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cetfa Canadian ETF Association

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The ETF Conference

(2nd Edition)

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 presented by The Canadian ETF Association and Mind*path* Financial Conferences

CONFERENCE CHAIR
Pat Dunwoody
Executive Director
Canadian ETF Association

Craig Lazzara
Global Head of Index Strategy
S&P Dow Jones Indices

Eric Balchunas
Head of ETF Analytics
Bloomberg L.P.

TSX Discussion Panel
ETF Panel Discussion Leader
Amelia Nedovich
Head, Business Development
TSX Group Inc.

Yves Rebetez
Managing Editor
ETF Insight

Trevor Cummings
Head of Business Development,
ETFs, RBC Global Asset Management

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Vice President
Ontario
BMO Exchange Traded Funds

Jason McIntyre
Head of Distribution
Vanguard Investments Canada Inc.

Jaime Purvis
Executive Vice President
Horizons Exchange Traded Funds

Rohit Mehta
Senior Vice President
First Asset

Wednesday, May 6, 2015 ~ Mississauga Convention Centre

Twenty Fifth Anniversary of ETFs In Canada

2015 marks the 25th Anniversary of ETF products in Canada. The Toronto 35 Index Participation Unit (TIPs), launched on the Toronto Stock Exchange in 1990.

TIPs was the world's first exchange traded, index-linked product and was the forerunner to today's widely used ETF products.

TORONTO STOCK EXCHANGE EXCHANGE TRADED FUNDS ETF 25 ANNIVERSARY 1990-2015

Steep Growth Curve for ETFs in Canada

It The Canadian ETF market continues to show dramatic growth.

As of the end of February, 2015, Canadian ETF assets under management grew to $ 81.5 Billion .

The annual compounded growth of ETFs since the end 2008 has been at the remarkable rate of 25.8%.

Warren Buffett's Last Will & ETFs

In a letter to Berkshire Hathaway shareholders last year, Warren Buffett advised his will stipulates that 90% of his cash be put in "a very low cost" index fund which tracks the movement of the S&P 500.

Can there be a better endorsement for ETFs than from the Oracle of Omaha ?

Canadian Securities Administrators Approve 2015 & 2016 CRM 2 Rules for July 15 Implementation

On January 19, 2015, IIROC announced that the CSA approved its 2015 and 2016 CRM2 Rules. Implementation date was announced as July 15, 2015 and July, 2016 for CRM2 rules.

As a result, advisors will need to step up their efforts to be compliant by the deadline and will also need to be educated about low cost investment vehicles such as ETFs.

ETF Education a Priority for Advisors

Advisors are all too aware of the need to be educated on the complexities and advantages of ETFs – especially in the context of new CRM2 transparency requirements and increased demands from clients for lower cost investment products.

This unique, one-day educational conference is designed for Senior IIROC Advisors as well as MFDA Advisors looking to transition their books over to ETFs.

This conference emphasizes high level, comprehensive ETF education.

ETF product promotion will be undertaken in the Exhibit Hall and not from the main-stage.

Presenting Conference Sponsor

cetfa Canadian ETF Association

in partnership with:

Mindpath Creating New Paths To Learning

Conference Partners

Vanguard

RBC Global Asset Management

BMO Exchange Traded Funds

HORIZONS EXCHANGE TRADED FUNDS

FIRSTASSET Exchange Traded Funds

TMX Toronto Stock Exchange

S&P DOW JONES INDICES McGRAW HILL FINANCIAL

FUNDATA

Royal Canadian Mint / Monnaie Royale Canadienne

Broadridge

CIBC MELLON

Industry Leading Experts to Present

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

~ the latest ETF research and developments

~ learn about ETF Portfolio Strategies from top ETF Strategists

~ TSX interactive discussion panel featuring leading 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.

Conference will Emphasize Education and Delegate Engagement

This CETFA / Mind*path* conference will emphasize value-added, practical information through high level, comprehensive ETF education 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 will facilitate the learning process.

This Conference Will Appeal to...

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

Attendees at Last Year's ETF Conference Spoke Highly About Their Experience

"Very informative day. Well organized." **Yvonne Weatherell**, Raymond James

"Thank you for a wonderful conference. The speakers were tops in the field and covered their topics well. Some of the ETF topics reinforced our understanding while others covered things we had not considered. " **Jay Cox**, Senior Associate Investment Advisor, RBC Dominion Securities Inc.

"I thought the ETF conference was great. It provided me with a solid introduction to the topic which has allowed me to understand what they are about. I would be interested in seeing more specifics on ETF portfolio construction; beta and alpha." **Dan Bick**, Investment Associate, IPC Securities ~ Bick Advisors

"Just a quick note to offer my congratulations for a great event yesterday. It was a strong combination of diverse content, informed and polished presenters and a relaxed, informal atmosphere." **Randall O'Leary**, Channel Director, S&P Dow Jones Indices

"All in all, a good format, good location and some new information for me. Having the (speaker presentations) PDFs prior to the conference is a good idea as I could determine my interest and my questions beforehand." **David Hall**, Portfolio Manager, Burgeonvest Bick Securities Limited

PROGRAM AGENDA

8:30 AM Opening remarks from Mind*path*. Introduction of Pat Dunwoody

8:35 AM Chair's Welcoming Remarks

CONFERENCE CHAIR
Pat Dunwoody
Executive Director

8:40 - 9:00 AM

Dan Stanley
Vice President Ontario

Topic: "ETFs ~ The First Twenty Five Years"

Including:
~ the innovation of ETFs re construction and liquidity
~ drivers of ETF growth over the past 25 years and trends supporting future ETF growth in Canada
~ future of ETFs and the need to evolve, innovate AND educate

9:00 - 9:45 AM

Craig Lazzara
Global Head of Index Strategy

Topic: "Is Active Management Getting Harder ? – The Shrinking Supply of Alpha "

Including:
~ factor tilts (smart beta) as a substitute for active investing strategies
~ why dispersion of among securities is a good predictor of available alpha
~ challenges to active investing
~ underperformance of equity funds against passive index benchmarks

9:45 - 10:00 AM ~ Morning Refreshment & Networking Break

10:00 - 10:30 AM

Eric Balchunas
Head of ETF Analytics

Topic: "Doing Due Diligence on Increasingly Complex ETF Products "

Including:
~ doing the necessary homework on increasingly complex ETFs
~ an overview of recent ETF innovations and why due diligence is critical
~ ETF liquidity

Conference Supporter

10:30 - 11:15 AM

Jason McIntyre
Head of Distribution

Topic: "Global Regulatory Reforms & Their Impact on Advisors – Highlights from the US, UK, Australia & Canada "

Including:
~ increased fee transparency
~ unbundling of fees
~ removal of trailers
~ impact on the growth of ETFs

Nick Blake
Head of Retail Distribution

Topic: "UK's Retail Distribution Review (RDR)" (Britain's equivalent of CRM2)

Including:
~ impact on advisor numbers
~ how the UK market for ETFs changed
~ how Advisor business models were impacted

11:15 AM - 12:00 Noon

Trevor Cummings
Head of Business Development, ETFs

Topic: "Investing Internationally with ETFs"

Including:
~ the case for investing in international ETFs
~ making the hedging decision
~ ETF tax considerations

12:00 - 1:00 PM ~ Event Luncheon

1:00 - 1:45 PM TSX Industry Discussion Panel

Moderator

Amelia Nedovich
Head, Business Development

Panelists:

Jaime Purvis
Executive Vice President

Dan Stanley
Vice President Ontario

Rohit Mehta
Senior Vice President

1:45 – 2:30 PM ETF Strategist / ETF Portfolio Manager Discussion Panel

Panel Moderator

Yves Rebetez
Managing Editor

Topic: "ETF Investing Strategies"

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

2:45 - 3:15 PM

Hugh Murphy
Managing Director

Topic: "Advisors and ETFs ~ Results from a Recent Quantitative Research Study "

3:15 - 4:00 PM

Advisor Discussion Panel

Featuring: A Panel of Investment Advisors and Brokers Currently Using ETFs

Topic: "Effective Use of ETFs in Client Portfolios"

4:00 - 4:30 PM

Goshka Folda
Senior Managing Director

Topic: "The Future of ETFs and the Next Twenty-Five Years"

4:30 PM ~ Closing remarks from Conference Chair Pat Dunwoody & Mind*path* + Business Card Draw

4:40 - 5:30 PM ~ Networking Reception

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Tel. 416.929.MIND (6463) OR Toll-Free: 1.877.929.6463 Fax: 1.866.244.9837
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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 Fees

Early Bird Special! Register by April 15 and save.

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 = $333.35 (if registered by April 15)
$495.00 Per Delegate + HST = $559.35 (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)

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

Delegate Name (please print name in full) ____________ Job Title ____________

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Delegate Name (please print name in full) ____________ Job Title ____________

Delegate Name (please print name in full) ____________ Job 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) *__Note__: All delegate confirmations will be sent out via emails

Note:
~ Continental Breakfast opens at 7:30 AM
~ Conference commences at 8:30 AM
~ Business Card Draw & Networking Cocktail Reception follow conference takes place between 4:30 PM and 5:30 PM

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