



Profile

1987  2011

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.

| | |
|--|--------------------|
| 2011 Atlanta, GA | 2013 Las Vegas, NV |
| 2012 Fort Worth, TX | 2014 Orlando, FL |
| <i>Regional Seminars : Chicago, Cleveland, New York, Houston</i> | |

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**.



**ATLANTA, GEORGIA
APRIL 17-21, 2011**

Marriott Atlanta Marquis

265 Peachtree Center Avenue
Atlanta, GA 30303
404-521-0000 866-469-5475

FIRMA Conference Room Rate - \$224.00.

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



ATLANTA 2011

* 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 \$1,850

- One 8' skirted table & 2 chairs (based on conference facilities)
- Electrical access outlet
- Two conference registration
- 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

thefirma@bellsouth.net

Tony Palma (212) 276-3008

anthony.palma@morganstanley.com

Visit us online at:

www.thefirma.org

Exhibitor / Sponsorship Opportunities



VENDOR SHOWCASE SPEAKER

- In addition and new for 2011, 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, April 19th, 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

ATLANTA 2011

* 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:

| | | | | | |
|------|-------------|-----|------|----------------|-----|
| 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 |
| 2005 | San Diego | 217 | 2010 | San Francisco | 230 |

87 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
INNOVATIVE SYSTEMS, INC.
INFORMA INVESTMENT SOLUTIONS
INFOVISA, INC.
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)
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 - INTERNAL AUDIT DIVISION (SIFMA/IAD)



WWW.THEFIRMA.ORG

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



FIRMA™ 25th 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.)

Exhibitor/Sponsor Contact Person Information:

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

Name:

Title:

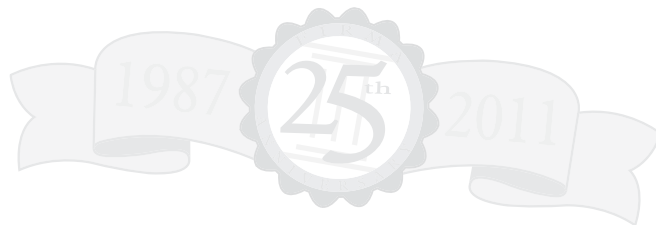
Address:

Telephone number:

E-Mail Address:

Please check options selected:

- Absentee Sponsor: \$500
- Basic Exhibit Sponsor: \$1,850
- 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 2011 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@bellsouth.net |
| 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 24TH ANNUAL NATIONAL RISK MANAGEMENT TRAINING CONFERENCE
SAN FRANCISCO, CALIFORNIA 2010

AMERICAN NATIONAL BANK
AMERICAN NATIONAL BANK/STURM FINANCIAL
AMPER, POLITZINER & MATTIA
ASSOCIATED BANC-CORP
BANK OF HAWAII
BANK OF STOCKTON
BANK OF THE WEST
BANKVISION, INC.
BESSEMER TRUST COMPANY
BNY MELLON
BROWN BROTHERS HARRIMAN
CA DEPT OF FINANCIAL INSTITUTIONS
CAPITAL ONE, NA
CENTRAL NATIONAL BANK
CHAPMAN AND CUTLER LLP
CITIZENS BUSINESS BANK
CITY NATIONAL BANK
COMERICA INC.
COMMERCE BANCSHARES, INC.
COMMUNITY TRUST AND INVESTMENT COMPANY
COMPTROLLER OF THE CURRENCY
COUNTRY CLUB TRUST COMPANY
COUNTRY FINANCIAL
COVENANT TRUST COMPANY
CROWE HORWATH LLP
DAVIDSON COMPANIES
DELOITTE & TOUCHE, LLP
DELTA NATIONAL BANK & TRUST COMPANY
EDWARD JONES TRUST COMPANY
ENCORE BANK
EVOLVE BANK & TRUST
EXTRACO BANKS, NA
FARMERS & MERCHANTS TRUST COMPANY
FDIC
FEDERAL HOUSING FINANCE AGENCY
FEDERAL RESERVE BANK OF CHICAGO
FEDERAL RESERVE BANK OF CLEVELAND
FEDERAL RESERVE BANK OF RICHMOND
FIDUCIARY SERVICES CONSULTING GROUP, INC.
FIFTH THIRD BANK
FIRST BANKERS TRUST SERVICES
FIRST INTERSTATE BANCSYSTEM, INC.
FIRST NATIONAL BANK OF SHELBY
FIRST VICTORIA NATIONAL BANK
FIRSTMERIT BANK NA
FROST NATIONAL BANK
HARRIS BANK
HARTWELL GROUP, LLC
ING TRUST U.S.A.
INTRUST FINANCIAL CORP.
INVESCO
IOWA DIVISION OF BANKING
JEFFERSON WELLS INTERNATIONAL
JPMORGAN CHASE & CO.
KANALY TRUST COMPANY
KEYBANK
M&T SECURITIES
MARSHALL & ILSLEY CORPORATION
MB FINANCIAL BANK, NA
MECHANICS BANK
MORGAN STANLEY
NATIONAL INDEPENDENT TRUST COMPANY
NEBRASKA DEPT. OF BANKING & FINANCE
NEWTOWER TRUST CO.
NORTHERN TRUST
NORTHWESTERN MUTUAL
OFFICE OF THE STATE BANK COMMISSIONER
OFFICE OF THRIFT SUPERVISION
PNC BANK
RABOBANK, NA
S.R. SNODGRASS, AC
SECURITY NATIONAL BANK
SUNTRUST
TDBANKNORTH
TEXAS BANK & TRUST CO.
TEXAS DEPARTMENT OF BANKING
THE BANK OF NEW YORK MELLON
THE GLENMEDE TRUST COMPANY, NA
THE HUNTINGTON NATIONAL BANK
THE NORTHERN TRUST COMPANY
THE TRUST COMPANY OF VIRGINIA
TIAA-CREF
UNIFIED TRUST COMPANY, NA
UNION BANK
USAA
VIRGINIA BUREAU OF FINANCIAL INSTITUTIONS
WELLS FARGO
ZIONS BANCORPORATION