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CFA Society of Chicago Education Seminar: Decision Theory 20 Years Later: How Has It Changed?

May 18, 2011 • 1:30pm - 6:30pm (Program) • 6:30pm - 7:30pm (Reception) • Union League Club

What do we know about investors and their decision making capabilities? Come to the 20th anniversary of "Decision Theory," the Investment Analyst Society of Chicago's 1991 ground-breaking financial analyst seminar. Spend an afternoon hearing what we have learned about decision-making over the last two decades from the renowned 1991 presenters, what we are learning today from the burgeoning field of neuroscience, and a few perspectives from an experienced practitioner.

Panelists:

- **Michael S. Falk, CFA** - Founder – Michael S. Falk Asset Consulting
- **Werner F. DeBondt** - Director, Richard H. Driehaus Center for Behavioral Finance-DePaul Univ.
- **Paul J.H. Schoemaker** - Founder & Executive Chairman - Decision Strategies International, Inc.; Research Director, Mack Center for Technological Innovation - Wharton School, Univ. of Penn.
- **Hersh Shefrin** - Mario L. Belotti Professor of Finance – Santa Clara University
- **Angela A. Stanton** - Visiting Scholar, Center for Neuroeconomics Studies - Claremont Graduate University; Member, Behavioral Finance Working Group – Cass Business School, City University London; Ext. Research Fellow – Max Planck Institute (Germany)

Moderator:

- **Luke Knecht, CFA** - Partner & Managing Director – Dearborn Partners, LLC

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Your firm's sponsorship of this event will provide you with a high-profile opportunity to get your firm's name in front of our membership, and to network with this targeted group of financial professionals.

SPONSORSHIP LEVELS	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Number of Sponsorships Available at Each Level	1	2	3
Guest Tickets to Seminar	3 Tickets	2 Tickets	1 Ticket
Special Recognition during Opening Remarks	By Name	By Name	By Name
Promotion in Email Announcements (sent to 4,000+ members/non-members) <i>Note: must commit by March 25, 2011</i>	Enhanced with Logo	Enhanced	✓
Firm name listing & logo on Front Cover of Program Materials	Enhanced	✓	✓
Option to promote firm in Designated Sponsorship Section across registration area	✓	✓	✓
Firm name printed on Event Signage recognizing sponsors	✓	✓	✓
One year listing on CFA Chicago Website with sponsor name, logo and link (<i>over 6,000 hits/month</i>)	✓	✓	✓
Article listing firm name in CFA Chicago Summer 2011 Newsletter (<i>post online, email to 3,900+ members, distributed at Society events for fall</i>)	✓	✓	✓
Invitation to VIP Luncheon with Speakers and Key Leadership to be held just prior to the event	3 Guests	1 Guest	
Branding logo to appear on Front Screen during breaks	✓	✓	
Opportunity to provide Company Materials (<i>distributed to all attendees</i>)	✓		
Opportunity to provide Bookmark with Company Name/Logo to all attendees (<i>speakers' books will be available for sale at event</i>)	✓		
Complementary Job Posting on CFA Chicago Job Board	✓		

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