



## 2012 Finance Industry Investors Conference

### *Valuable Sponsorship Opportunity for Capital Markets Firms*

**22<sup>nd</sup> Finance Industry Conference for Fixed Income Investors**  
**May 14-16, 2012, Marriott Long Wharf, Boston**

This conference brings professionals responsible for credit and investment decisions together with senior management of financial services companies, banks and rating agencies. Presentations by senior management of leading financial services companies and some of the most active issuers in the debt markets will be given. Educational sessions on the future of the industry by prominent industry leaders and other experts offer valuable insights into market trends and the industry's approach to new challenges.

#### Sponsorship:

Sponsor fees continue to provide a unique opportunity to participate at the AFSA Conference including an exhibit table in the Resource Center along with many other benefits highlighted in this information.

#### Conference Overview:

- With new presenting companies expected and a more stable market environment we anticipate an even stronger investor turnout in 2012 than we experienced in 2011.
- The first night of the conference will be a structured AFSA welcoming event for all attendees (as usual, we expect that our sponsors will not host outside activities this night). The second night will continue to be an open night for sponsor entertaining.
- One-on-One meetings will again be featured with only our sponsors being allowed to arrange these meetings between investors and company executives. (Contact Tom Morano regarding availability of meeting rooms at the hotel.)
- Sponsors have the option of setting up a table-top exhibit booth in the Resource Center.

#### Sponsorship Deadline:

Please confirm your sponsorship by **February 6, 2012** in order to have your company listed on the first promotional email due in February.

[www.investinthefinanceindustry.com](http://www.investinthefinanceindustry.com)

# CAPITAL MARKETS SPONSOR COMMITMENT FORM

**Yes**, I am interested in sponsorship at the U.S. Investors Conferences.  
Please invoice me for the \$10,000 sponsor fee.

I agree to help promote the Conference in one or several of the following ways: **(please check)** – conference literature will be available in early '12.

1) My company will supply an email list of US fixed income investors and analysts to AFSA, which will be kept confidential.

2) We plan to use email to market the conference. Please send me the PDF brochure and customized registration form via email.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Province: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

## Benefits

1. Recognition in the promotional material and final conference programs.
2. Recognition at the opening general sessions.
3. Listing on the conference website with a link to your homepage.
4. Advance copy of conference registrants with full mailing lists and phone numbers.
5. Optional 6-foot draped display table available in the Resource Center
6. Four complimentary registrations; plus an additional complimentary registration for the person in charge of the Exhibit booth (a \$3500 value)
7. Complimentary registrations for (3) first time investor attendees at the US conference.
8. One-on-One meetings can **only** be set up through sponsoring companies
9. Customized PDF registration form with your company logo to email to investors.
10. Non-sponsoring company registrants must pay \$1500 each to attend the conference. (Additional sponsoring company registrants remain at \$700)

**Please fax or e-mail by February 6, 2012 to:**

Thomas Morano

**American Financial Services Association**

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