



SFVEGAS 2027

ENGAGE | LEARN | CONNECT



SPONSORSHIP OPPORTUNITIES

February 21 - 24, 2027 | Aria Resort & Casino | Las Vegas, NV

EARLY BIRD RATES EXPIRE SEPTEMBER 4, 2026

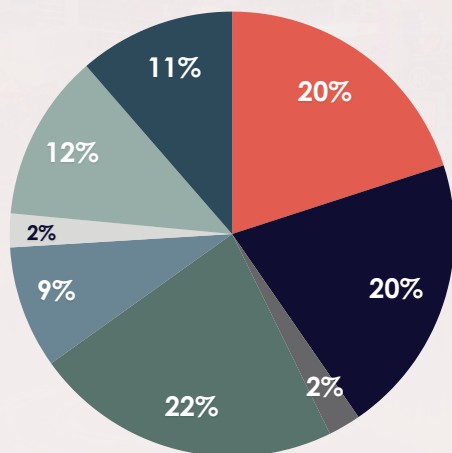
JOIN SFA IN 2027

Your Association. Your Advocates. Your Conference.

The **Structured Finance Association (SFA)** is proud to present **SFVegas 2027**, the flagship event for professionals across the capital markets. From **February 21–24** at the **Aria Resort & Casino** in **Las Vegas**, this globally recognized conference will convene the full breadth of the structured finance ecosystem.

Over three-and-a-half days, SFVegas 2027 will bring together industry leaders from across the structured finance ecosystem, including investors, issuers, regulators, law and accounting firms, rating agencies, servicers, trustees, and technology providers. Together, they will explore market trends, exchange insights, and engage in forward-looking dialogue shaping the future of the market.

As the largest event of its kind, **SFVegas** offers unmatched opportunities to network, learn, and lead — all in one place.



SFVegas Market Segment Representation



11,000+



Attendees

390+



Speakers

200+



Sponsors &
Exhibitors

Be Seen. Be Heard. Be Remembered at SFVegas 2027

Connecting your brand with 11,000+ attendees.

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

ELEVATED BRAND VISIBILITY



Conference sponsorship provides extensive exposure to our 11,000+ attendees through prominent display of your logo.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES



Sponsoring SFVegas 2027 unlocks unique advantages, including direct access to a highly targeted audience, elevated brand visibility, and enhanced opportunities to differentiate your brand.

BUSINESS DEVELOPMENT & LEAD GENERATION

With more than 11,000+ attendees, SFVegas 2027 offers unmatched potential to generate leads and grow your business. From sponsored events and exclusive networking opportunities to highly targeted brand exposure, it's where meaningful connections turn into lasting partnerships.



SFVEGAS 2027	SOLD OUT DIAMOND ¹	SOLD OUT PLATINUM PLUS ¹	SOLD OUT PLATINUM	GOLD	SILVER	BRONZE
SFA Member	\$64,000	\$57,000	\$50,000	\$26,000	\$16,000	\$10,500
Non-Member	-	-	\$75,500	\$42,000	\$24,000	\$16,000
Number of Passes ²	130	110	100	40	20	6
Exhibit Space ³	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Option to Purchase Meeting Space Member/Non-Member (\$/Sq Ft) ⁴	Included \$4/-	Included \$4/-	Included \$4/\$5	-	-	-
Included in Marketing	Logo	Logo	Logo	Logo	Logo	Firm Name Listed
Firm Description (SFVegas website)	X	X	X	X	X	X
Pre & Post Conference Delegate List (Name, Title, Company)	X	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	-	-	-	-	-

¹ **Diamond** and **Platinum Plus** sponsorship levels are limited and on a first come, first served basis. Your firm must be an SFA member.

² Passes may be used for Sponsor Firm members or qualifying Investors or Issuers.

³ Additional 10'x10' Exhibit Space is available.

- **Members:** \$6,000
- **Non-Members:** \$8,000
- To explore rigging or other exhibit booth enhancements, please contact the SFA Events Team at SFVegas@structuredfinance.org.

⁴ Meeting space allocation for SFVegas 2027 is based on sponsorship level, SFA membership status, date of contract receipt, and availability.

Meeting space is subject to availability and cannot be guaranteed.

Meeting Space Options by Sponsorship Level:

- **Diamond and Platinum Plus Sponsors:** Opportunity to gain exclusive access to purchase premium, larger meeting spaces*
- **Platinum Sponsors:** The Platinum sponsorship level will remain available, but with the option of purchasing **one meeting room**. If additional space is required at the Platinum level, we will add you to the **waitlist**. Waitlist requests may be submitted via email, and once the initial allocation is complete and space remains, we will offer additional rooms to the waitlist on a first come, first served basis.
- **Gold Sponsors:** Due to the continued growing demand for meeting space and limited square footage, we unfortunately won't be able to offer the opportunity to purchase meeting space upfront to **Gold sponsors**. Once all meeting space allocations are fulfilled for Diamond, Platinum Plus, and Platinum Sponsors, and any remaining spaces will be offered to Gold Sponsors, subject to availability.

Sponsorship discounts available for Minority & Women-Owned Businesses. Please email SFVegas@structuredfinance.org for more information.

* Based on availability and at SFA's discretion

Aria Exhibit Booth & Meeting Room Policies for 2027

Food and Beverage Activations: The Aria understands that Sponsors may want to provide samples or branded items to attendees. The Hotel (Aria Resort & Casino) 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 a Sponsor who is exhibiting or hosting meetings in private meeting rooms. This includes all edible giveaways at your booth(s) and/or private meeting rooms, including food, beverages, sweets, and snacks. Please contact your Catering Manager at the Aria with any questions. If violated, corkage fees will apply, and the onsite pricing will vary.

Samples or edible branded items meeting the following requirements must be arranged and pre-approved by your Catering Manager at the Aria by **January 22, 2027**. Please note the following requirements:

- Sample-sized **non-alcoholic beverages**¹ must not exceed two (2) ounces.
- Food samples must be pre-packaged and not exceed 0.5 ounce.
- No handling and/or service may be 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 Aria is requested. Fees are determined based on the product and service size. Please contact your conventions services representative for more information. If these requirements are not met, please note that additional fees will apply.

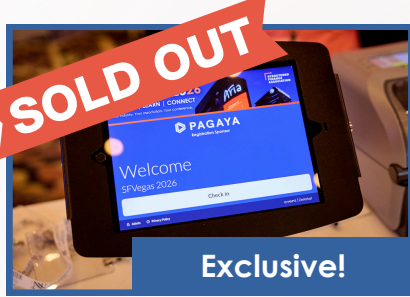
¹All alcoholic beverages of any size must be ordered via ARIA. A bartender is also required, which carries an additional charge.



Branding Opportunities¹

CHECK-IN IPAD & NAME BADGES

Member: \$42,000 | Non-Member: \$47,250



Your brand will be front and center from the moment attendees arrive, displayed on every self-check-in iPad screen and every one of the 11,000 name badges worn throughout the conference. This high-visibility opportunity is your ticket to thousands of meaningful impressions.

- Branded iPad check-in screens at the self check-in kiosks
- Logo included on marketing materials
- Twelve (12) passes to SFVegas 2027

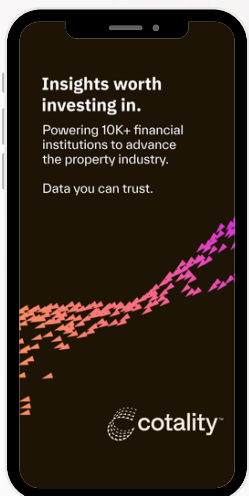
MOBILE APP & SOCIAL SPONSOR

Member: \$36,750 | Non-Member: \$38,850



Boosting attendees see with exclusive splash page visibility and custom push notifications on the SFVegas mobile app. Amplify your reach beyond the venue with built-in social sharing via InGo — extending your brand's impact long after the event begins.

- Splash page featured on the SFVegas mobile app
- Four (4) push notifications during SFVegas 2027
- Additional push notifications are subject to availability (*fees may apply*)
- Your logo featured on automated SFVegas 2027 social posts via InGo.
- Logo included on marketing materials
- Twelve (12) passes to SFVegas 2027



¹General sponsorship is not a pre-requisite for purchasing any branding opportunities.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities (Continued)

WIFI SPONSOR

Member: \$35,700 | Non-Member: \$38,850



As the official WiFi sponsor, your brand becomes the digital gateway for our 11,000+ attendees. With your company name as the login, you'll stay top-of-mind from the first refresh to the final session.

- Customized WiFi network and password
- Logo included on marketing materials
- Twelve (12) passes to SFVegas 2027

SPEAKER READY ROOM

Member: \$33,600 | Non-Member: \$35,250



Gain exclusive access to the space where 390+ speakers — including keynotes — gather before taking the stage. With branding inside and out, you'll make an impression on some of the most influential voices in structured finance.

- The Speaker Ready Room is located on the first floor of Convention Center West
- Opportunity to brand the Villosa's exterior window
- One meter board banner included
- Opportunity to have sponsor-provided materials displayed in speaker prep room
- Logo included on marketing materials
- Twelve (12) passes to SFVegas 2027

WEST CONVENTION CENTER WINDOWS

Member: \$31,500 | Non-Member: \$33,000



The window-lined hallway leading into the conference center is the main passageway for our 11,000+ attendees on the way to conference sessions and meetings.³

- Sponsor to provide artwork⁴
- Logo included on marketing materials
- Ten (10) passes to SFVegas 2027

³Aria branding cost, production, and installation responsibility of the sponsor.

⁴Subject to SFA artwork approval.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities *(Continued)*

DELEGATE LANYARDS

Member: \$28,350 | Non-Member: \$31,500



From morning sessions to late-night networking, every attendee wears a lanyard — why not make it yours? It's high-impact, high-frequency branding that goes wherever the conversation leads.

- Sponsor to provide lanyards
- Logo included on marketing materials
- Ten (10) passes to SFVegas 2027

BRAINDATE NETWORKING LOUNGE

Member: \$23,100 | Non-Member: \$24,250



Be the face of networking at SFVegas 2027 by sponsoring the high-traffic Braindate Networking Lounge, open Sunday through Tuesday, where attendees meet, mingle, and make things happen. It's the perfect way to align your brand with collaboration and opportunity.

Onsite

- Logo placement on all Networking Lounge table numbers.
- Dedicated signage within the Braindate Lounge.
- Logo inclusion across all Braindate-related onsite signage, including networking hours displays.

Digital Opportunities

- Logo featured on the AttendeeHub card linking to the Braindate webpage.
- Brand presence on the Braindate resource page, highlighting how the platform works.
- Inclusion in all Braindate-related communications, including announcement emails, social media, and attendee reminders.
- Sponsor recognition integrated into push notifications.

Other

- Logo listed as supplemental sponsor through marketing materials.
- Eight (8) passes to SFVegas 2027.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities *(Continued)*

DIGITAL SPONSORSHIP

Member: \$23,100 | Non-Member: \$24,250



Extend your SFVegas presence to inboxes, screens, and beyond. With digital placements both in high-performing email campaigns and the official SFVegas website, your brand will stay top-of-mind before attendees even pack their bags.

SFVegas 2027 Website & Mobile Site

- Featured ad on the SFVegas 2027 Registration Website

Structured Finance Association Communications

- One banner ad featured in Structured Finance Association's weekly newsletter, distributed every Friday morning
- One banner ad featured in SFVegas 2027 promotional emails
- Eight (8) passes to SFVegas 2027

COFFEE STATION

Member: \$21,000 | Non-Member: \$22,100



Fuel thousands of industry professionals as the exclusive Coffee Station sponsor. Your logo will be front and center as attendees grab their caffeine fix, giving your brand the same jolt of visibility as a double espresso!

- Coffee station is available the morning of Monday, February 22
- One meter board onsite included; additional available for a fee
- Logo included on marketing materials
- Eight (8) passes to SFVegas 2027

ADVERTISEMENT FRAME - DIGITAL

Member: \$21,000 | Non-Member: \$24,000



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.

- Two days of dedicated advertising on the display at the Aria
- Branding rights only. Sponsor to provide artwork and links.⁴
- Logo included on marketing materials
- Four (4) passes to SFVegas 2027

⁴Subject to SFA artwork approval.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities *(Continued)*

IN-ROOM TABLETS

Member: \$18,750 | Non-Member: \$20,000

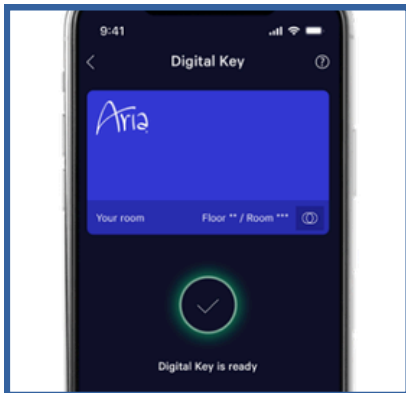


Your custom message will appear on every in-room tablet in the SFVegas hotel block — putting your brand in front of attendees during their quietest, most focused moments.

- Two days of dedicated advertising on the in-room tablets at the Aria
- Branding rights only. Sponsor to provide artwork and links.⁴
- Logo included on marketing materials
- Four (4) passes to SFVegas 2027

ARIA DIGITAL KEY BRANDING

Member: \$14,700 | Non-Member: \$15,750



Place your brand in the hands of every attendee as they check into their hotel. Your logo and message will be on thousands of digital room keys, offering repeated exposure throughout the conference.

- Sponsor to provide artwork
- Logo included on marketing materials
- Three (3) passes to SFVegas 2027

ARCHWAY WALL

Member: \$13,125 | Non-Member: \$13,775



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 to discuss details.

- Sponsor to provide artwork⁴
- Logo included on marketing materials
- Three (3) passes to SFVegas 2027

⁴Subject to SFA artwork approval.
⁵Responsibility of the Sponsor.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities *(Continued)*

DELEGATE LUNCH

Member: \$12,775 | Non-Member: \$13,500



Sponsor the Delegate Lunch and place your brand at the center of mid-day conversations. With signage, napkin branding, and buffet enhancements, this is your chance to be part of every bite and business card exchange.

- Signage in Exhibit Hall on Monday and Tuesday during lunch
- Branded napkins or buffet enhancement⁵
- Showcase your brand with prime placement of marketing materials on Exhibit Hall tables
- Logo included on marketing materials
- Three (3) passes to SFVegas 2027

WATER STATIONS

Member: \$12,775 | Non-Member: \$13,500



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 included⁶
- Logo included on marketing materials
- Three (3) passes to SFVegas 2027

WALL SQUARES

Member: \$11,000 | Non-Member: \$12,000



Capture the attention of attendees as they navigate Convention Center West 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 to discuss location details.

- Sponsor to provide artwork⁴
- Includes the placement and installation of 10 Wall Squares. Additional squares available, for additional fees.
- Logo included on marketing materials
- Three (3) passes to SFVegas 2027

⁴Subject to SFA artwork approval.

⁵Responsibility of the Sponsor.

⁶Cleaning for up to 3,000 bottles.

⁷Sponsor pays for installation and production.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities *(Continued)*

BRANDED FLOOR CLINGS

Member: \$10,700 | Non-Member: \$11,500



Unlock the potential to showcase your brand in every corner of the conference space with custom-designed 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 labor⁷
- Logo included on marketing materials
- Three (3) passes to SFVegas 2027

5K FUN RUN ON THE STRIP SPONSOR

Member: \$8,925 | Non-Member: \$9,450



Put your brand in motion as the exclusive sponsor of the SFVegas 5K Fun Run. With the Las Vegas Strip as your backdrop, this energizing event is a standout way to align your name with wellness, visibility, and some friendly competition.

- Host 5K race on Monday morning
- Custom signage onsite advertising event
- Custom race day t-shirts
- Minimum of two emails promoting event
- Logo included on marketing materials
- Four (4) passes to SFVegas 2027

YOGA WORKOUT SPONSOR

Member: \$8,925 | Non-Member: \$9,450



Support wellness and recharge between sessions with our Yoga Sponsor — bringing balance, energy, and a moment of calm to the SFVegas experience.

- Host fitness activity on Tuesday morning
- Custom workout towels for the session
- Custom signage onsite advertising event
- Minimum of two emails promoting event
- Logo included on marketing materials
- Four (4) passes to SFVegas 2027

⁴Subject to SFA artwork approval.

⁵Responsibility of the Sponsor.

⁷Sponsor pays for installation and production.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities *(Continued)*

DELEGATE BREAKFAST

Member: \$8,600 | Non-Member: \$8,925



Elevate your company's presence and start the day right by sponsoring breakfast at SFVegas 2027, with the option of adding branded napkins for even more impact among attendees.

- Signage in Exhibit Hall on Monday, Tuesday & Wednesday during breakfast
- Branded napkins or buffet enhancements⁵
- Logo included on marketing materials
- Two (2) passes to SFVegas 2027

CHARGING TABLES

Member: \$8,400 | Non-Member: \$8,925



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 connected while experiencing the convenience and reliability your brand provides.

- Sponsor to provide artwork
- Includes the placement of 10 tables, additional are available for a fee.
- Logo included on marketing materials
- Two (2) passes to SFVegas 2027

ELEVATORS

Member: \$8,400 | Non-Member: \$8,925



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 2027.

- 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
- Two (2) passes to SFVegas 2027

⁴Subject to SFA artwork approval.

⁵Responsibility of the Sponsor.

⁷Sponsor pays for installation and production.

All Aria branding opportunities will be produced and installed by SFA's preferred vendors.

Branding Opportunities *(Continued)*

CONFERENCE TOTES

Member: \$6,000 | Non-Member: \$6,500



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
- Tote bags displayed near exhibit hall, general session rooms, and registration
- Logo included on marketing materials
- Two (2) passes to SFVegas 2027



All Aria branding opportunities will be produced and installed by SFA's preferred vendors.



SFVEGAS 2027

ENGAGE | LEARN | CONNECT

ARIA RESORT & CASINO | FEBRUARY 21 - 24, 2027

For more information on sponsorship opportunities, including custom opportunities, email SFVegas@structuredfinance.org.

Sponsorship is confirmed upon receipt of a completed sponsorship contract.