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8th Annual European Financial Services Conference

A New Deal Between Finance & Society



Sponsorship Brochure

26th April 2010
Central Brussels

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www.forum-europe.com

www.fsconference.eu

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The 8th Annual European Financial Services Conference

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About the European Financial Services Conference

Now in its eighth year, The European Financial Services Conference is held annually and is the major event in the Brussels calendar on financial services.

Each year, the event brings together more than 450 senior international participants to debate issues affecting European and global financial markets, and over the years we have welcomed as speakers numerous Ministers, company CEOs, national bankers and regulators both from within the EU and around the world.

The debate at this year's event will focus on moving forward from the global economic crisis and on developing a new financial services rulebook for a new world order.



Sponsorship of the European Financial Services Conference

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The European Financial Services Conference offers sponsoring organisations the opportunity to become involved on a regular basis in a pivotal and talked about industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the 8th Annual European Financial Services Conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers. Perhaps most importantly however, it also enables your company representatives and guests to gain access to the exclusive VIP sessions that are invitation only and take place alongside the main event.

There are two separate sponsorship packages available for the event, designed to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Dan Craft on dan.craft@forum-europe.com or call +44 (0) 2920 783 021.

Some of the numerous organisations that have benefited from their association with this event in past years include: **Atos Origin, Citi, Intesa Sanpaolo, Borsa Italiana, City of London Corporation, Deutsche Börse Group, DLA Piper, Eni, Euroclear, European Association of Listed Companies, European Banking Federation, Finmeccanica, Fortis, Forum of European Asset Managers, Grandi Lavori Fincosit, Indesit Company, ING, International Capital Market Association, Italcementi Group, IW Bank, London Stock Exchange Group plc, Moody's Investor Service, Poste Vita, PricewaterhouseCoopers, Securities Industry Association, Standard Life, Tesi, TLX and Unicredit Group.**

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Sponsorship Packages



Partnership Package: €10,000 + VAT

Speaker/VIP Dinner:

One of the highlights of the conference is the VIP/dinner debate on the eve of the conference where speakers and senior policy decision makers meet to discuss global financial markets challenges and issues.

1. Your Chairman or CEO invited to attend the speaker/VIP dinner on the eve of the conference.

Host your own table at the lunch debate:

Another highlight of the conference is the lunch session on the day of the conference with the participation of senior international speakers. Attendance to the lunch is by invitation only.

1. One table of 10 people reserved for your company staff and guests.
2. Your company logo prominently displayed on the table.
3. Your guest invitations and seating plan arranged by your company.

Prominent Branding:

Your company name mentioned "in partnership with..." and your company logo prominently displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

Advertisement in the Conference Report:

1. A full-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

Table Display:

1. On the day of the conference, a table display for your company documentation.



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Sponsorship Packages



Support Package: €5,000 + VAT

Guaranteed attendance to the lunch debate:

A highlight of the conference is the lunch session on the day of the conference with the participation of senior international speakers. Attendance to the lunch is by invitation only.

1. Two reserved seats for your company staff or guests.
2. Your guest invitations arranged by your company.

Branding:

Your company name mentioned "with the support of. . ." and your company logo displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

Advertisement in the Conference Report:

1. A half-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

Table Display:

1. On the day of the conference, a table display for your company documentation.



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Sponsorship Reservation Form

I am interested in the (please tick box):

Partnership Package (€10,000 + VAT)

Support Package (€5,000 + VAT)

Monday 26th April 2010, Central Brussels

Company:

Address:

Name of contact:

Contact
Tel. Number:

Contact
Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 668 992

Please contact Dan Craft to discuss all opportunities listed in this brochure.

Dan Craft, Director

Tel: +44 (0) 2920 783 021 . Fax: +44 (0) 2920 668 992 . Email: dan.craft@forum-europe.com
Forum Europe, 2 - 4 Second floor, High Street Arcade Chambers, Cardiff, CF10 1BE. UK

On receipt of this information, we will contact you to discuss and confirm your requirements.

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