

13th Annual

Digital Marketing *for* Financial Services Summit **NEW YORK**

SPONSORSHIP BROCHURE

Connect with the Leaders Driving Financial Services Marketing



For over 16 years, we've connected senior financial marketing leaders with the technology partners shaping what's next.

OCTOBER 28-29, 2026

WHAT PARTNERING WITH US MEANS



We don't sell sponsorship.
We build partnerships that deliver lasting results.



Our approach is built on four simple principles:

01

We build the right audience.
Every delegate is attracted through a carefully targeted, year-round strategy designed to engage senior financial services marketing leaders.

02

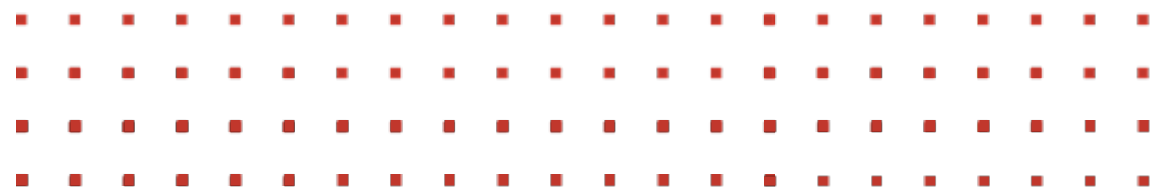
Quality always comes before quantity.
Sponsor participation is intentionally limited to maximise meaningful conversations and the value of every interaction.

03

We understand your ideal customer.
We work closely with every sponsor to understand your objectives and help attract the organisations and decision-makers you most want to meet.

04

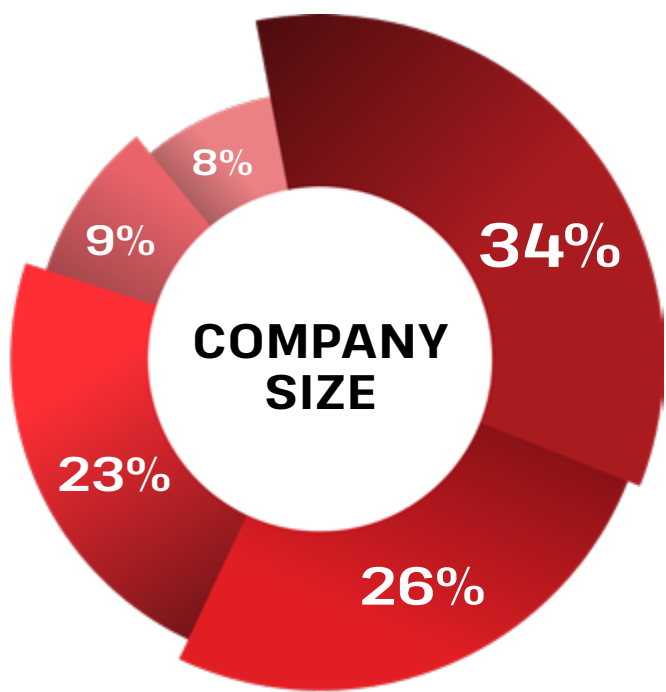
Our community doesn't exist for just two days.
Through ongoing engagement and industry insight, we nurture relationships throughout the year, creating a more informed, engaged and valuable audience.



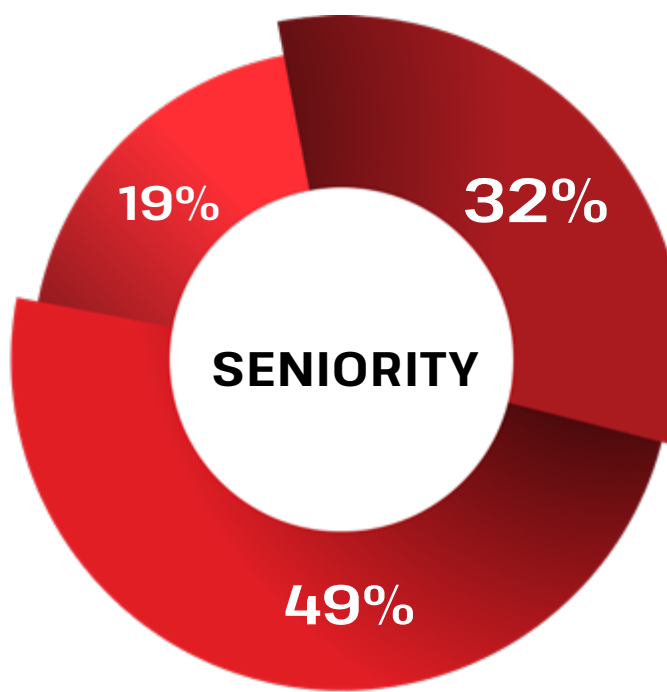
The largest and longest-running digital marketing for financial services event series in the United States



AUDIENCE PROFILE

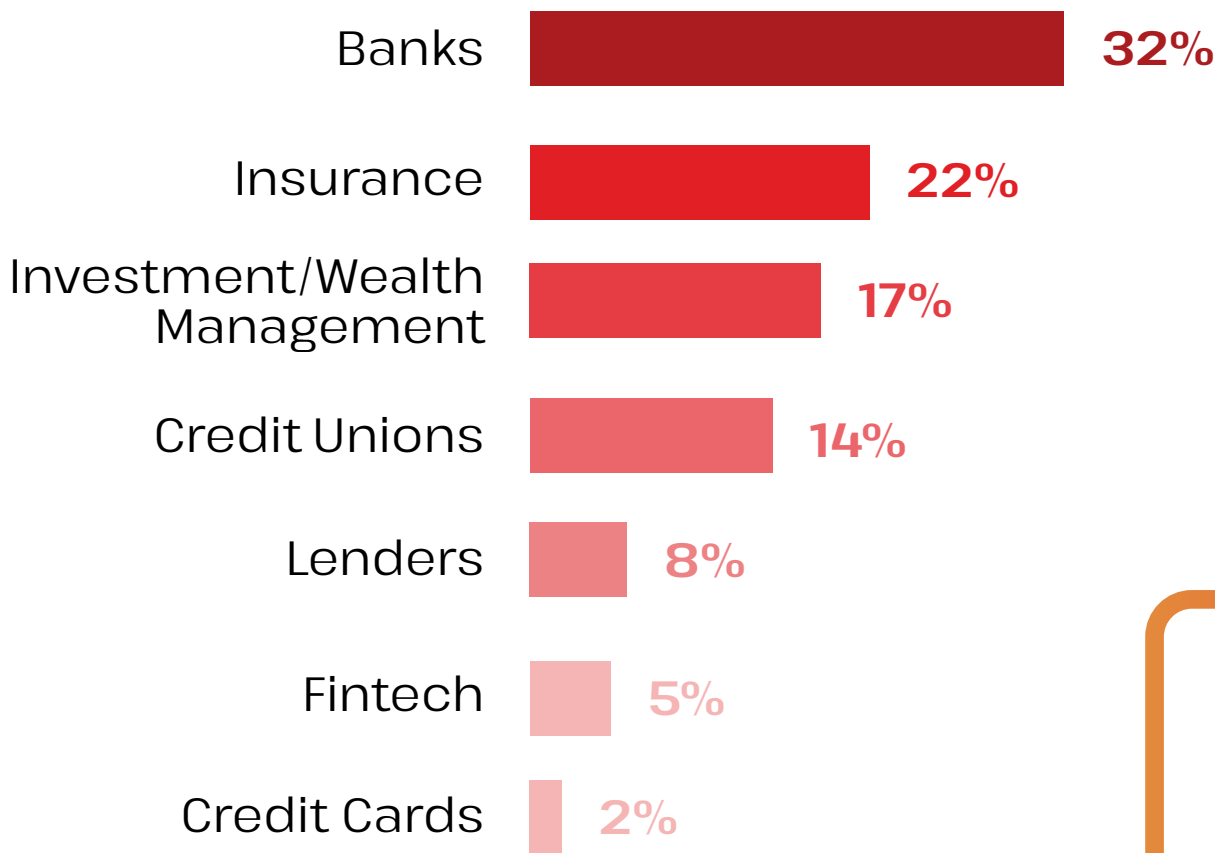


- 34% 5,000+ employees
- 26% 1,001 - 5,000 employees
- 23% 201 - 1,000 employees
- 9% 50 - 200 employees
- 8% Under 50 employees



- 32% C-Suite/VP
- 49% Director/Manager
- 19% Marketing Specialist

MARKET SEGMENTS



DMFS attracts senior financial services marketing leaders actively investing in technology, partnerships and innovative solutions. Our carefully curated audience creates meaningful conversations, qualified leads and long-term commercial opportunities for sponsors.



76%
Director+
qualified leads



76%
of attending
companies generate
\$100M+ in revenue



64%
of attending
companies have
1,000+ employees



WHY NEW YORK?

New York isn't just where the financial services industry does business. It's where the industry's marketing leaders come together to shape what's next.

As the financial capital of the United States, New York provides unparalleled access to the people, organisations and ideas driving the future of financial marketing.

About the Venue

Centrally located in midtown Manhattan, the New York Hilton Midtown is within a 10-minute walk of both Central Park and Times Square. The stylish hotel features an 8,000-square-foot gym, gourmet dining, and elegant rooms overlooking the iconic skyline. The spacious rooms at the New York Hilton Midtown are styled with maple wood furniture and marble bathrooms. Each room includes a flat-screen cable TV with on-demand entertainment.



DMFS PORTFOLIO

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One community. Multiple opportunities to connect.
Connect with decision makers throughout the year.

13th Annual

Digital Marketing *for* Financial Services Summit **NEW YORK**

28 - 29 October 2026 / New York

The flagship event for senior financial services marketers, bringing together the industry's leading banks, insurers and technology partners.

8th Annual

Digital Marketing *for* Financial Services Summit **MIDWEST**

22 - 23 September 2026 / Chicago

A focused gathering connecting financial services marketers from across the Midwest to share ideas, strategies and innovation.

16th Annual

Digital Marketing *for* Financial Services Summit **CANADA**

Spring 2027 / Toronto

Expanding the DMFS community into Canada, bringing together marketing leaders from across the country's financial sector.

OUR SPEAKERS



DMFS attracts some of the most recognised brands and influential leaders in financial services.



Past speakers include:



Amy Hu
SVP & CMO
New York Life Insurance Company



Jennifer Ball
Chief Marketing Officer
Franklin Templeton



Jacob Holtgrewe
Global Head of Marketing,
Paid Media & Demand Generation
TIAA



Lynn Teo
Chief Marketing Officer
Northwestern Mutual



Walter Agumbi
Managing Director, Global Head
of Content & Product Marketing
Goldman Sachs Asset Management



Martiña Gago
SVP, Head of Content Strategy,
Personal Banking & Wealth
Management
Citi



Henry Detering
Chief Marketing Officer
Neuberger Berman



Daniel Darst
Deputy CMO
Flagstar Bank

Along with senior executives from:



OUR SPONSORS

Past sponsors include some of the industry's most trusted technology and marketing providers.





Our experience was full of insightful conversations, good meetings and very high-quality leads.



THE COMPANIES HELPING FINANCIAL MARKETERS SUCCEED

Solutions driving financial services forward.



MARKETING TECHNOLOGY

MarTech platforms, CRM, DP, marketing automation, personalisation and customer engagement solutions.



DATA & ANALYTICS

Customer intelligence, data platforms, attribution, analytics and measurement solutions.



DIGITAL EXPERIENCE

CMS, customer journey, UX, mobile experience and digital transformation solutions.



ADVERTISING & MEDIA

Programmatic, paid media, search, social media, influencer and creative services.



AI & AUTOMATION

AI platforms, generative AI, content creation, campaign automation and productivity solutions.



COMPLIANCE & REGTECH

Marketing compliance, privacy, consent, governance and risk management solutions.



CONSULTING & PROFESSIONAL SERVICES

Strategy, digital transformation, customer experience and marketing advisory.



RESEARCH & CUSTOMER INSIGHT

Market research, VOC, behavioural analytics and customer intelligence solutions.

WHO ATTENDS

One event.
Every key sector of financial services.



BANKING

Retail, commercial and investment banks driving customer growth and digital innovation.



MORTGAGE & LENDING

Mortgage providers and lenders innovating across origination, servicing and customer experience.



INSURANCE

Life, health and property insurers focused on transforming customer engagement and growth.



WEALTH & ASSET MANAGEMENT

Asset managers and wealth management firms shaping the future of digital client experiences.



PAYMENT & FINTECH

Fintechs, neobanks and payment providers redefining how financial services are delivered.



INVESTMENT & CAPITAL MARKETS

Broker-dealers, exchanges and market infrastructure leaders driving growth and efficiency.

Past attendees include:



SPONSORSHIP PACKAGES

GOLD

For organisations looking to lead the conversation, maximise visibility and position themselves as trusted partners to senior financial marketers.

Package includes:

- ▶ 30-minute speaking session with a premium slot on the agenda
- ▶ Fully branded exhibit booth
- ▶ A comprehensive brand awareness and co-marketing campaign to 15,000+ financial marketing buyers
- ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
- ▶ Access to the complete delegate and speaker list
- ▶ 3 all-access VIP passes for your team
- ▶ 10 additional complimentary passes to invite your clients and prospects

SILVER

Ideal for first-time sponsors looking to experience the quality and seniority of the Digital Marketing For Financial Services audience.

Package includes:

- ▶ 2 all-access VIP passes for your team
- ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
- ▶ Promotion through a co-marketing campaign



BRONZE

Designed for organisations focused on awareness, showcasing solutions and building pipeline through face-to-face conversations.

Package includes:

- ▶ Prime exhibit booth location to demo your products
- ▶ Access to all onsite networking sessions
- ▶ A fully customisable exhibit booth
- ▶ A comprehensive brand awareness and co-marketing campaign to 15,000+ financial marketing buyers
- ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
- ▶ Access to the complete delegate and speaker list
- ▶ 2 all-access VIP passes for your team
- ▶ 10 additional complimentary passes to invite your clients and prospects

NETWORKING

An entry-level opportunity to engage with the audience and establish your presence onsite.

Package includes:

- ▶ 2 all-access VIP passes for your team
- ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials as well as promotion through a co-marketing campaign

VIEW ADDITIONAL OPPORTUNITIES ↗

ADDITIONAL OPPORTUNITIES

Tailored activation opportunities to help your brand create deeper engagement.

Networking & Thought Leadership

-  Roundtables
-  Conference Host
-  Breakfast Briefing
-  Lunch & Learn

VIP & Relationship Building

-  VIP Hosted Dinner
-  Exclusive Evening Reception

Branding Opportunities

-  Exclusive Lanyards
-  WiFi



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Great event for any organization looking to raise their profile and reach a target audience in financial services.

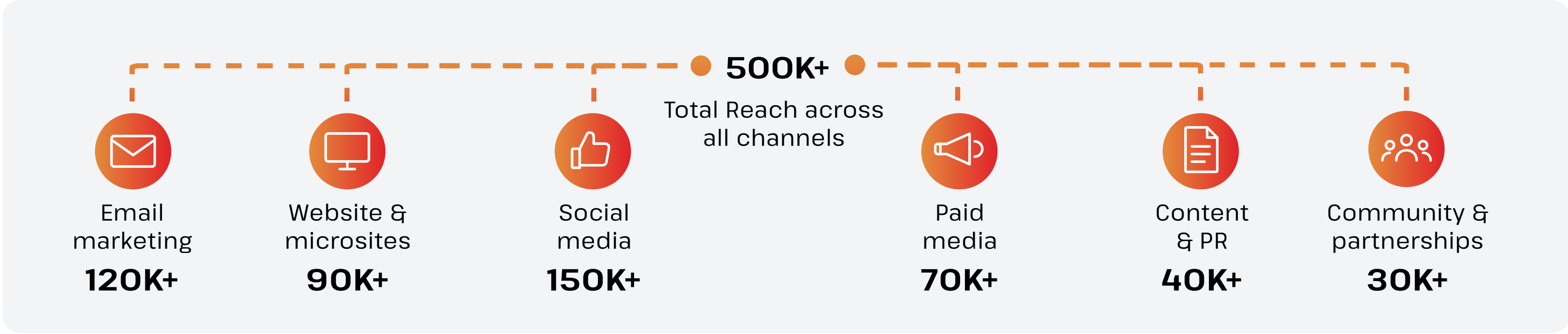


MARKETING & PROMOTION OVERVIEW



Omni-channel. Real impact.

Our always-on, integrated marketing engine drives year-round visibility and engagement across every key channel – connecting your brand with the right audience, at the right time, everywhere.



500K+
Total Reach



2.5M+
Impressions



80K+
Engagements



12 months
of Year-Round
Promotion.

Reaching the right audience, through every channel



Email Marketing

Always-on nurture and promotional campaigns to our global database of 120K+ engaged contacts.

Website & Microsites

High-traffic website and dedicated microsites driving content, awareness and registration.

Social Media

Multi-platform content strategy across LinkedIn, X, Instagram and Facebook to drive visibility and engagement.

Paid Media

Targeted campaigns across LinkedIn, Google, Meta and programmatic networks to reach decision-makers at scale.

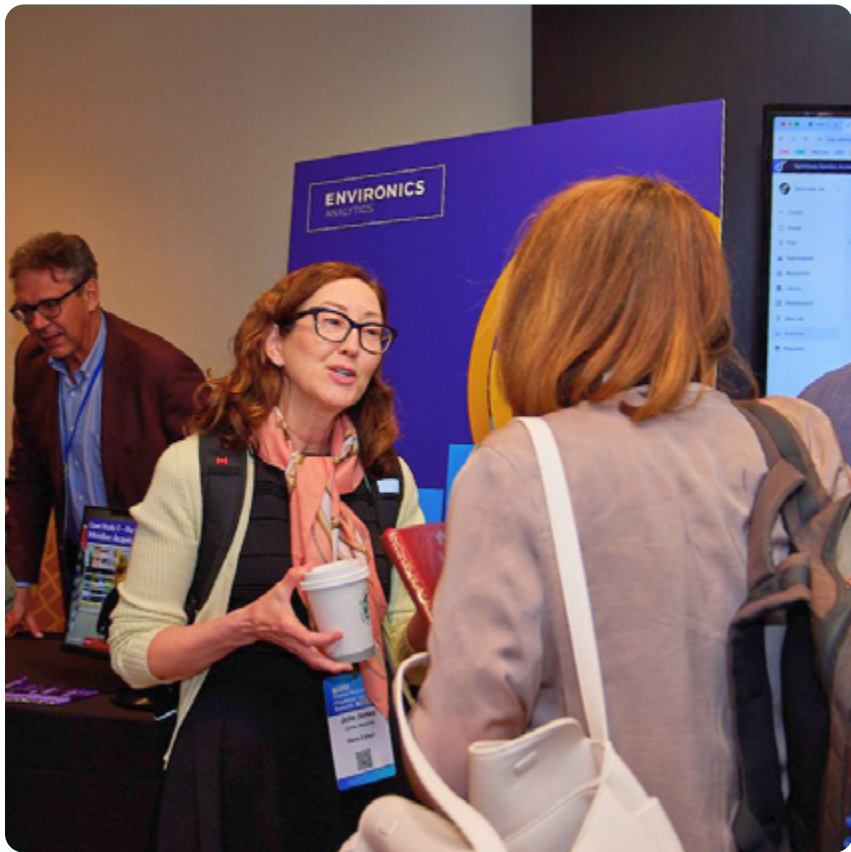
Content & PR

Thought leadership, press coverage and influencer partnerships that amplify our message and your brand.

Community & Partnerships

Strategic collaborations and industry partnerships that extend our reach and strengthen credibility.

HEAR WHAT OUR CUSTOMERS HAVE TO SAY



“There is no other event that brings industry leaders together with such high intent.”

 **Seismic**



“High-quality attendees and conversations with the right personas.”

 **Adobe**

“Everyone here is highly engaged in marketing and digital.”

acoustic



“I had a lot of great conversations and a lot of great leads for us to be calling on.”

 **aidentified**



LET'S TALK

Partner with a team that's invested in your success. We'd love to learn more about your goals and explore how we can help you achieve them.



Darren Haughian
Sponsorship Director

[EMAIL ↗](#)



Rebecca Mayoh-Davis
Content Production

[EMAIL ↗](#)



Sam Caskey
Delegate Sales

[EMAIL ↗](#)



Anthony Arqueza
Delegate Sales

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Taufiq Haque
Marketing

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Agnes Saulewicz
Event Management

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Monica Sallai
Customer Success

[EMAIL ↗](#)

OCTOBER 28-29, 2026 | NEW YORK



20+
Hours of Content

40+
Industry Speakers

15,000+
Decision Makers
Across The DMFS
Community

10+
Hours of Networking

93%
Attendee Satisfaction

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Financial Services
Summit **NEW YORK**