



**FIRMA**<sup>®</sup>

Fiduciary & Investment Risk Management Association

**2018 RISK MANAGEMENT  
TRAINING CONFERENCE**

**SAN DIEGO, CALIFORNIA**

**APRIL 22-26, 2018**



## 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.

**2018 San Diego, CA   2019 Orlando, FL   2020 Scottsdale, AZ**

**REGIONAL SEMINARS: Chicago, Cleveland, New York**

Additionally, **FIRMA** is in partnership with the American Bankers Association (ABA) and the Texas Bankers Association (TBA) to co-sponsor training opportunities throughout the year.

**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 - \$2,000 minimum for 2 years of support**

**Copper level - \$2,000 minimum for 3 years of support**

**Platinum level - \$2,000 minimum for 5 or more years**

All Patrons will be recognized in conference materials indicating level of support.

Patrons will receive the additional recognition of being identified in the FIRMA FORUM.



### 32ND NATIONAL RISK MANAGEMENT TRAINING CONFERENCE SAN DIEGO, CALIFORNIA APRIL 22 - 26, 2018

Loews Coronado Bay  
4000 Loews Coronado Bay Road  
Coronado, CA 92118 619-424-4000  
FIRMA Conference Room Rate \$ 233.00

*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**

## SAN DIEGO 2018

*All opportunities are subject to conference facility allowances*



### ABSENTEE SPONSOR

**\$500**

- Name and logo in FIRMA literature or handbook and on website
- Welcome acknowledgement in President's opening address
- Handouts displayed at registration area

### LOGO GEAR SPONSOR

**\$800**

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

### EXHIBITING SPONSOR

**\$3,000**

- 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

**\$1,000**

### IN ATTENDEE CONFERENCE PROGRAM

- Call FIRMA for advertising specifications

### EXCLUSIVE ATTENDEE

**\$1,800**

### GIFT FOLIO SPONSOR

- Sponsor logo displayed on cover

**See Next Page for Additional Sponsorship Opportunities**

*For sponsorship questions or further advertising opportunities kindly contact:*

**Amy Caple**

(770) 790-8355

[thefirma@ATT.net](mailto:thefirma@ATT.net)

**Tony Palma**

(212) 657-6336

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

**Casey Jeanneret**

(402) 602-6615

[cjeanneret@fnni.com](mailto:cjeanneret@fnni.com)

Visit us online at:

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

# EXHIBITOR/SPONSORSHIP OPPORTUNITIES



## The Following Sponsorships Are Also Available:

### CONTINENTAL BREAKFAST **\$3,500**

- Sponsor signage displayed at breakfast or lunch
- Sponsor materials distributed during breakfast

### EVENING RECEPTION SPONSORS

- Exclusive signage display, \$10,000 speaking opportunity & includes a free Exhibiting Sponsorship
- Non-exclusive Signage \$3,000 Display

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

- Break signage with Sponsor name/logo

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

- Sponsor logo displayed on cover
- Dedicated section for your company's marketing materials.

### INTERNET CAFE **\$3,000**

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

### PHONE APP SPONSOR **\$5,000**

- Link to Sponsor media / video
- Sponsor's name and logo scrolling across the bottom of the App.



## SAN DIEGO 2018

*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:

2013	Las Vegas	210
2014	Orlando	225
2015	Nashville	232
2016	Las Vegas	222
2017	New Orleans	247

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

### CURRENT (AND PAST) SPONSOR ATTENDANCE:

AMERICAN BANKERS ASSOCIATION  
ACCUTECH SYSTEMS CORPORATION  
ADP INVESTOR COMMUNICATIONS SERVICES  
ARGENT FIDUCIARY CONSULTING SERVICES  
BPS  
BRAINSHARK, INC.  
BROADRIDGE  
DAVIS KINARD & CO., PC  
DELOITTE & TOUCHE LLP  
DELTA DATA  
EISNERAMPER, LLP  
ERNST & YOUNG  
FEDERATED INVESTORS  
FIDUCIARY EDUCATION CENTER, LLC  
FIDUCIARY SERVICES REGULATORY ALERT  
FINANCIAL TRACKING TECHNOLOGIES, LLC  
GLOBE TAX SERVICES, INC.  
GROOM LAW GROUP  
INFORMA INVESTMENT SOLUTIONS  
INFOVISA, INC.  
INNOVATIVE SYSTEMS, INC.

INSURANCEIQ  
INSURANCE TRUST MONITOR  
NTH DEGREE FINANCIAL SOLUTIONS, LLC  
OFFICE OF THE COMPTROLLER OF THE CURRENCY  
PAISLEY CONSULTING  
PDS COMPANIES  
PRICEWATERHOUSECOOPERS, LLP  
PROTIVITI  
PROXYTRUST  
RESOURCE INSURANCE CONSULTANTS  
REGULATORY COMPLIANCE ASSOCIATION  
REVZON CONSULTING GROUP  
SPARDATA  
TEAM RISK MANAGEMENT STRATEGIES  
THE INSURANCE ADVISOR  
THOMSON REUTERS  
TRUSTS & ESTATES  
TRUST IMAGING SYSTEMS, INC.  
TRUST MANAGEMENT NETWORK  
TWENTYFIRST LLC  
WOLTERS KLUWER

### 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)



The Fiduciary & Investment Risk Management Association, Inc.  
P.O. Box 669515, Marietta, GA 30066



*FIRMA<sup>™</sup> 32nd Annual National Risk Management  
Training Conference  
Exhibitor/Sponsor Registration Form*

**Sponsor Contact Information:**

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

A one-half page company description and corporate logo are due to Amy Caple by February 28, 2018.

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

\_\_\_\_\_

Telephone number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

**Please check options selected:**

\_\_\_\_\_ Absentee Sponsor: \$500

\_\_\_\_\_ Exhibit Sponsor: \$3,000

\_\_\_\_\_ Internet Cafe: \$3,000

\_\_\_\_\_ Morning Break Sponsor: \$2,500

\_\_\_\_\_ Afternoon Break Sponsor: \$2,500

\_\_\_\_\_ Evening Reception Non-Exclusive: \$3,000

\_\_\_\_\_ Evening Reception Exclusive: \$10,000 #

\_\_\_\_\_ Continental Breakfast Sponsor: \$3,500

\_\_\_\_\_ Full Page Color Ad in Materials: \$1,000

\_\_\_\_\_ Attendee Gift Folio: \$1,800

\_\_\_\_\_ Phone App Sponsor: \$5,000 #

\_\_\_\_\_ Attendee Conference materials: \$4,000

\_\_\_\_\_ Logo Gear: \$800

(please specify type)

\_\_\_\_\_

# - option includes a free Exhibit Sponsorship





*An Exhibitor Sponsorship at the FIRMA National Conference includes two (2) full registrations to the main Conference. Please provide the name(s) of the Sponsor representatives who will be registered at the 2018 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: \_\_\_\_\_

*Additional registrations for extra Sponsor Representatives are available at \$750 for the 2018 Conference. Sunday Workshops are not included in Exhibiting Sponsor opportunity. Please contact Amy Caple at (770) 790-8355 if you wish to register your representatives for a workshop.*

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

Amy Caple	E-Mail:	thefirma@ATT.net
FIRMA	Telephone:	(770) 790-8355
P.O. Box 669515	FAX:	(770) 790-8363
Marietta, GA 30066		

**Payment Method (choose one):**

\_\_\_\_\_ Payment is enclosed (make check payable to "FIRMA")  
 \_\_\_\_\_ Please charge my credit card (AmEx/Visa/MC/Discover):  
 Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVC \_\_\_\_\_  
 Cardholder's Name (Please Print) \_\_\_\_\_  
 Cardholder's Signature: \_\_\_\_\_  
 \_\_\_\_\_ Please bill me (provide billing contact):  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone number: \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_



ORGANIZATIONS REPRESENTED AT THE  
FIRMA 31ST ANNUAL NATIONAL RISK MANAGEMENT TRAINING CONFERENCE  
NEW ORLEANS, LOUISIANA 2017

ALERUS FINANCIAL	GODFREY & KAHN, S.C.	TCF CONSULTING, LLC
ALPINE BANK	GREENLEAF TRUST	TD AMERITRADE
AMARILLO NATIONAL BANK	HANCOCK/WHITNEY BANK	TEXAS DEPARTMENT OF BANKING
AMERISERV TRUST & FINANCIAL SERVICES COMPANY	HARPER & PEARSON COMPANY, PC	THE BANK OF NOVA SCOTIA TRUST COMPANY BAHAMAS LTD
ARGENT FIDUCIARY CONSULTING SERVICES	HEMENWAY TRUST COMPANY	THE FIRST NATIONAL BANK IN SIOUX FALLS
BANCORPSOUTH	HILLS BANK AND TRUST COMPANY	THE GLENMEDE TRUST COMPANY
BANK OF HAWAII	HOOSIER TRUST COMPANY	THE PRIVATEBANK
BANK OF LABOR	HSBC BANK USA, NA	THE TRUST COMPANY OF VIRGINIA
BANK OF THE WEST	HUNTINGTON NATIONAL BANK	TOLLESON PRIVATE BANK
BANKWEST	IBERIABANK	TRINITY HEALTH
BB&T	INDEPENDENT TRUST COMPANY OF AMERICA	TRUSTMARK NATIONAL BANK
BBVA COMPASS	INDIANA DEPT OF FINANCIAL INSTITUTIONS	U.S. BANCORP
BESSEMER TRUST COMPANY	INTRUST BANK	UNION BANK & TRUST
BMO HARRIS BANK	JPMORGAN CHASE	U.S. BANK
BNC NATIONAL BANK	JRMB II	U.S. TRUST/BANK OF AMERICA
BNY MELLON	KEYBANK	USAA
BOK FINANCIAL	LEGACY PRIVATE TRUST COMPANY	VIRGINIA BUREAU OF FINANCIAL INSTITUTIONS
BROADWAY NATIONAL BANK	M&M CONSULTING, LLC	WASHINGTON TRUST BANK
BROWN BROTHERS HARRIMAN	M&T BANK	WELLS FARGO
BUSEY TRUST COMPANY	MB FINANCIAL BANK	WHITNEY BANK
CA DEPT OF BUSINESS OVERSIGHT	MONROE BANK & TRUST	WHITTIER TRUST COMPANY
CADENCE BANK, NA	MUFG UNION BANK	ZIONS BANCORP
CAPITAL ONE	MUTUALBANK	
CENTRAL NATIONAL BANK	NATIONAL ADVISORS TRUST COMPANY, FSB	
CITY NATIONAL BANK	NORTHERN TRUST COMPANY	
COMMERCE BANK	OHIO DIVISION OF FINANCIAL INSTITUTIONS	
COMMUNITY TRUST AND INVESTMENT COMPANY	OLD NATIONAL WEALTH MANAGEMENT	
COMMUNITY TRUST BANCORP, INC	OLD POINT NATIONAL BANK	
COMPTROLLER OF THE CURRENCY	OLD POINT TRUST	
COUNTRY CLUB TRUST COMPANY	PEAK TRUST COMPANY	
DESERET TRUST COMPANY	PHOENIXVILLE FEDERAL BANK & TRUST	
EDWARD JONES	PIEDMONT TRUST COMPANY	
F.N.B. CORPORATION	PNC	
FDIC	RAYMOND JAMES	
FEDERAL RESERVE BANK OF ATLANTA	REGIONS FINANCIAL	
FEDERAL RESERVE BANK OF CHICAGO	RENASANT BANK	
FEDERAL RESERVE BANK OF CLEVELAND	ROCKLAND TRUST CO.	
FEDERAL RESERVE BANK OF KANSAS CITY	S.R. SNODGRASS, PC	
FIFTH THIRD BANK	SANDY SPRING BANK	
FIRST BANKERS TRUST SERVICES	SECURIAN TRUST COMPANY	
FIRST FOUNDATION BANK	SOMERSET TRUST COMPANY	
FIRST HAWAIIAN BANK	SOUTH DAKOTA DIVISION OF BANKING	
FIRST NATIONAL BANK OF OMAHA	SOUTHEASTERN TRUST COMPANY	
FIRST TENNESSEE BANK	STATE OF ALABAMA	
FROST BANK	STATE OF COLORADO, DIVISION OF BANKING	
FULTON FINANCIAL ADVISORS	STATE STREET BANK & TRUST COMPANY	
	SYNOVUS TRUST COMPANY	