

2012

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Surveys



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Research is vital to a successful business strategy.

About AFP®

The Association for Financial Professionals® (AFP) serves a network of more than 16,000 treasury and finance professionals. Headquartered just outside of Washington DC, AFP provides members with breaking news, economic research and data on the evolving world of treasury and finance, as well as world-class treasury certification programs, networking events, financial analytical tools, training, and public policy representation to legislators and regulators. AFP is the daily resource for treasury and finance professionals.

AFP's global reach extends to over 150,000 treasury and financial professionals worldwide, including AFP of Canada; London-based gtnews, an online resource for the treasury and finance community; and the London-based bobsguide, a financial IT solutions network.

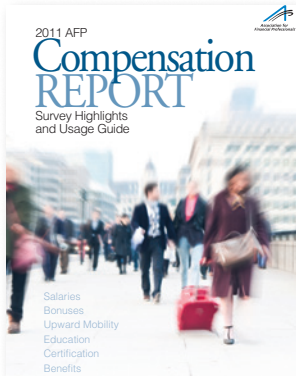
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SURVEYS ON THE AFP WEBSITE All survey reports are available on www.AFPonline.org/Research

As a sponsor of AFP research, your company plays a key role in the thought leadership and innovation driving your customer's success. Work with your AFP sales representative to maximize your presence across our various research vehicles, including:



Compensation Survey Cover



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Compensation Survey

Survey Release: Spring 2012

As one of AFP's most popular research products, the Compensation Survey is a report that thousands of financial professionals turn to for benchmarking their own compensation to that of their peers, and to assist in the hiring of new staff in their treasury and/or finance departments. This popular report is an AFP member-only benefit; non-AFP members can access the executive summary of the report by becoming a registered user of the AFP website. Sponsors get wide exposure to a large segment of AFP's membership and customers, receive a mention in the cover letter and press release, an ad on the back cover of the report and their company logo on the survey instrument and report cover.

Liquidity Survey

Survey Release: June 2012

AFP members provide detailed information on their organizations' policies and practices related to their short-term investments. This annual survey not only records investor attitudes toward cash investing and the use of well-established investment vehicles, but also explores the use of newer investment vehicles and tools. The sponsor receives a mention in the cover letter and press release, and its company logo on the survey instrument and report cover.

Business Outlook Survey

Survey Release: December 2012

This survey captures finance professionals' views on the state of business conditions. AFP members who respond to the survey represent organizations from a wide range of industries of varying sizes. The survey results provide an excellent indicator of future business investments. The sponsor receives a mention in the cover letter and press release, and its company logo on the survey instrument and report cover. In addition, the sponsor will receive an advertisement in twelve issues (once a month) of *EconWatch*, AFP's weekly economic e-newsletter.

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AFP Annual Conference

AFP Annual Conference Survey Survey Release: October 2012

Each fall, AFP conducts a survey of its membership on a topic of great interest to finance professionals. In recent years, Annual Conference surveys have dealt with the strategic role of treasury and the proliferation of electronic payments. The survey results are released at the AFP Annual Conference with copies of the report available to attendees in print and online on the Research web page. The sponsor receives a mention in the cover letter and press release, and its company logo on the survey instrument and report cover.

AFP Annual Conference Onsite Survey Survey Release: October 2012

Conference attendees at the AFP Annual Conference participate in a brief survey on a timely topic that impacts the treasury and finance fields. The survey is conducted onsite with the results published in AFP's conference publication, *Conference Daily News*. The sponsor receives a mention in *Conference Daily News* and the press release, and its company logo on the survey instrument.

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Payments Fraud Survey Survey Release: Spring 2012

Each year, AFP conducts a survey on payments related issues. Previous survey topics included payments risk controls and consumer payment choices. The sponsor receives a mention in the cover letter and press release, and its company logo on the survey instrument and report cover.

Retail Treasury Survey Survey Release: May 2012

The survey covers a retail oriented treasury topic. Survey participants include AFP members who work in the retail sector.



Please note that AFP retains complete editorial control on all research.