



HEDGE FUND ASSOCIATION OVERVIEW

MEMBERSHIP • SPONSORSHIP • LEADERSHIP

ADVANCING TRANSPARENCY, EDUCATION AND TRUST.
www.HedgeFundAssoc.org

HEDGE FUND ASSOCIATION

ABOUT US

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- Founded in 1996, the HFA is an International not for profit industry trade and nonpartisan lobbying organization serving over 10,000 members worldwide*
- Membership in HFA includes hedge fund, private equity, venture capital, real estate and wealth management firms, family offices, private banks, broker-dealers, funds of funds, pension funds, endowments and foundations, high net worth individuals, allocators, and service providers including prime brokers, administrators, custodians, auditors, lawyers, risk managers, technologists and third-party marketers
- We organize frequent educational and networking events annually
- HFA educates the public, media and government about alternative investments
- Regional Chapters worldwide drive HFA's program calendar
- For membership and event information visit HedgeFundAssoc.org

* Total member count includes paid annual Thought Leader sponsor members and individual members, as well as associate "members" (who are past HFA event attendees and prior paid members). HFA's e-mail distributions typically reach over 40k recipients worldwide. HFA also has thousands of relevant subscribers via LinkedIn, Twitter and YouTube.

HEDGE FUND ASSOCIATION

GLOBAL ORGANIZATION

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LEADERS

Set objectives, speak for the industry, organize events, accelerate your success

Board of
Directors

Thought
Leadership
Council

Regional
Directors

Committee
Leaders

MEMBERS

Connect for education, development and business opportunities

Funds

Investors

Service
Providers

ACADEMIA

Advancement of best practices and future leaders

Educators

Students

HEDGE FUND ASSOCIATION

MEMBER RATES & BENEFITS

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Annual HFA membership is just \$100 for investors, fund managers, PE, VC, RE, Wealth Management and RIA firms, and \$500 for service providers

Group memberships are available for service providers (contact us for a code):

- 1-3 Members = No discount (\$500 each)
- 4-7 Members = 30% discount (\$350 each)
- 8+ Members = 50% discount (\$250 each)

Annual Thought Leader Council sponsorship includes 10 HFA memberships (\$20k per year)

- Member rates for HFA and Partner events featuring valuable content plus business development for investors, managers and service providers
- Global access to industry leaders – HFA chapters across 5 continents
- Discounts to a variety of hedge fund conferences around the world
- Opportunities to contribute thought leadership and participate in voicing industry issues
- A 10% discount on event sponsorships

HFA PROGRAM SPONSORSHIPS*

REACH YOUR AUDIENCE

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SYMPOSIUMS



\$3,500

RECEPTIONS



\$3,500

SPORTS



\$5,000

WEBINARS



\$2,500

BRIEFINGS



\$3,500

SURVEYS



\$10,000

** HFA events are open to all members. Excluding certain service providers from your sponsored event is subject to approval by HFA and includes an additional fee of \$5,000 per event. The above amounts exclude venue/catering fees. Sports events include golf, tennis, pickleball, billiards and other events.*

ADVANCING TRANSPARENCY, EDUCATION AND TRUST



HFA EVENT SPONSORSHIP

ELEVATE YOUR BRAND

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- ✓ Accelerate business development and elevate your brand
- ✓ Your logo/link on invitations to 40k+ relevant email recipients
- ✓ Receive event attendee list with full contact details
- ✓ Augment visibility with industry executives and thought leaders
- ✓ Utilize potential speaking or moderator opportunity
- ✓ Includes event registrations for 3 employees of sponsoring firm
- ✓ HFA member service providers receive 10% sponsorship discount

HFA THOUGHT LEADER SPONSORSHIP

\$20,000 FOR 12 MONTHS

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- ✓ Prominent exposure on HFA's top-ranked website
- ✓ Email and social media promotion of sponsor's content (up to 4x/year)
- ✓ Co-branding of surveys, white papers and other educational content
- ✓ Your logo/link on most HFA invitations sent globally
- ✓ HFA membership for up to 10 employees
- ✓ Priority consideration for HFA event speaking opportunities
- ✓ Access to HFA's event attendee contacts
- ✓ Dissemination of press releases in HFA's virtual press room

HFA GLOBAL BOARD OF DIRECTORS

ELECTED ANNUALLY FOR 3-YEAR TERMS

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Qualifications:

- Current HFA membership and significant experience working in the alternative investment industry
- Recent participation including attendance at multiple HFA events preferred
- Agree to pre-vetting and background checks by HFA

Expectations:

- Agree to participate in monthly Board of Directors calls and annual in-person meetings
- Join an HFA committee and actively participate in achieving its goal
- Regularly promote HFA membership, announcements, sponsorship and events
- Adhere to HFA's bylaws, leader agreement, standards of conduct, and other policies
- Make best efforts to align with fellow leaders to accelerate HFA's global mission

HFA REGIONAL CHAPTER DIRECTORS

APPOINTED VOLUNTEERS

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Regional Directors are appointed to promote the organization within their region to increase the value of membership, mainly through informative educational events and thought leadership initiatives ([view application form](#))

Qualifications:

- Current HFA membership and significant experience working in the alternative investment industry
- A proposed sponsored HFA event is required for consideration
- Recent participation including attendance at multiple HFA events preferred
- Agree to pre-vetting and background checks by HFA

Expectations:

- Organize at least two live HFA events per year e.g. symposium, briefing, reception
- Champion a third live event or help HFA plan and promote at least one thought leadership initiative e.g. sponsored survey

HFA COMMITTEE LEADERS

APPOINTED VOLUNTEERS

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Committee Leaders are appointed to champion event programs and initiatives

Qualifications:

- Current HFA membership and significant experience working in the alternative investment industry
- Recent participation including attendance at multiple HFA events preferred
- Agree to pre-vetting and background checks by HFA

Committees:

- Private Equity & Venture Capital
- Regulatory
- Partnerships
- Family Offices
- Cybersecurity
- Academic