





The Fiduciary and Investment Risk Management Association, Inc., FIRMA™, is the leading provider of fiduciary and investment risk management education and networking to the global fiduciary and investment services industries. The Association was founded in 1985 and served the industry as the National Association of Trust Audit and Compliance Professionals (NATACP). In 2001, the Association adopted its current name in order to reflect the growth of its primary mission.

The Association is a non-stock, tax-exempt, international membership organization dedicated to the development of risk management best practices. FIRMA offers educational conferences that bring regulatory policy makers face-to-face with the risk management professionals who advise corporate leaders on risk issues. FIRMA provides the forum for educational interaction among Regulators, Auditors, Consultants, Compliance Officers, Attorneys, Fiduciary and Investment Professionals, and Risk Managers. FIRMA's mission statement includes the following objectives:

- Providing comprehensive risk management knowledge and support through training opportunities and networking forums;
- Promoting exemplary professional conduct and high ethical standards in the practice of audit, compliance, risk management, and regulatory supervision;
- Addressing emerging issues in the fiduciary and asset management risk environment.

FIRMA offers an annual training conference and several regional conferences every year. The sites for the next annual conferences are listed below.

2010 San Francisco, CA 2012 Fort Worth, TX 2014 Orlando, FL

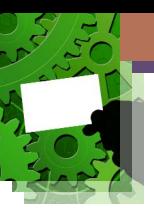
2011 Atlanta, GA 2013 TBD

Regionals Seminars: Charlotte, Chicago, Cleveland, New York, St. Louis, San Antonio, San Francisco

Additionally, FIRMA is in partnership with the American Bankers Association (ABA) and Global Association of Risk Professionals (GARP) as a co-sponsor of training initiatives for the members of each organization.

FIRMA is a self-governing association that derives its success from its membership participation and the patronage of sponsoring companies. FIRMA consists of an Executive Board and functional committees, which are responsible for the administration of the FIRMA program. A continuing education program is required for certified members, and professional certification and committee participation is encouraged for all members.

Today's fiduciary and investment risk management environment is more complex than ever before. The demands for regulation, corporate governance, auditor independence and client privacy have elevated the risks of non-compliance. Executives who understand today's risk environment are insisting on risk management education for their risk advisors. An increasing number of these executives are turning to FIRMA for that specialized education.



# Benefits & Opportunities

### Your firm should exhibit at FIRMA conferences for the:

- Opportunity for maximum exposure of your products and services to a nationally recognized fiduciary and investment management forum of senior audit, compliance, and risk management professionals;
- Opportunity to introduce your new products or innovative ideas and expand your name recognition to decision makers in the industry;
- Benefit of networking and referral opportunities with conference participants;
- Benefit of interaction with national and local regulators in a position to evaluate service providers of regulated entities; and the
- Opportunity to check out what the competition is doing in YOUR market.

### **RECOGNITION PROGRAM**

Recognition Program for Sponsors: To recognize and reward our continuous sponsors, we publicize the following levels of recognition of participation:

Patrons: Continuous support of FIRMA conferences and events.

Purple level - \$1,500 minimum for 2 years of support

Copper level - \$1,500 minimum for 3 years of support

Platinum level - \$1,500 minimum for 5 or more years

All Patrons will be recognized in conference materials and on name badges indicating level of support. Patrons will receive the additional recognition of being identified in the FIRMA FORUM.



Ask us about exclusive reception sponsorship!

# Exhibitor/Sponsorship Opportunities

Exhibit your firm's essential tool and resource solutions at our FIRMA National Risk Management Training Conferences

#### SPONSOR EXHIBIT OPPORTUNITY

- Name and Logo on conference banner, brochures and literature
- Welcome acknowledgement in President's opening address
- One 8' skirted table & 2 chairs (based on conference facilities)
- Electrical access outlet
- Includes one conference registration
- Includes complimentary breakfast, breaks and lunch.

\$1,850

### **ID BADGE LANYARD SPONSOR**

- Name and logo on conference banner, brochures, and literature
- Welcome acknowledgement in President's opening address
- Name and logo on conference attendees' ID badge lanyards

\$500

# EXCLUSIVE CONFERENCE CD SPONSOR

- Name and logo on conference banner, brochures, and literature
- Welcome acknowledgement in President's opening address
- · Name or Logo on front of CD
- Handouts and signage displayed at registration area or included in attendee packages

\$4,000

#### **ABSENTEE SPONSOR**

- Name and logo on conference banner, brochures, and literature
- Welcome acknowledgement in President's opening address
- Handouts and signage displayed at registration area

\$500

# BREAK SPONSOR MORNING OR AFTERNOON

- Name and logo on conference banner, brochures, and literature
- Welcome acknowledgement in President's opening address
- Break signage with name/logo
- Handouts and signage displayed at registration area

\$1,500

#### **CONFERENCE LUNCHEON SPONSER**

- 1 Lunch sponsorship is available (Monday)
- Name and Logo on conference banner, brochures and literature
- Welcome acknowledgement in President's opening address
- Handouts and signage displayed at registration area or during lunch
- May present industry speech (30 minutes)

\$3,000

#### **EVENING RECEPTION SPONSOR**

(at The Palace Hotel Gold Ballroom)

- Up to 3 separate sponsors allowed
- Name and logo on conference banner, brochures, and literature
- Welcome acknowledgement in President's opening address
- Signage displayed during reception and at registation area with handouts
- May present a 5 minute presentation

\$3,000



24th National Risk Management Training Conference

San Francisco,CA March 28-April 1, 2010

#### ATTENDEE CONFERENCE MATERIALS

- Name and logo on conference banner, brochures, and literature
- Welcome acknowledgement in President's opening address
- Handouts and signage displayed at registration area or included in attendee packages

#### SPIRAL BOUND BOOKLET

 Name and logo on Booklet (Exclusive)

\$4,000

FULL-PAGE Color Ad in Booklet

\$1,000

FILE FOLIO (Exclusive)

\$1,800

### **INTERNET CAFE**

- Name and logo on conference banner, brochures, and literature
- Welcome acknowledgement in President's opening address
- Handouts and signage displayed at Internet Cafe area

\$1,000

For further advertising opportunities kindly contact:

Amy Caple (678) 565-6211 thefirma@bellsouth.net

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Tony Palma (732) 576-8087 kapal@aol.com

Visit us online at:

www.thefirma.org

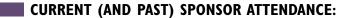
# FIRMA Conference Success

FIRMA's annual training conference continues to draw strong, consistent attendance. Our surveys indicate overwhelmingly that our attendees fulfill their educational objectives by attending our conference.

### **Attendance at Annual Training Conferences:**

2000	Orlando	175	2005 San Diego	217
2001	San Antonio	221	2006 Washington,	DC 209
2002	Scottsdale	199	2007 Phoenix	220
2003	New Orleans	232	2008 Orlando	260
2004	Las Vegas	237	2009 New Orleans	211

83 different organizations from more than 40 states and one foreign country



AMERICAN BANKERS ASSOCIATION ACCUTECH SYSTEMS CORPORATION ADP INVESTOR COMUNICATIONS SERVICES BRAINSHARK, INC.

**BPS** 

DELOITTE & TOUCHE LLP

DELTA DATA

FEDERATED INVESTORS

FIDUCIARY EDUCATION CENTER, LLC

FIDUCIARY SERVICES REGULATORY ALERT

GLOBAL ASSOCIATION OF RISK PROFESSIONALS (GARP)

GLOBE TAX SERVICES, INC.

GROOM LAW GROUP

INNOVATIVE SYSTEMS, INC.

INFORMA INVESTMENT SOLUTIONS

INSURANCEIQ

PAISLEY CONSULTING

PDS COMPANIES

PRICEWATERHOUSECOOPERS, LLP

**PROXYTRUST** 

RESOURCE INSURANCE CONSULTANTS

REGULATORY COMPLIANCE ASSOCIATION

SIFMA-IAD

**SPARDATA** 

TRUSTS & ESTATES

TRUST IMAGING SYSTEMS, INC.

#### PARTNER ORGANIZATIONS

AMERICAN BANKERS ASSOCIATION (ABA)
ASSOCIATION OF CERTIFIED FRAUD EXAMINERS (ACFE)
CAMPBELL UNIVERSITY/TRUST EDUCATION FOUNDATION, INC.
CANNON FINANCIAL INSTITUTE, INC.
GLOBAL ASSOCIATION OF RISK PROFESSIONALS (GARP)
SECURITIES INDUSTRY & FINANCIAL MARKET
ASSOCIATION - INTERNAL AUDIT DIVISION (SIFMA/IAD)



WWW.THEFIRMA.ORG



## FIRMA™ 24th Annual National Risk Management Training Conference Exhibitor/Sponsor Registration Form

Name and address of Exhibitor/Sponsor:		
Exhibitor/Sponsor Contact Person Information:		
Exhibitor/sponsor Contact Ferson information.		
Name:		
Address:		
Telephone number:		
E-Mail Address:		
Name & Address of Your Attending Representative	e(s) (if different from above):	
Please check options selected:		
Basic Exhibit Sponsor: \$1,850	Absentee Sponsor: \$500	
Morning Break Sponsor: \$1,500	Internet Cafe: \$1,000	
Afternoon Break Sponsor: \$1,500	ID Badge Lanyard: \$500	
Lunch Sponsor: \$3,000	Reception Sponsor: \$3,000	
Attendee Conference Materials: \$4,000	Exclusive CD Sponsor: \$4,000	
Attendee Conference File Folio: \$1,800	•	
Full-Page Color Ad in Booklet(Spiral Bound	): \$1,000	
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### Please return the completed form to:

Amy Caple FIRMA P.O. Box 507 Stockbridge, GA 30281 E-Mail: thefirma@bellsouth.net

FAX: (678) 565-8788 Tel: (678) 565-6211



### ORGANIZATIONS REPRESENTED AT THE FIRMA 23RD ANNUAL NATIONAL RISK MANAGEMENT TRAINING CONFERENCE NEW ORLEANS, LOUISIANA 2009

AMALGAMATED BANK OF CHICAGO

AMARILLO NATIONAL BANK

AMERICAN NATIONAL BANK
BANCFIRST TRUST & INVESTMENT

MANAGEMENT COMPANY

BANK OF HAWAII BANKVISION, INC. BEARMOOR, LLC

BNY MELLON

CALIFORNIA DEPARTMENT OF FINANCIAL

**INSTITUTIONS** 

CANNON FINANCIAL INSTITUTE, INC.

CAPITAL ONE

**CARDINAL TRUST & INVESTMENTS** 

CENTRAL NATIONAL BANK

CHEMUNG CANAL TRUST COMPANY
CITIZENS TRUST AND INVESTMENT CORP.

**COMERICA BANK** 

COMPTROLLER OF THE CURRENCY COUNTRY CLUB TRUST COMPANY

**DELOITTE & TOUCHE, LLP** 

DELTA NATIONAL BANK & TRUST COMPANY

**EDWARD IONES TRUST COMPANY** 

**ENCORE BANK** 

**EVOLVE BANK & TRUST** 

**FDIC** 

FEDERAL RESERVE BANK OF ATLANTA

FEDERAL RESERVE BANK OF CLEVELAND
FEDERAL RESERVE BANK OF DALLAS
FEDERAL RESERVE BANK OF NEW YORK
FEDERAL RESERVE BANK OF SAN FRANCISCO

FEDERAL RESERVE BANK OF ST. LOUIS

FIDUCIARY SERVICES CONSULTING GROUP, INC.

FIRST BANKERS TRUST SERVICES FIRST MID-ILLINOIS BANK & TRUST FIRST NATIONAL BANK OF SHELBY FIRST NATIONAL OF NEBRASKA, INC.

FIRST TENNESSEE BANK, NA FIRSTMERIT BANK NA FROST NATIONAL BANK

**GUARANTY BANK AND TRUST COMPANY** 

HARRIS BANK

HARTWELL GROUP, LLC

INTRUST FINANCIAL CORP.

INVESCO

IOWA DIVISION OF BANKING JOHNSON FINANCIAL GROUP IPMORGAN CHASE & CO.

KEYBANK

M&M CONSULTING, LLC

M&T BANK

MB FINANCIAL BANK, NA MERCANTIL COMMERCEBANK

NATIONAL CITY BANK

NEBRASKA DEPT. OF BANKING & FINANCE

NEWTOWER TRUST CO. NORTHERN TRUST BANK

KANSAS OFFICE OF THE STATE BANK COMMISSIONER

OFFICE OF THRIFT SUPERVISION
OLD NATIONAL TRUST COMPANY

PENNSYLVANIA DEPARTMENT OF BANKING

PLAINS CAPITAL CORPORATION

PNC BANK RABOBANK, NA RSM MCGLADREY S.R. SNODGRASS, AC

SAGEWORTH TRUST COMPANY

SOUTH DAKOTA DIVISION OF BANKING

STATE STREET BANK

SYNOVUS TRUST COMPANY

TD BANKNORTH

TEXAS DEPARTMENT OF BANKING
THE BANK OF NEW YORK MELLON

THE FIRST NATIONAL BANK IN SIOUX FALLS

THE HUNTINGTON NATIONAL BANK
THE NORTHERN TRUST COMPANY
THE TRUST COMPANY OF VIRGINIA

U.S. BANK UNION BANK

USAA

VIRGINIA BUREAU OF FINANCIAL INSTITUTIONS

WELLS FARGO WHITNEY BANK

WHITNEY NATIONAL BANK ZIONS BANCORPORATION