



2012 Finance Industry Investors Conference

Valuable Sponsorship Opportunities Regional Banks – Specialty Firms

Overview

This conference bring professionals responsible for credit and investment decisions together with senior management of finance companies, banks and rating agencies. Presentations by senior management of leading finance 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. An industry library featuring analytical and research information provided by our sponsors and presenting companies about the finance industry and presenting companies is on display. We offer an opportunity to sponsor at the AFSA Finance Conference on May 14-16, 2012) including a table top booth in the Industry Library at the conference and many other benefits highlighted in this information.

Conference Highlights:

- With new presenting companies expected and a more stable market environment we anticipate stronger investor turnout in 2012.
- 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 we continue with 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 booth in the Industry Library.

Deadline:

Please confirm your sponsorships by **February 10, 2012** in order to secure your company listing on the website.



American Financial Services Association

REGIONAL BANKS / SPECIALTY FIRMS **SPONSOR FORM**

 Yes, we are interested in sponsoring at the AFSA Boston Conference.
Please invoice me the \$5,000 sponsor fee.

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Province: _____

Country _____

Phone: _____ Fax: _____

Email: _____ Web site: _____

Please fax or e-mail by February 10, 2012 to:

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BENEFITS

1. Recognition in promotional materials, website and final conference program.
2. Recognition at the opening general session.
3. Listing on the conference web site www.investinthefinanceindustry.com including a link to your homepage.
4. Advance copy of conference registrants with full contact information.
5. Opportunity to have 6- foot draped display table at the Finance Industry Resource Centre (this is optional)
6. Two complimentary registrations; plus an additional complimentary registration for the person in charge of the table top booth
7. Three complimentary registrations to give to U.S. investors of your choice.
8. **One-on-One meetings can only be set up through sponsoring companies**