EVENT OVERVIEW

The first CFA Institute women’s conference—Women in Investment Management: Effecting Change, Making a Difference—will offer best-in-class networking, career success strategies, and industry insight for women at all stages of the investment profession. Don’t miss your opportunity to demonstrate your support and commitment to this vibrant community on June 2–3 at the Grand Hyatt San Antonio, Texas.

Expert speakers and panelists, including senior executive charterholders, will discuss key career issues, including entrepreneurial skill building, network mapping, negotiation strategies, data use to improve decision making, winning behaviors for superior investment performance, and corporate and nonprofit board service in a discussion-rich and dynamic atmosphere. We expect to host more than 200 women leaders across a range of regions, professional experiences, and firms.

Help empower women in the industry, contribute to the dialogue, and connect with like-minded professionals with your sponsorship of our inaugural conference.

"The Women in Investment Management Conference will be the first of its kind, on this scale, by CFA Institute. This is a unique opportunity to bring female global thought leaders together to discuss our evolving industry and how we can make a difference. We expect this to be impactful, as well as highly motivational, to both seasoned and younger professionals in our field."

LEAH R. BENNETT, CFA
Co-Chief Investment Officer
South Texas Money Management
cfainstitute.org/events

CONTACT

To secure any of these opportunities and gain access to investment decision makers attending the 2015 CFA Institute Women in Investment Management Conference in San Antonio, Texas, please contact:

ANDY JENKINS
Exhibit and Sponsorship Manager
CFA Institute
+1 434-951-5594
andy.jenkins@cfainstitute.org
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SPONSORSHIP OPPORTUNITIES

MARQUEE PARTNER

$30,000

6 Complimentary Delegate Passes

Our Marquee Partner will help us make the first Women in Investment Management Conference a reality by supporting the career development of women across our industry. Our Marquee Partner will benefit from top-tier exposure to a targeted group of women investment managers and practitioners during the evening keynote kick-off and throughout the event, distinctly demonstrating their contribution to this important initiative.

The Marquee Partnership is limited to one firm.

OPPORTUNITY INCLUDES

- Premier branding during the opening evening reception with keynote speaker Carla Harris, Managing Director and Vice Chairman, Global Wealth Management, Morgan Stanley
- Mailing list of conference delegates—primarily women executives, managers, and practitioners—for use in promoting your firm and participation; the delegate mailing list includes name, company name, business title, and preferred mailing address of delegates who did not opt out from being contacted
- Recognition on conference signage and website
- Opportunity to share white papers or other electronic materials with delegates on the conference website
- Six complimentary delegate passes

CHAMPION

$12,000

4 Complimentary Delegate Passes

Our Champion Sponsors will gain exposure to our engaged community of women and receive recognition as a premium supporter of this event. Champions will be highlighted during our networking breakfast and breaks. Champion branding will be featured prominently while delegates interact with each other, providing a highly visible way to showcase your firm.

The Champion Sponsorship is limited to two firms.

OPPORTUNITY INCLUDES

- Premier branding during the networking breakfast and breaks
- Mailing list of conference delegates—primarily women executives, managers, and practitioners—for use in promoting your firm and participation; the delegate mailing list includes name, company name, business title, and preferred mailing address of delegates who did not opt out from being contacted
- Recognition on conference signage and website
- Opportunity to share white papers or other electronic materials with delegates on the conference website
- Four complimentary delegate passes
# SPONSORSHIP OPPORTUNITIES

## BAG SPONSOR

**$10,000**

- 3 Complimentary Delegate Passes

Our bag sponsor will collaborate with us to provide a vibrant and functional bag to conference delegates, showcasing this inaugural event. The sponsor will be able to include company information in the conference bag.

The Bag Sponsorship is limited to one firm.

### OPPORTUNITY INCLUDES:

- Mailing list of conference delegates—primarily women executives, managers, and practitioners—for use in promoting your firm and participation; the delegate mailing list includes name, company name, business title, and preferred mailing address of delegates who did not opt out from being contacted
- Three complimentary delegate passes
- Recognition on conference signage and website

## ADVOCATE

**$4,000**

- 3 Complimentary Delegate Passes

Advocates will gain brand visibility and bring a voice to the table with three complimentary passes. Our Advocates provide corporate financial support to the conference and display their support for the career development and success of women in investment management.

### OPPORTUNITY INCLUDES:

- Mailing list of conference delegates—primarily women executives, managers, and practitioners—for use in promoting your firm and participation; the delegate mailing list includes name, company name, business title, and preferred mailing address of delegates who did not opt out from being contacted
- Recognition on conference signage and website
- Opportunity to share white papers or other electronic materials with delegates on the conference website
- Three complimentary delegate passes

## SUPPORTER

**$2,500**

- 3 Complimentary Delegate Passes

Show your support for the career development of women in the investment industry by making a commitment to the conference and your own employees. Supporters can send three people to attend the event and participate by sharing their thoughts, networking with industry leaders, and building their careers.

### OPPORTUNITY INCLUDES:

- Three complimentary delegate passes
- Recognition on conference signage (on-site)
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Entitlements</th>
<th>Marquee Partner</th>
<th>Champion</th>
<th>Bag Sponsor</th>
<th>Advocate</th>
<th>Supporter</th>
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<tbody>
<tr>
<td>Price (USD)</td>
<td>$30,000</td>
<td>$12,000</td>
<td>$10,000</td>
<td>$4,000</td>
<td>$2,500</td>
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<tr>
<td>Quantities Available</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>Unlimited</td>
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<th>On-Site</th>
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<tr>
<td>Recognition on conference signage</td>
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<td>Premier branding during opening evening reception</td>
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<td>Prominent branding during networking breakfast and breaks</td>
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<td>Recognition on the live broadcast website</td>
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<td>Recognition in housekeeping slides</td>
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<td>Recognition in conference materials distributed to conference delegates on-site</td>
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<td>Pre-event delegate physical mailing list (one time use)</td>
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<tr>
<td>Opportunity to post white papers on conference website</td>
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<td>Full-page ad in CFA Institute Magazine</td>
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<td>Half-page ad in CFA Institute Magazine</td>
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<tr>
<td>Delegate physical mailing list</td>
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<td>Website recognition: logo + 100-word description</td>
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<td>Website recognition: logo + 50-word description</td>
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<td>Logo included in e-mail announcements to delegates</td>
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## 2015 CFA Institute Women in Investment Management Conference

2–3 June 2015 | San Antonio, Texas | United States

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