

3rd ANNUAL FORECAST LUNCH

June 15, 2009 | São Paulo (SP) - Brazil

Platinum Sponsorship

R\$7,500.00 (US\$3,260.00)

Benefits exclusively for platinum sponsors:

- ✓ 6 formal invitations to the lunch included in the sponsorship, which will be sent to your most valued clients and contacts. A reservation marker with your corporate logo will be placed on a private table only for your organization. CFA Society of Brazil members from your organization will be guaranteed seating with your invitees.
- ✓ Your logo will be included on the agenda to be distributed to participants on the day of the event.
- ✓ Your organization will be given first priority to sponsor other events of the CFA Society of Brazil until the next forecast dinner takes place in June 2010.
- ✓ Platinum sponsors will have first priority in choosing the location of their corporate stands.



All Sponsorship opportunities include:

Networking Focus:

- Personally interact face-to-face with a diverse audience of decision makers in senior-level positions in the investment profession.
- Gain access to your target market in informal settings.
- Grant potential clients and customers access to your senior executives as well as product and research specialists.

Marketing Deliverables:

- Receive recognition in promotional mailings to investment professionals from Brazilian CFA community throughout the campaign.
- Maximize exposure for your products and services through a complimentary hyperlink from the CFA Society of Brazil website to your home page or a landing page, secured until the next Forecast Lunch next year.
- Gain access to the pre-registered attendee mailing list to promote your firm and its participation*.

On-Site Deliverables:

- Opportunity to display corporate literature at designated information service areas.
- Banners and signs near attendee registration and throughout the event, recognizing your company as a sponsor and supporter of the event.
- Complimentary pass(es) for staff to attend the entire event. Other than these passes, the event is exclusive for members and their guests.
- Unlimited full conference registrations available for purchase at discounted CFA Society of Brazil member rate.

* material will only be sent to members whom have agreed to be contacted by our sponsors.

Increase your market share among investment professionals. Become a sponsor at the 3rd CFA Society of Brazil Forecast Lunch. Contact Flavia Saade at flavia.saade@cfasociety.org.br

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Gold Sponsorship

R\$5,000.00 (US\$2,174.00)

- ✓ 4 formal invitations to the lunch included in the sponsorship, which you can send to your most valued clients and contacts. CFA Society of Brazil members from your organization will be guaranteed seating with your invitees.
- ✓ You will have the right to place a stand with representatives from your organization at the event to better inform participants about your organization and its products and services.
- ✓ Gold sponsors will have second priority in choosing the location of their corporate stands.
- ✓ Your corporate logo will be included on the banners to be placed in highly visible locations

Silver Sponsorship

R\$2,500.00 (US\$1,087.00)

- ✓ 2 formal invitations to the lunch included in the sponsorship, which you can send to your most valued clients and contacts. CFA Society of Brazil members from your organization will be guaranteed seating with your invitees.
- ✓ You will have the right to place a stand with representatives from your organization at the event to better inform participants about your organization and its products and services.



REASONS TO SPONSOR

- SPONSORSHIP** at the CFA Society of Brazil 3rd Annual Forecast Lunch delivers increased exposure to a unique audience of investment professionals.
- » Access to CFA Institute members and CFA® charterholders
 - » Chance to target their primary audience
 - » Exposure to investment professionals
 - » Opportunity to work with a key organization
 - » Successful lead generation and prospecting for new business
 - » Great personal relations for their firm
 - » Market presence and brand awareness
 - » Exposure to and recognition with a new group of potential clients
 - » Opportunity to inform attendees about new products
 - » Ability to make contact with current and potential users

CFA Society of Brazil – Snapshot

- ✓ 234 members on the local Society;
- ✓ 65% in the age between 32 and 42 years; 24% younger than that and 11% older.
- ✓ 47% working on investment banking; 42% on asset management; 12% on companies and regulators.*
- ✓ Members are being invited to bring guests and clients to this event.

*2007 information

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