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February 15, 2008

Re: Association for Financial Professionals of Indiana
2008 Circle City Treasury Management Conference
September 15-17, 2008

The Association for Financial Professionals of Indiana (AFP-IN) is a not-for-profit association dedicated to advancing the treasury profession. AFP-IN is a regional affiliate of the Association for Financial Professionals (AFP), a national association with similar aims and objectives. Our membership consists of both treasury practitioners and service providers, representing a broad cross-section of corporate, government, not-for-profit and service enterprises. Our members represent diverse industries: manufacturing, service, retail, public utilities, insurance, not-for-profit, real estate, financial services, wholesale distribution, government and higher education.

From September 15-17, 2008, the AFP-IN will host its 19th Annual Circle City Treasury Management Conference at the Sheraton Indianapolis City Centre Hotel on Ohio Street in the heart of Indianapolis, Indiana. The theme of this year's conference is Discover Treasury: Exploring the Outer Limits. Over the course of three days, more than two hundred participants will have the opportunity to hear speakers on a variety of treasury topics, pursue ongoing education accreditation, and participate in courses designed for Treasury certification, and network with peer treasury professionals.

Through the AFP-IN's Annual Conference Sponsorship Program, your organization can be recognized as a leader and supporter of the treasury profession at this year's conference. Our three-tiered sponsorship approach makes sponsorship possible for organizations of varying sizes. Depending upon the level of sponsorship, your organization will be recognized through a variety of communication vehicles (see attached "Sponsorship Opportunities and Recognition"). Sponsors are also given the opportunity to submit proposals for speakers and / or topics for educational sessions at the conference.

In addition to printed and verbal recognition, there are several other benefits to being a conference Sponsor. For example, we will offer a one-hour Sponsor Break during the conference (as in the past, usually on Tuesday afternoon). This break provides conference participants with an opportunity to network with sponsors to discuss your products and services. **Also, new in 2008 we will allow sponsors to set up as early as Sunday afternoon. This will allow sponsors the opportunity to distribute product information and discuss one-on-one with conference participants during breakfast hours and the breaks between sessions, at your discretion.**



To encourage participation in the event, the AFP-IN will have networking activities planned; we will also supply refreshments and award prizes donated by our Sponsors during each break. We encourage our sponsors to invite (or sponsor) a few of your customers at the AFP-IN's conference to demonstrate support for their Treasury needs and concerns. Upon request, you will also be supplied with a number of conference brochures that you can use to pass out amongst your customers.

Not only does the conference Sponsorship Program provide significant value for our Sponsors, it also helps AFP-IN accomplish the objectives of furthering the education and understanding of treasury-related issues. One critical part in pursuing this objective is the AFP-IN college scholarship program. Since the AFP-IN began awarding scholarships in 1992, more than \$74,000 has been awarded to students majoring in finance and attending Indiana institutions of higher learning. Our scholarship winner(s) for 2008 will be honored during the conference at Tuesday's scholarship luncheon.

The attached information further describes the benefits of sponsorship. We trust you will agree that this represents a valuable opportunity for your organization to gain recognition as a supporter of the treasury profession. We hope that your organization will choose to partner with us and become a Sponsor of this year's AFP-IN Conference. Please fill out the attached "Sponsorship Acknowledgement" form and FAX it to the number indicated by April 30, 2008. In addition, if you would like to submit a proposal for a speaker and/or topic for an educational session at the 2008 conference, please complete the attached "Session Proposal" form and return it along with your sponsorship acknowledgement by April 30, 2008. Your response is needed ASAP in order to incorporate your requests into this year's program.

Thank you for your interest and attention. If you have any questions, please contact me directly at 317-488-6158 or e-mail address: angie.m.lofton@wellpoint.com. Thank you for your support of the AFP-IN!

Sincerely,

Angie Lofton, CTP
President, Association for Financial Professionals of Indiana



GOLD STANDARD SPONSORS \$4,000

- Sponsor name and logo imprinted on the **front cover** of 3,000 conference brochures
- **Two free registrations** to the conference for your organization
- **Three free registrations** to each monthly luncheon (not cumulative). It is anticipated that these free registrations would be used to bring dormant or new members.
- Sponsor listed as **Gold** Standard Sponsor on cover of conference related materials distributed to participants
- Recognized at **all** conference activities throughout conference as Gold Standard Sponsor
- Sponsor **name and logo** included with session posters and on all sponsor material
- Recognized as a **prominent contributor** to AFP-IN academic scholarship program
- Opportunity to distribute product information and discuss one-on-one with conference participants during conference Sponsor Break, **during breakfast hours and during the breaks between sessions** (new in 2008)
- **First** opportunity to **submit speaker** and/or topic proposals for conference sessions
- **Recognized** at the **opening reception** and conference luncheons.
- **Recognized** at the AFP-IN **monthly luncheons**
- Link on AFP-IN's **website**: www.afp-in.org

SILVER STANDARD SPONSORS \$2,500

- Sponsor name imprinted on the inside **front cover** of 3,000 conference brochures
- **Two free registrations** to each monthly luncheon (not cumulative). It is anticipated that these free registrations would be used to bring dormant or new members.
- **One free registration** to the conference for your organization
- Sponsor listed as **Silver** Standard Sponsor within conference related materials distributed to participants
- Recognized at **most** conference activities throughout conference as Silver Standard Sponsor
- Sponsor **name** included with session posters
- **Recognized as a contributor** to AFP-IN academic scholarship program
- **Recognized** at the AFP-IN **monthly luncheons**
- Opportunity to distribute product information and discuss one-on-one with conference participants during conference Sponsor Break, **during breakfast hours and during the breaks between sessions** (new in 2008)
- Second opportunity to submit speaker and/or topic proposals for conference sessions

BRONZE STANDARD SPONSORS \$1,000

- **One free registration** to each monthly luncheon (not cumulative). It is anticipated that this free registration would be used to bring dormant or new members.
- Sponsor name imprinted on the **back cover** of 3,000 conference brochures
- Sponsor listed as **Bronze** Standard Sponsor in the back of conference related materials distributed to participants.
- **Recognized** at **selected** conference activities throughout conference as Bronze Standard Sponsor
- **Recognized** at the AFP-IN **monthly luncheons**
- Opportunity to distribute product information and discuss one-on-one with conference participants during conference Sponsor Break, **during breakfast hours and during the breaks between sessions** (new in 2008)
- Opportunity to submit speaker and/or topic proposals for conference sessions



Please complete by **April 30, 2008** and FAX to:
Association for Financial Professionals of Indiana
c/o PDG II, Inc.
116 South Madison Street, Suite A
Bloomington, IN 47404
Fax: 812-339-0138

Organization: _____

Contact Person: _____ Title: _____

E-Mail: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

- Yes, our organization would like to sponsor the 2008 AFP-IN Circle City Treasury Management Conference! *Your organization will be invoiced after your acknowledgement is received.*

LEVEL OF SPONSORSHIP:

- Gold** Standard Sponsor \$4,000
If gold, please provide URL for website link:

- Silver** Standard Sponsor \$2,500
- Bronze** Standard Sponsor \$1,000
- No, our organization is unable to sponsor this year.**



SUBMIT A SESSION TOPIC

Yes, our organization would like to submit a speaker and/or topic proposal for a session at the 2008 AFP-IN Circle City Treasury Management Conference!

- Please Note: Our 2008 conference theme is **Discover Treasury: Exploring the Outer Limits**
- In addition, if you have a speaker and/or topic that you feel is particularly timely or appropriate, please feel free to submit it. The AFP-IN V.P. of Conference, Cyndi Hendricks, will contact you.

Title of Session / Topic: _____

Speaker: _____

Position: _____

Organization: _____

Address: _____

Address: _____

Has the speaker presented this session previously? Yes No

If "Yes", when and where? _____

Please provide a brief description of the proposed session: _____
