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Bank of America
Merrill Lynch

The 10th Annual European Financial Services Conference

The Financial World Tomorrow



Sponsorship Brochure

9th February 2012 / ING Auditorium . Brussels

Contact - Charlene Selmer
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www.forum-europe.com

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About the European Financial Services Conference

Now in its tenth consecutive 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.

Discussion at this year's event is expected to focus on the future of the financial world; Europe's search to consolidate its own post-crisis recovery and to reinvigorate its position in global markets, the future of the trading landscape and the extent to which current programmes and systems need to be adapted in order to ensure sufficient resources and operational flexibility for debt refinancing and restructuring.



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 10th 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 Charlene Selmer on charlene.selmer@forum-europe.com or call +44 (0) 2920 783 024.

Some of the numerous organisations that have benefited from their association with this event in past years include:

Ansaldo, Atos Origin, Blackrock, Citi, Cleary Gottlieb, Engineering, Intesa Sanpaolo, Borsa Italiana, City of London Corporation, Deutsche Börse Group, DLA Piper, Eni, Euroclear, European Association of Listed Companies, European Banking Federation, Finmeccanica, BNP Paribas 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, Multipartner, Poste Vita, PricewaterhouseCoopers, Securities Industry Association, Standard Life, Tesi, TLX and Unicredit Group.

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Audience Breakdown 2011



Based on 480 delegates

- 30% European Institutions
- 15% National Financial Authorities
- 50% Corporate Organisations
- 5% Press

The European Financial Services Conference - Previous Speakers Include:

Johnny Akerholm, Chairman of the Inter-Institutional Monitoring Group; President & CEO, Nordic Investment Bank

Joaquín Almunia, EU Commissioner for Economic and Monetary Affairs, European Commission

Paul Arlman, Secretary General, FESE

Jörg Asmussen, State Secretary, German Federal Ministry of Finance

Paul S. Atkins, Commissioner, US Securities and Exchange Commission

Andrej Bajuk, Minister of Finance & President of Ecofin Council, Republic of Slovenia

Michel Barnier, Commissioner for Internal Markets & Services, European Commission

Anthony Belchambers, CEO, Future & Options Association

Lorenzo Bini Smaghi, Member of the Executive Board, European Central Bank

Sir Win Bischoff, Chairman, Citi

Giovanni Carosio, Chairman, CEBS

Liu Chunhang, Director General of the Statistics Department and Research Department, China Banking Regulatory Commission

Elizabeth Corley, Chairwoman, FEAM

Andrew Crockett, President, JPMorgan Chase International

Sandy Crombie, CEO, Standard Life

Cliff Dammers, Secretary General, International Primary Markets Association

Meleveetil Damodaran, Chairman, Securities & Exchange Board of India

Fabrice Demarigny, Secretary General, CESR

Arthur Docters van Leeuwen, Chairman, CESR

Javier Echarri, Secretary General, EVCA

Jonathan Evans, MEP & ECON Committee Member, European Parliament

Jonathan Faull, Director General, DG Internal Market and Services, European Commission

Alberto Giovannini, Chief Executive Officer, Unifortune

Vittorio Grilli, Chairman, Financial Services Committee of the European Council, and Director General, Italian Treasury

Chris Huhne, MEP, European Parliament

Alain Joly, Chairman of the Supervisory Board of Air Liquide; Chairman of the European Association for Listed Companies (EALIC)

Piia-Noora Kauppi, MEP & ECON Committee Member, European Parliament

William E. Kennard, U.S. Ambassador to the EU, United States Mission to the European Union

Wolf Klinz, MEP, European Parliament

Michaela Koller, Director General, CEA

Alexandre Lamfalussy, Chairman, Lamfalussy Committee of Wise Men

Jacques de Larosière, Honorary Governor of Banque de France; Advisor to the Chairman of BNP Paribas

Philip Lowe, Director-General, DG Competition, European Commission

Charlie McCreevy, EU Commissioner for Internal Market & Services, European Commission

William McDonough, Vice Chairman & Special Advisor to the Chairman, Merrill Lynch

Mario Monti, Former European Commissioner for Competition

Nicolas Moreau, Chairman of the Forum of European Asset Managers (FEAM); CEO of AXA Investment Managers

Johnathan Moulds, President, EMEA, Bank of America Merrill Lynch

Axel Nawrath, Managing Director, Deutsche Borse

Lars Nyberg, Member of the High Level Expert Group on EU Financial Supervision & Deputy Governor of the National Swedish Bank

Peter Nyberg, Director-General of Financial Markets, Ministry of Finance, Finland

Tommaso Padoa Schioppa, Former Minister of Finance, Italy

Alessandro Pansa, Chief Financial Officer, Finmeccanica

Tom Parlon, Minister of State for Finance, Republic of Ireland

Corrado Passera, CEO, Banca Intesa

Fabrizio Saccomanni, Director General, Banca d'Italia

Alexander Schaub, Director-General, Internal Market, European Commission

Toru Shikibu, Deputy Commissioner for International Affairs, Japanese Financial Services Agency

Mark Sobel, Deputy Assistant Secretary for International Finance, US Department of the Treasury

Ethiopsis Tafara, Director, Office of International Affairs, SEC

Ieke van den Burg, MEP & ECON Committee Member, European Parliament

Nigel Wicks, Chairman, Euroclear

David Wright, Deputy Director-General, DG Internal Market & Services, European Commission

Eddy Wymeersch, Chair, Committee of European Securities Regulators (CESR)

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Sponsorship Packages

Partnership Package: €10,000

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.

- ▶ 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.

- ▶ One table of 10 people reserved for your company staff and guests.
- ▶ Your company logo prominently displayed on the table.
- ▶ 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:

- ▶ Front of the conference programme.
- ▶ Speaker CVs.
- ▶ Lists of participants.
- ▶ 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.
- ▶ Front of the delegate folders.
- ▶ Conference platform banner (fixed or by projection).
- ▶ Forum Europe website with hyperlink to your company website.
- ▶ 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:

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

Table Display:

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

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Sponsorship Packages

Support Package: €5,000

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.

- ▶ Two reserved seats for your company staff or guests.
- ▶ Your guest invitations arranged by your company.

Branding:

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

- ▶ Front of the conference programme.
- ▶ Speaker CVs.
- ▶ Lists of participants.
- ▶ 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.
- ▶ Front of the delegate folders.
- ▶ Conference platform banner (fixed or by projection).
- ▶ Forum Europe website with hyperlink to your company website.
- ▶ 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:

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

Table Display:

- ▶ 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)

Support Package (€5,000)

Thursday 9th February 2012, ING Auditorium, Brussels

Company:

Address:

Name of contact:

Contact
Tel. Number:

Contact
Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact Charlene Selmer to discuss all opportunities listed in this brochure.

Charlene Selmer, Senior Event Manager

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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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