



2012 Finance Industry Investors Conferences

Valuable Sponsorship Opportunity for Rating Agencies

***22nd 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 to the market trends and the industry's approach to new challenges.

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 at each event.

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

2012 RATING AGENCY COMMITMENT FORM

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

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

- 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 program.
2. Recognition at the opening general session.
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. Available 6- foot draped display table at the Finance Industry Resource Centre
6. Two complimentary registrations; plus an additional complimentary registration for the person in charge of the Exhibit booth.
7. (3) complimentary registrations for first time Investor attendees.

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