



## 2010 Finance Industry Investors Conference

# Valuable Sponsorship Opportunities for Rating Agencies



**10<sup>th</sup> Finance Industry Conference  
for International Fixed Income Investors**  
May 4-6, 2010, London Hilton on Park Lane, London

**20<sup>th</sup> Finance Industry Conference for Fixed Income Investors**  
May 25-27, 2010, Grand Hyatt New York, New York

These two conferences bring 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.

### **SPONSORSHIP**

Sponsor fees have remained the same for 10 years and we continue to provide opportunities to sponsor at **BOTH** the International and U.S. AFSA Conferences including an exhibit table in the Resource Center at each conference and many other benefits highlighted in this information.

**\*\* Please note that if you want to sponsor at the U.S. conference in May you must also agree to sponsor at the International Investors Conference. Unlike the U.S. conference, all of the European investors receive complimentary registrations. Your sponsorship fee helps to underwrite this expense. You may elect however to only sponsor at the International conference.**

### **CONFERENCE OVERVIEW**

- ❖ With new presenting companies expected and a more stable market environment we anticipate an even stronger investor turnout in 2010 than we experienced in 2009.
- ❖ The first night of each 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 sponsorships by **January 29, 2010** in order to have your company listed on the first promotional mailings due out in February.

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### Package #1 - SPONSOR AT BOTH 2010 CONFERENCES

#### **SPONSOR COMMITMENT**

**\$15,000 (\$5,000 fee for Euro Conference/  
\$10,000 fee for U.S. conference).**

#### **BENEFITS**

1. Recognition in the promotional material and final conference programs.
2. Recognition at the opening general sessions.
3. Listing on the conference Web site **www.investinthefinanceindustry.com** 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 in the Resource Centre (*optional*).
6. Three complimentary registrations; plus an additional complimentary registration for the person in charge of the Exhibit booth.
7. Three (3) complimentary registrations to give to first time attendees at the U.S. investors of your choice, valued at \$425 each.

#### **8. \*BONUS\* for Package #1 Sponsors**

Receive a **fourth complimentary registration** for a staff member at both conferences. You will also receive premiere locations for your Exhibit tables.

### Package #2 - SPONSOR AT U.S. CONFERENCE ONLY

#### **SPONSOR COMMITMENT**

**\$10,000 fee for the U.S. Conference  
(this fee has not increased).**

#### **BENEFITS**

1. Recognition in the promotional material and final conference program.
2. Recognition at the opening general session.
3. Listing on the conference Web site 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. Three (3) complimentary registrations to give to first time attendees at the U.S. investors of your choice, valued at \$425 each.



## Rating Agency Commitment Form

**YES**, I am interested in **Package #1** to sponsor at both the European and U.S. Investors Conferences. Please invoice me for the \$15,000 total sponsor fee.

**YES**, I am interested in **Package #2** to sponsor at the AFSA U.S. Conference **ONLY**. Please invoice me 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 February 2010.

1. My company will supply a e-mail list of US and European fixed-income investors and analysts to AFSA, which will be kept confidential.
2. We plan to use email to market both conferences. Please send me the PDF brochure and customized registration form via e-mail.

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

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

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

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

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

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

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

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**Please fax or e-mail by January 29, 2010 to:**

**Thomas Morano**

**American Financial Services Association**

**919 18th Street, N.W., Suite 300**

**Washington, DC 20006-5517, USA**

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