

Hafa Adai from the Asia Pacific Association of Fiduciary Studies!

The Asia Pacific Association for Fiduciary Studies (APAFS), a non-profit association which aims to raise the level of understanding and standards of practice among fiduciaries in the region, is hosting the **9th Annual Pacific Region Investment Conference** on **October 8 and 9, 2009** in Manila, Philippines.

For nine years, APAFS has been bringing together fiduciaries entrusted with the guardianship of institutional funds to participate in educational forums designed to further equip them in exercising prudent stewardship. Among these forums is the **Pacific Region Investment Conference**, the premier investment conference in the Asia Pacific region, through which APAFS, with main Conference affiliates such as the Financial Executives Association of the Philippines (FINEX), the Chartered Financial Analyst Society of the Philippines (CFAP), the Trust Officers Association of the Philippines (TOAP), the USDA Graduate School, and the Philippine Stock Exchange (PSE) links fiduciary training with regional understanding.

The 2009 conference is expected to draw up a number of **400 participants** – trustees, directors, fund administrators, fund sponsors, and other highly competent and experienced professionals from across the spectrum of institutional investors. With Manila as a strategic conference site, the 2009 conference is expected to once again attract investment professionals from the U.S., EU, UK, Hong Kong, Singapore and elsewhere as speakers. As in past years, the Philippine Media, as well as other international media organizations are expected to cover the Conference.

In this regard, we invite you to support us in this year's conference by becoming a Platinum, Gold, Silver or Bronze sponsor. Attached to this letter is further information on **sponsorship packages** that show how you and your company can maximize your participation in the Conference. Also enclosed is a Commitment Form that can be used to respond to this invitation.

Thank you for taking the time to review the accompanying material. We look forward to your support in this year's Conference. Given the very difficult financial times our membership finds itself in, your investment in this conference will undoubtedly be especially appreciated this year and will do much to cement current business relationships as well as forge new ones.

We are anxious to put the sponsorship phase of conference planning behind us, so it would be appreciated if you would make your commitment before June 30, 2009. You may confirm your participation by emailing your sponsorship form to Anna Victoria L. Balmonte, from our conference organizer, BrandSpeakAsia, at anna@brandspeakasia.com. For more information about this sponsorship opportunity, feel free to contact our Executive Director, Daniel Roland, at executivedirector@apafs.org.

Sincerely,



GERARD A. CRUZ
Chairman
Asia Pacific Association for Fiduciary Studies



MARK A. AGUON
Vice Chairman
Asia Pacific Association for Fiduciary Studies

Sponsorship Opportunities

Platinum sponsors receive the most desirable and effective promotional elements of the conference and will receive the highest level of support from the conference management team. The elements which comprise these sponsorships are available only in these packages, ensuring unique value for your company.

Receive unsurpassed recognition and visibility with the following marketing opportunities:

PLATINUM SPONSOR

BENEFITS:

- First in line for consideration to participate as a speaker
- Logo included on cocktail invitation, registration and program booklet
- 300 word write-up in program booklet
- Special Recognition Memento
- Opportunity to include product materials in the welcome bag
- Pitching to all 9 Philippine national dailies of 1 press release after the conference
- One time access to attendee list
- Corporate Website link on conference website
- Logo on one side of attendee ditty bag
- Exhibition display booth for two days at the venue
- Admission of four (4) company representatives to the conference
- One year Allied Membership in APAFS and attendant benefits

Option to host one (1) of the following:

1st day/2nd day Pre-Conference Breakfast

(including signage, literature distribution and logo in slideshow)

as well as Network Refreshment Breaks

OR

Achieve maximum advertising exposure during the opening of the conference with a short company presentation or a 60-second commercial presentation; limited to 4 sponsors.

INVESTMENT: \$15,000

GOLD SPONSOR

Gold sponsorship provides media mileage and various on-site promotion opportunities for your organization and/or your products.

BENEFITS:

- First in line (following platinum sponsor) for consideration to participate as a speaker
- Logo included on cocktail invitation, registration and program booklet
- 150 word write-up in program booklet
- Special Recognition Memento
- Corporate Website link on conference website
- Opportunity to include product materials in the welcome bag
- Exhibition display booth for two days at the venue
- Admission of three (3) company representatives to the conference
- One year Allied Membership in APAFS and attendant benefits

INVESTMENT: \$10,000

SILVER SPONSOR

The Silver Sponsorship package provides ample visibility for your organization

BENEFITS:

- Second in line for consideration to participate as a speaker
- Logo included on cocktail invitation, registration and program booklet
- Special Recognition Memento
- Opportunity to include product materials in the welcome bag
- Exhibition display booth for two days at the venue
- Admission of two (2) company representatives to the conference
- One year Allied Membership in APAFS and attendant benefits

INVESTMENT: \$5,000

BRONZE SPONSOR

The Bronze Sponsorship package provides ample visibility for your organization

BENEFITS:

- Third in line for consideration to participate as a speaker
- Logo included on cocktail invitation, registration and program booklet
- Opportunity to include product materials in the welcome bag
- Admission of one (1) company representative to the conference
- One year Allied Membership in APAFS and attendant benefits

INVESTMENT: \$2,500

Other Sponsorship Opportunities

Featured Speaker Luncheon	\$ 5,000
Privilege to host the lunch buffet; Privilege to distribute corporate brochures during the event; Inclusion of company logo, in secondary billing, in the looped AVP to be played during breaks.	
Reception Dinner Sponsor	\$ 5,000
Privilege to host the dinner and entertainment of the Conference Welcome Reception (first night); Privilege to distribute corporate brochures during the reception dinner; Acknowledgement of sponsorship before and after the dinner program; Inclusion of company logo, in secondary billing, in the looped AVP to be played during the dinner.	
Attendee Badge Lanyard & Holder Sponsor	\$ 1,500
Press Room/Lounge Sponsor	\$ 1,500
The Press Room/Lounge will serve as a room where one-on-one interviews could be conducted with APAFS KOL, or where members could spend a quiet time answering phone calls, etc.; Inclusion of logo/ signage in the room; Collateral opportunity	
Registration Sponsor	\$ 1,500
A banner of the sponsors will be placed at the registration table; Inclusion of logo in the banner to be placed at the foot of the registration table; Collateral opportunity.	

SPONSORSHIP FORM

Confirmation of Sponsorship

Company Name: _____

Contact Person: _____

Contact Information

Telephone: _____

Facsimile: _____

Email: _____

Website: _____

Mailing Address: _____

Please email or submit materials to Ms. Anna Victoria Balmonte by emailing anna@brandspeakasia.com or by mail to BRANDSPEAKASIA office address 5/F Philam Bldg. 100 C. Palanca Jr. St. Legaspi Village, Makati City, 1220, Philippines. Contact (632) 750-6510/501-5090 for more information on sponsorship materials.

Please check your level of Sponsorship:

- PLATINUM** Sponsor (\$15,000)
- GOLD** Sponsor (\$10,000)
- SILVER** Sponsor (\$5,000)
- BRONZE** Sponsor (\$2,500)

OTHER SPONSORSHIP:

Sorry, I am unable to sponsor the conference
this year.

If available, would you like to participate as a speaker? **YES** **NO**

If "Yes", please indicate any particular topic that your organization's representative would like to present. Please also include a short profile of your speaker. Questions on how to become a part of the program can be directed to Daniel Roland, APAFS Executive Director at executivedirector@apafs.org or (1-671) 687-8823.

We would very much like to receive sponsorship commitment forms by Tuesday, June 30, 2009 to assure your company's proper inclusion in the conference promotional literature as well as to facilitate conference planning.

PLEASE RETURN VIA

email to anna@brandspeakasia.com or through fax at (1) 671 477-0818
For transmission confirmation or questions contact
Anna Balmonte at (+632) 750-6510 or Daniel Roland at (1) 671 687-8823

Checks should be made payable to
Asia Pacific Association for Fiduciary Studies and mailed to
120 Father Duenas Ave., Suite 102, Hagatna, Guam 96910