

Profile

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
2011 Atlanta, GA

2012 Fort Worth, TX
2013 TBD

2014 Orlando, FL

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**.



24th National Risk Management Training Conference

The Palace Hotel
San Francisco, CA
(415) 512-1111

March 28 - April 1, 2010

SPECIAL CONFERENCE ROOM RATE OF \$238.00,
PLUS TAX, PER NIGHT SATURDAY THROUGH FRIDAY

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 SPONSOR

- 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 registration 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

or

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

CURRENT (AND PAST) SPONSOR ATTENDANCE:

AMERICAN BANKERS ASSOCIATION
ACCUTECH SYSTEMS CORPORATION
ADP INVESTOR COMMUNICATIONS 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 P.O. Box 507, Stockbridge, GA 30281

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



Name and address of Exhibitor/Sponsor:

Exhibitor/Sponsor Contact Person Information:

Name: _____

Address:

Telephone number:

E-Mail Address: _____

Name & Address of Your Attending Representative(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

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 JONES 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
JPMORGAN 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