

MEMO# 24771

December 9, 2010

Registration Open: February 17, 2011, Sales Force Marketing Committee Meeting

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TO: SALES FORCE MARKETING COMMITTEE No. 8-10 RE: REGISTRATION OPEN: FEBRUARY 17, 2011, SALES FORCE MARKETING COMMITTEE MEETING

The Investment Company Institute's Sales Force Marketing Committee will meet on Thursday, February 17, 2011, from 8:30 am to 1:15 pm at ICI's offices on the 12th floor at 1401 H Street, NW, Washington, DC. A continental breakfast will be available beginning at 8:00 am and lunch will be provided during the meeting. As you will note from the attached preliminary agenda, the meeting will include a luncheon speaker.

Networking Dinner

An optional networking dinner for meeting attendees will be held on Wednesday evening, February 16, at DC Coast, which is located at 1401 K Street, NW (reception at 6:30 pm and dinner at 7:00 pm). The restaurant's phone number is 202/216-5988, and the web address is <http://www.dccoast.com>. The cost to attend the reception and dinner is \$85. Please note that if you cancel a dinner registration with less than three business days notice, the \$85 will NOT be refunded.

Meeting Registration

Committee members should register for the Sales Force Marketing Committee meeting and the networking dinner at <http://members.ici.org/reg/salesforce>. When registering, please provide any topics you would like addressed at the meeting and any questions you might have for ICI President Paul Stevens, who will be our first meeting speaker.

Hotel

A block of rooms has been reserved at the Hamilton Crowne Plaza for meeting attendees. The Crowne Plaza, which is located at 14th and K Streets, NW, in Washington, DC, is a very short walk to DC Coast and to ICI's offices. To make your hotel reservation, please call the hotel directly at 800/263-9802 by January 17, 2011 and mention your Investment Company Institute affiliation in order to receive the \$249 room rate.

Other

Business attire will be appropriate for the committee meeting and business casual attire for the dinner.

If you have any questions about the February 17, 2011 committee meeting, please contact Linda Brenner at 202/326-5883 (email: brenner@ici.org). We look forward to seeing you in February.

Peter Jones
President
Franklin Templeton Distributors, Inc. Linda Brenner
Director, Operations & Continuing Education
Investment Company Institute
[Attachment](#)

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