

**BDA** Bond  
Dealers of  
America

# 2026 | SPONSORSHIP PROSPECTUS



# BDA Mission



The Bond Dealers of America is the trade association that exclusively represents securities dealers and banks whose primary focus is the U.S. fixed income markets. We work passionately to promote public policies and market practices that improve the market environment while also providing a forum for its members to debate and discuss issues of common interest. The BDA acts as a clearinghouse for industry information and issues and provides educational opportunities for industry professionals through conferences, seminars and roundtables. By supporting the interests and prosperity of our members, we help to strengthen the companies, municipalities and investors who depend on them for both access to market liquidity and to raise the capital they need to grow and prosper.

## Guiding Principals

- We support a competitively balanced fixed income industry
- BDA promotes and balanced market regulation based on cost / benefit analysis to promote greater market efficiencies for all market participants
- Our members support an educated and informed retail investor and will work to increase investor education and access to investment information
- Spearheads dealer collaboration for information sharing and problem solving among industry peers



# About ITI



The BDA Institute on Technology & Innovation (ITI) is a closed-door, member-exclusive initiative hosted by the Bond Dealers of America to facilitate the strategic exchange of ideas, innovations, and practical solutions in the evolving world of U.S. bond market technology.

## Purpose & Mission

- Empower BDA member firms with critical intelligence and shared best practices related to fixed income technologies.
- Facilitate collaboration between operations leaders, trading desk managers, technologists, and policy experts.
- Drive implementation of future-ready systems across trading, banking, and operations.
- Strengthen advocacy by giving BDA unique insights into how regulation and innovation intersect in practice.
- Create a sustainable pipeline for testing, discussing, and vetting cutting-edge ideas — including blockchain, tokenization, and AI — in a collaborative, non-commercial environment.

# Attendee Information



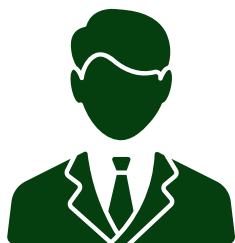
**400+ Attendees**



**15+ Sponsors**



**140+ Companies  
Represented**



**C-level Executives  
Across Fixed Income**

## **Municipal Market Structure Conference**

March 18-19 - Chicago, IL

## **Technology & the U.S. Bond Markets Conference**

May 14 - New York, NY.

## **National Fixed Income Conference**

November 5-6 - Nashville, TN

**2026 Events**

# What People are Saying

*"Partnering with Bond Dealers of America provides Symphony with unparalleled engagement with the decision-makers shaping the U.S. fixed income markets. BDA events offer a high-caliber environment that is essential for deepening our client relationships and demonstrating how secure collaboration drives efficiency in bond markets."*

- Anthony Abbruzzese, Symphony

*BondWave has been a longtime associate member of the BDA. Mike Nicholas and his team continue to be the only trade organization solely focused on the needs of the fixed income markets. Their events are always well attended and continue to be a critical place where bond market professionals come together to share ideas that help vendors like us continue to enhance our services to meet the ever-evolving needs of the market.*

-Michael Ruvo, BondWave

*"Sponsoring BDA events gives DPC DATA the opportunity to engage directly with industry leaders and clients, share insights through panel discussions, and contribute thought-leadership content to the BDA's quarterly magazine. These events are invaluable for networking and understanding the evolving needs of the municipal market, helping us adapt our solutions to better serve the industry."*

- Ken Hoffman, DPC DATA

*"BDA events are always our most anticipated of the year. These events provide the most captive audience by a long shot. Everyone is very focused on how they can directly improve their business and will go out of their way to speak with vendors and colleagues alike. Panels are always put together intelligently and discussed well after the fact. BDA has been a consistently high ROI spot to invest marketing budget in since our inception."*

-Matthew Smith, Spline Data

*"Solve's collaborating with the BDA presents significant advantages given their audience's strong alignment with our target markets. Their well-organized events act as a vital platform for engaging with influential professionals and decision-makers within the fixed income industry. By participating in these events, we can gain a deeper understanding of the industry's dynamics, and ensure that our strategies remain relevant and responsive to its ongoing evolution. This partnership fosters a mutually beneficial relationship, allowing us to contribute to and draw from the collective expertise of the BDA's network."*

- Eugene Grinberg, Solve

# Thank You to Our 2025 Platinum Annual Sponsors

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**DPCDATA**<sup>®</sup>  
Municipal Data | Solutions

**Hilltop Securities.**  
Investment Banking Solutions

**Ice.**

**Market Axess**<sup>®</sup>

**SOLVE**

**SYMPHONY**

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direct

**TransFICC**



# Annual Sponsor Level

## All 2026 Events + BDA Magazine and Podcast

Inclusions apply to the three events in our 2026 fiscal year - Municipal Market Structure Conference in Chicago mid-March; Bond Market Technology in New York mid-May, and The National Fixed Income Conference in Nashville early November.

Inclusions	Platinum
Sponsor recognition on BDA website and event registration websites	X
Logo on event materials and signage	X
Complimentary registrations (per event)	5
Logo recognition from main stage	X
Verbal recognition from main stage	X
Speaking opportunity	X
30-Second video from the main stage*	X
Distribution of marketing materials*	X
Sponsor listing in event app	Featured
Meet our Sponsors! highlight email	X
Logo included on event email footers	X

\*Sponsor provided

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Inclusions	Platinum
Exhibitor table at the National Fixed Income Conference	Premium placement
Complimentary exhibitor staff registration	1
Shared event attendee lists	X
Content contributor & full page ad in BDA's <i>Fixed Income Insights</i> *	X
BDA Podcast episode sponsorship	X
Listed as sponsor for all 2026 ITI webinars	X
<b>Member price:</b>	<b>\$35,000</b>
<b>Non-Member price:</b>	<b>\$45,000</b>

\*Sponsor provided



# Individual Event Sponsors Levels

**Applies to INDIVIDUAL 2026 Events Only + BDA Magazine and Podcast**

Municipal Market Structure Conference in Chicago mid-March; Bond Market Technology in New York mid-May, OR The National Fixed Income Conference in Nashville early November.

Inclusions	Gold	Silver	Bronze
Sponsor recognition on BDA website and event registration website	X	X	X
Logo on event materials and signage	X	X	X
Complimentary registrations	4	3	2
Logo recognition from main stage	X	X	X
Speaking opportunity	X	X	
Distribution of marketing materials*	X		
Sponsor listing in event app	X	X	X
Meet our Sponsors! highlight email	X	X	
Logo included on event email footers	X	X	X
Exhibitor table <i>National Fixed Income Conference only</i>	X	X	X
Complimentary exhibitor staff registration <i>National Fixed Income Conference only</i>	1		
Shared event attendee lists	X	X	X
<b>Member price:</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>
<b>Non-Member price:</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$15,000</b>

\*Sponsor provided

# Additional Opportunities

Further a la carte event specific sponsor opportunities such as cocktail reception, networking break, meal and registration sponsorships will be available closer to each event date.

To reserve your sponsorship, please contact:

Michael Nicholas

[mnicholas@bdamerica.org](mailto:mnicholas@bdamerica.org)

202.204.7900

[www.bdamerica.org](http://www.bdamerica.org)



## Thank You to Our 2026 Sponsors

### Gold ITI Sponsors

