



TSI Congress



TSI Congress 2024

Where the **community** meets!

## Enabling the transition with Asset Based Finance

10 & 11 October 2024

Marketing Outline &  
Sponsoring Options

## Dear partners and sponsors,

We are delighted to welcome you back to the annual TSI Congress in Berlin. After a successful change of location last year, you can once again look forward to the Steigenberger am Kanzleramt.

This year's TSI Congress will once again bring together the entire asset-based finance industry and offer you the opportunity to expand your network. You can look forward to exciting panel discussions on current topics, our popular social events such as the KfW pre-event reception, wine evening and chill-out, as well as new formats such as our TSI Youngster Series, which we are bringing to Berlin.

### Enabling the transition with asset-based finance

We have a broad consensus in politics and business that the transformation is not only right and important, but also involves considerable investment. Leading figures from politics, central banks and supervisory authorities in Germany and Europe unanimously emphasize the crucial role that the European Capital Markets Union should play in financing this process. There is also a clear commitment to strengthening asset-based finance and securitisation in particular. This is obvious, as around 80% of corporate financing in Europe is still provided by banks. In this respect, securitisations are proving to be an ideal instrument for effectively linking bank-based corporate financing with the capital markets. Despite this political agreement, concrete measures are now needed, as little has happened so far.

### Topics 2024

With a view to the upcoming EU parliamentary elections in June 2024 and the political agenda to be formed for the new legislative period in Brussels, the public debate is gaining momentum. The political course for a market organization that ensures fair competition between the various financial instruments and thus enables asset-based finance to contribute to financing the digital and sustainable transformation should be carefully considered. A detailed analysis and discussion of the following topics will occupy us intensively at the TSI Congress 2024:

- Geopolitics and macroeconomic environment
- Current developments on the financial markets in Germany and Europe
- Performance and developments of individual asset classes
- Regulatory challenges

Let's rely on the market's ability to work with appropriate regulation that enables a harmonious interplay between sustainability, growth and financial market stability. This will be crucial for a successful economic transformation in the coming decades. The TSI Congress is therefore dedicated to the central topic of promoting change through asset-based finance.

We look forward to exploring these important topics with you and welcoming you to the TSI Congress 2024!

TSI Congress ... where the community meets!



Jan-Peter Hülbert  
Managing Director

## Review TSI Congress 2023



### 2023 was without a doubt a very special year.

The short-term change of congress location confronted us with major logistical challenges, but in the end gave the congress a new, successful face.

In addition to the new venue, we were once again able to offer a selection of highly qualified speakers. Their interesting presentations and discussions contributed significantly to the success of the congress. We welcomed over 600 guests to the event, which once again demonstrates the relevance and attractiveness of the TSI Congress.

After great feedback from the participants, we are delighted that the TSI Congress 2024 will also take place at the Hotel Steigenberger am Kanzleramt in the heart of Berlin.



The recording of the opening panel from 2023 is still available online. Take a look and get the mood for the TSI Congress 2024 started.

## TSI Congress 2024 – All facts and data

Event	Enabling the transition with Asset Based Finance
Date	10 and 11 October 2024
Venue	Hotel Steigenberger am Kanzleramt, Berlin
Organiser	True Sale International GmbH
Event structure	1.5-day capital market congress with a pre-congress event hosted on 9 October at KfW and a cultural programme immediately following the congress from 3.00 to 6.00 pm on 11 October 2024.
Event history	<p>The TSI Congress has been held annually since 2007 and has established itself as a key Berlin-based event in the securitisation and asset-based finance markets. From 2020 to 2022, the congress was held in a professional hybrid format. After overcoming the coronavirus pandemic and realizing that market participants value face-to-face interaction, we returned to a purely face-to-face event last year. We are using technology to optimize the on-site event. The use of an event app helps participants to find their way around, interact with others and make appointments.</p> <p>Altogether, an event that meets the highest quality standards. With over 80 sponsors, media partners and supporting organizations, more than 600 guests and broad participation from supervisory authorities such as the Deutsche Bundesbank and the ECB, political decision-makers, EU representatives, investors, trade associations and the press, the 2023 congress attracted all relevant market participants.</p>
Congress language	<p>The official congress language on site is German, but signage and communication will be in English. The proportion of English-language panels and workshops is now a good 60-70%.</p> <p>The website is bilingual in German and English, and all marketing materials (save the date, invitations) were/are only in English.</p>

<p>Who will you meet at the Congress?</p>	<p>As in previous years, the annual TSI Congress will be supported by the entire securitisation and asset based finance industry as well as by policymakers and the business community. You will meet experts and executives, managing directors, partners and board members from the fields of credit and credit portfolio management, risk management, law and regulation, trade and bank treasury departments. You will have the opportunity to exchange ideas with specialists from law firms, auditing companies and rating agencies, business service and management consulting companies. You will also meet investors from Germany and abroad.</p> <p>This top-class network of financial market participants will be joined by</p> <ul style="list-style-type: none"> <li>▪ representatives of the German economy, government (Federal Ministry of Finance, Ministry for Economic Affairs and Climate Action, Ministry of Finance of the State of Hessen)</li> <li>▪ national (Deutsche Bundesbank, BaFin) and international supervisory authorities (ECB, EBA, ESMA), as well as</li> <li>▪ academics working in this field.</li> </ul> <p>The event will also be supported by the leading associations of the real economy, e.g.</p> <ul style="list-style-type: none"> <li>▪ Federation of German Industries (BDI)</li> <li>▪ Federal Association of Leasing Companies (BDL)</li> <li>▪ Federation of German Wholesale, Foreign Trade and Services (BGA) e. V.</li> <li>▪ Association of German Chambers of Commerce and Industry (DIHK)</li> <li>▪ German Association of the Automotive Industry (VDA) and</li> <li>▪ Association of German Treasurers (VDT)</li> </ul> <p>They will all use the event as a platform for communication and professional exchange. As we are recording all sessions, we are also able to virtually connect speakers globally, especially delegates from the supervisory authorities all over Europe.</p>
<p>Participant structure</p>	<p>In 2023, 30% of participants came from outside Germany: from Austria, Belgium, France, Ireland, Italy, Luxembourg, the Netherlands, Poland, Switzerland, the United Kingdom and the USA.</p> <p>Around 15% of participants are from the top management level (management board, managing directors, partners), more than 50% of participants are from the second and third management levels and senior specialists and experts.</p> <p>Investors/asset managers represent approx. 5–10% of the participants.</p>

<p>Event format</p>	<p>Around 110 speakers will have the great opportunity to present themselves and their companies as well as their specialist topics in around 24 discussion forums and workshops, at expert round tables and at lunch/breakfast events that will form the core of the TSI Congress 2024. The current relevance of the topics and the quality of the presentations and panel debates form one of the pillars on which the success of the congress rests. In addition, several sessions organised as business events and the cultural programme will give you plenty of time and opportunities for networking.</p>
<p>Marketplace</p>	<p>The 'marketplace' with company presentations by congress sponsors (exhibition area) is located in the hotel lobby and the gallery on the 1st floor. It will provide a communication platform enabling delegates, speakers and sponsors to engage in an exchange of views. This is the perfect place to discuss in greater detail the issues raised in the workshops and panel debates with the speakers, or to get in touch with exhibitors during the breaks and develop business networks.</p>
<p>Marketing and Social Media</p>	<p>The congress will be advertised through:</p> <ul style="list-style-type: none"> <li>■ Personalized invitations sent to more than 6,000 selected relevant addresses in the credit and securitisation markets, primarily in Germany, Austria, France, the Netherlands and the United Kingdom</li> <li>■ Personal invitations sent to representatives of politics, banking supervision and international committees.</li> <li>■ Social media interaction on LinkedIn with adds incl. hashtags, announcements, keynote speaker presentation, trailer event etc.</li> <li>■ Advertisements in our media partners' online publications (e. g. die bank, Absolut Report, Global Capital)</li> <li>■ Information on the TSI website (in German and English)</li> <li>■ The Congress website and web buttons on the event diaries of our media partners and sponsors</li> </ul>
<p>PR-Activities</p>	<ul style="list-style-type: none"> <li>■ The Congress will be included in the 'Pressebox' (press mailer covering the entire German financial market)</li> <li>■ Preliminary interviews with journalists and other representatives of the press</li> </ul>



**Your Contact**


























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## TSI Congress 2024 – Enabling the transition with Asset Based Finance

<p><b>Macroeconomics, Capital Markets Union and Financial Markets Stability</b></p>	<ul style="list-style-type: none"> <li>▪ Agenda for the next legislation in Brussels – preparing the “new deal for European future”? </li> <li>▪ Vollendung der Kapitalmarktunion – besondere Relevanz aus deutscher Sicht? </li> <li>▪ Central banks’ turnaround in interest rate reversal </li> <li>▪ Bestandsaufnahme Kapitalmarktunion aus Sicht der Unternehmen in Deutschland </li> </ul>
<p><b>Trends in Credit Markets</b></p>	<ul style="list-style-type: none"> <li>▪ Sluggish economic growth, restrained demand for credit, and rising default rates – how does this impact on investment strategies and asset allocation (Investor Kick-off) </li> <li>▪ The state of play in real estate lending: Turnaround in commercial real estate lending or long term recovery? </li> <li>▪ Alternative credit: Infrastructure and project finance for green transition </li> <li>▪ Corporate Special: Chancen für die Mittelstandsfinanzierung in Deutschland </li> <li>▪ Green and Sustainable Finance: Can investor demand be met? </li> </ul>
<p><b>Securitisation markets and Asset Classes</b></p>	<ul style="list-style-type: none"> <li>▪ Auto ABS – key drivers for issuance and performance? </li> <li>▪ Lending platforms and Consumer ABS </li> <li>▪ Quo vadis Working Capital Finance – Verbriefung von Handelsforderungen über ABCP </li> <li>▪ Synthetic Balance Sheet Securitisation – fit for further growth or do we need more cash securitisations? </li> <li>▪ Equipment Leasing – Aktuelle Entwicklungen einer etablierten Assetklasse </li> <li>▪ Growth path in Securitisation of Residential Solar and Heat Pump Receivables </li> <li>▪ CLOs – Revival of M&amp;A activities driving growth? </li> <li>▪ NPL securitisation – a niche asset class in the credit cycle? </li> <li>▪ Scopes and limits of WBS for Scaling-up Startups </li> </ul>
<p><b>Securitisation, Regulation &amp; Technology</b></p>	<ul style="list-style-type: none"> <li>▪ Rules &amp; Regulation I: Verbesserung der Rahmenbedingungen für Emittenten – ist Level 1 anzupassen? </li> <li>▪ Rules &amp; Regulation II: Demand side – how to substantially broaden the investor base? </li> <li>▪ Greening Securitisations: Expecting for SFDR-aligned securitisations or going straight to the European Green Bond Standard? </li> <li>▪ Development of the Securitisation framework in Luxembourg </li> <li>▪ Relevanz von Servicing und Daten für die Qualität von Verbriefungen </li> <li>▪ Verbriefung auf der Blockchain - wird die Standardisierung von Strukturen, Verträgen und Daten zum Durchbruch verhelfen? </li> <li>▪ AI digging into Securitisation and Lending – where do we stand? </li> </ul>

## Sponsors, media partners and supporting organisations in 2023




## Become a sponsor of the TSI Congress 2024

We are looking forward to the second congress at the Steigenberger am Kanzleramt. With a revised setup, we are offering a purely face-to-face event where we place the emphasis on networking and personal exchange. This year, we are reintroducing a mobile event app with many benefits not only for participants, but also for our sponsors. You can look forward to the usual supporting events, including the pre-event reception at KfW. Choose from various packages and add further options. As a TSI partner, you benefit as always from price advantages. On the following pages you will find a compilation of all options for 2024. We would be happy to put together an individual package for you.

**01** Select your sponsoring package

**02** Become an exhibitor with your own stand place

**03** Book a special event

**04** Add further options

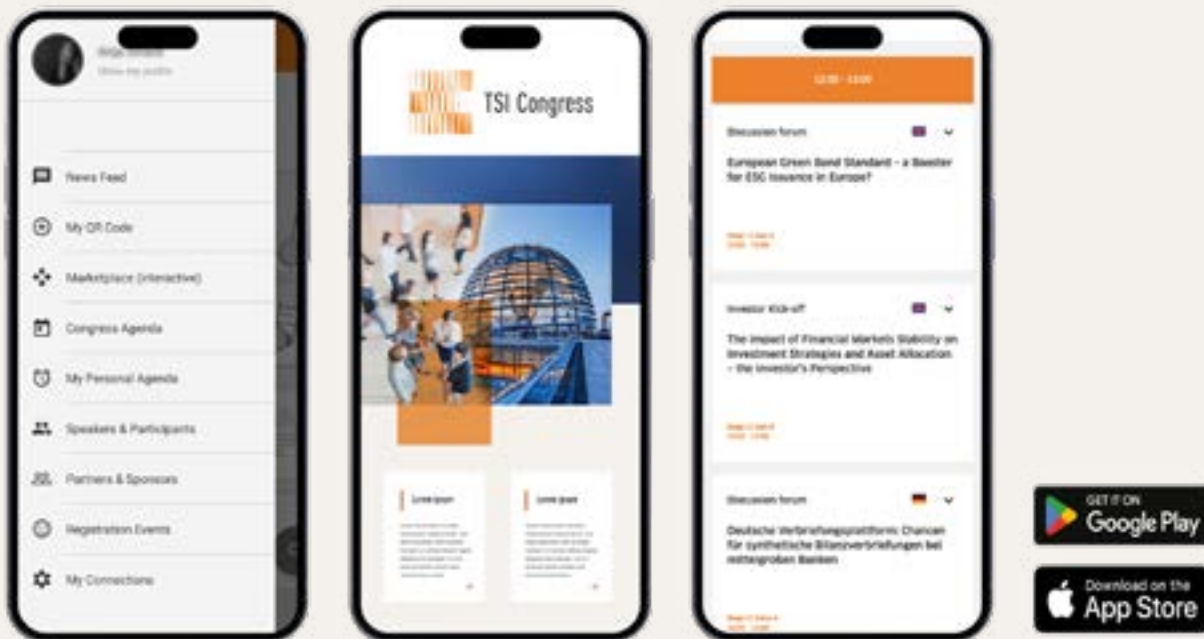


# 01 Our sponsoring packages

Services included in the sponsorship package	K1   Exclusive	K2   Premium	K3   Special	K4   Individual	K5   Classic	K6   Basic
<b>Moderation of/participation in workshops/panels</b>						
Moderation of a panel or workshop	2	1	1	-	-	-
Participation in a panel or workshop	1	1	1	1	1	-
Additional speaking slot (ticket incl.)	2.950€	2.950€	2.950€	2.950€	-	-
<b>Free tickets</b>						
Free speaker tickets	3	2	2	1	1	-
Free corporate tickets	15	12	9	8	5	2
Free Round Table moderator ticket	As selected	As selected	-	-	-	-
<b>Congress Specials</b>						
Brandes Food Station Chill Out	✓	990€	990€	990€	990€	990€
Branded Cocktail Chill Out	✓	✓	850€	850€	850€	850€
<b>Round Tables &amp; Business Events</b>						
One Round Table/Business Event incl.	✓	✓	-	-	-	-
<b>Additional tickets</b>						
Other company representatives (regular/ with earlyBird Discount until 30 June)	1.370/1.100€	1.370/1.100€	1.370/1.100€	-	-	-
Clients: corporate & fintechs	950€	950€	950€	950€	-	-
<b>Advertisement opportunities</b>						
Web ad TSI Congress website until end-March 2025	Gold	Silver	Bronze	Bronze	-	-
Ad space TSI event app (*with company profile)	Gold*	Gold*	Silver	-	-	-
<b>Use of logo</b>						
Sponsors' wall onsite	✓	✓	✓	✓	✓	✓
TSI Congress website – overview of sponsors, media partners and supporting organisations	✓	✓	✓	✓	✓	✓
Social Media (in overviews with all sponsors)	✓	✓	✓	✓	✓	✓
<b>Online Marketing</b>						
Panel teaser with photo speaker (for social media etc.)	✓	✓	✓	-	-	-
Congress logo as web button and congress link for publicity on corporate website	✓	✓	✓	✓	✓	✓
<b>Your 2024 sponsorship investment</b>	<b>29.650,00</b>	<b>25.650,00</b>	<b>19.950,00</b>	<b>16.995,00</b>	<b>14.595,00</b>	<b>8.250,00</b>
<b>Investment for TSI Partners / TSI Partners<sup>plus</sup></b>	<b>21.950,00</b>	<b>17.950,00</b>	<b>11.650,00</b>	<b>8.950,00</b>	<b>6.450,00</b>	<b>0**</b>

## TSI Congress App

This year, we are once again relying on the use of an innovative event app. As a sponsor, you have the opportunity to benefit from additional marketing opportunities and strengthen your presence at the event. The app is not only a practical tool for onsite orientation, but also a platform for interactive communication within the TSI community. We are working on making the app available to everyone in time for mid-September to ensure that everything runs smoothly and efficiently.



# 02 Stand location sponsorship

(can be booked with all sponsoring packages)

This year, all stands will be centrally located in the hotel lobby and the gallery on the first floor. Look forward to our new set-up and get a first impression today.

Stand category	Max. measurements (Width x Height x Depth)	Cost per location
<b>S1 Premium location</b> Located in the hotel lobby 1 free stand host ticket included. <b>Only 18 stand locations available!</b>	4.00 x 4.00 x 2.00 metres	6.750 €
<b>S2 Stand location</b> Located on the gallery on the 1st floor 1 free stand host ticket included. <b>Only 4 stand locations available!</b>	3.50 x 4.00 x 2.00 metres	4.950 €
<b>S3 Stand location</b> Located on the gallery on the 1st floor premium location directly at the stairs but smaller than the other stand locations 1 free stand host ticket included. <b>Only 1 stand location available!</b>	2.50 x 4.00 x 2.00 metres	4.950 €



## 03

**Round Tables & Business Events**

(One event is already included in K1 and K2; can be booked with all sponsoring packages)

Details	Date	Number of participants	Sponsorship costs
<b>R1 Investor Kick-off</b> Hosting the Investor Kick-off on an investor-related topic as arranged, including one free ticket for moderator plus two free investor tickets.	10 October 2024	40 to 50	4.850 € or as an option included in K1/K2
<b>R2 Euro Lunch Break</b> Moderated talk with an interesting guest from politics, the supervisory authorities or business on a current topic relevant to finance and the real economy or company chosen topic, including 1 free ticket for moderator and guest.	10 October 2024	40 to 50	4.850 €
<b>R3 Corporate Special: Round Table</b> Moderation of the discussion round on a selected topic with corporate representatives, including one free ticket for moderator.	10 October 2024	40 to 50	4.850 €
<b>R4 Investor Update</b> Hosting the Investor Update as sole company presentation – originator with investors, including one free ticket for moderator plus two free investor tickets.	10 or 11 October 2024	40 to 50	4.850 €
<b>R5 Regulatory Special ESG: Round Table</b> Moderation of the discussion round on Regulatory special ESG with corporate representatives from politics, market, and supervisory authorities, including one free ticket for moderator.	10 or 11 October 2024	40 to 50	4.850 €
<b>R6 Transparency Special</b> Moderated talk with an interesting guest from the central bank and supervisory authorities on the topic of a more efficient transparency regime for all parties involved. Including a free ticket for the moderator.	10 or 11 October 2024	40 to 50	4.850 €

<p><b>R7 'WirtschaftsFrühstück'</b>                  Moderated talk with exciting guest from politics or business on a current topic relevant to capital and financial market, including one free ticket for moderator and guest.</p> <ul style="list-style-type: none"> <li>Power-Breakfast for participants</li> </ul>	<p>11 October 2024</p>	<p>40 to 50</p>	<p>4.850 €</p>
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Included in all round tables and business events:

Exclusive logo positioning on site and in all announcements (internet, agenda)

All round tables and business events are also announced via push notification in the event app.

One round table or business event included when booking K1 or K2.



# 04 Further sponsoring options

Add further sponsorship options to your package:

Sponsoring Option	Cost
Congress Special (Can be booked with all basic sponsorship packages)	
Branded Cocktail Chill-Out (already included in K1 & K2)	850€
Food Sponsoring Chill Out (already included in K1)	990€
Supporting programme on Friday afternoon Become a sponsor of one of the tours of the supporting program on Friday afternoon with your logo in the agenda	200€
Meeting Specials (Can only be booked with K1 - K4)	
Meeting Room Wednesday 9 October	1.145€
Meeting Room Thursday 10 October	1.145€
Meeting Room Friday 11 October (Half day)	595€
Advertisement and Marketing opportunities	
Web ad TSI Congress website until end-March 2025 (already included in K1 - K4)	250€
Ad space TSI event app (with company profile)(already included in K1 und K2)	300€
Panel teaser with photo speaker (for social media etc.) (already included in K1 - K3)	250€ / each
TSI Congress Goodie-Bag 2024 Goodie bag for our congress participants in an edition of 300 pieces	
Express charger	1.850€
Notebook	1.500€
Writing set	1.100€
Wooden puzzle/brain jogging	950€
Smartphone cardholder	550€

## TSI Congress Goodie-Bag

As part of our anniversary year, we would like to offer our sponsors something very special this year. For the first time, we will be providing 300 exclusive gift bags for our TSI Congress 2024. These gift bags will contain carefully selected giveaways, each of which will be printed with your company logo.

When selecting the giveaways, we pay attention to sustainability and resource conservation.

The wide range of branding options will give you the unique opportunity to position your company not only during the event, but also within our TSI community in the long term.



(printing may differ from image)



## Sponsorship booking TSI Congress 2024

Name of sponsor (Company):

We wish to book the following congress sponsorship option (please tick):

	Your sponsorship investment	Investment for TSI Partners / TSI Partners <sup>plus</sup>
<input type="checkbox"/> K1 – Exclusive	29.650 €	21.950 €
<input type="checkbox"/> K2 – Premium	25.650 €	17.950 €
<input type="checkbox"/> K3 – Special	19.950 €	11.750 €
<input type="checkbox"/> K4 – Individual	16.995 €	8.950 €
<input type="checkbox"/> K5 – Classic	14.595 €	6.450 €
<input type="checkbox"/> K6 – Basic	8.250 €	0* €

\* All benefits incl. in TSI Partners/TSI Partners<sup>plus</sup> package

Notes / Our company would like to contribute to discussion of the following topics:

The following sponsorship options can only be booked in conjunction with congress sponsorship.

I wish to book the following stand location sponsorship option (please tick):

<input type="checkbox"/> S1 Premium location: hotel lobby	6.950 €
<input type="checkbox"/> S2 Stand location: gallery on the 1st floor	4.950 €
<input type="checkbox"/> S3 Stand location: gallery on the 1st floor (Premium location, but smaller)	4.950 €

We wish to book the following Round Tables & Business Events as a sponsor\*\* (please tick):

<input type="checkbox"/> R1 Investor Kick-off**	4.850 €
<input type="checkbox"/> R2 Euro Lunch Break**	4.850 €
<input type="checkbox"/> R3 Corporate Special: Round Table**	4.850 €
<input type="checkbox"/> R4 Investor Update**	4.850 €
<input type="checkbox"/> R5 Regulatory Special ESG: Round Table**	4.850 €
<input type="checkbox"/> R6 Transparency Special**	4.850 €
<input type="checkbox"/> R7 'WirtschaftsFrühstück'**	4.850 €

\*\*One event already included in K1/K2 at no extra cost.

We wish to book the following Congress & Meeting Specials (please tick):

<input type="checkbox"/> All day Wednesday: Business Meeting room (subject to availability)	1.145 €
<input type="checkbox"/> All day Thursday: Business Meeting room (subject to availability)	1.145 €
<input type="checkbox"/> Half day Friday: Business Meeting room (subject to availability)	595 €
<input type="checkbox"/> Supporting program on Friday afternoon.	200 €
<input type="checkbox"/> Branded Cocktail Chill-out (already included in K1 and K2)	850 €
<input type="checkbox"/> Food Sponsoring Chill-out (already included in K1)	990 €

We wish to book the following Advertising and marketing opportunities (please tick):

<input type="checkbox"/> Web ad on the TSI Congress website until the end of March 2025 (already included in K1 - K4)	250 €
<input type="checkbox"/> Ad in the TSI Event App (with company profile) (already included in K1 and K2)	300 €
<input type="checkbox"/> Panel teaser with photo of the speaker (for social media etc.) (already included in K1 - K3)	250 € / each
<input type="checkbox"/> TSI Congress goodie bag: Contactless charger (subject to availability)	1.850 €
<input type="checkbox"/> TSI Congress goodie bag: notebook (subject to availability)	1.500 €
<input type="checkbox"/> TSI Congress goodie bag: Writing set (subject to availability)	1.100 €
<input type="checkbox"/> TSI Congress goodie bag: wooden puzzle/brain jogging (subject to availability)	950 €
<input type="checkbox"/> TSI Congress goodie bag: Smartphone card holder (subject to availability)	550 €

## The following people have been appointed as TSI's contact partners within our company

<b>Sponsorship officer</b>	Surname: First name: Department: Tel: Email:
<b>Coordination of topics and participation in panel discussions</b>	Surname: First name: Department: Tel: Email:
<b>Other coordination or organisational matters</b>	Surname: First name: Department: Tel: Email:
<b>Marketing (logo, stand, etc)</b>	Surname: First name: Department: Tel: Email:
<b>Invoice address and specifications</b>	
<b>Place and date</b>	
<b>Signature</b>	

TSI's current [General Terms and Conditions](#) (September 2020) apply.

All prices are subject to 19% VAT.

By email to  
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