



The West Coast's Premier Investment Conference JW Marriott Hotel at L.A. Live, Los Angeles, CA May 7, 2020



SPONSORSHIP OPPORTUNITIES



The West Coast's Premier Investment Conference | May 7, 2020

JW MARRIOTT AT L.A. LIVE

900 W. Olympic Blvd., Los Angeles, CA 90015

7:00 am Continental Breakfast & Registration

8:00 am Speakers & Panel Discussions

12:00 pm Lunch & Guest Speaker

1:00 pm Breakout Sessions & Panel Discussions

4:20 pm Closing Keynote Presentation

5:00 pm Cocktails & Networking

2019 CONFERENCE SPEAKERS

Richard Bernstein, CEO/CIO, Richard Bernstein Advisors, LLC

Jane Wells, CNBC

Jay Wintrob, CEO, Oaktree

Michael Lewis, New York Times Bestselling Author

... and more.

For a complete list, visit www.portfolioconference.com

Key Benefits

- Maximize exposure at CFA Society Los
- Position your firm as an industry leader.
- Generate new leads and prospects to grow your business.
- Cultivate relationships with key clients.
- Enhance credibility with a respected organization.
- Build market presence and brand awareness.

About CFALA

Since 1931, CFA Society Los Angeles (CFALA), has worked to promote integrity, professional excellence and engagement among its members and within the community through continued education, career development and professional networking opportunities, to ultimately achieve an investment industry where investors' interest come first, markets function at their best, and economies grow.

Event Overview

PORTFOLIO is an immersive all-day event geared toward the local investment community and beyond, brought to you by CFA Society Los Angeles. PORTFOLIO will provide attendees the opportunity to accelerate knowledge acquisition, participate in relevant topic debates and dialogs, and network with fellow practitioners. Attendees will be provided with unique access to local and global thought leaders through an array of speaker showcases, discussion panels and breakout sessions.

PORTFOLIO aims to broaden understanding and inspire debate within our community, providing exclusive insights into the current investment landscape and examining the future of our industry by exploring the leading edge in portfolio theory, FinTech, emergent opportunities and much more. Be sure to join your colleagues at our 2nd annual event that is on its way to becoming the premier summit for enhancing the breadth and depth of knowledge of Southern California's investment professionals.



DEMOGRAPHIC PROFILE

CFALA Member Profile

95%.... CFA Charterholders

18% Female

82%.... Male

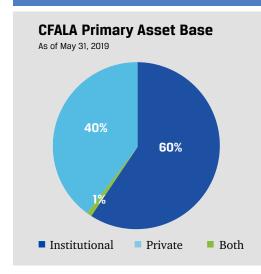
47 Average age

Breakdown of 2019 Attendees

(approx. 500 total)

Fund Company28% Wealth Manager14% Service Provider10% Institutional/Pension ...6% Asset Manager 5% Consultant3% CPA2% Education2% Family Office1% Multi-Family Office1% Trade Association1% Private Equity Firm1%

Venture Capital1%



CFALA Primary Investment Practice

Hedge Funds

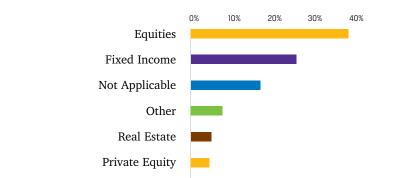
Derivatives

Venture Capital

Commodities

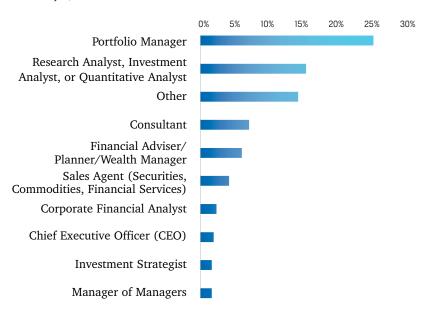
Structured Products

As of May 31, 2019



CFALA Member Job Functions

As of May 31, 2019





YOUR OPPORTUNITY TO SHINE

Sponsorship provides an excellent way to spotlight your company to current and potential clients. As a sponsor you will receive the benefits below and recognition as a unique member of a special community. We are offering 5 levels of sponsorship.

Benefits	Platinum 1 available	Gold 2 available	Silver 5 available	Bronze 7 available	Business 10 available
	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500
Sponsor's name displayed on website and marketing					
Exhibit Space	10' x 10'	10' x 10'	10' x 10'	10' x 10'	6' Table
Company Listing on all printed materials at Conference					
"Opt-In" Attendee Information	•				•
Sponsor's logo on Conference signage			•		
Panel Speaker	•				
Podium recognition	•				
Recognition as Featured Sponsor					
VIP Meet & Greet					
Recognition as Lead Sponsor	•				
Conference registrations	10	8	6	4	2
Program advertisement	Full page	1/2 page	1/2 page	1/4 page	_
Showcase intellectual capital (15 min)					
Reserved Table LUNCH					



SPONSORSHIP REGISTRATION & PAYMENT FORM

Register to be a Sponsor by faxing completed forms to 213.613.1233 and mailing payments to 520 South Grand Avenue, Suite 655, Los Angeles, CA 90071, **OR register and pay online** at www.cfala.org

Please print or type: Company				
Principal Contact Person				
Address				
City	State	Zip		
Telephone ()	Fax()			
Email Address				
Conference Registrant names must be submitted be give CFALA permission to release the above name				
Conference Registrant Designation	Company	Email Address		
		-		
SPONSOR LEVEL				
□ PLATINUM	☐ Check here to receive			
□ BRONZE	RESERVATION AND PAYMENT			
□ BUSINESS\$3,500	Payment Amount: \$			
FOR SPONSORSHIP INQUIRIES, contact Laura Carney at 213.613.1503, x701, or laura@cfala.org. Sponsorship registration, company logos and	Payment Type:	Enclosed		
specifications must be received by the CFALA Office by Monday, April 10, 2020.	Account Number			
Please email logos to laura@cfala.org. Vector files	(for fax payment only)			
(eps) are preferred, but hi-res (300 dpi) .tif or .jpg are acceptable. Logos not received by the due date	Name on Account			
are not guaranteed placement as listed in the Sponsorship agreement.	Expiration Date			