

MEMO# 9844

April 16, 1998

REMINDER: 1998 ADVERTISING SEMINARS

[9844] April 16, 1998 TO: ADVERTISING SUBCOMMITTEE No. 13-98 BROKER/DEALER ASSOCIATE MEMBERS No. 8-98 COMPLIANCE ADVISORY COMMITTEE No. 13-98 CONTINUING EDUCATION AND TRAINING ADVISORY COMMITTEE No. 6-98 CONTINUING EDUCATION/TRAINING MEMBERS No. 5-98 DIRECT MARKETING COMMITTEE No. 8-98 HUMAN RESOURCES FORUM No. 4-98 MARKETING POLICY COMMITTEE No. 12-98 PRIMARY CONTACTS - MEMBER COMPLEX No. 25-98 PUBLIC INFORMATION COMMITTEE No. 12-98 RESEARCH COMMITTEE No. 11-98 SALES FORCE MARKETING COMMITTEE No. 9-98 SEC RULES COMMITTEE No. 31-98 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 10-98 RE: REMINDER: 1998 ADVERTISING SEMINARS

As we previously informed you, the Institute has been holding regional seminars on the basics of mutual fund advertising and sales literature regulation, distribution trends, and Internet issues. There are two seminars left in the series: Cincinnati on June 9, 1998, and Boston on June 16, 1998. Agendas for these seminars are attached. As you will note, speakers include Thomas Pappas, Associate Director, Advertising and Investment Companies Regulation, National Association of Securities Dealers Regulation, Inc., as well as industry executives and outside experts. The presentations are designed to assist: * those who are new to the mutual fund industry, * those who are new to mutual funds, and * marketing executives who have not recently attended these seminars and are seeking a refresher course. Registration for these seminars will be limited to employees of Institute member organizations and their advertising/design/public relations agencies. Agency personnel will be required to produce a letter from the ICI member with which they have a business relationship. (NOTE: the Cincinnati session will be open to ICI members, as well as members of the Greater Cincinnati Mutual Fund Association). Please register early, as space will be limited. Also, please keep in mind that it may not be possible to accommodate walk-in registrations. Topics to be covered The seminar is designed to provide basic information to those involved with mutual fund marketing and communications. The morning will be devoted to the regulation of mutual fund advertising and sales literature; the afternoon to presentations on trends in fund distribution and Internet communications. Please note that the Investment Company Institute reserves the right to alter the agendas as is necessary. The seminars will begin at 9:30 am, and end at approximately 4:15 pm. Lunch will be served. Dates and Locations for the Remainder of 1998 Cincinnati Tuesday, June 9 The Westin Cincinnati 21 East Fifth Street Cincinnati, OH 45202-3160 513/621-7700 Room Rates: \$122.00 single/double Reserve by: May 17, 1998 Boston Tuesday, June 16 Boston Back Bay Hilton 40 Dalton Street Boston, MA 02115 617/236-1100 Room Rates: \$185 single/double Reserve by: May 13, 1998 Please make your own hotel reservations by calling the hotel directly. To receive the special room rate that has been arranged at the hotel you

must mention the Investment Company Institute when making your reservation. Also, you must reserve your hotel room by the date indicated to obtain the rate. How to register To register, complete the attached registration form and return it, along with a check made payable to the Investment Company Institute for \$225 per registrant (non- members should submit a check of \$325 per registrant). Participation in each program is limited, so please register as soon as possible. Every effort will be made to hold these seminars on the dates and in the cities listed. However, due to unforeseeable circumstances, it may be necessary to cancel or reschedule some of the meetings. Should it become necessary to cancel a seminar, the Institute assumes no liability for non-refundable transportation costs, hotel accommodations, or additional costs incurred by registrants. More information For more registration or logistical information, contact the Conference Division at 202/326-5968. For additional information on the program, please contact Stephanie Brown at 202/326-5869 or Linda Brenner at 202/326-5883. Stephanie Brown Assistant Vice President, Training and Marketing Linda Brenner Director, Sales Force Marketing and Financial Planning Services Attachments

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