

## Association for Financial Professionals of Indiana and EPCOR: Uniting MPX and Payments Central

20<sup>TH</sup> ANNUAL CIRCLE CITY TREASURY MANAGEMENT  
CONFERENCE  
August 17-19, 2009

### Sponsorship Opportunities and Recognition

Now, perhaps more than ever, it is critical to remain well-informed and connected to Corporate Treasury/payment issues. AFP-IN and EPCOR: Uniting MPX and Payments Central understand these needs and this year for the very 1<sup>st</sup> time will be partnering to provide a wide array of educational offerings.

From August 17-19, 2009, AFP-IN and EPCOR will host the 20<sup>th</sup> 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 *Foundations of Treasury – Building Pillars of Excellence*. 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 continuing education accreditation (CCM/CTP, AAP, CPA), participate in courses designed for Treasury certification, and network with peer professionals.

Your organization can be recognized as a leader and supporter of the treasury/payments 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 (on Tuesday afternoon). This break provides conference participants with an opportunity to network with sponsors to discuss your products and services. **The sponsors' booth location will be in the primary meeting room in 2009 for improved visibility and access. (Conference set-up can be completed as early as Sunday prior to the conference.) 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. (Exhibit locations will be assigned based on selection availability when received.)**

To encourage participation in the conference event, AFP-IN/EPCOR will have networking activities planned, 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 to the 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 to your customers.

#### AFP-IN Officers

Cyndi Hendricks, Indiana Farm Bureau  
Insurance  
*President*

Edward Hill, M & I Bank  
*Treasurer*

Jeff Love, Lafayette Savings Bank  
*Secretary*

Ronnie Beaudreaux, Klipsch Group, Inc.  
*Vice President, Conference*

Deena Marshall, FinishMaster, Inc.  
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*Vice President, Membership*

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*Vice President, Marketing*

#### AFP-IN Board of Directors

Dennis Reedy, Indiana University

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Anita Hill, Indianapolis Power & Light

Sheila Spangler, RPS, LLC

Chris Ernst, Huntington Bank

Dale Gerard, American Commercial Lines,  
Inc.

Michael Sipos, First Merchants Bank

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 AFP-IN began awarding scholarships in 1992, more than \$78,000 has been awarded to students majoring in finance and attending Indiana institutions of higher learning. Our scholarship winner(s) for 2009 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, 2009. In addition, if you would like to submit a proposal for a speaker and/or topic for an educational session at the 2009 conference, please complete the attached "Session Proposal" form and return it along with your sponsorship acknowledgement by April 30, 2009. 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 317-692-7966 or e-mail address: [Cyndi.Hendricks@infarmbureau.com](mailto:Cyndi.Hendricks@infarmbureau.com). Thank you for your support of the AFP-IN!

Sincerely,



Cyndi Hendricks, CTP

President, Association for Financial Professionals of Indiana

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## **Sponsorship Opportunities**

### ***“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 the Sponsor Break, breakfast hours and the breaks between sessions.
- 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

### ***“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 one-hour conference Sponsor Break, breakfast hours and the breaks between sessions.
- 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 one-hour conference Sponsor Break, breakfast hours and the breaks between sessions.
- Opportunity to submit speaker and/or topic proposals for conference sessions

**Sponsorship Registration Form**

CONTACT INFORMATION

**Organization:** \_\_\_\_\_

**Representative:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

LEVEL OF SPONSORSHIP

- “Gold Standard Sponsor”--\$4,000**
  - o If registering for a Gold Sponsorship, please provide contact information for website link:

\_\_\_\_\_  
\_\_\_\_\_

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

*Sponsorship must be received by July 1<sup>st</sup> to be included in program and receive Exhibition space assignment.*

METHOD OF PAYMENT

- Invoice Me**
- Check**

**\*Please make checks payable to:**  
**AFP-IN**  
**116 S. Madison St. Ste A**  
**Bloomington, IN 47404**

Please complete **by April 30, 2009** 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

**Session Proposal Submission Form**

The 2009 conference theme is *Foundations of Treasury- Building Pillars of Excellence*. If you have a speaker and/or topic that you feel is particularly timely or appropriate, please feel free to submit a proposal. The AFP-IN Vice President of Conference, Ronnie Boudreaux ([Ronnie.boudreaux@klipsch.com](mailto:Ronnie.boudreaux@klipsch.com)), will contact you.

**Title of Session/Topic:** \_\_\_\_\_

**Speaker:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Has the speaker presented this session previously?**       **Yes**     **No**

**If "Yes," when and where?** \_\_\_\_\_

**Please provide a brief description of the proposed session:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please complete **by April 30, 2009** and FAX to:

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Bloomington, IN 47404  
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