STRUCTURED PRODUCTS & DERIVATIVES 2013
Practical guidance for in-house counsel
The Structured Products & Derivatives Webinar Series is primarily directed at in-house counsel at banks and banking professionals involved in product design, compliance and transaction management.

The Series will provide practical guidance to these professionals on the topics that they have told IFLR are currently of most interest to them, based on research over the last 2 months. These topics include OTC Derivatives Clearing in Europe, the Rise of Islamic Structured Products and the Growth Potential for Structured Products in Asia.

The webinar series builds on the success of the IFLR Structured Products and Derivatives Forum, February 2012, which attracted over 200 delegates, 85% of whom were from banks and regulators.

Webinar topics
The topics for the 2013 webinar series have been thoroughly researched with IFLR’s in-house counsel contacts. The key structured product and derivative-related issues that they wish to see addressed have been grouped into the three separate modules below:

Webinar one: Clearing in Europe
• Clarity in light of US and European rule changes
• OTC derivatives clearing and the impact on the buy side
• MiFid II timeline: difficulties with harmonisation?
• Complying with the extraterritorial reach of Dodd-Frank
• Swaps: analysis of the CFTC’s End-User Rule

Webinar two: The rise of Islamic structured products
• The benefits of shariah-compliant products
• How holders of sukuk certificates receive payments
• Islamic hedging transactions
• Handling the pressure of ensuring ongoing shariah-compliance

Webinar three: Growth potential for structured products in Asia
• The extraterritorial impact of regulation on the derivatives market
• Lessons learned from Dodd-Frank’s choking of Singapore’s OTC energy derivatives market
• How to manage regulation successfully in order to stay commercial
• Issues with clearing on exchanges out of the region

Sponsorship opportunities
We are inviting the best firms to present their views and demonstrate their expertise by leading the discussion of the complex issues associated with these topics.

We would like to invite your firm to be the exclusive Structured Products & Derivatives contributor - either as sponsor of the complete series or on a one-off basis. You will find a detailed proposal for your consideration overleaf.

At a glance
Interactive presentation, lecture or workshop transmitted over the web.
Allows international legal and business professionals to “gather” virtually.
Free for registrants to attend.
Attendees can propose questions and offer feedback in real time.
Archive feature allows on-demand access to materials after the event.
Portable device-friendly.
Convenient and economic way to keep in touch with international clients.
Save on rising travel costs and international event sponsorships.
Comprehensive marketing campaign and sustained promotional activity.
Targeted audience of relevant legal and business professionals.
Attendee reports deliver measurable ROI and lead generation potential.
See overleaf for How It Works.
**How to get involved**

All sponsorship opportunities are offered on an exclusive basis. We would like to offer you the following sponsorship package:

**60-minute webinar**
- Discussion moderated by IFLR’s editor
- Broadcast on IFLR’s webinar channel
- Up to two firm representatives and one client panellist
- Prominent sponsor placement on all webinar materials (including presentation slides, presenter biographies and related articles provided by your firm)

**Comprehensive six-week marketing campaign**
- Banner advertisement announcing your broadcast
- Prominent sponsor placement on all promotional materials
- Invitations to register for your free-to-access webinar will be emailed to:
  - Subscribers of IFLR’s free weekly e-newsletter
    >18,000 registered individuals
  - Subscribers of BrightTALK’s IFLR webinar channel
    >3,700 registered individuals
  - Delegates who registered to attend the IFLR events below:
    >980 individuals in total
  - IFLR Structured Products & Derivatives Forum, February 2012 (>210)
  - IFLR Asia Capital Markets Forum, November 2012 (>250)
  - IFLR European In-House Counsel Summit, January 2013 (>300)
  - IFLR European Capital Markets Forum, April 2013 (>220)

**Post-broadcast activities**
- Full page write up in the next issue of IFLR magazine (IFLR has a loyal readership of at least 9,386 individuals per print issue)
- Ongoing exposure to an on-demand audience through IFLR’s webinar archive (iflr.com receives over 22,000 unique visitors a month)
- Banner advertisement to signpost your archived webinar
- Ability to embed IFLR’s webinar channel on your own website
- Use of event registrants’ data (post data protection screening) for ROI measurement and lead generation

**Online and print exposure**
- Marketed online to:
  - >18,000 weekly e-newsletter subscribers
  - >3,700 IFLR webinar channel subscribers
  - >980 delegates who registered to attend recent IFLR events
- Archived webinar materials are signposted and accessible (indefinitely) by iflr.com’s 22,000 unique monthly visitors.
- Webinar summary is written up and promoted as feature to IFLR magazine’s readership of at least 9,386 per print issue.

**Previous IFLR webinar sponsors include**

**Footnotes**
1. Figures based on IFLR weekly email campaign sent on 5th September 2012.
2. The readership rate based upon a survey conducted in Oct 2012, has been independently audited by IPSOS MORI, the international media consultancy. The number of readers is based upon the readership rate applied to the proposed circulation. At 95% confidence International Financial Law Review will have between 8214 and 10558 readers.
How it works

Preparing for your broadcast
• We agree a mutually acceptable date and time
• Ideally this should allow for a six-week marketing campaign
• IFLR will conduct the promotional activities detailed above
• IFLR will contact you to coordinate and facilitate the smooth running of your broadcast

You will be required to:
• Nominate two firm representatives and one client panellist
• Outline the points you intend to discuss
• Register your panellists on the BrightTALK platform (IFLR will assist)
• Send any presentation slides or presenter biographies to IFLR three days before the broadcast

Managing the technical aspects
IFLR will:
• Set up your webinar on its third party platform – BrightTALK
• Send you the link to your panellists’ registration page
• Send your panellists’ dial-in details (telephone number and presenter pin code) one week before the broadcast
• Upload your presentation slides and presenter biographies
• Cue your slides on your panellists’ instruction

Essential equipment you will need
• Telephone
• Computer with reliable internet connection and Flash installed
• Quiet room with limited to no background noise

On the day
Your panellists will be required to:
• Dial in to the platform using the details provided by IFLR
• We suggest that all panellists dial in 15-20 minutes before the broadcast to run through the process and answer any queries

To discuss sponsorship opportunities please contact

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