

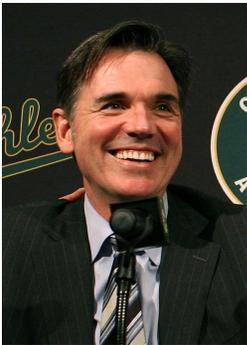
IIAC 2013 ANNUAL CONFERENCE **SPONSORSHIP OPPORTUNITIES**

The IIAC 2013 Annual Conference takes place on Thursday, October 3, 2013, in Toronto. This full day event brings together industry professionals from investment firms, banks, financial institutions, law firms, government and regulators. The program, special events, and exhibitor showcases that will be featured at the IIAC 2013 Annual Conference will provide sponsors with opportunities to highlight and strengthen your firm's brand while building relationships through informal networking with the industry's key players.

Be a part of the year's premier event for Canada's Investment industry. Contact Michael Bennett, Sponsor and Partner Development, at 416-884-1546, or via email at sponsorship@iiac.ca.

2013 CONFERENCE HIGHLIGHTS

Keynote Speaker: BILLY BEANE - General Manager of the Oakland Athletics Baseball Club and subject of the hit movie *Moneyball*.



Considered one of the most progressive and talented baseball executives in the game today, Billy Beane has molded the Oakland Athletics into a perennial postseason contender since assuming the general manager's duties shortly following the 1997 season. Beginning in 1999, Beane and former Assistant GM Paul DePodesta shattered antiquated MLB beliefs that big payrolls equated wins by implementing unorthodox (by MLB standards) strategic methodology that led one of the worst teams in the AL with one of the lowest payrolls, to five American League West Division titles.

Beane's strategy has since opened the eyes of many top sports executives and CEOs around the country who now utilize the "Moneyball" methodology. In 2008 Beane even collaborated with Newt Gingrich and Sen. John Kerry in co-authoring an article in the New York Times offering possible remedies for the U.S. health care crisis. Beane was named The Sporting News' Executive of the Year in 1999 and earned Major League Baseball's Executive of the Year honors by Baseball America magazine following the 2002 season. In November of 2001, Beane was named one of Street & Smith's Sport Business Journal's "40 Under 40 and in 2004, he was rated 16th on their list of Baseball's Heavy Hitters.

At the podium, Beane conveys his innovative, winning style of management and leadership, which involves identifying undervalued assets to create and sustain a competitive advantage. By striking parallels between baseball and business, Beane inspires audiences across industries (including health care, insurance, finance, etc.) with his unforgettable winning underdog story.

Keynote Speaker: NATE SILVER - Political Analyst, Author and Statistician.



Nate Silver has become today's leading statistician through his innovative analyses of political polling. He is most recently noted for his book *The Signal and the Noise: Why Most Predictions Fail – But Some Don't* and correctly predicting the winner in all 50 states in the 2012 US Presidential election and 31 of 33 states in the Senate election

His new book, *The Signal and The Noise: Why Most Predictions Fail — But Some Don't*, is a New York Times bestseller. Data-based predictions underpin a growing sector of critical fields, from political polling and hurricane watches to the stock market and even the war on terror. That means it's important to ask — what kind of predictions can we trust? What methods do the most reliable forecasters use? What sorts of things can be predicted — and what can't? Nate takes us on a tour of modern prediction science, uncovering a surprising connection among humility, uncertainty and good results. It's an essential read for anyone interested in how data can be used to understand the future.

Before he came to politics, Nate established his credentials as an analyst of baseball statistics. He developed a widely acclaimed system called PECOTA (Player Empirical Comparison and Optimization Test Algorithm), which predicts player performance, career development, and seasonal winners and losers. He is the author of a series of books on baseball statistics, which include *Mind Game*, *Baseball Between the Numbers*, and *It Ain't Over 'til It's Over*. Nate has written for ESPN.com, Sports Illustrated, Slate, the New York Sun, and the New York Times. His work has been reported in such publications as the New York Times, Newsweek, Huffington Post, and Vanity Fair.

Nate Silver has been honored by a series of accolades, from Time's 100 Most Influential People of 2009 to Rolling Stone's 100 Agents of Change.

Special Dinner Event: Hosted by REX MURPHY - Canadian broadcasting icon, commentator and author.



This will be the inaugural year of a high profile initiative being launched by the IIAC, which will receive wide recognition in the investment and business community, as well as significant media attention. The evening's host, Rex Murphy, was born and raised in Newfoundland, where he graduated from Memorial University. A Rhodes scholar, he attended Oxford University (along with U.S. President Bill Clinton). When he returned to Newfoundland he was soon established as a quick-witted and accomplished writer, broadcaster and teacher.

Murphy contributes extensively to CBC on many current affairs issues. He contributes a regular televised essay to CBC's *The National Magazine*, dealing with topics as diverse as the Royal Family, smoking, and Quebec politics. He has also created a number of documentaries from Newfoundland, including the highly acclaimed "Unpeopled Shores," about the collapse of the Newfoundland fisheries.

Rex Murphy writes a weekly column for the National Post and is the author of the book, *Points of View*, a collection of his columns and commentaries.

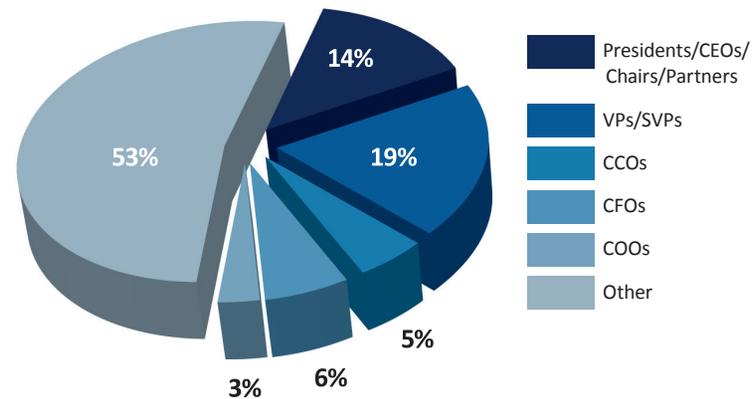
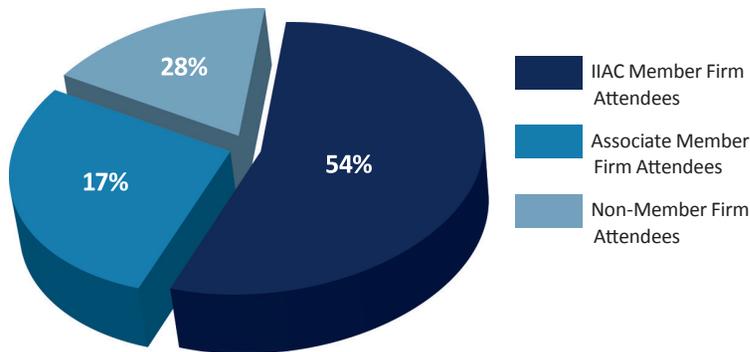
Murphy also hosts Canada's only national open-line radio program, CBC Radio's *Cross Country Checkup*, with close to half-a-million listeners tuning in every Sunday afternoon. The program is broadcast live across Canada on CBC Radio One, on Sirius satellite radio, and around the world on the Internet.

Rex Murphy has won several national and provincial broadcasting awards and has been awarded honorary doctorates in letters by Memorial University, St. Thomas University, and Nipissing University.

Much in demand as a speaker, his oratory -- a volatile mix of insight, humour and biting political commentary, powered by an extraordinary vocabulary -- brings audiences to their feet at events from coast to coast.

DELEGATE PROFILE

In 2012, the IIAC Annual Conference attracted more than 200 delegates, many of whom were senior decision makers from their organizations.



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - Exclusive

Investment - \$50,000

Be recognized as the top level sponsor of the conference, as well as the Exclusive Sponsor of the special dinner event, hosted by Rex Murphy (*confidential details of the event will be shared with organizations interested in this sponsorship level*).

You receive:

- 12 complimentary conference registrations for company personnel and guests
- 8 complimentary tickets to the dinner event for company personnel and guests (and up to 10 additional tickets at 75% off regular price)
- Opportunity for your senior executive to say a few words about your organization and introduce Rex Murphy at the start of the event
- Introduction and acknowledgement as the platinum sponsor during the event; logo on event signage, promotional and handout materials; recognition of sponsorship on the IIAC website and weekly newsletter and the opportunity to include promotional materials in delegate packages
- First choice of location for exhibit booth or table-top display in exhibitor area, with up to 4 representatives to staff your booth

GOLD AND KEYNOTE - BILLY BEANE - Exclusive

Investment - \$30,000

Be recognized as a gold level sponsor of the conference, as well as the Exclusive Sponsor of the Billy Beane keynote.

You receive:

- 6 complimentary conference registrations for company personnel and guests
- 4 complimentary tickets to the dinner event for company personnel and guests (and up to 4 additional tickets at 50% off regular price)
- Host Billy Beane* at your VIP table for lunch along with a senior IIAC representative or Board Member (**subject to his availability - to be confirmed*)
- Opportunity for your senior executive to say a few words about your organization and introduce Billy Beane
- Introduction and acknowledgement as a gold sponsor during the event; logo on event signage, promotional and handout materials; recognition of sponsorship level on the IIAC website and weekly newsletter and the opportunity to include promotional materials in delegate packages
- Second tier choice of location for exhibit booth or table-top display in exhibitor area, with up to 3 representatives to staff your booth

GOLD AND KEYNOTE - NATE SILVER - Exclusive

Investment - \$30,000

Be recognized as a gold level sponsor of the conference, as well as the Exclusive Sponsor of the Nate Silver keynote.

You receive:

- 6 complimentary conference registrations for company personnel and guests
- 4 complimentary tickets to the dinner event for company personnel and guests (*and up to 4 additional tickets at 50% off regular price*)
- Host Nate Silver* at your VIP table for lunch along with a senior IIAC representative or Board Members (**subject to his availability - to be confirmed*)
- Opportunity for your senior executive to say a few words about your organization and introduce Nate Silver
- Introduction and acknowledgement as a gold sponsor during the event; logo on event signage, promotional and handout materials; recognition as sponsor on the IIAC website and weekly newsletter and the opportunity to include promotional materials in delegate packages
- Second tier choice of location for exhibit booth or table-top display in exhibitor area, with up to 3 representatives to staff your booth

GOLD SPONSOR - Co-Sponsorship

Investment - \$20,000

You receive:

- 6 complimentary conference registrations for company personnel and guests
- 4 complimentary tickets to the dinner event for company personnel and guests (*and up to 4 additional tickets at 50% off regular price*)
- Host two senior IIAC representatives or Board Members at your VIP table for lunch
- Introduction and acknowledgement as the gold sponsor during the event; logo on event signage, promotional and handout materials; recognition as sponsor on the IIAC website and weekly newsletter and the opportunity to include promotional materials in delegate packages
- Third tier choice of location for exhibit booth or table-top display in exhibitor area, with up to 3 representatives to staff your booth

SILVER SPONSOR - Co-Sponsorship

Investment - \$15,000

You receive:

- 4 complimentary conference registrations for company personnel and guests
- 2 complimentary tickets to the dinner event for company personnel and guests (*and up to 4 additional tickets at 50% off regular price*)
- Host a senior IIAC representatives or Board Members at your VIP table for lunch
- Introduction and acknowledgement as the silver sponsor during the event; logo on event signage, promotional and handout materials; recognition as sponsor on the IIAC website and weekly newsletter and the opportunity to include promotional materials in delegate packages
- Third tier choice of location for exhibit booth or table-top display in exhibitor area, with up to 2 representatives to staff your booth

BRONZE SPONSOR - Co-Sponsorship

Investment - \$10,000

You receive:

- 4 complimentary conference registrations for company personnel and guests
- 2 complimentary tickets to the dinner event for company personnel and guests (*and up to 4 additional tickets at 50% off regular price*)
- Host two senior IIAC representatives or Board Members at your VIP table for lunch
- Introduction and acknowledgement as the bronze sponsor during the event; logo on event signage, promotional and handout materials; recognition as sponsor on the IIAC website and weekly newsletter and the opportunity to include promotional materials in delegate packages
- Fourth tier choice of location for exhibit booth or table-top display in exhibitor area, with up to 2 representatives to staff your booth

LUNCH SPONSOR - Exclusive

Investment - \$5,000

You receive:

- 2 complimentary conference registrations for company personnel and guests
- Acknowledgement as the lunch sponsor during the event; logo on lunch area signage, promotional and handout materials; recognition as sponsor on the IIAC website and weekly newsletter and the opportunity to include a promotional item or flyer in delegate packages
- Assigned location for exhibit booth or table-top display in exhibitor area, with one representative to staff your booth

BREAK SPONSOR - Exclusive - Three Available - *Breakfast, Morning and Afternoon*

Investment - \$2,500

You receive:

- 2 complimentary conference registrations for company personnel and guests
- Acknowledgement as a break sponsor during the event; logo on break area signage, promotional and handout materials; recognition as sponsor on the IIAC website and weekly newsletter and the opportunity to include a promotional item or flyer in delegate packages