

MEMO# 28582

December 16, 2014

Registration Now Open: February 26, 2015 Sales Force Marketing Committee Meeting

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TO: SALES FORCE MARKETING COMMITTEE No. 12-14 RE: REGISTRATION NOW OPEN:
FEBRUARY 26, 2015 SALES FORCE MARKETING COMMITTEE MEETING

The Investment Company Institute's Sales Force Marketing Committee will meet on Thursday, February 26, 2015, at ICI's offices on the 12th floor of 1401 H Street, NW, in Washington, DC. A continental breakfast will be available beginning at 8:00 am, lunch will be provided at approximately 12:30 pm, and the meeting will end at 1:00 pm.

Meeting highlights will include the following:

- A regulatory update from ICI General Counsel David Blass
- A panel exploring how to maximize the return on sales team training efforts and expenditures
- A session focused on the evolving role of the internal sales team
- A panel discussion about the long-term implications of digital financial advice

Please note that ICI's building security procedures require that all meeting attendees check in at the first floor security desk where they will be met by ICI staff, who will facilitate elevator access to ICI's offices. Visitors will NOT be able to use the elevators without the assistance of ICI staff. If you arrive at the building after the meeting begins at 8:30 am, please call ICI's main reception number at 202-326-5800 to request an escort to the 12th floor.

Networking Dinner

An optional networking dinner for meeting attendees will be held on Wednesday evening, February 25 (reception at 6:30 pm and dinner at 7:00 pm) at a restaurant TBA. The cost to attend the dinner is \$105. Please note that if you cancel a dinner registration with less than three business days notice, the \$105 will NOT be refunded.

Meeting Registration

Committee members should register for the Sales Force Marketing Committee meeting and the networking dinner at www.ici.org/reg/sfmc. When registering, please provide any topics you would like addressed at the meeting. Please note that meeting attendance is limited to two individuals per member firm.

Hotel

A block of rooms has been reserved at the Sofitel Hotel for meeting attendees. The Sofitel, which is located at 806 15th Street NW, in Washington, DC, is less than a one block walk to ICI's offices. To make your hotel reservation, please call the hotel directly at 202-730-8800 prior to the cutoff date of February 4, 2015. Please mention your Investment Company Institute affiliation in order to receive the \$285 plus tax room rate.

Miscellaneous

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

If you have any logistical questions about the February 26 meeting or the associated dinner, please contact Raquel Canales at 202-326-5970 or raquel.canales@ici.org. Please contact Linda Brenner with suggestions for the meeting agenda. We look forward to seeing you in February.

Jim Jessee
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MFS Fund Distributors
Linda Brenner
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