

# **FMA 2017 ANNUAL MEETING**

## **Exhibitor Information & Sponsorship Opportunities**



**CONFERENCE DATES  
11 - 14 OCTOBER 2017**

**EXHIBIT DATES  
12 & 13 OCTOBER 2017**

**MARRIOTT BOSTON COPLEY PLACE HOTEL  
BOSTON, MASSACHUSETTS**

[FMA.ORG/BOSTON](http://FMA.ORG/BOSTON)

1



# THE FINANCIAL MANAGEMENT ASSOCIATION INTERNATIONAL INVITES YOU ...

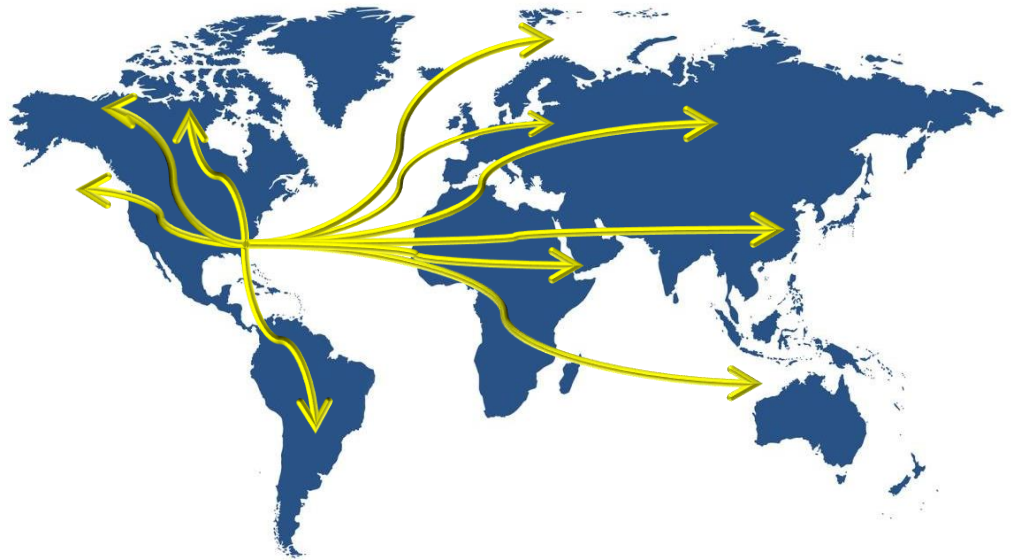
The 2017 FMA Annual Meeting will be held 11 - 14 October, 2017 at the Marriott Boston Copley Place Hotel in Boston, Massachusetts. The Meeting will feature over 700 presentations of academic research, as well as a number of special panel presentations, tutorials, and focused workshops.

Join nearly 2,000 FMA members in Boston!

## OUR ATTENDEES

Over 2,000 registrants attended the 2016 Annual Meeting in Las Vegas, Nevada, from around the world, representing:

- Over 700 academic and practitioner organizations
- 48 states plus the District of Columbia
- 33 countries



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US, Australia, Austria, Azerbaijan, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Kuwait, Mexico, New Zealand, Portugal, Republic of Korea, Russia, Saudi Arabia, Singapore, Spain, Sweden, Taiwan, The Netherlands, Turkey, Ukraine, United Arab Emirates, United Kingdom

# 2017 Sponsor Benefits

<b>BENEFITS</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>
One (1) complimentary booth rental for the 2017 FMA Annual Meeting	X		
Sponsor recognition on the main sponsor signage throughout the conference meeting space	X	X	X
Sponsor recognition on the conference website	X	X	X
Sponsor recognition on the conference programs (downloadable and 'Pocket')	X	X	X
Sponsor recognition on the conference app	X	X	X
Sponsor recognition on session room laptop opening screens	X		
Verbal recognition from the podium during the Keynote Address and Friday Luncheon	X		
Complimentary Conference Registrations	7	5	3

## Sponsorship/Exhibits/Advertising Opportunities at a Glance

<b>SPONSORSHIP</b>	<b>QUANTITY AVAILABLE</b>	<b>PRICE (per sponsorship)</b>	<b>BENEFITS LEVEL</b>
Thursday Reception	1	\$15,000	Platinum
Friday Reception	1	\$10,000	Platinum
Lanyard/Flash Drive Conference Program	1	\$8,500	Platinum
Wednesday Reception	1	\$7,500	Gold
Conference app - Exclusive	1	\$7,500	Gold
Doctoral Student Consortium	1 - 3	\$5,000 - \$15,000	Gold - Platinum (dependent upon amount of sponsorship)
Women's Networking Luncheon	1	\$4,000	Silver
Keynote Address	1	\$3,000	Silver
Exhibit Hall Coffee/Tea Breaks	4	\$3,000	Silver
Charging Lounges	4	\$2,500	Silver
Assistant Professors' Breakfast	1	\$2,000	Silver
Best Paper Awards	5	\$1,000	Silver
<b>EXHIBIT RENTALS</b>			
Featured		\$2,500	N/A
Standard		\$2,250	N/A
Base		\$1,500	N/A
<b>ADVERTISING</b>			
All-Media (print & conference app)		\$1,000	N/A
Print-Only		\$750	N/A

# Event Sponsorships

The 2017 FMA Annual Meeting offers numerous opportunities to show your support of the profession and increase your visibility through signage, acknowledgements in conference materials, prime locations in both the exhibit hall and conference app, and much more ...

## DOCTORAL STUDENT CONSORTIUM SPONSORSHIP

\$5,000 each or \$15,000 for exclusive sponsorship

An invitation-only event, the Doctoral Student Consortium is a full-day event featuring a group of leading researchers in all aspects of finance working with an elite group of PhD/DBA students. Take this opportunity to share your message with 40-50 advanced finance doctoral students and several prominent senior faculty.

Sponsorship benefits include:

- Signage featuring your name and logo as attendees enter and exit the event
- Your name and logo next to the event listing on the conference website, conference app, and conference program
- Rotating banner ad in the conference app
- Recognition and brief speaking opportunity at the start of the event
- Opportunity to provide materials to the participating students and panelists
- Full-page ad in the downloadable conference program and 'Pocket Program'

Depending on the level of sponsorship, this commitment includes all other Platinum or Gold sponsor benefits.

## KEYNOTE ADDRESS SPONSORSHIP

\$3,000 exclusive

Oliver Hart, 2016 Nobel Laureate in Economics, Harvard University, will present the Keynote Address on Thursday, 12 October during a plenary session. This is a fantastic opportunity to address a highly engaged audience.

Sponsorship benefits include:

- Signage featuring your name and logo as attendees enter and exit the event
- Your name and logo next to the event listing on the conference website, conference app, and conference program
- Rotating banner ad in the conference app
- Recognition and brief speaking opportunity at the start of the event
- Full-page ad in the downloadable conference program and 'Pocket Program'

This commitment includes all other Gold sponsor benefits.



# Attendee Services and Awards

## CONFERENCE APP

\$7,500 exclusive

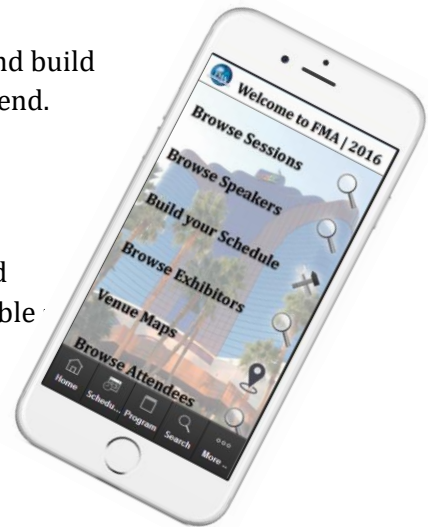
The app allows attendees to search for sessions, speakers, create profiles and build their own schedule for the conference by choosing sessions you want to attend.

Sponsorship benefits include:

### EXCLUSIVE

- Your company's logo will be displayed each time the app is accessed
- Sponsorship recognition on the conference website and downloadable printed programs

This commitment includes all other Gold sponsor benefits.



## RELAX & RECHARGE LOUNGES

\$2,500 per station

Enable participants to power-up their phones, laptops, and tablets without leaving the meeting space!

- Your company's name and logo will appear on signage located in the lounge area(s)
- Sponsorship recognition on the conference website, downloadable and printed programs, and conference app

This commitment includes all other Silver sponsor benefits.

## BEST PAPER AWARDS

\$1,000 (Five (5) Opportunities Available)

Best paper awards are presented for the best papers in the following areas:

- Corporate Finance (FILLED)
- Derivatives
- Financial Markets & Institutions
- Investments (FILLED)
- Market Microstructure (FILLED)

The award announcement and sponsor recognition are made at the Keynote Address.

This commitment includes all other Silver sponsor benefits.

# Food & Beverage Events

## **\$7,500 Wednesday - \$15,000 Thursday - \$10,000 Friday (FRIDAY SPONSORSHIP FILLED)**

Increase your company's visibility by sponsoring one of the evening receptions; the most scheduled events on the 2017 conference app!

Sponsorship benefits include:

- Logo recognition on signage at the entrance of the event and at food stations, bars, and seating areas
- Logo recognition on table tents throughout the seating areas of the reception space
- Opportunity to provide cups and napkins with your company's logo
- Complimentary drink tickets for your staff to share with attendees \*

The Wednesday evening reception includes all other Gold sponsor benefits. The Thursday and Friday receptions include all other Platinum sponsor benefits.

*\* Number of drink tickets dependent upon level of sponsorship commitment.*

## **EXHIBIT HALL COFFEE/TEA BREAKS**

\$3,000 (Four (4) Opportunities Available)

Sponsorship benefits include:

- Signage at the entry to the exhibit hall acknowledging your sponsorship
- Logo recognition on signage at the coffee/tea stations
- Opportunity to provide cups and napkins with your company's logo

This commitment includes all other Silver benefits.

## **WOMEN'S NETWORKING LUNCHEON**

\$4,000 (One Opportunity Available)

Female academics sometimes face unique challenges while advancing in the finance profession. The Luncheon provides an opportunity for women to network with each other, as well as share thoughts and solutions to various issues.

Sponsorship benefits include:

- Signage at the entry to the Luncheon acknowledging your sponsorship with your company's logo
- Recognition and brief speaking opportunity at the start of the event

This commitment includes all other Silver benefits.

## **ASSISTANT PROFESSORS' BREAKFAST**

\$2,000 (One Opportunity Available)

Perhaps the primary challenge faced by Assistant Professors is how to balance research and teaching—and how to succeed in both. The Breakfast features leading academics sharing the lessons learned from their own experiences and while mentoring others.

Sponsorship benefits include:

- Signage at the entry to the Breakfast acknowledging your sponsorship with your company's logo
- Recognition and brief speaking opportunity at the start of the event

This commitment includes all other Silver benefits.

# Exhibit Opportunities

## NETWORK WITH ATTENDEES

Twenty hours of exhibit time, with specially targeted networking events including:

- Thursday evening's Keynote Address Reception
- Daily coffee and tea breaks

## BOOTH RENTAL TYPES\*

### FEATURED

\$2,500 includes (1) 10' x 10' booth, one (1) full page ad in the Program, and highlighted exhibitor listing in the conference app

### STANDARD

\$2,250 includes one (1) 10' x 10' booth, one (1) full page ad in the program, and basic listing in the conference app

### BASE

\$1,500 per 10' x 10' booth

\*Please refer to the Exhibit Hall diagram for rental locations by booth type

## BOOTH INCLUSIONS

- 8' high back drape and 33" side drape (inline booths)
- Booth ID sign with company name and booth number
- Five (5) complimentary exhibitor registrations per 10' x 10' booth

## SCHEDULE

### MOVE IN

Wednesday, 11 October  
12:00 noon - 5:00 pm

### EXHIBITS OPEN

Thursday, 12 October  
8:00 am - 7:00 pm

Friday, 13 October  
8:00 am - 5:00 pm

### MOVE OUT

Friday, 13 October  
5:00 pm - 9:00 pm

## TO MAKE BOOTH RESERVATIONS

- ① Refer to the floor plan on page 9
- ② Send your booth choices (first, second and third preferences) to Karen Wright ([orleans@coba.usf.edu](mailto:orleans@coba.usf.edu)) and she will confirm your booth reservation

# Advertising Opportunities

## PROGRAM AND CONFERENCE APP ADVERTISING

\$1,000 All-Media

Includes:

- Banner ad appearing above session descriptions in conference app
- Full page ad in the conference program

\$750 Print-Only

- Full page ad in the conference program

*2016 conference app banner ad performance:*

- *Average click through rate: 3.39%*
- *Total impressions: 11,682*
- *Unique views: 1,075*

*Statistics provided by EventPilot, 2016 FMA Annual Meeting conference app provider*



To reduce the use of paper and impact on the environment, the full conference program (150+ pages) will no longer be included as part of the registration materials. A slimmed-down version of the program (approximately 80 pages) will be distributed to all registrants at FMA's 2017 Annual Meeting.

Attendees will be able to access the full program by:

1. **DOWNLOADING** the 2017 FMA Annual Meeting Conference App.

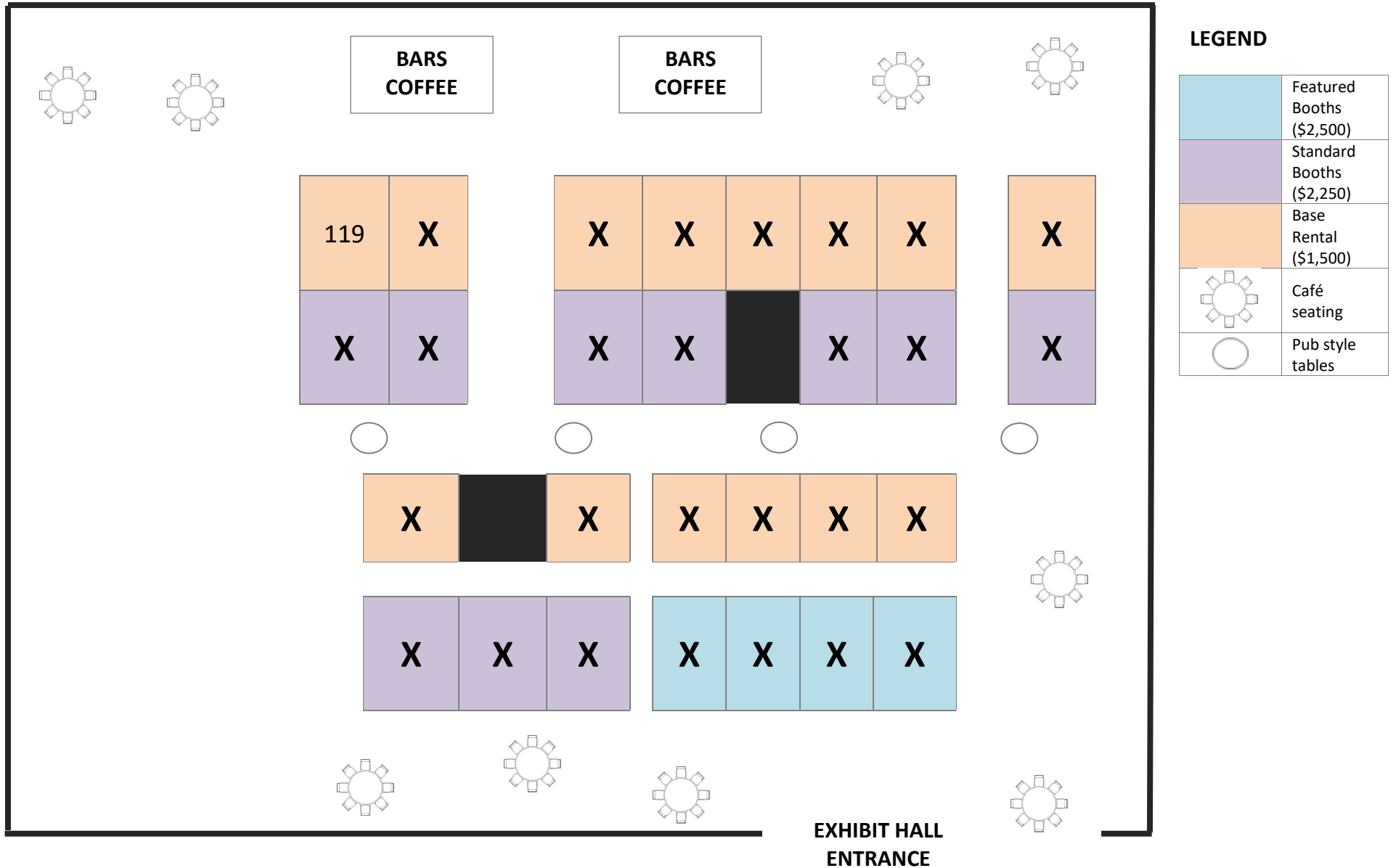
**OR**

2. **DOWNLOADING** the full program in PDF-format from [www.fma.org](http://www.fma.org).



# 2017 FMA ANNUAL MEETING EXHIBIT HALL

## Gloucester Room Exhibit Hall



*Seating & bar locations are subject to change; booth sizes are not to scale*

**CONCURRENT SESSION ROOMS**



To Elevators/Escalators