THE CFA INSTITUTE STUDENT CAREER DAY INTRODUCES THOUSANDS OF STUDENTS TO INVESTMENT MANAGEMENT.

The CFA Institute Student Career Day brings together thousands of top finance students from around the Americas region for an afternoon of thought-provoking conversations and insights about trends and careers in investment management. Students will have the opportunity to interact and network with industry firms and service providers within our virtual event environment. Exhibitors can showcase their firm and share career opportunities with high caliber students.

Student Profiles

Research Challenge Participants
- This annual program provides university students with hands-on mentoring and intensive training in financial analysis.
- Working in teams, students gain real-world experience as they assume the role of research analysts and are judged on their ability to value a stock, write a research report, and present their recommendations.

University Affiliated Program Students
- The University Affiliation Program (UAP) recognizes finance degree programs around the world that embed a significant portion of the CFA Program Candidate Body of Knowledge (CBOK) into their curriculum.
- UAP students establish a strong foundation to take into their careers, including exposure to the CFA Institute Code of Ethics and Standards of Professional Conduct. By pursuing these degrees, UAP students signal to employers their aspiration and readiness to work in the investment management industry, while enhancing their preparation to sit for the CFA Program exams.

Student Managed Investment Fund Managers
- Student Managed Investment Funds (SMIF) provide students the opportunity to manage and administer real investment portfolios as opposed to running simulations.
- SMIF student managers benefit from hands-on experience managing all aspects of an investment fund, improving their quantitative and qualitative research skills and advancing their career opportunities.

Agenda Highlights
- CFA Institute Programs
- Career Readiness
- Understanding Investment Management
- Navigating Career Success

Virtual Exhibit Opportunities
- Personalized Booth
- Live Chat Rooms
- Share Company Content
- Recorded Webinars
- Candidate Filtering
- Job Boards
- Live Interviews
- Resume Database

November 2020
## VIRTUAL EXHIBIT OPPORTUNITIES

### Industry

Core investment management firms have the opportunity to network with highly motivated finance students in an interactive, virtual format. Industry supporters are part of the core investment management industry. These firms are primarily engaged in asset management, wealth management, fiduciary asset ownership, and their related regulators and standard setters.

**Tier 2 Exhibit:** Complimentary (limited quantity)  
**Tier 1 Exhibit:** US $1,000

### Data Services

Data Services Providers have the opportunity to highlight the benefits of their products to professors and students. In addition to interacting at the booth, firms can provide product demonstrations.

**Tier 1 Exhibit:** US $5,500

### Prep Providers

Approved Prep Providers can showcase their exam prep products and courses to a large number of future CFA Program candidates. It is a great opportunity to show how these products can supplement the core curriculum.

**Tier 1 Exhibit:** US $10,000

<table>
<thead>
<tr>
<th>VIRTUAL EXHIBIT OPPORTUNITIES</th>
<th>Industry Recruiters</th>
<th>Service Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Standard</td>
<td>Premier</td>
</tr>
<tr>
<td>Price (USD)</td>
<td>Complimentary</td>
<td>US $1,000</td>
</tr>
<tr>
<td>Deliverables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-time use of university student and university faculty contact list for registrants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand exposure in program registration emails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital recognition on the event webpage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onsite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Passes</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Virtual exhibit space</td>
<td>Tier 2</td>
<td>Tier 1</td>
</tr>
<tr>
<td>Brand exposure in the virtual exhibit hall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-minute speaking opportunity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-time use of university student and university faculty contact list for registrants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to resumes and contact information for students who visited your booth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to student LinkedIn group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand exposure in program summary email</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

November 2020
ABOUT CFA INSTITUTE

CFA Institute is a global community of investment professionals working to build an investment management industry where investors' interests come first, financial markets function at their best, and economies grow.

We are driven by the belief that lasting economic growth depends on trust, competence, and transparency in financial markets, and we know that it must be led by professionals who are ethically centered and professionally trained.

We are here to lead, support, and connect all who want to create a better investment industry.

BECOME A SPONSOR

To secure any of these opportunities and gain access to university faculty and students participating in the CFA Institute Student Career Day, please contact:

**Andy Jenkins**
Director, Global Sponsorship Programs
+1 434 242 4204
andy.jenkins@cfainstitute.org

**Tom Sours**
Associate Manager, Sponsorship Programs, AMER
+1 (434) 242-0949
tom.sours@cfainstitute.org