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IE INVESTMENT EXECUTIVE

cetfa Canadian ETF Association

6.75 FPSC *

The ETF Conference

Leading-Edge ETF Knowledge, Information and Products to Grow Your Book

A Unique, One-Day Educational Conference for Senior IIROC Advisors and MFDA Advisors Looking to Transition Their Books to ETFs

Conference Chair
Pat Chiefalo
Director of ETF Research & Strategy
National Bank Financial

Opening Keynote Speaker
Eric Balchunas
Head of ETF Analytics
Bloomberg

John Gabriel
ETF Strategist, Fund Research – Canada
Morningstar

Trevor Cummings
Head of Business Development, Exchange Traded Funds
RBC Global Asset Management

Craig Lazzara
Senior Director, Index Investing Strategies
S&P Dow Jones Indices

Christopher Philips
Senior Investment Analyst
Vanguard Investment Strategy Group

TSX Discussion Panel
Panel Discussion Leader
Amelia Nedovich
Head, Business Development, ETFs and Structured Products
TMX Group Inc.

Jaime Purvis
Executive Vice President
Horizons ETFs

Raman Aylur Subramanian
Managing Director, Index Applied Research
MSCI

Michael Nairne
President
Tacita Capital

Thursday, May 8, 2014 ~ Mississauga Convention Centre

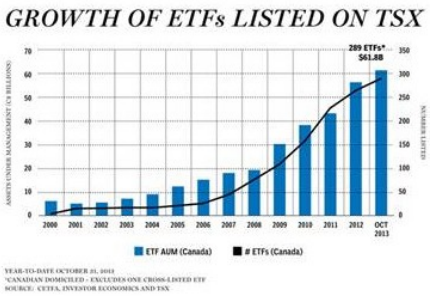
A Rapidly Growing Asset Class

According to the TSX Group, since 2009 the number of ETFs listed on the TSX have doubled and the number of product providers has increased from four to nine.

Further, the TSX reports that the value of ETF Assets under management in Canada now exceeds $60 Bn.

In 2013 there were 36 new ETF product listings on the TSX bringing the total number of ETP listings to 300 as of Sept. 2013.

The Need for Advisor Education



The range of ETF products, strategies and tools is wide and complex.

Advisors are being inundated with a vast array of ETF products and related information. This conference will help advisors sort through and understand the data plus learn about new ETF strategies & products.

Register today for this leading-edge conference and learn how you can leverage this fast growing asset class into new business and clients.

Industry Leading Experts to Present

Hear From Industry Leading ETF Experts, Advisors, Consultants and Product Providers on:

~ the latest ETF research and developments
~ hear about ETF Portfolio Strategies and Strategists
~ TSX interactive discussion panel with several ETF product providers

...and much more

Plus – Learn first-hand from Advisors who are currently using ETF products at the End-of-day Advisor Discussion Panel.

Presenting Conference Sponsor

cetfa Canadian ETF Association

In Association With:

Mindpath Creating New Paths To Learning

Conference Partners

HORIZONS EXCHANGE TRADED FUNDS

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RBC Global Asset Management

BMO Exchange Traded Funds

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TMX Toronto Stock Exchange

FUNDATA

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S&P DOW JONES INDICES McGRAW HILL FINANCIAL

MSCI

ROYAL CANADIAN MINT MONNAIE ROYALE CANADIENNE

Conference will Emphasize Education and Delegate Engagement

This CETFA / Mind*path* conference will emphasize value-added, practical information through high level presentations from industry experts.

As well, the educational process will be enhanced through delegate participation and interaction.

Generous Q&A / discussion periods with leading industry professionals facilitate the learning process.

This Conference Will Appeal to...

This unique educational event will appeal to IIROC Investment Advisors as well as MFDA Advisors looking to transition their books to ETF based practices.

Past Attendees at Mind*path* Conferences Have Spoken Highly About Their Experience

"Speakers were excellent and provided a lot of new information – unlike a lot of conferences I have been to where things seem to be a spin on an existing idea or product/strategy. As ETFs are still not completely mainstream, it was extremely timely for me to attend and be at the front end of changes that will ultimately take place in the Canadian financial industry." **Stephen Duquette**, Berkshire Securities (Mind*path* ETF Conference, 2010)

"Excellent conference with great speakers. Excellent planning ... the whole day was just great. Thank you very much. I learned a lot." **Lisa Chew**, BMO Bank of Montreal

"Highly educational. I would recommend this conference to all my peers." **Lise Martens**, Desjardins Financial Security

"Excellent- new knowledge base of information. Cutting edge." **David Lyon**, Dundee Wealth

"One of the best conferences from a learning point of view I have attended. You could see the focus here was on education and presenting different points of view." **Chris Edwards**, Assante Capital Management.

Important Note re CE Credits:** This conference has been *pre-approved* ***for 6.75 CE Credits from the **Financial Planning Standards Council** for application towards CFP advisors' required annual minimum of 25 CE Credits. As well, **IIROC CE Credits** will be applied for by the conference organizers.

Mind*path* corp., 1601 Bayview Avenue, Suite 43583, Toronto, Ontario, Canada M4G 4G8
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PROGRAM AGENDA

8:30 AM Opening remarks from CETFA & Mind*path*. Introduction of the Conference Chair

8:40 AM Welcome from the Chair

Pat Chiefalo
Director of ETF Research & Strategy

NATIONAL BANK

8:45 – 9:30 AM

Eric Balchunas
Head of ETF Analytics

Bloomberg

Topic: "ETFs ~ The Big Picture"

Including:
~ the landscape for ETFs globally
~ snapshot of the Canadian ETF market
~ recent developments & innovations in ETFs

9:30 – 10:15 AM

John Gabriel
ETF Strategist, Fund Research - Canada

MORNINGSTAR

Topic: "Common Fears and Misconceptions about ETFs"

Including:
~ are ETFs riskier than Mutual Funds?
~ is liquidity a problem with ETFs?
~ are ETFs only for traders and tactical portfolios?
~ have ETFs created 'bubbles' in certain market sectors?

10:15 – 10:30 AM ~ Morning Refreshment & Networking Break

10:30 – 11:30 AM

Topic: "The Ongoing Evolution of ETFs"

Trevor Cummings
Head of Business Development, Exchange Traded Funds

RBC Global Asset Management

Trevor will speak on:
~ ETF's 101: an introduction to ETFs
~ the benefits of ETF investing
~ the rise of indexing

Jaime Purvis
Executive Vice President

HORIZONS EXCHANGE TRADED FUNDS

Jaime will speak on:
~ ETF product developments
~ sales trends in the U.S.
~ future ETF market trends in Canada

Jaime Purvis and Trevor Cummings will jointly discuss:
~ changes to ETF indexing
~ the rise of actively managed ETFs
~ how are banks and other financial institutions using ETFs

Conference Supporter

11:30 AM – 12 Noon

Christopher Philips
Senior Investment Analyst

Vanguard

Topic: "Advisor's Alpha ~ Good for Your Clients and Good for Your Practice"

Including:
~ what is the value of advice ?
~ understanding the home bias impact
~ how even the most savvy investors can get it wrong
~ optimizing the odds of delivering alpha

12:00 – 1:00 PM ~ Event Luncheon

1:00 – 1:45 PM

Craig Lazzara
Senior Director, Index Investing Strategies

S&P DOW JONES INDICES
McGRAW HILL FINANCIAL

Topic: "Third Generation Indexing"

Including:
~ The case for cap-weighted indexation
~ The evolution of indexing: from cap-weight to alternative beta
~ Evaluating alternative beta indices
~ What makes a "stock-picker's market?"

1:45 – 2:30 PM TSX Industry Discussion Panel

Moderator
Amelia Nedovich
Head, Business Development, ETFs and Structured Products
Toronto Stock Exchange

TMX

Topic: "Get Smart: The Case for Alternative Beta"

Including:
~ What is "smart beta"?
~ Different methodologies underlying Canadian factor-based ETFs
~ How best to use "smart beta" products in a portfolio
~ Is alpha the new beta?

Yves Rebetez
Managing Director, Editor

ETF insight

David Barber
Vice President
National Accounts

FIRST ASSET
Exchange Traded Funds

Alfred Lee
Vice President, ETFs Portfolio Manager & Investment Strategist

BMO Exchange Traded Funds

Trevor Cummings
Head of Business Development, Exchange Traded Funds

RBC Global Asset Management

2:30 – 2:45 PM ~ Afternoon Refreshment & Networking Break

2:45 – 3:30 PM ETF Strategist Discussion Panel

Michael Nairne
President

TACITA CAPITAL

Reg Jackson
V.P., Portfolio Manager

NATIONAL BANK FINANCIAL WEALTH MANAGEMENT
JMRD WEALTH MANAGEMENT TEAM

Allan Meyer
V. P., Portfolio Manager

WICKHAM INVESTMENT COUNSEL

Topic: "ETF Strategist Panel on How To Build ETF Portfolios"

Including:
~ this panel will address the processes, techniques, strategies and tactics ETF Strategists use when integrating ETFs into client portfolios

3:30 – 4:15 PM

Raman Aylur Subramanian
Managing Director,
Index Applied Research

MSCI

Topic: "Building Best Practices for Global Equities Benchmarks"

Including:
~ how to achieve important benchmarks through five benchmarking pillars:
  i robust governance
  ii advanced methodology
  iii transparent process
  iv continuous innovation
  v superior client service

4:15 – 4:45 PM ~ Advisor Discussion Panel

Featuring the following advisors who will to talk about

Panel Moderator
Carlos Cardone
Senior Consultant &
Managing Director

iNVESTOR ECONOMICS

Bruce Cumming
Executive Director, Private Client Group & Senior Investment Advisor

HollisWealth

Marcus Beltran
Investment Advisor

CIBC Wood Gundy
Commerce Valley Financial Group

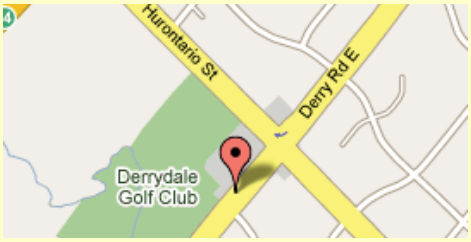
4:45 PM ~ Wrap-Up & Business Card Draw

5:00 – 6:00 PM ~ Networking Reception

CONFERENCE LOCATION

Mississauga Convention Centre
75 Derry Road West
Mississauga, ON L5W 1G3

Tel. 905.564.1920
Toll-Free 1.877.766.4613



Registration Form

Conference Fee:

Early Bird Special! *Register by April 15 and save $50.00 over the regular admission price.*

I **Investment Advisors, Brokers, Financial Advisors**

$149.00 Per Delegate + HST = **$168.37** (if registered by April 15)
$199.00 Per Delegate + HST = **$224.87** (after April 15)

Group discount for Advisors: Two or more advisors registering from the same branch receive a 10% discount on the above rates.

II **Non-Sponsoring CETFA Affiliate Members**

$295.00 Per Delegate + HST = **$559.35** (if registered by April 15)
$495.00 Per Delegate + HST = **$785.35** (after April 15)

III **Non-CETFA Member Investment Managers, Portfolio Managers, Fund Managers & ETF Industry Suppliers**

$495.00 Per Delegate + HST = **$559.35** (if registered by April 15)
$695.00 Per Delegate + HST = **$785.35** (after April 15)

Notes:

1. Investment Industry Association Members qualify for a 20% discount on delegate fees.
2. Delegates may not combine IIAC discounts with other discounts.

Yes I would like to register the following people from my firm:

☐ My firm is a member of IIAC

_____ _____
Delegate Name (please print name in full) Title

_____ _____
Delegate Name (please print name in full) Title

_____ _____
Delegate Name (please print name in full) Title

_____ _____
Delegate Name (please print name in full) Title

_____ _____
Delegate Name (please print name in full) Title

Total number of delegates:

_____ x $149.00 = _____ + HST = _____

_____ x $199.00 = _____ + HST = _____

_____ x $295.00 = _____ + HST = _____

_____ x $495.00 = _____ + HST = _____

_____ x $695.00 = _____ + HST = _____

_____
Company Name

_____
Address

_____
City Province Postal Code

_____
Phone eMail Address(es) (All delegate confirmations will be sent out via eMail)

Method of Payment

☐ Cheque ☐ VISA ☐ M/C ☐ AMEX

Card Holder's Name: _____
Card Number: _____
Expiry Date: _____
Signature: _____
Today's Date: _____

How to Register

You may register in one of the following ways:

1. **Register Online**
   Register online by clicking **here**
2. **Register by Fax**
   By faxing the completed registration form toll-free to 1.866.244.9837
3. **Register by Mail**
   Send completed registration form along with cheque payable to Mind*path* corp. to the following address:
   1601 Bayview Avenue, Suite 43583
   Toronto, ON M4G 4G8
4. **Register by Phone**
   Call 416.929-MIND (6463), Toll Free 1.877.929.6463

Note: ~ Continental Breakfast opens at 7:30 AM
~ Conference commences at 8:30 AM.
~ Business Card Draw & Networking Cocktail Reception takes place between 5:00 PM & 6:00 PM