



## Profile

The Fiduciary and Investment Risk Management Association, Inc., **FIRMA**<sup>™</sup>, 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.

2012 Fort Worth, TX  
2013 Las Vegas, NV

2014 Orlando, FL

*Regional Seminars : Cleveland, Dallas, New York, Philadelphia*

Additionally, **FIRMA** is in partnership with the American Bankers Association (ABA), Texas Bankers Association, IIA, and ACFE 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:

- III 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;
- III Opportunity to introduce your new products or innovative ideas and expand your name recognition to decision makers in the industry;
- III Benefit of networking and referral opportunities with conference participants;
- III Benefit of interaction with national and local regulators in a position to evaluate service providers of regulated entities; and the
- III 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**.



**The Worthington Renaissance Hotel**  
200 Main Street  
Fort Worth, TX 76102  
Phone: (817) 870-1000

***FIRMA Conference Room Rate - \$235.00***

**FORT WORTH, TEXAS**  
**March 25-29, 2012**

*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



## FORT WORTH 2012

*All opportunities are subject to conference facility allowances*

### ABSENTEE SPONSOR \$500

- Name and logo in FIRMA literature or handbook
- Welcome acknowledgement in President's opening address
- Handouts displayed

### LOGO GEAR SPONSOR \$500

- Your company's logo displayed on:
  - Lanyards
  - Tote Bags
  - Travel Mugs
  - Etc.

### BASIC EXHIBITING SPONSOR \$1,950

- One 8' skirted table & 2 chairs (based on conference facilities)
- Electrical access outlet
- Two conference registrations
- Includes complimentary breakfasts, breaks, lunches and reception.

INCLUDES ABSENTEE BENEFITS

### FULL PAGE COLOR AD IN CONFERENCE MATERIALS \$1,000

- Call FIRMA for advertising specifications

### EXCLUSIVE ATTENDEE GIFT FOLIO SPONSOR \$1,800

- Your company's logo displayed on cover

See Next Page for Additional Sponsorship Opportunities

For sponsorship questions or further advertising opportunities kindly contact:

**Amy Caple** (678) 565-6211

[amy@thefirma.org](mailto:amy@thefirma.org)

**Tony Palma** (212) 657-6336

[anthony.m.palma@citi.com](mailto:anthony.m.palma@citi.com)

Visit us online at:

[www.thefirma.org](http://www.thefirma.org)

# Exhibitor / Sponsorship Opportunities



## VENDOR SHOWCASE SPEAKER

- Again for 2012, FIRMA is offering a special Vendor Showcase opportunity to all Basic Sponsors. At an additional cost of **\$1,000**, each Showcase Sponsor will have **two** 30-minute training sessions for FIRMA attendees. Each Sponsor will have a separate meeting room. The Showcase is scheduled for Tuesday, March 27th, from 1:30pm to 2:30pm. FIRMA will provide a complimentary lunch to all attendees and Showcase Sponsors. This is your opportunity to have hands-on quality access to our attendees.

## The Following Sponsorship Opportunities Include All Absentee and Basic Exhibiting Sponsor Benefits

### BREAK SPONSOR **\$2,500**

- Break signage with name/logo

### LUNCH SPONSOR **\$5,000**

- Sponsor signage displayed at lunch
- Sponsor manuals distributed during lunch

### EVENING RECEPTION SPONSORS

- Exclusive signage display & speaking opportunity **\$10,000**

- Non-exclusive Signage Display **\$3,000**

### INTERNET CAFE **\$2,500**

- Sponsor Signage at Cafe
- Scrolling Logo Screensaver on FIRMA provided PC's

### EXCLUSIVE CONFERENCE MATERIALS SPONSOR **\$4,000**

- Your company's logo displayed on cover
- Dedicated section for your company's advertising

### EXCLUSIVE CD SPONSOR **\$4,000**

- Your company's logo displayed on CD
- Dedicated link to your company's video, advertising, and/or materials

## FORT WORTH 2012

*All opportunities are subject to conference facility allowances*



# 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:

2002	Scottsdale	199	2007	Phoenix	220
2003	New Orleans	232	2008	Orlando	260
2004	Las Vegas	237	2009	New Orleans	211
2005	San Diego	217	2010	San Francisco	230
2006	Washington, DC	209	2011	Atlanta	240

**114 different organizations from more than 48 states and internationally**

## CURRENT (AND PAST) SPONSOR ATTENDANCE:

AMERICAN BANKERS ASSOCIATION  
ACCUTECH SYSTEMS CORPORATION  
ADP INVESTOR COMMUNICATIONS SERVICES  
BPS  
BRAINSHARK, INC.  
BROADRIDGE  
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  
INFORMA INVESTMENT SOLUTIONS  
INFOVISA, INC.  
INNOVATIVE SYSTEMS, INC.  
INSURANCE TRUST MONITOR  
NTH DEGREE FINANCIAL SOLUTIONS, LLC  
PAISLEY CONSULTING  
PDS COMPANIES  
PRICEWATERHOUSECOOPERS, LLP  
PROXYTRUST  
RESOURCE INSURANCE CONSULTANTS  
REGULATORY COMPLIANCE ASSOCIATION  
SIFMA-IAS  
SPARDATA  
THE INSURANCE ADVISOR  
THOMSON REUTERS  
TRUSTS & ESTATES  
TRUST IMAGING SYSTEMS, INC.  
TRUST MANAGEMENT NETWORK

## PARTNER ORGANIZATIONS

AMERICAN BANKERS ASSOCIATION (ABA)  
ASSOCIATION OF CERTIFIED FRAUD EXAMINERS (ACFE)  
ASSOCIATION OF CERTIFIED ANTI-MONEY LAUNDERING  
SPECIALIST (ACAMS)  
CAMPBELL UNIVERSITY/ TRUST EDUCATION FOUNDATION, INC.  
CANNON FINANCIAL INSTITUTE, INC.  
GLOBAL ASSOCIATION OF RISK PROFESSIONALS (GARP)  
SECURITIES INDUSTRY & FINANCIAL MARKET  
ASSOCIATION - AUDITORS SOCIETY (SIFMA/IAS)



[WWW.THEFIRMA.ORG](http://WWW.THEFIRMA.ORG)

FIRMA P.O. Box 507, Stockbridge, GA 30281



# *FIRMA™ 26th Annual National Risk Management Training Conference Exhibitor / Sponsor Registration Form*

Company Name and Address of Exhibitor/Sponsor:

*(Name and Address will be listed in FIRMA conference attendee materials.)*

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Exhibitor/Sponsor Contact Person Information:

*(Note: Please list the name of your company's marketing contact for inclusion in attendee materials.)*

Name:

Title:

Address:

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Telephone number:

E-Mail Address:

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**Please check options selected:**

Absentee Sponsor: \$500

Basic Exhibit Sponsor: \$1,950

**Vendor Showcase Speaker** \$1,000\*

Internet Cafe: \$2,500

Morning Break Sponsor: \$2,500

Afternoon Break Sponsor: \$2,500

Lunch Sponsor: \$5,000

Evening Reception Non-Exclusive: \$3,000

Evening Reception Exclusive: \$10,000

Full Page Color Ad in Materials \$1,000

Attendee Gift Folio \$1,800

Exclusive CD sponsor: \$4,000

Attendee Conference materials: \$4,000

Logo Gear: \$500

(please specify type)

\* - must already be a Basic Exhibit Sponsor



*A Basic Exhibitor Sponsorship at the FIRMA National Conference includes two (2) full registrations. Please provide the name(s) of the Sponsor representatives who will be registered at the 2012 Conference.*

**Sponsor Representative #1:**

Full Name: \_\_\_\_\_  
 First Name for Name Badge: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Telephone number: \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_

**Sponsor Representative #2:**

Full Name: \_\_\_\_\_  
 First Name for Name Badge: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Telephone number: \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_

**Please return both completed forms with payments to:**

Amy Caple	E-Mail: amy@thefirma.org
FIRMA	Telephone: (678) 565-6211
P.O. Box 507	FAX: (678) 565-8788
Stockbridge, GA 30281	

**Payment Method (choose one):**

- Payment is enclosed (make check payable to "FIRMA")  
 Please charge my credit card (AmEx/Visa/MC/Discover):

Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Please bill me (provide billing contact):

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

## ORGANIZATIONS REPRESENTED AT THE FIRMA 25<sup>TH</sup> ANNUAL NATIONAL RISK MANAGEMENT TRAINING CONFERENCE ATLANTA, GEORGIA 2011

ALERUS FINANCIAL  
AMALGAMATED BANK OF CHICAGO  
AMERICAN NATIONAL BANK  
AMERICAN NATIONAL BANK/STURM FINANCIAL  
ARVEST BANK OPERATIONS, INC.  
ATLANTIC TRUST  
BANK OF AMERICA  
BANK OF HAWAII  
BANK OF OKLAHOMA  
BANK OF THE WEST  
BB&T  
BESSEMER TRUST COMPANY  
BNY MELLON  
BOSTON PRIVATE BANK & TRUST  
BROWN BROTHERS HARRIMAN & CO  
CA DEPT OF FINANCIAL INSTITUTIONS  
CANANDAIGUA NATIONAL BANK & TRUST CO.  
CAPITAL ONE, NA  
CAPITALMARK BANK & TRUST  
CAROLINA FIRST BANK  
CDI CORPORATION  
CENTRAL NATIONAL BANK  
CENTURY BANK AND TRUST  
CHEMUNG CANAL TRUST COMPANY  
CITIGROUP  
CITIZENS TRUST AND INVESTMENT CORP.  
COMERICA INC.  
COMPTROLLER OF THE CURRENCY  
CONSTELLATION TRUST COMPANY  
COUNTRY CLUB TRUST COMPANY  
CROWE HORWATH, LLP  
DELOITTE & TOUCHE, LLP  
DELTA NATIONAL BANK & TRUST COMPANY  
DESERET TRUST COMPANY  
EDWARD JONES TRUST COMPANY  
ENCORE BANK  
EXTRACO BANKS, NA  
FDIC  
FEDERAL RESERVE BANK OF ATLANTA  
FEDERAL RESERVE BANK OF CHICAGO  
FEDERAL RESERVE BANK OF KANSAS CITY  
FEDERAL RESERVE BANK OF NEW YORK  
FEDERAL RESERVE BANK OF SAN FRANCISCO  
FEDERAL RESERVE BOARD  
FIDUCIARY FORESIGHT, LLC  
FIDUCIARY SERVICES CONSULTING GROUP, INC.  
FIFTH THIRD BANK  
FINANCIAL OUTSOURCING SOLUTIONS  
FIRST BANKERS TRUST SERVICES  
FIRST NATIONAL BANK OF SHELBY  
FIRST NATIONAL OF NEBRASKA, INC.  
FIRST NATIONAL TRUST COMPANY  
FIRST SECURITY GROUP  
FIRST VICTORIA NATIONAL BANK  
FIRSTMERIT  
FROST BANK  
FULTON FINANCIAL CORPORATION

GLENS FALLS NATIONAL BANK  
GUARANTY BANK AND TRUST COMPANY  
HARRIS BANK  
HARTWELL GROUP, LLC  
INTRUST FINANCIAL CORP.  
INVESCO  
JOHNSON FINANCIAL GROUP  
JPMORGAN CHASE  
KANALY TRUST CO  
KENTUCKY FARMERS BANK  
KEYBANK  
LEGG MASON  
M&M CONSULTING, LLC  
M&T BANK  
MARSHALL & ILSLEY CORPORATION  
MB FINANCIAL BANK, NA  
MECHANICS BANK  
MERCANTIL COMMERCEBANK  
MORGAN STANLEY  
MUTUALBANK  
NATIONAL INDEPENDENT TRUST COMPANY  
NEBRASKA DEPT. OF BANKING & FINANCE  
NEWTOWER TRUST COMPANY  
NORTHERN TRUST  
NYS BANKING DEPARTMENT  
OFFICE OF THRIFT SUPERVISION  
OLD POINT TRUST & FINANCIAL SERVICES, NA  
PNC BANK  
RABOBANK, NA  
RELIANCE TRUST COMPANY  
RSM MCGLADREY  
S.R. SNODGRASS, AC  
SANDY SPRING BANK  
SANTA FE TRUST, INC.  
SOUTH DAKOTA DIVISION OF BANKING  
STATE BOARD OF ADMINISTRATION OF FLORIDA  
STERNE AGEE GROUP, INC.  
STOCK YARDS BANK & TRUST CO.  
SUNTRUST BANK  
SUSQUEHANNA BANCSHARES  
SYNOVUS TRUST COMPANY  
TD BANK  
TEXAS DEPARTMENT OF BANKING  
THE 1911 TRUST COMPANY  
THE FIRST NATIONAL BANK IN SIOUX FALLS  
THE GLENMEDE TRUST COMPANY, NA  
THE TRUST COMPANY OF VIRGINIA  
THRIVENT FINANCIAL BANK  
U.S. TRUST, BANK OF AMERICA PRIVATE WEALTH MGMT  
UMB FINANCIAL CORPORATION  
UNIFIED TRUST COMPANY, NA  
UNION BANK  
US BANK  
VIRGINIA BUREAU OF FINANCIAL INSTITUTIONS  
WELLS FARGO  
WILMINGTON TRUST  
ZIONS BANCORPORATION