding cost, production, and installation responsibility of the sponsor.

# Branding Opportunities (Continued)



## KEYNOTE SPONSOR *Exclusive!*

**Varies**

Elevate your brand to the forefront of industry thought leadership by sponsoring a keynote speaker session. If you are interested in this opportunity, please email [sfvegas@structuredfinance.org](mailto:sfvegas@structuredfinance.org) for more information.



## ARIA WINDOW BRANDING *Exclusive!*

**\$28,000**

The window-lined hallway leading into the conference center is the main passageway for our 9,000+ attendees on the way to conference sessions and meetings.<sup>2</sup>

- Sponsor to provide artwork<sup>3</sup>
- Logo included on marketing materials
- 10 Passes to SFVegas 2025



## CHECK-IN IPAD & NAME BADGES *Exclusive!*

**\$28,000**

Put your brand in the hands of 9,000+ attendees with our sponsorship opportunity for check-in iPads and name badges. Your company's logo will be prominently displayed ensuring widespread visibility and recognition throughout the conference.

- Branded iPad check-in screens at the self check-in kiosks
- Branded single-sided name badges<sup>4</sup>
- Logo included on marketing materials
- 10 passes to SFVegas 2025

<sup>2</sup>Aria branding cost, production, and installation responsibility of the sponsor.

<sup>3</sup>Subject to SFA artwork approval.

<sup>4</sup>Double-sided + \$5,000

# Branding Opportunities (Continued)

**SOLD**



## DELEGATE LANYARDS *Exclusive!*

**\$25,000**

It wouldn't be a conference without lanyards. Take this opportunity to brand the delegate lanyards as all conference attendees will be given one – and many will never take it off.

- Sponsor to provide lanyards <sup>3</sup>
- Logo included on marketing materials
- 10 Passes to SFVegas 2025



## SFVEGAS MOBILE APP *Exclusive!*

**\$24,000**

Maximize your brand's exposure by featuring your logo on the SFVegas Mobile App's startup screen, offering unparalleled in-app branding opportunities while facilitating networking and agenda access for attendees in a paperless environment.

- Splash page featured on the SFVegas mobile app
- 4 push notifications during SFVegas 2025
- Additional push notifications are subject to availability (*fees may apply*)
- Logo included on marketing materials
- 8 passes to SFVegas 2025



## NETWORKING LOUNGE *Exclusive!*

**\$21,000**

Engage, Learn, Connect isn't just a tagline! Become the face of networking by sponsoring the Networking Lounge, enabling attendees to connect face-to-face with branding on marketing materials and pre-event digital campaigns aimed at fostering meaningful connections.

- Networking Lounge is open Sunday, Monday, and Tuesday
- Special branding on marketing materials for Networking Lounge
- Two meter boards onsite included; additional available for a fee
- Logo included on marketing materials
- 8 passes to SFVegas 2025

<sup>3</sup>Subject to SFA artwork approval.

# Branding Opportunities (Continued)



## NETWORKING MIXER IN EXHIBIT HALL *Exclusive!*

**\$21,000**

Leave a lasting impression with attendees on the final evening of the conference. The Networking Mixer sponsor has the opportunity to put the finishing touches on another great SFVegas event on Tuesday afternoon.

- Standard F&B package & signature cocktail included; additional enhancements are the responsibility of the sponsor <sup>5</sup>
- Logo included on marketing materials
- 8 Passes to SFVegas 2025



## DIGITAL BRANDING *Exclusive!*

**\$21,000**

Don't miss the chance to reach a broad audience by advertising in SFA's weekly e-newsletter and SFVegas 2025 email campaigns, boasting over 540,000 impressions and a 31% open rate, along with promotion to the thousands of visitors at [www.sfvegas.org](http://www.sfvegas.org).

### SFVegas 2025 Website & Mobile Site

- Featured ad on the SFVegas 2025 Registration Website

### Structured Finance Association Communications

- One banner ad featured in Structured Finance Association's weekly newsletter, distributed every Friday
- One banner ad featured in SFVegas 2024 promotional emails
- 8 Passes to SFVegas 2025



## WELLNESS SPONSOR *Exclusive!*

**\$21,000**

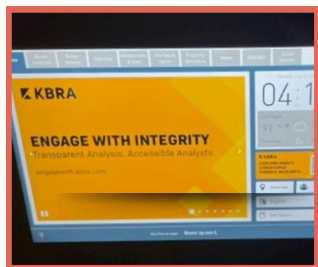
Despite busy conference schedules, attendees prioritize fitness, presenting the Wellness Sponsor with an opportunity to curate enjoyable workout alternatives to the hotel gym, every Monday and Tuesday morning.

- Host fitness activities on Monday and Tuesday mornings
- Custom signage onsite advertising event
- Minimum of two emails promoting event
- Logo included on marketing materials
- 8 passes to SFVegas 2025

<sup>5</sup>Responsibility of the Sponsor.



# Branding Opportunities (Continued)



## IN-ROOM TABLETS *Exclusive!*

**\$17,500**

The In-Room Tablet sponsorship opportunity will catch the eyes of all those staying in the SFVegas 2025 hotel room block. A special home screen image created by your company will be featured on the Aria's in-room tablets in guests' hotel rooms.

- Two days of dedicated advertising on the in-room tablets at the Aria
- Branding rights only. Sponsor to provide artwork and links
- Logo included on marketing materials
- 4 passes to SFVegas 2025



## WATER STATIONS *Exclusive!*

**\$12,000**

Stay refreshed in the desert climate while championing sustainability with this eco-friendly sponsorship opportunity aimed at keeping attendees hydrated and reducing plastic water bottle waste.

- Branding rights only. Sponsor produces and ships the water bottles
- Cleaning fee included <sup>6</sup>
- Logo included on marketing materials
- 3 passes to SFVegas 2025



## DELEGATE LUNCH *Exclusive!*

**\$12,000**

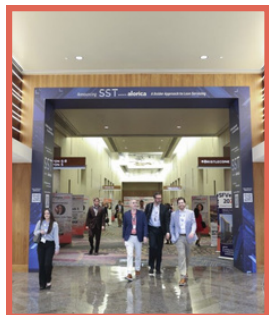
Fuel your way through the day with the Delegate Lunch sponsorship opportunity. Special marketing opportunities include branded napkins or buffet enhancements. <sup>7</sup>

- Signage in Exhibit Hall on Monday and Tuesday during lunch
- Logo included on marketing materials
- Branded napkins or buffet enhancement <sup>7</sup>
- Showcase your brand with prime placement of marketing materials on exhibit hall tables
- 3 passes to SFVegas 2025

<sup>6</sup>For up to 3,000 bottles.

<sup>7</sup>Responsibility of the Sponsor

# Branding Opportunities (Continued)



## ARCHWAY WALL *Exclusive!*

**\$12,000**

Make a grand entrance at Convention Center West with our Archway Wall sponsorship opportunity. Your brand will be the first thing attendees see as they enter their sessions and the Exhibit Hall space. The sponsorship includes the placement fee of one archway wall. Please contact [sfvegas@structuredfinance.org](mailto:sfvegas@structuredfinance.org) to discuss details.

- Sponsor to provide artwork
- 3 Passes to SFVegas 2025
- Logo included on marketing materials

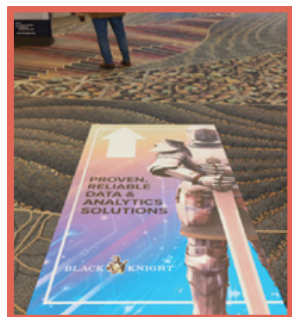


## WALL SQUARES *Exclusive!*

**\$10,300**

Capture the attention of attendees as they navigate the East and West Convention Center with our Wall Square sponsorship opportunity. Your artwork will be prominently displayed in one of these high-traffic areas, ensuring maximum exposure for your brand. Please contact [sfvegas@structuredfinance.org](mailto:sfvegas@structuredfinance.org) to discuss location details.

- Sponsor to provide artwork
- 3 Passes to SFVegas 2025
- Logo included on marketing materials
- Includes the placement and installation of 10 Wall Squares. Additional squares available, but for additional fees.



## BRANDED FLOOR CLINGS *Exclusive!*

**\$10,000**

Unlock the potential to showcase your brand in every corner of the conference space with custom-designed and produced branded floor clings. This opportunity allows your firm to leave a lasting impression on attendees as they navigate the event.

- Branding rights only. Sponsor pays for production, graphics, and labor
- Logo included on marketing materials
- 2 passes to SFVegas 2025

<sup>7</sup>Responsibility of the Sponsor

## Branding Opportunities (Continued)



### ELEVATORS *Exclusive!*

**\$8,000**

Room for one more? We'll always make room for your brand in one of the most highly trafficked elevators in the Aria during SFVegas 2025.

- Placement, graphics, and labor of artwork included
- Includes branding of the Level Two elevators in Convention Center West
- Additional elevators are subject to availability (*additional fees apply*)
- Logo included on marketing materials
- 2 passes to SFVegas 2025



### DELEGATE BREAKFAST *Exclusive!*

**\$8,000**

Elevate your company's presence and start the day right by sponsoring breakfast at SFVegas 2025, with the option of adding branded napkins for even more impact among attendees. <sup>7</sup>

- Signage in Exhibit Hall on Monday, Tuesday & Wednesday during breakfast
- Logo included on marketing materials
- Branded napkins or buffet enhancements <sup>7</sup>
- 2 passes to SFVegas 2025



### CONFERENCE TOTES *Exclusive!*

**\$5,500**

Reusable totes never go out of style. Be on trend as the Conference Tote sponsor! Your branded totes will be featured throughout the conference space for all attendees to grab and fill up with literature, business cards – and conference swag.

- Branding rights only. Sponsor responsible for producing and shipping conference tote bags <sup>8</sup>
- Tote bags displayed near exhibit hall, general session rooms, and registration
- Logo included on marketing materials
- 2 passes to SFVegas 2025

<sup>7</sup>Responsibility of the Sponsor.

<sup>8</sup>Subject to SFA artwork approval.

# Branding Opportunities (Continued)

## **MEDIA WALL SCREENS** *Exclusive!*

**\$22,500**

Spotlight your brand on the media wall screens positioned throughout the conference center. Please contact [sfvegas@structuredfinance.org](mailto:sfvegas@structuredfinance.org) to discuss location availability.

- One dynamic media wall
- Sponsor to provide artwork
- 8 Passes to SFVegas 2025
- Logo included on marketing materials

## **HANGING BANNERS** *Exclusive!*

**Starting at \$20,000**

As attendees ascend the Convention Center West escalators to their meetings, they won't be able to miss your promotional hanging banners. These eye-catching displays are a unique opportunity to promote your brand. If you are interested in this opportunity, please email [sfvegas@structuredfinance.org](mailto:sfvegas@structuredfinance.org) for more information.

- Sponsor to provide artwork
- 10 Passes to SFVegas 2025
- Logo included on marketing materials

## **MARIPOSA LARGE WALL SURFACE** *Exclusive!*

**\$17,500**

Positioned strategically behind registration in the highly trafficked Mariposa Foyer, this branding space is a prime opportunity you won't want to overlook. Each attendee must check-in at registration in the Mariposa Foyer, so if you're ready to make a lasting impression on attendees right from the start, seize this opportunity now!

- Sponsor to provide artwork
- 4 Passes to SFVegas 2025
- Logo included on marketing materials

# Branding Opportunities (Continued)

## IN-ROOM TVS *Exclusive!*

\$17,500

A special home screen image created by your company will be featured on the TVs in the Aria hotel rooms within the SFVegas 2025 room block.



Two days of dedicated advertising on the in-room TV at the Aria

- Branding rights only. Sponsor to provide artwork and links
- Logo included on marketing materials
- 4 passes to SFVegas 2025

## GLASS RAILINGS *Exclusive!*

Starting at \$15,000

From the bustling Mariposa Foyer near the main registration desk to meeting spaces across both the East and West Convention Center, your brand's message will command attention in these high-traffic zones. If you are interested in this opportunity, please email [sfvegas@structuredfinance.org](mailto:sfvegas@structuredfinance.org) for location details.

- A total of six glass railings are available
- Sponsor to provide artwork
- 4 Passes to SFVegas 2025
- Logo included on marketing materials

## ADVERTISEMENT FRAME - CONVENTION CENTER WEST *Exclusive!*

\$10,300

Don't miss out on this eye-catching advertising opportunity! Located near the Business Center and positioned prominently at the entrance of the West Convention Center, this advertisement wall ensures that your brand's message is seen by all attendees.

- Sponsor to provide artwork
- 3 Passes to SFVegas 2025
- Logo included on marketing materials

# Branding Opportunities (Continued)

## CHARGING TABLES *Exclusive!*

**\$7,725**

Elevate your brand's visibility at the conference by sponsoring our charging tables strategically positioned throughout the convention center's bustling main floors and seating areas. With your sponsorship, your brand will be prominently featured on 10 sleek charging tabletops, ensuring that attendees stay powered up while experiencing the convenience and reliability your brand provides.

**SOLD**

Sponsor to provide artwork

- 2 Passes to SFVegas 2025
- Logo included on marketing materials
- Includes the placement of 10 tables, additional are available, but additional fees will apply.

**Early Bird Rates Expire  
December 6, 2024**

Please mark the preferred sponsorship level and/or branding opportunity.

## Sponsorship Levels

SFA MEMBER		
<b>SOLD</b>	Diamond 130 passes included	\$60,500
	Platinum 100 passes included	\$47,500
	Gold 40 passes included	\$24,750
	Silver 20 passes included	\$15,000
	Bronze 6 passes included	\$10,000

NON - MEMBER		
	Platinum 100 passes included	\$72,100
	Gold 40 passes included	\$38,650
	Silver 20 passes included	\$22,000
	Bronze 6 passes included	\$15,200

## Branding Opportunities

BRANDING		
	Opening Networking Reception	\$34,000
	WiFi <b>SOLD</b>	\$32,000
	Speaker Ready Room	\$32,000
	OnArrival iPad Check-In Screen & Name Badges <b>SOLD</b>	\$28,000
	Delegate Lanyards <b>SOLD</b>	\$25,000
	Mobile App	\$24,000
	Networking Lounge	\$21,000
	Networking Mixer	\$21,000
	Wellness Sponsor	\$21,000
	Digital Branding	\$21,000
	Delegate Lunch	\$12,000
	Water Stations <b>SOLD</b>	\$12,000
	Delegate Breakfast	\$8,000
	Conference Totes <b>SOLD</b>	\$5,500

ARIA BRANDING		
	Aria Window Branding <b>SOLD</b>	\$28,000
	Media Wall Screen	\$22,500
	Hanging Banners	\$20,000+
	Glass Railings	\$15,000+
	Mariposa Large Wall Surface	\$17,500
	In-Room TVs <b>SOLD</b>	\$17,500
	In-Room Tablets	\$17,500
	Archway Wall	\$12,000
	Advertisement Frame	\$10,300
	Wall Squares <b>SOLD</b>	\$10,300
	Floor Clings	\$10,000
	Elevators	\$8,000
	Charging Tables <b>SOLD</b>	\$7,725

Additional 10' x 10' Exhibit Space		
	SFA Member	\$4,200
	Non-Member	\$5,700

# SFVegas 2025: Sponsor Contact Information

## Primary Sponsor Contact

Name:

Title:

Company:

Street Address:

City/State/Zip:

Country:

Phone:

Email:

Additional contacts who should be included on sponsorship correspondence:

## Billing Contact *(If Different)*

Name:

Title:

Company:

Street Address:

City/State/Zip:

Country:

Phone:

Email:

Please sign and email this agreement to Brittany Hınca at [brittany.hinca@structuredfinance.org](mailto:brittany.hinca@structuredfinance.org).

Signature of Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Brittany Hınca, Head of Sponsorship & Membership Services

Structured Finance Industry Group, Inc. d/b/a Structured Finance Association: \_\_\_\_\_

**\*PLEASE INITIAL THE COMPLETE SPONSORSHIP TERMS ON THE FOLLOWING PAGES.\***

*Agreement will be invalid unless terms are initialed*



# Sponsorship Terms - Please Read Carefully

## **BINDING AGREEMENT.**

These terms and conditions (these "Terms") shall govern the sponsorship form attached hereto (the "Sponsorship Form") where Structured Finance Industry Group, Inc. d/b/a Structured Finance Association, together with its respective subsidiaries and affiliates (collectively, "SFA" or "Our"), provide a person (collectively, "Sponsor", "You" or "Your") with sponsorship opportunities at SFA conferences, meetings or other sponsored events (each, an "Event"). Any reference to a "person" in these Terms includes any individual, firm, unincorporated association or corporate body. This is a legally enforceable contract. By executing the Sponsorship Form, which is incorporated herein, You agree to be bound by these Terms.

## **SPONSOR FIRM & INVESTOR/ISSUER GUEST PASS QUALIFICATIONS.**

All "Sponsor Firm" and "Investor/Issuer Guest" passes are to be registered by **February 21, 2025, 5:00 PM ET**. Sponsor Firm passes are to be used only by employees of the Sponsor organization, and are non-transferable outside of the organization. Investor/Issuer Guest passes are for qualified Investors and Issuers only. Investor/Issuer Guest passes are available only to non-registered persons. Previously registered persons are not eligible for an Investor/Issuer Guest pass or refund of the registration fee.

## **PASSES INCLUDED IN SPONSORSHIP PACKAGES.**

All names for Sponsor Firm and Investor/Issuer Guest passes must be submitted by February 21, 2025, 5:00 PM ET. You will receive registration instructions after confirming sponsorship. Any unused passes that have not been allocated by the specified deadline will be forfeited. Please remember to include all people manning Your exhibit space (including people from Your marketing department) in the Sponsor Firm pass allocation. If You find that You do not have enough passes, You may increase Your level of sponsorship or purchase additional passes at a discounted rate. See "SPONSORSHIP UPGRADE FOR ADDITIONAL FIRM PASSES" below. Registration passes are non-sharable and non-transferable unless otherwise specifically approved by an SFA representative. Any individual may be asked to show proper identification by venue security or Event staff, and individuals found guilty of pass-sharing/swapping will be invoiced for the full standard registration fee.

## **TAX.**

All sponsorship prices listed are exclusive of any local sales or withholding taxes. You will be responsible for all related bank charges, taxes, withholdings, duties and levies in connection with Your sponsorship of the Event (excluding taxes based on the net income of SFA).

## **PAYMENT.**

Payment of the sponsorship fees are due within 30 days of Your execution of the Sponsorship Form. If payment in full is not received by SFA within 30 days of Your execution of the Sponsorship Form, all sponsorship benefits, including but not limited to all Sponsor Firm and Investor/Issuer Guest passes, exhibit spaces and speaker passes, will be canceled. Notwithstanding the foregoing, for any Sponsorship Forms executed (i) between January 1 and February 7, 2025, payment must be remitted no later than February 7, 2025, or (ii) after February 7, 2025, payment must be remitted immediately via credit card or wire. Except as otherwise set forth herein, all amounts paid are non-refundable, non-cancelable and non-creditable. If You pay by credit card, You will be subject to a three percent (3%) processing fee and agree that SFA may bill Your credit card for any late, unpaid fees. You shall be responsible for any costs and expenses, including without limitation, reasonable attorneys' fees, incurred by SFA to collect any late, unpaid fees.

# Sponsorship Terms - Please Read Carefully

## **SPONSORSHIP UPGRADE FOR ADDITIONAL FIRM PASSES.**

SFA offers a discounted rate if You wish to purchase additional Sponsor Firm passes. For each additional Sponsor Firm pass, deduct 25% from the standard fee. These discounted passes are non-transferable. You will need to designate a contact (the "Sponsor Contact") who will be responsible for collecting and submitting all upgrade forms with payment. Once the Sponsorship Form is executed by You, the Sponsor Contact will receive a Sponsorship Package with guidelines and deadlines for your respective sponsorship items. If payment in full is not received at least ten (10) business days prior to the first day of the Event, the discounted Sponsor Firm pass(es) will be canceled, and delegate(s) will have to register onsite at full price. Please allow at least 2-3 business days for credit card processing.

## **MEMBER PRICING.**

To qualify for SFA member pricing, You must be an SFA member in good standing (e.g., no past-due balances). If You are not a member of SFA and are interested in becoming one, please email [SFVegas@structuredfinance.org](mailto:SFVegas@structuredfinance.org). By selecting the member discount rate, Sponsor confirms their understanding that their SFA membership is in good standing and that they have or expect to maintain membership of SFA during 2025. To the extent SFA 2025 membership dues remain outstanding beyond January 5, 2025, You confirm You may lose priority of sponsor space allocation and/or other sponsorship privileges, and are subject to the non-member pricing.

## **INVESTOR AND ISSUER SPONSOR GUEST PASSES.**

Investor/Issuer Guest passes are available only to non-registered qualified Investor/Issuer persons. Previously registered persons are not eligible for a Investor/Issuer Guest pass or refund of the registration fee. Investor/Issuer Guest passes are to be utilized for external customers only. Registration as an Investor or Issuer for previous SFA events does not guarantee the approval of any individual's Investor or Issuer registration for the current Event. Registrants who register through the SFA website will be asked a series of questions regarding their role in the industry, and walk-in registrants will be required to answer these questions when registering onsite. This information is required to process registrations. SFA staff may contact registrants via email if additional information is required. Registration passes are non-shareable and non-transferable, unless otherwise specifically approved by SFA staff. Any attendee may be asked to show proper identification throughout the Event by security or SFA staff, and individuals found guilty of pass-sharing/swapping will be invoiced for the full standard registration fee. Please call the SFA Events line at 202-464-5500 prior to registering if You have questions about whether certain persons qualify for reduced rate registration.

## **INVESTOR REGISTRATION.**

Qualified Investors are individuals directly employed by a buy-side firm or a buy-side affiliate of a diversified financial institution whose principal professional responsibilities include activities such as investment analysis, investment decision-making and/or portfolio management functions and are not directly engaged in issuance activities. Registration as an Investor is subject to approval by SFA. Consultants, outside counsel, financial advisors, servicers, broker/dealers, and any other third-party service providers who are not directly employed by a buy-side firm or a buy-side affiliate of a diversified financial institution DO NOT qualify as Investors for registration purposes. To qualify, registrant must have engaged in professional activities defined above between November 2014 and the Event registration date.

## **ISSUER REGISTRATION.**

Qualified Issuers are individuals who are primarily, directly, and personally involved in issuance activities. Registrant's firm must directly issue securitized products and individuals must be directly employed by the issuing entity. Registration as an Issuer is subject to approval by SFA. Consultants, outside counsel, financial advisors, servicers, broker/dealers, and any other third-party service providers not directly employed by the issuing entity DO NOT qualify as Issuers for registration purposes. To qualify, registrant's firm must have issued securitized products between November 2014 and the Event registration date.

# Sponsorship Terms - Please Read Carefully

## **CANCELLATION OR CHANGE OF EVENT BY SFA.**

If for any reason SFA determines it is necessary to cancel, change the date, or change the delivery method of the Event, SFA may do so, provided that SFA notifies Sponsor in writing as soon as reasonably practicable. Sponsor will not be eligible for a refund of any sponsorship fees previously paid by Sponsor under these Terms if a change in date or in the delivery method of the Event occurs. If the Event is cancelled by SFA due to a non-Force Majeure Event (as defined below), the liability of SFA hereunder shall be limited to a refund of sponsorship fees previously paid by Sponsor under these Terms. In the event of any such cancellation, all other rights, duties, liabilities, and obligations hereunder shall terminate. For more information regarding refunds, please contact [SFVegas@structuredfinance.org](mailto:SFVegas@structuredfinance.org).

## **FORCE MAJEURE.**

In the instance the Event is canceled due to a "Force Majeure Event" (an unforeseeable event beyond the reasonable control of SFA, including, without limitation, act of God, delay in transportation, fire, flood, earthquake, storm, war, pandemic, epidemic, contagion, act of a public enemy, civil commotion or any law, rule, regulation, order or other action by any public authority or any other matter reasonably beyond SFA's control) and not rescheduled, Sponsor's payment to SFA will be refunded in proportion to any refund SFA receives from the Event venue. This clause shall be understood to include and apply to a cancellation of the Event based on the financial impracticability of the SFA holding the Event due to a Force Majeure Event.

## **TERM AND TERMINATION.**

These Terms shall become effective upon Your execution of the Sponsorship Form and shall remain in effect through the end of the Event. Either party may terminate these Terms for cause upon 30 days written notice to the other party in the event the other party materially breaches these Terms and fails to cure the breach within such 30 day period. In the event of a termination pursuant to the immediately preceding sentence (i) by Sponsor, all fees paid by Sponsor shall be refunded by SFA, or (ii) by SFA, all fees paid by Sponsor are non-refundable. In addition, if during the term of these Terms Sponsor ceases to be a member of SFA in good standing, Sponsor shall promptly pay SFA the additional sponsorship fees for non-SFA members, and if Sponsor fails to pay those additional fees within 30 days after it ceases to be a member of SFA in good standing, then SFA may terminate these Terms for cause and all fees previously paid by Sponsor shall be non-refundable. All rights and obligations of the parties which by their nature are reasonably intended to survive such termination or expiration will survive termination or expiration of these Terms.

## **CONTENT; MARKS.**

SFA reserves the right to use recorded audio, video or still photographs collected during the Event (the "Content") on an unrestricted basis for promotional and educational purposes, including without limitation, to be posted on SFA's website. Subject to SFA's Privacy Policy, which is incorporated herein by reference, by attending the Event, Sponsor and its invitees hereby authorize SFA to use their image, likeness, personal characteristics and any other proprietary and publicity rights as contained in any Content as described in the sentence above without the requirement of further notice, royalty, payment or any other compensation to or consent from Sponsor or its invitees. Sponsor hereby grants SFA a non-exclusive, non-transferable, royalty-free, right and license, to use the trademarks, service marks, trade names, domain names, designs or logos of Sponsor in SFA promotional materials and websites for the Event.

## **LIABILITY.**

Under no circumstances will either SFA or Sponsor, or their respective officers, directors, representatives, contractors, members or employees be liable for any indirect, special or consequential damages with respect to the performance of their duties and obligations under this Agreement, including, without limitation, lost profits, regardless of whether such damages could have been foreseen or prevented by either party. The Sponsor (a) waives any claim it may have against SFA or its officers, directors, representatives, contractors, members or employees (the "Released Parties") for any injury, loss or damages that the Sponsor or its officers, directors, employees, members and agents may sustain as a result of participating in the Event, and (b) releases from liability, discharges and covenants not to sue the Released Parties for any injury, loss, or damage arising out of or in connection with the participation or involvement of the Sponsor or its officers, directors, representatives, contractors, members or employees in the Event (other than arising from the gross negligence or willful misconduct of the Released Parties).

# Sponsorship Terms - Please Read Carefully

Sponsor acknowledges and waives Section 1542 of the California Civil Code, which provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY." Sponsor expressly waives and relinquish any and all rights and benefits that they may have under, or that may be conferred upon them by, the provisions of Section 1542 of the California Civil Code, or any other law of any state or territory that is similar, comparable, or equivalent to Section 1542, to the fullest extent they may lawfully waive such rights or benefits pertaining to the claims released in these Terms. Sponsor acknowledges that the foregoing waiver was expressly bargained for and a material element of these Terms of which this release is a part.

## DISCLAIMER.

THE EVENT AND ITS CONTENT, MATERIALS, SERVICES AND PRODUCTS ARE PROVIDED "AS IS" AND WITH ALL FAULTS. SFA EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, RELATED TO THE EVENT, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

## MISCELLANEOUS.

Each party shall comply with all prevailing laws, rules and regulations and obtain all necessary approvals, consents and permits required by the applicable agencies of the government of the jurisdictions that apply to its activities or obligations under these Terms. SFA expressly reserves the right to impose reasonable health and safety requirements on attendees and institute reasonable health and safety protocols at the Event. These Terms shall be governed by the laws of the State of New York without giving effect to their choice of law rules. The exclusive venue for determining any dispute between the Parties shall be the state and federal courts located in the Borough of Manhattan, NY. In the event legal action becomes necessary to interpret or enforce any provision of these Terms the prevailing party shall be entitled to its expenses, court costs and reasonable attorneys' fees, in addition to any other relief awarded. You may not assign any rights or obligations under these Terms under any circumstances. In addition, you will not "pass-through" your rights or obligations under these Terms to any third party, including for promotional tie-ins, joint or cross promotions, or in any manner that suggests the third party or its products or services are affiliated with or endorsed by SFA, unless such "pass-through" has been previously approved in writing by SFA in its sole and absolute discretion on a case-by-case basis. Any impermissible "pass-through" shall be considered a material breach and SFA may immediately terminate these Terms with cause upon delivery of written notice to Sponsor.

INITIALS: \_\_\_\_\_ DATE: \_\_\_\_\_