What Is ICI?

Celebrating its 75th anniversary in 2015, the Investment Company Institute (ICI) is the world’s leading association of regulated funds, including mutual funds, exchange-traded funds (ETFs), closed-end funds, and unit investment trusts (UITs) in the United States, and similar funds offered to investors in jurisdictions worldwide. ICI seeks to encourage adherence to high ethical standards, promote public understanding, and otherwise advance the interests of funds, their shareholders, directors, and advisers. ICI’s U.S. fund members manage total assets of $18.6 trillion and serve more than 90 million U.S. shareholders.

As the leading association of regulated funds, ICI brings together thousands of industry professionals each year in a wide variety of settings, enabling them to learn about regulatory and policy rulemaking and trends, data findings and analysis, and operational issues and best practices, while networking with colleagues and researching services and solutions.
Letter from the President

History has shown us that innovation and progress are often the result of people making new connections—of taking what is known and linking it in ways that no one had before. It also has shown that open, collegial networks provide an ideal environment for connections to be made, and ideas to be easily exchanged.

As the world’s leading association of regulated funds—including mutual funds, exchange-traded funds (ETFs), closed-end funds, and unit investment trusts (UITs) in the United States, and similar funds offered to investors in jurisdictions worldwide—ICI uses its convening power to forge such connections. We bring together industry leaders, regulators, policymakers, and other organizations at conferences and events throughout the year to foster innovation and progress on the issues that are most important to our members and their shareholders.

The 2015 Investment Company Institute Sponsorship Prospectus describes how you and your organization can become part of these conferences and events. It describes the full range of sponsorship opportunities, as well as the benefits of your participation in the various programs offered by ICI. It also provides information about each event and its attendees, and includes information about whom to contact if you’d like to participate.

ICI members and conference participants are leaders in the fund industry. We hope that you find the opportunities to reach out to these leaders, described in this prospectus, useful.

Paul Schott Stevens
President and CEO
Investment Company Institute

“If [Americans] want to proclaim a truth or propagate some feeling by the encouragement of a great example, they form an association. In every case, at the head of any new undertaking, where in [other nations] you would find the government or...some territorial magnate, in the United States you are sure to find an association....I have often admired the extreme skill they show in proposing a common object for the exertions of very many and in inducing them voluntarily to pursue it.”

ALEXIS DE TOCQUEVILLE, DEMOCRACY IN AMERICA, VOLUME II (1840)
Thousands of ICI members attend the Institute’s various events and conferences, representing organizations of all asset sizes. ICI member firms manage more than $18.6 trillion in industry assets.

ICI REPRESENTS

More than 16,900 funds*

*Data for mutual funds, closed-end funds, and exchange-traded funds are as of June 2014. Data for unit investment trusts are as of December 2013. Data for UCITS funds are as of August 2014.

Source: Investment Company Institute

With more than $18.6 trillion in assets*

Serving more than 90 million shareholders

*Data for mutual funds, closed-end funds, and exchange-traded funds are as of June 2014. Data for unit investment trusts are as of December 2013. Data for UCITS funds are as of August 2014.

Source: Investment Company Institute
ICI Conferences

Reaching the right audience with information about your firm’s products and services is critical to success in today’s competitive business environment. ICI is well known for providing robust content, powerful networking opportunities, and diverse sponsorship and exhibition programs at our conferences, which attract the industry’s most influential fund professionals and independent fund directors.

The conferences that have sponsorship or exhibition opportunities are listed below. We are happy to work with you to tailor a package that provides your firm with visibility and access, and helps you achieve your business goals.

Calendar of Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Opportunities</th>
<th>Exhibition Opportunities</th>
<th>Affiliate Event Opportunities</th>
<th>Tote Insert Opportunities</th>
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<tbody>
<tr>
<td>ICI Capital Markets Conference</td>
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<tr>
<td>February 10, 2015</td>
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<tr>
<td>Mutual Funds and Investment Management Conference</td>
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<td>March 15-18, 2015</td>
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<tr>
<td>General Membership Meeting</td>
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<tr>
<td>May 6-8, 2015</td>
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<tr>
<td>Tax and Accounting Conference</td>
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<td>September 27-30, 2015</td>
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<td>Closed-End Fund Conference</td>
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<td>Fall 2015</td>
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<tr>
<td>Cybersecurity Forum</td>
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<td>Fall 2015</td>
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<tr>
<td>ICI Global Trading and Market Structure Conference</td>
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<td>Winter 2015</td>
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</table>
Benefits of Sponsorship and Exhibition Opportunities

From special dinner events and receptions to conference tote inserts and affiliate events, ICI sponsorships and exhibitions offer you broad exposure to a wide-ranging audience of fund industry executives and directors.

**BENEFITS OF SPONSORSHIP**

» Increased firm exposure and awareness across diverse audiences at a single industry event
» Recognition at general sessions
» Recognition in conference materials distributed to all attendees
» Recognition of your firm on the conference website
» Increased traffic to your booth
» Complimentary booth and exhibitor registrations (depending on sponsorship package)

**BENEFITS OF EXHIBITING**

» Face-to-face contact with key decisionmakers
» Ability to demonstrate complex products and services without having to secure a business appointment
» Opportunity to observe and assess your competition and their products and demonstrations
» Access to pre- and post-event attendee lists, enabling you to better promote your products and booth location
» High visitor flows due to numerous “traffic builders” on the exhibit floor throughout the conference

**AFFILIATE EVENTS**

Don’t miss out on the opportunity to host an event during a conference and stand out from your competition! From golf outings and breakfast presentations to spa luncheons and themed receptions, companies may host unique events that will get them noticed—the possibilities are endless! The event can be large or small, and you have the opportunity to select your invitees. (Events are not allowed to conflict with the conference schedule.)
BENEFITS OF HOSTING AN AFFILIATE EVENT

» Access to a minimum of four preconference attendee lists
  (the lists will be released once every two weeks to approved organizations)

» Opportunity to reach top industry executives and decisionmakers

» Ability to handpick your invitees

» Opportunity to stand out from your competition

TOTE INSERTS

Get your message out to all conference attendees with minimal investment! Tote inserts are a great way for companies to reach all conference attendees. Giveaways may be gift cards, flash drives, apparel, or marketing material—the options are virtually unlimited. This is an efficient and cost-effective way to get your branding and message out to all attendees.

BENEFITS OF SUBMITTING A TOTE INSERT

» Access to one preconference list (sent to you after your promotional items have been received)

» Opportunity to get your message out with minimal investment

» Ability to drive traffic to your booth (where applicable)

» Opportunity to increase organization exposure and boost product sales

YEAR-ROUND PROMOTIONAL OPPORTUNITY

The Investment Company Service Directory

The Investment Company Service Directory reaches more than 10,000 mutual fund executives who are in search of the services you provide. Featuring more than 140 categories, ranging from compliance and legal to marketing and accounting, ICI’s directory suits all your advertising needs.

To learn more, please visit www.ici.org/servicedirectory, call 202-326-5871, or email servicedirectory@ici.org.
2014 Mutual Funds and Investment Management Conference

The Mutual Funds and Investment Management Conference, sponsored by ICI and the Federal Bar Association, is the fund industry’s premier legal conference. Spanning three days, the conference offers panel discussions and keynote speakers addressing a wide range of regulatory and legislative issues affecting the fund industry. The conference also is designed to offer numerous opportunities for networking through conference receptions and outside firm-sponsored events. It typically attracts more than 1,000 attendees.

The Mutual Funds and Investment Management Conference offers a wide range of sponsorship opportunities, from the new Women in Leadership event on the 2015 program to mobile app banner ads, hosting the conference’s welcome reception, continental breakfasts and coffee breaks, and much more. A complete listing of all sponsorship opportunities and benefits for this event is now available.
**CONFERENCE DATA**

**Member vs. Nonmember Attendance**

- **Member Attendees:** 52%
- **Nonmember Attendees:** 48%
- **Total Number of Attendees:** 1,124

**Attendee Job Description**

- **Executive Level Total:** 49%

- **C-Suite Executives:** 11%
- **Executive Vice President, Senior Vice President, Senior Managing Director:** 16%
- **Managing Director, Vice President:** 22%
- **Lawyer:** 29%
- **Accountant:** 8%
- **Compliance Professional:** 3%
- **Consultant:** 2%
- **Independent Director/Trustee:** 3%
- **Other:** 6%

**Mobile App Data**

- **Total Number of Attendees:** 1,124
- **Total Number of Mobile App Downloads:** 717 (64%)

The conference mobile app had five banner ads, which averaged a click-through rate of more than 20 percent.
2014 General Membership Meeting

For more than 50 years, ICI’s Annual General Membership Meeting (GMM) has brought together fund industry leaders, independent directors, policymakers, regulators, and others to explore key policy issues, worldwide economic and investment trends, distribution and marketing challenges, and retirement issues. In recent years, the GMM has been held in conjunction with the Mutual Fund Compliance Programs Conference, the Operations and Technology Conference, and the Fund Directors Workshop. The joint events typically attract 1,400 to 1,600 attendees.

These meetings will allow you to get your message out to the most diverse and wide-ranging audience of fund industry executives and fund directors assembled at any industry gathering. Attendees of all four conferences have access to all sponsored events and Exhibit Hall activities.
Exclusive sponsorship opportunities associated with the GMM’s most popular events offer special benefits that will raise your organization’s profile and capture the attention of the fund industry’s key executives and decisionmakers. Sponsor the conference’s special dinner event, Capital Chef Classic, candy wall, tote bags, and so much more! More detailed information on all of the sponsorship opportunities and benefits for the 2015 conference is now available.

GMM is the only ICI conference that has an Exhibit Hall. Attendees love all of the new attractions that we provide in the hall each year, from the Capital Chef Classic (our celebrity chef competition) to large-scale arcade games and interactive food and beverage stations. Here are just a few benefits of exhibiting:

» Face-to-face contact with key decisionmakers and fund directors
» Opportunities for media exposure
» Ability to demonstrate complex products and services to a large group in the product demo theater
» Opportunity to observe and assess your competition, their products, and demonstrations
» Access to pre- and post-event attendee lists, to help promote your products and booth location
» High visitor flows due to numerous “traffic builders” on the exhibit floor throughout the conference

The 2015 Exhibit Hall floor plan is now available.
Concurrent Conferences at the General Membership Meeting

OPERATIONS AND TECHNOLOGY
ICI’s annual Operations and Technology Conference is designed for operations, transfer agent, technology, and compliance professionals from the fund industry. Representative program topics include the operational effects of regulatory initiatives, efficiency initiatives, optimizing shareholder services, risk management (including cybersecurity), and business continuity. The conference sessions typically draw 200 to 250 people.

COMPLIANCE PROGRAMS
The Mutual Fund Compliance Programs Conference began in 2004 to help the industry implement the SEC’s new compliance programs rule. The conference is geared toward chief compliance officers (CCOs) of mutual funds and federally registered investment advisers, as well as senior compliance professionals, law firms, and consultants that work with funds and their advisers on compliance issues. The conference provides attendees with an opportunity to hear updates about current topics and events affecting compliance professionals from a regulatory, legislative, state, and federal perspective, as well as how CCOs are addressing current compliance issues. The conference sessions typically are attended by 200 to 300 people.

FUND DIRECTOR ISSUES
The Independent Director Council’s Fund Directors Workshop is an opportunity for investment company independent directors to come together to learn about the latest industry developments. The workshop offers independent directors the chance to gather with other representatives of the fund industry to discuss such current issues as oversight of portfolio performance, governance, and trends in omnibus accounts.
CONFERENCE DATA

Member vs. Nonmember Attendance

- MEMBER ATTENDEES: 69%
- NONMEMBER ATTENDEES: 31%
- TOTAL NUMBER OF ATTENDEES: 1,137

Attendee Job Description

- CEO/PRESIDENT: 13%
- INDEPENDENT DIRECTOR: 9%
- COMPLIANCE: 17%
- OPERATION/SERVICING: 17%
- SALES/DISTRIBUTION: 17%
- MARKETING/COMMUNICATIONS: 7%
- LEGAL/REGULATORY: 5%
- PRODUCT DEVELOPMENT: 5%
- PUBLIC RELATIONS: 2%
- RESEARCH/ANALYSIS: 2%
- TECHNOLOGY: 2%
- OTHER: 4%

Mobile App Data

- 1,137 TOTAL NUMBER OF ATTENDEES
- 653 (57%) TOTAL NUMBER OF MOBILE APP DOWNLOADS

The conference mobile app had five banner ads, which averaged a click-through rate of more than 20 percent.
2014 Tax and Accounting Conference

The ICI Tax and Accounting Conference brings together fund sponsors, auditors, service providers, and regulators to discuss financial reporting and tax issues affecting investment companies. The conference program—which typically includes fund sponsors, auditors, and such regulators as the Financial Accounting Standards Board, the U.S. Securities and Exchange Commission, and the U.S. Department of the Treasury—usually attracts 650 to 750 attendees.

The Tax and Accounting Conference has a sponsorship program centered around its golf tournament and special evening reception. A few items that are available for sponsorship at the golf tournament include golf balls and tees, water bottles, beverage carts, and holes.

The conference reception usually attracts more than 600 attendees. As a sponsor, you will have an opportunity to host a specialty bar or food station, and perhaps entertain attendees with such unique events as armadillo races or mechanical bull rides. All of these items and more offer maximum visibility at the event and in the conference space.

More detailed information on all of the sponsorship opportunities and benefits for the 2014 conference is now available. 2015 Tax and Accounting sponsorship opportunities and benefits will be available in spring 2015.
CONFERENCE DATA

Member vs. Nonmember Attendance

- **MEMBER ATTENDEES**: 58%
- **NONMEMBER ATTENDEES**: 42%
- **TOTAL NUMBER OF ATTENDEES**: 694

Attendee Job Description

- **C-SUITE EXECUTIVES**: 6%
- **EXECUTIVE VICE PRESIDENT, SENIOR VICE PRESIDENT, SENIOR MANAGING DIRECTOR**: 10%
- **MANAGING DIRECTOR, VICE PRESIDENT**: 31%
- **EXECUTIVE LEVEL TOTAL**: 47%
- **ACCOUNTANT**: 39%
- **SERVICE PROVIDER**: 6%
- **COMPLIANCE PROFESSIONAL**: 1%
- **ATTORNEY**: 3%
- **OTHER**: 4%

Mobile App Data

- **TOTAL NUMBER OF ATTENDEES**: 694
- **TOTAL NUMBER OF MOBILE APP DOWNLOADS**: 444 (64%)

The conference mobile app had five banner ads, which averaged a click-through rate of more than 19 percent.
2013 ICI Capital Markets Conference

The ICI Capital Markets Conference focuses on regulatory developments, compliance issues, and market structure changes affecting institutional investors. This conference attracts senior representatives of institutional investors, regulators, policymakers, securities exchanges, broker-dealers, and other market participants. The sponsorship opportunity for this event is designed to offer valuable recognition, visibility, and branding.

The sponsorship program for the Capital Markets Conferences is a single-fee program. Firms pay a set fee and become sponsors of the entire event, receiving the following benefits:

- Two complimentary registrations to the conference
- One tabletop exhibit space
- Marketing literature of sponsor’s choosing at a designated location in conference registration area
- Name and logo recognition on sponsorship appreciation sign in the registration area
- Name and logo recognition in conference materials
- Name and logo recognition on conference website and promotions

CONFERENCE DATA

Member vs. Nonmember Attendance

- Member Attendees 60%
- Nonmember Attendees 40%
- Total Number of Attendees 146
2013 Closed-End Fund Conference

The Closed-End Fund Conference is a unique forum where market participants—including fund sponsors, fund shareholders, independent directors, attorneys, and staff from such regulators as the U.S. Securities and Exchange Commission and the Financial Industry Regulatory Authority—explore the latest issues affecting closed-end funds. The conference typically attracts more than 200 attendees.

The sponsorship program for the Closed-End Fund Conference is a single-fee program. Firms pay a set fee and then become sponsors of the entire event, receiving the following benefits:

» Two complimentary registrations to the conference
» One tabletop exhibit space
» Marketing literature of sponsor’s choosing at a designated location in conference registration area
» Name and logo recognition on sponsorship appreciation sign in the registration area
» Name and logo recognition in conference materials
» Name and logo recognition on conference website and promotions

CONFERENCE DATA

Member vs. Nonmember Attendance

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Member Attendees</td>
<td>69%</td>
</tr>
<tr>
<td>Nonmember Attendees</td>
<td>31%</td>
</tr>
<tr>
<td>Total Number of Attendees</td>
<td>203</td>
</tr>
</tbody>
</table>
2013 ICI Global Trading and Market Structure Conference

With its unique focus on buyside issues, the ICI Global Trading and Market Structure Conference examines international regulatory initiatives, global trading matters, and market structure changes affecting funds and the markets worldwide. This one-day event usually takes place in London and brings together influential policymakers, senior representatives of securities exchanges, broker-dealers, institutional investors, and other market participants from around the world. More than 150 attendees typically attend this event, which offers sponsors the opportunity to increase their visibility on the global stage.

The sponsorship program for the ICI Global Trading and Markets Structure Conference is a single-fee program. Firms pay a set fee and then become sponsors of the entire event, receiving the following benefits:

» Two complimentary registrations to the conference
» One tabletop exhibit space
» Marketing literature of sponsor’s choosing at a designated location in conference registration area
» Name and logo recognition on sponsorship appreciation sign in the registration area
» Name and logo recognition in conference materials
» Name and logo recognition on conference website and promotions

CONFERENCE DATA

Member vs. Nonmember Attendance

MEMBER ATTENDEES 32%
NONMEMBER ATTENDEES 68%
TOTAL NUMBER OF ATTENDEES 158
Thank You to All of Our 2013 and 2014 ICI Conference Sponsors
If you have any questions, or are interested in sponsorship or exhibition opportunities, please contact Shani Armon at 202-326-5966 or sarmon@ici.org.