



10th Annual Conference of the Principles

25 JUNE 2024 | CIRCA AMSTERDAM

Sponsorship

AMSTERDAM



BACKGROUND

The 10th Annual Conference of the Principles 2024

This year marks the 10th anniversary of the Green Bond Principles (GBP) which are the global voluntary standard for issuing bonds to fund environmental projects. Together with the Social Bond Principles (SBP), Sustainability Bond Guidelines and Sustainability-Linked Bond Principles (collectively known as “the Principles”), they have driven development of the global market for sustainable finance, underpinning a market representing near \$4 trillion of securities in stock, the largest source of debt capital finance available for sustainable projects and transition finance.

The Principles community, comprised of institutions from around the world including issuers, banks, NGOs and service providers in the market, meets annually to review market developments and socialise updates to the Principles.

The conference which will bring together market participants, observers, commentators, official authorities and media, attracted around 1,200 delegates, both in-person and virtual, last year in Singapore.

The roster of international speakers includes senior officials from national and international regulators, representatives from corporate, sovereign and supranational issuers of sustainable debt, banks and investors, with the participation of service providers eg exchanges, rating agencies, law firms and external reviewers.

The full day conference agenda will combine keynote speeches and panel discussions with leading market figures and experts in sustainable finance. It will feature key updates on the 2024 guidance from the Principles, as well as the critical topics being debated in sustainable finance from a global perspective including transition finance, market integrity and regulation.

Why Sponsor or Exhibit at the Principles Annual Conference?

- Align your brand with the global voluntary issuance standard for the sustainable bond market
- Strengthen your profile and brand awareness among the global community behind the Principles
- Generate leads and strengthen your business relationships in the sustainable bond markets
- Keep up to date with the latest developments in sustainable bond markets to help you identify key trends that may impact your activities



DELEGATE PROFILE

Around 900 delegates from across the globe took part in the 2023 Principles Conference both in-person and virtually.

There was a higher in-person presence from the Asia Pacific region in 2023 given the event's location (Singapore). With this year's conference being held in Amsterdam, we expect greater delegate numbers from Europe alongside international participation.

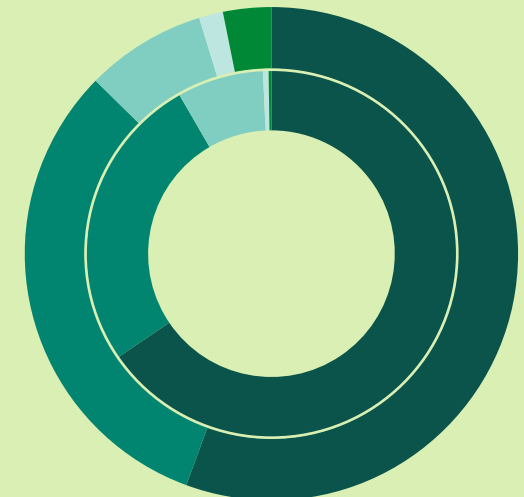
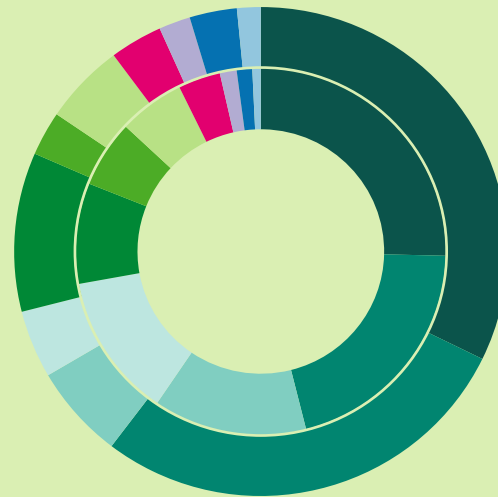
Chart breakdown

Inner chart:

Delegates who attended in person in Singapore

Outer chart:

Delegates who attended virtually via livestream



COMPANY TYPE

	In Person	Virtually
Sell-Side	25%	32%
Other	21%	28%
Buy-Side	13%	6%
Infrastructure Provider/Vendor	13%	4%
Legal/Consultancy	9%	11%
Regulatory Body	6%	3%
Corporate Issuer	6%	5%
SSA	4%	3%
Trade Body	1%	2%
Academic Institution	1%	3%
Central Bank	1%	2%

REGION

	In Person	Virtually
APAC	66.5%	55.6%
Europe	26.1%	31.8%
Americas	7.6%	7.9%
MENA	0.5%	1.6%
Africa	0.2%	3.2%

DELEGATE PROFILE

Delegates from the 2023 Principles conference represented senior management from DCM, trading to advisory and legal, among others.

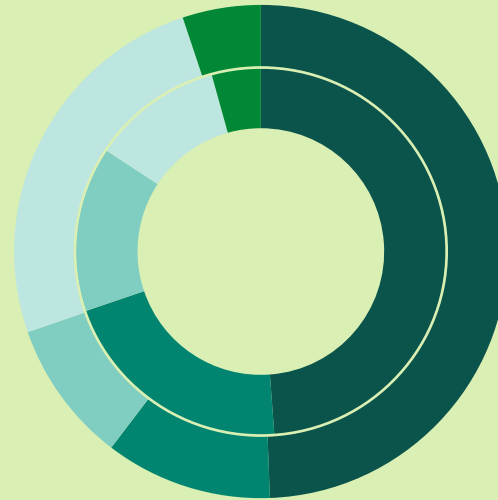
Chart breakdown

Inner chart:

Delegates who attended in person in Singapore

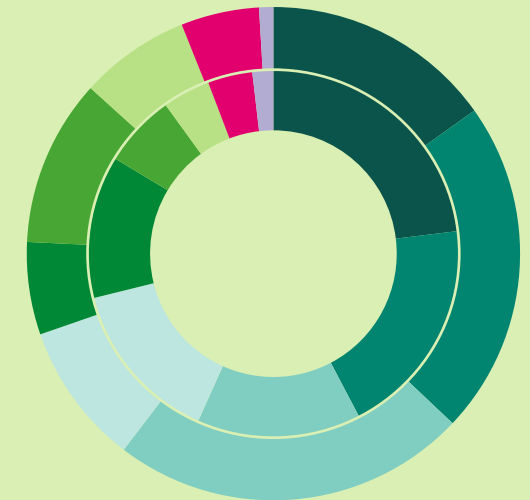
Outer chart:

Delegates who attended virtually via livestream



SENIORITY LEVEL

	In Person	Virtually
Director/VP/Manager	49%	49%
Managing Director/Executive	21%	11%
Partner/C-Level Suite/Board Member	14%	9%
Associate/Assistant	11%	25%
Consultant	4%	5%



DEPARTMENT

	In Person	Virtually
Origination/Syndication/DCM	23%	15%
Trading/Treasury/Markets	19%	22%
Advisory/Legal	14%	23%
Partner/C-Level Suite/Board Member	14%	9%
Sales/Account Management	12%	6%
Strategy/Operations/Risk	6%	11%
Compliance/Government/Regulatory Affairs	4%	7%
Communications/Events/Marketing/Admin/Education	4%	5%
Press	2%	1%

SPONSORSHIP PACKAGES

Sponsorship opportunities are open to organisations active in the sustainable bond markets, providing significant brand exposure and the opportunity to network with the key decision makers within the industry.

Support for the Conference in Amsterdam guarantees exposure to a global audience of financial market professionals at the centre of developments in the sustainable bond market.

Lead Sponsor

Euro 30,000

- Speaking slot on a panel (session and speaker to be agreed)
- Exhibition stand (table top and banner)
- Logo and company description (100 words) on website
- Logo on selected banners at the conference venue
- Logo and company description on the event app
- Logo on holding slides in the conference room
- Logo included in advertisements in selected partner publications

Sponsor

Euro 15,000

- Exhibition stand (table top and banner)
- Logo and company description (50 words) on website
- Logo on selected banners at the conference venue
- Logo and company description on the event app
- Logo on holding slides in the conference room
- Logo included in advertisements in selected partner publications



AT A GLANCE

The full day conference agenda will combine keynote speeches and panel discussions with leading market figures and experts in sustainable finance. It will feature key updates on the 2024 guidance from the Principles, as well as the critical topics being debated in sustainable finance from a global perspective including transition finance, market integrity and regulation.

Venue

CIRCA Amsterdam

Seineweg 2, 1043 BG Amsterdam, Netherlands



Programme

Tuesday, 25 June 2024

9:00	Registration
9:30	Conference begins
9:35	Keynote
9:50	Panel 1
10:35	Keynote
10:45	Panel 2
11:30	Coffee Break
12:00	Keynote
12:10	Panel 3
13:00 to 14:00	Lunch
14:00	Keynote
14:10	Panel 4
15:00	Keynote
15:10	Panel 5
16:00	Closing keynote
16:10	Closing remarks
16:30	Networking reception
18:00	Close of event

CONTACT

For more information or to confirm a sponsorship package, please contact:

Sanaa Clause BenAbdelhadi

**Head of Business Development
& Events Sponsorship**

sponsorship@icmagroup.org

