

LUGANO FUND FORUM

5th edition

Organized by

“The LANTERN,”
Research

The meeting point for Swiss and Italian Asset Management

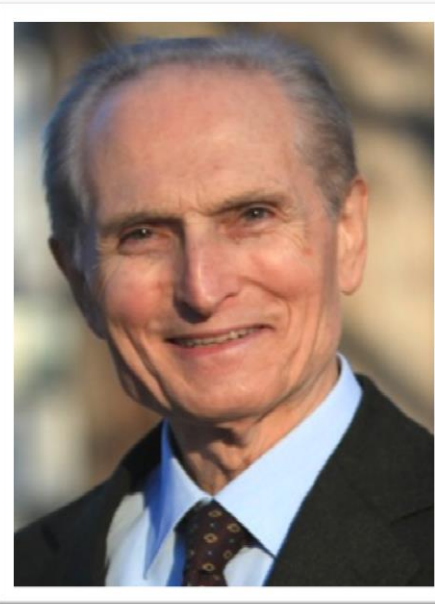
November 23rd-24th, 2015

www.LuganoFundForum.ch

Special Guest Speakers

Joseph Stiglitz

Professor of Economics
Columbia University.
2001 Nobel Prize
in Economic Sciences



Dominick Salvatore

Professor of Economics
Fordham University.
Advisor IMF and UNO

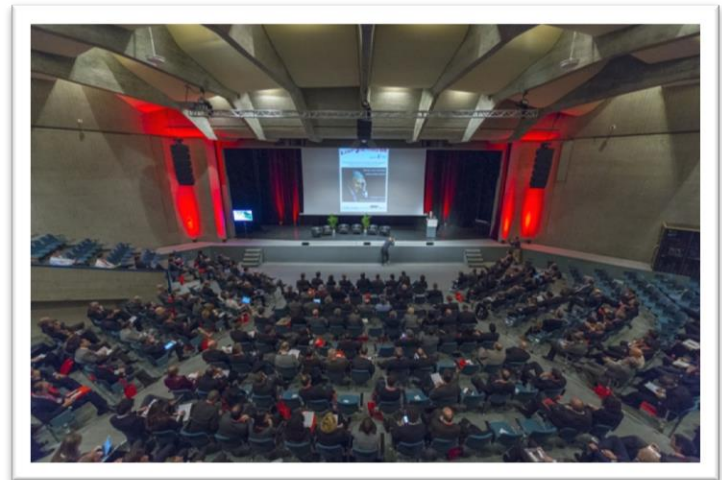
INTRODUCTION

The **Lugano Fund Forum (LFF)** is the fifth edition of one of the most important events focused on Asset Management, Investment Tools (covered warrants, certificates, ETF, structured bonds, unit linked ...) and Fundamental Analysis, organized in Switzerland and Northern Italy.

LFF represents a unique showcase to:

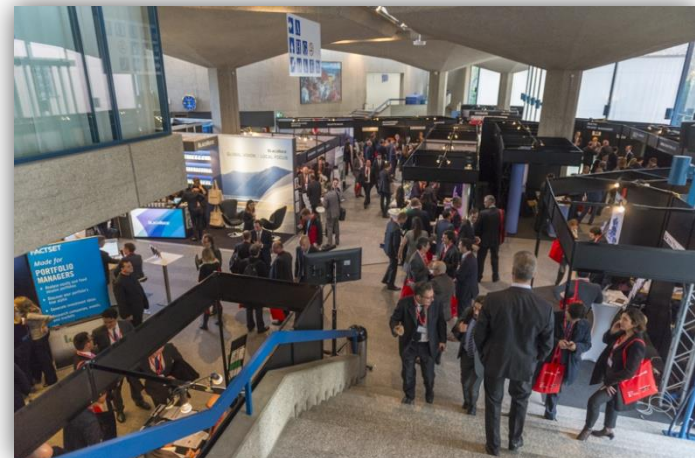
- **Introduce the rich number of players** (hedge funds, SICAV, asset managers ...) based in the area to local and international financial institutions, and vice versa
- **Provide updates** about recent most innovative services/products for the AM sector
- **Discuss main issues and opportunities** in the sector with real experts
- **Attend in an instant a large number of presentations** about a wide range of investment opportunities and free seminars held by skilled experts
- **Offer a unique business opportunity** to enter the Canton Ticino, a rich (yet unexplored) market

Participants, who fall under “qualified investors”, will be able to attend the event with a free registration.

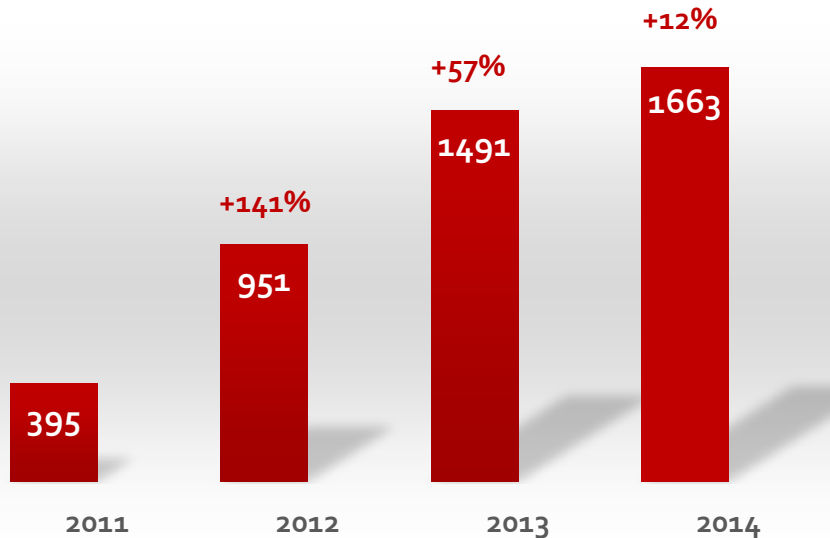


TLR & LFF IN A SNAPSHOT

- “The Lantern” Research (TLR), promoter of LFF, is a community with a database of **120,000+ financial professionals worldwide**, of which around 50,000 in Italy and Switzerland
- **Main goals** of TLR community is to support its members in increasing their visibility and business opportunities
- The organization of events, where **TLR has achieved a leading position in Switzerland and Northern Italy**, is one of its tools for the achievement of the above-mentioned goals
- Lugano Fund Forum (LFF) is TLR’s flagship event and aims to become a **benchmark event for the Asset Management industry in Switzerland and Northern Italy**, the only one where professionals coming from Zurich and Milan can meet each other and develop synergies
- LFF pays always a strong attention to the quality of its speakers and the topics of conferences. Special guest speakers of this edition will be **Prof. Joseph Stiglitz**, he is a recipient of the **Nobel Memorial Prize in Economic Sciences (2001)** and **Prof. Dominick Salvatore** (Fordham University)
- In 2015, **1800-2000 qualified and selected visitors** (vs. 1700 in 2014) and **80 exhibitors** are expected to attend the Lugano Fund Forum



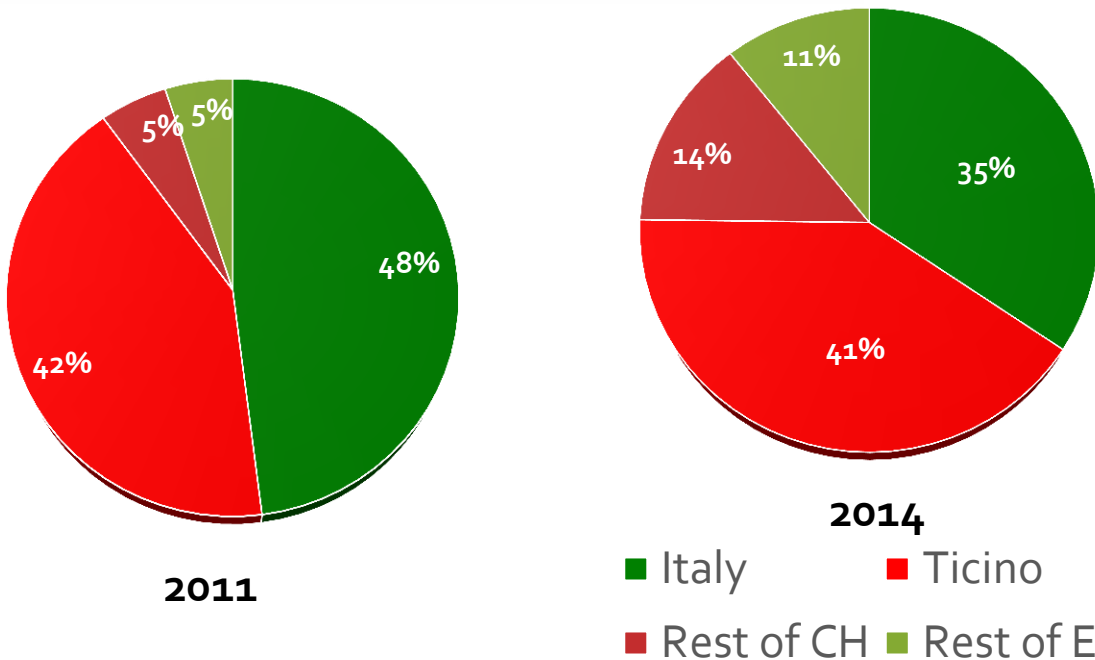
LFF: 2011 – 2014 TREND



UNIQUE VISITORS 2011 - 2014

A significant growth in counter-trend with other similar events, thanks to the success of LFF formula

VISITORS GEOGRAPHIC BREAK DOWN



LFF is moving from being a pure local event towards a more international meeting. In 2014 one fourth of visitors came from the rest of Switzerland and Europe.

LFF SPECIAL GUEST SPEAKERS

2015



2011

LIRIO PARISIOTTO



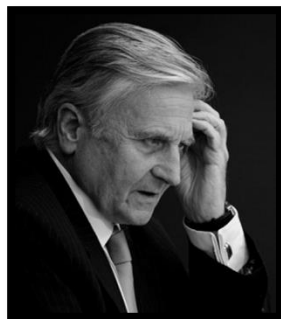
2012

MARC FABER



2013

NOURIEL ROUBINI



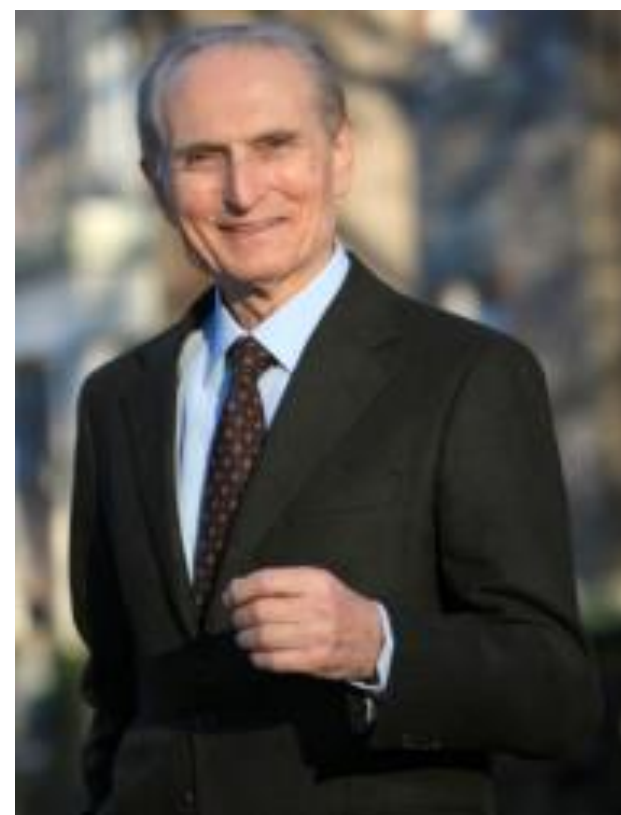
2014

JEAN-CLAUDE TRICHET



JOSEPH STIGLITZ

*Economist and Professor at Columbia University.
2001 Nobel Prize in Economic Sciences*



DOMINICK SALVATORE

*Distinguished Professor of Economics
Director, Ph.D. Program in Economics
Fordham University. Advisor IMF and UNO*

LFF PROGRAM: THE TOPICS

MACROECONOMIC OUTLOOK

EQUITY

FIXED INCOME

EMERGING MARKETS

COMMODITIES

ETF & ETP

ALTERNATIVE INVESTMENTS

REGULATORY FRAMEWORK

INVESTMENTS INDICATORS

2014 OVERVIEW:

3 CONFERENCE ROOMS

50 CONFERENCES

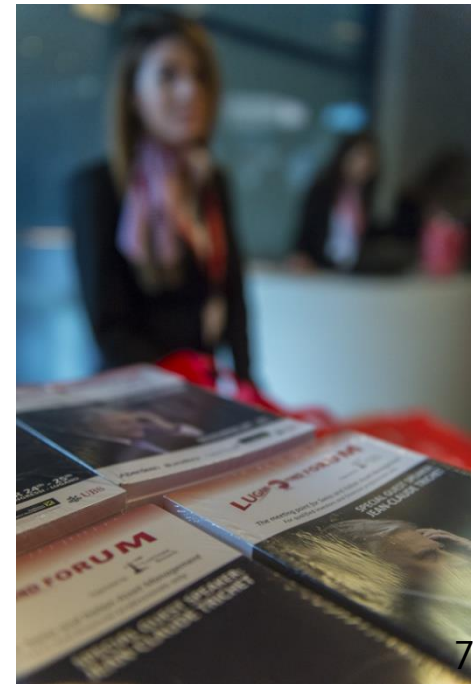
78 SPEAKERS

THE LFF FORMULA

- Only **Qualified Investors** are admitted
- **Free entrance** for all qualified visitors
- The **target** is represented by:
 - *Portfolio managers*
(*Funds, Hedge Funds, Funds of Funds, Managed Accounts ...*)
 - *Wealth managers*
 - *Private bankers*
 - *Financial advisors*
 - *Family offices*
 - *Risk managers*
 - *Traders & Brokers*
 - *Trustees*
 - *Service providers*



- **Turn-key package for Exhibitors:** pre-installed standard stand (6 sqm.) with all basic accessories (please, see the complete list of services included in the package on page 8)
- **LFF Community:** all registered visitors will have the opportunity to access the participants list and contact them with a message. That way, you will be able to arrange your meeting agenda with prospects and develop your business
- **PR cocktail** offered by a sponsor
- **N. 3 Conference rooms** (including an auditorium with 700/1100 seats)
- **Effective and extensive marketing plan** which aims to achieve before, during and after the event **1.000.000+ of potential contacts**, thanks to a number of agreements with other networks, media-partners, advertising on financial newspapers and portals, DEMs, follow-up activity ...
- **Publishing of the "LFF Guide"**, reporting all the main information about our Exhibitors & Sponsors



SERVICES	MAIN PARTNER (contact us)	EXHIBITOR CHF 6,500/4,500	SPONSOR CHF 2,000
Stand (accessories included: chairs, desks, literature rack, poster, Internet WiFi, electricity, spotlights ...)	Premium position of 6 m ²	6 m ² premium position (sold out!) 6 m ² ground floor (CHF 6,000) 6 m ² first floor (CHF 4,500)	X
Logo in all official communication	Always included	Included when possible	Included when possible
Visibility on communication supports	First level of visibility (size and hierarchy)	Second level of visibility (size and hierarchy)	Second level of visibility (size and hierarchy)
Logo, link and company description on LFF website	Included	Included	Included
Roll up (to be placed in a strategic point of the fair, other than its own stand)	One piece	X	X
Speaking slot	Included: one in the auditorium	CHF 600 for 35 minutes	CHF 600 for 35 minutes
Participation to round table with Special Guest Speakers	Included (as a panelist or moderator)	X	X
Possibility to organize PR cocktail or gala dinner (extra-package)	Available	If not organized by any Main Partners	X
Bar-code lector to download contact details of delegates	1 included (additional lector CHF 250 each)	CHF 350 each (additional lector CHF 250 each)	X
AD movie	20 seconds included	CHF 150 for 10 seconds (CHF 100 for additional 10 sec.)	CHF 150 for 10 seconds (CHF 100 for additional 10 sec.)
AD page on LFF Guide	Included	CHF 750 (instead of CHF 1,500)	CHF 750 (instead of CHF 1,500)
Company Profile page on LFF Guide	Included	included	included
Article published on LFF Focus on LaMiaFinanza.ch	CHF 450 (instead of CHF 900)	CHF 450 (instead of CHF 900)	CHF 450 (instead of CHF 900)
Lunch voucher	8 tickets included (additional tickets CHF 20 each)	4 tickets included (additional tickets CHF 20 each)	X
Promotional materials in the welcome bag	Included	Included	Included
Promotional materials in designated areas	Included	Included	Included

OPTIONAL

- **SPEAKING SLOT:** max duration 35/40 minutes according to availability
- **BAR-CODE SCANNER:** possibility to scan every participant that visit your stand and receive their contact details in an excel file
- **ADVERTISING/COMPANY PROFILE PAGE IN THE LFF GUIDE 2015:** This catalogue will permit you to present your enterprise and services and catch the attention of our visitors in order to create new contacts and business relationships.
- **NON STOP VIDEO ADVERTISING:** possibility to broadcast a commercial spot (around 20 sec.) and/or the company's logo on a number of large screens placed in strategic public areas during the event
- **LaMiaFinanza.ch:** a 50% special discount linked with LFF. This is a financial online channel focused on "educational" topics
- **LARGE SCREEN:** possibility to install in your booth a 40" (or larger) screen + DVD player
- **HOSTESS:** English and Italian (and an eventual third language) speaking qualified staff
- **ADDITIONAL EQUIPMENT (FURNITURE):** more additional features are available on request (desks, chairs, armchairs, literature racks, plants and flowers ...)
- **STAND CUSTOMIZATION**
- **COCKTAIL - GALA DINNER SPONSORING**

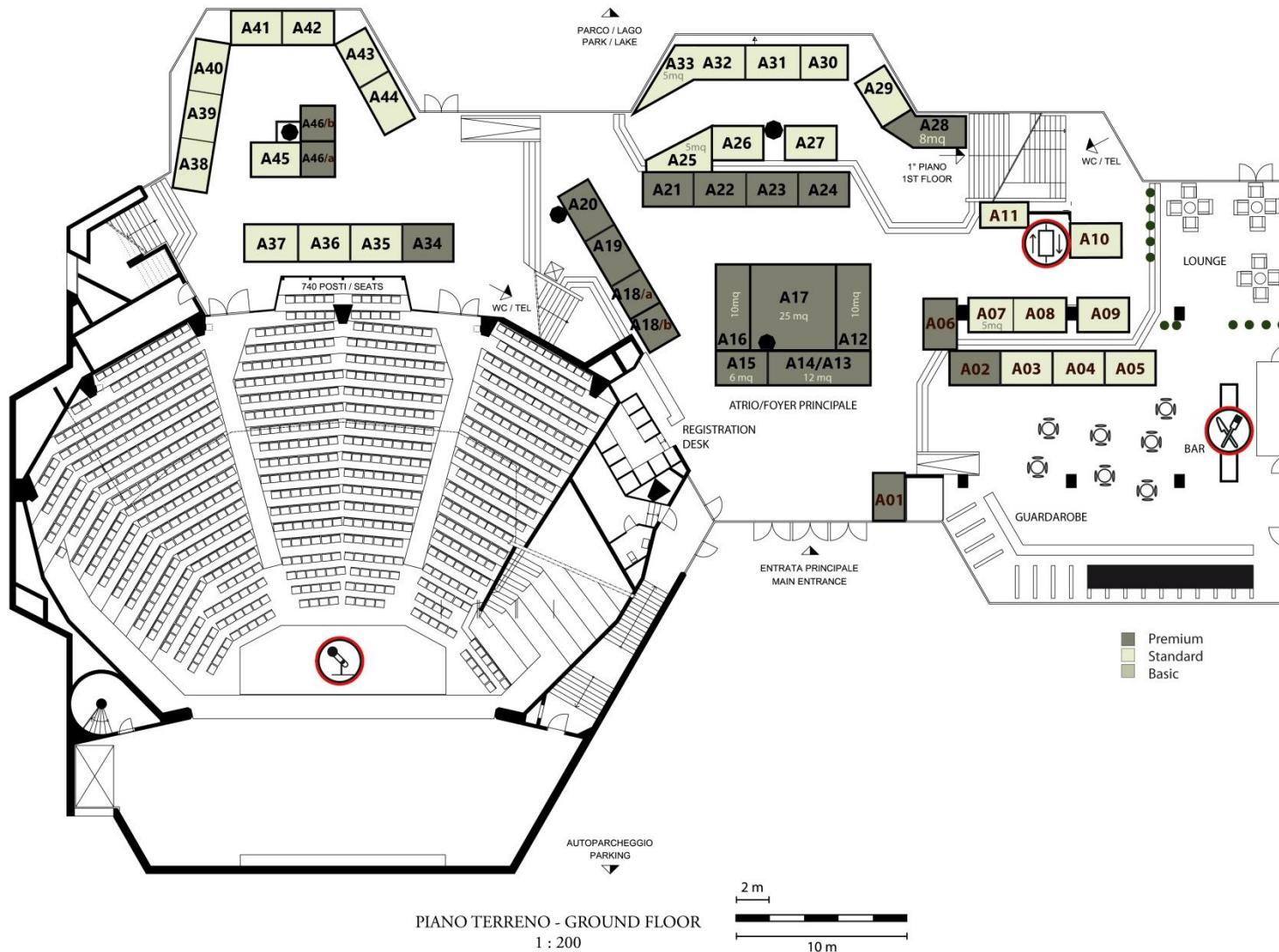


Aperero

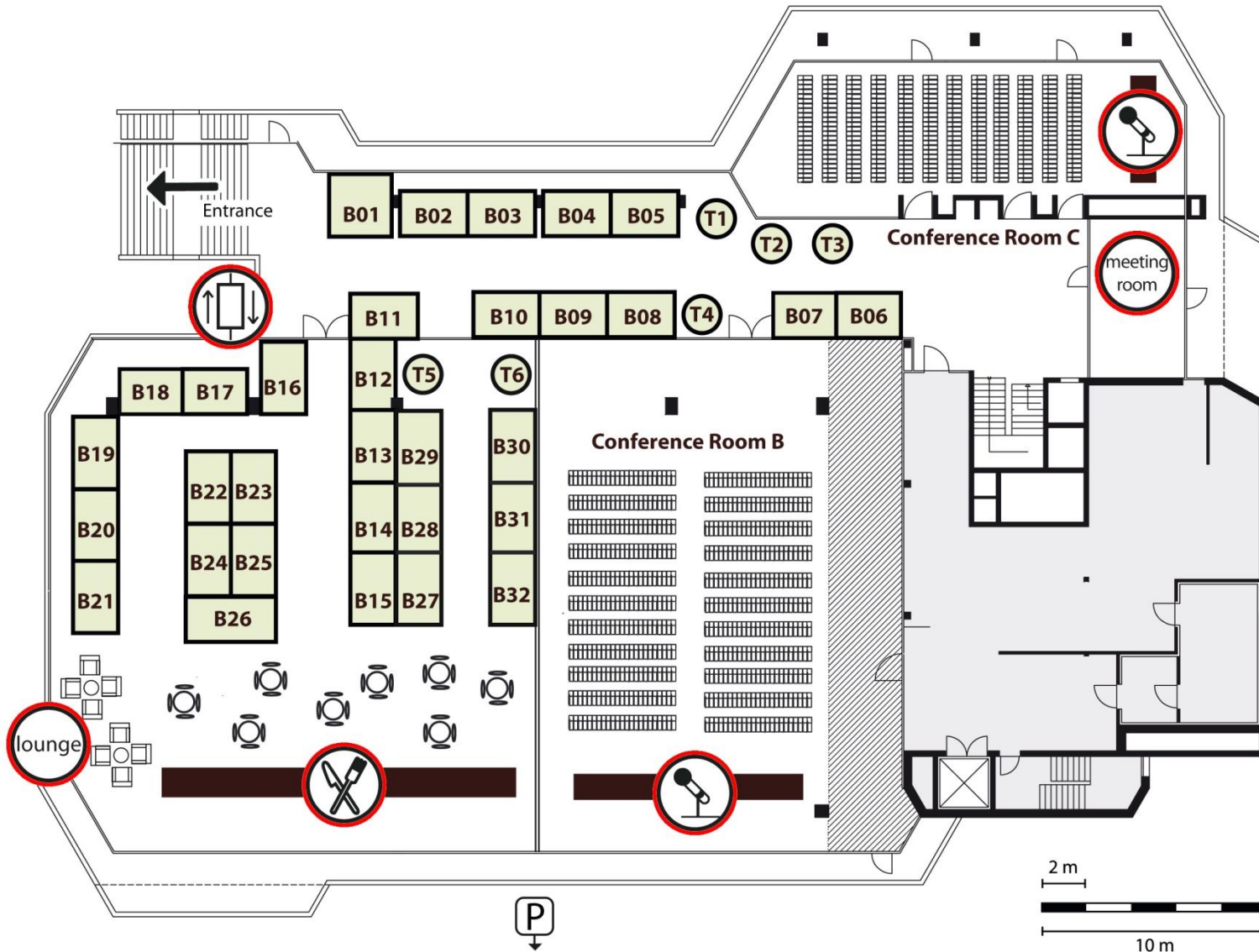


Gala Dinner

EXHIBITION AREA (ground floor)



EXHIBITION AREA (first floor)



EXHIBITORS & SPONSORS 2014



MAIN PARTNERS 2014



ASSOCIATIONS & SUPPORTERS



TECHNICAL SPONSORS



"THE LANTERN" RESEARCH

TLR has developed an integrated platform in order to support Marketing & Business Development Managers in the financial sector.



FAIRS: **LUGANO FUND FORUM** **LUGANO COMMODITY FORUM**

INTRODUCING SERVICE

- One-to-one meeting
- Thanks to a network of independent senior introducers

www.LMFInternational.ch

- The online financial magazine that allow you to create your branded page and collect your 'educational' articles

ORGANIZATION OF EVENTS

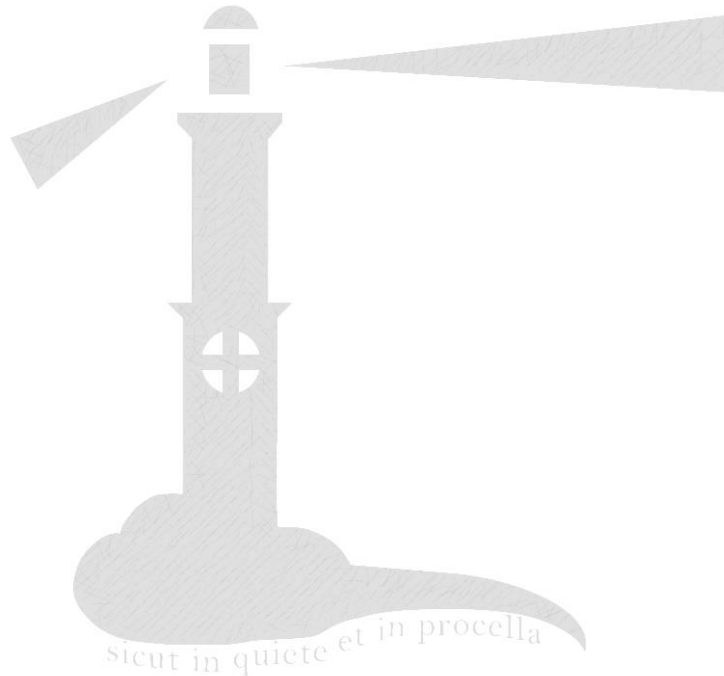
- Road shows, PR cocktails, presentations, seminars ...

LUGANO FUND FORUM

November 23rd – 24th, 2015

www.LuganoFundForum

PALAZZO DEI CONGRESSI



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