

AFP® Sponsored Research

Surveys



Align your company with original AFP educational content and project your thought leadership by underwriting one of AFP's research surveys.

Be recognized as an industry thought leader.

Sponsored Research

Underwriting AFP research is a great way to communicate your commitment to the industry, demonstrate your thought leadership and elevate your brand.

Research is vital to a successful business strategy.

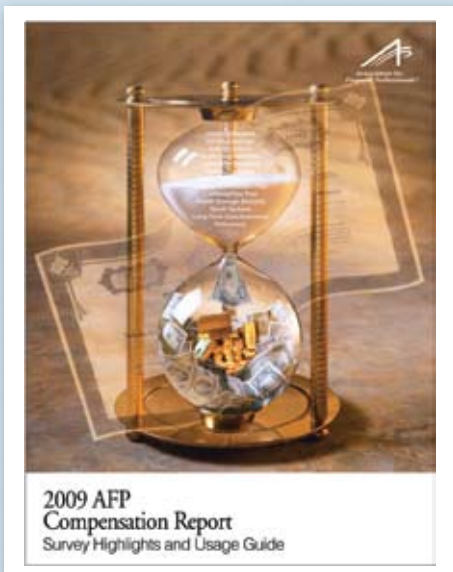
As a sponsor of AFP research, your company plays a key role in the thought leadership and innovation driving your customer's success. Work with your AFP sales representative to maximize your presence across our various research vehicles, including:



Liquidity Survey Report Cover



AFP Website Posting



Compensation Survey Cover



AFP Exchange Articles

AFP Surveys

All survey reports are available on the AFP Website at www.AFPonline.org/Research.

Business Outlook Survey

Survey Release: December 2009

This survey captures finance professionals' views on the state of business conditions. U.S. financial professionals are in a unique position to observe business conditions because their views influence critical business decisions on corporate borrowing, business investments and efforts to mitigate risk. 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.

Compensation Survey

Survey Release: Spring 2010

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 2010

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.

Women in Finance Survey

Survey Release: July 2010

Previous *Women in Finance* surveys have covered issues of diversity impacting international business and team building. The sponsor receives a mention in the cover letter, press release and *Exchange* article, and its company logo on the survey instrument and report cover.

Demonstrate your commitment to the profession.
Contact the AFP sales department at 301.961.8833.

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



AFP Annual Conference

AFP Annual Conference Onsite Survey

Survey Release: November 2010

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.

AFP Annual Conference Survey

Survey Release: November 2010

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 Forum

Payments Fraud Survey

Survey Release: April 2010

Each year, AFP conducts a survey on payments related issues. The survey results are released and distributed to all attendees at the AFP Treasury Management Forum. 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.

SOLD