

Join us for the Connect Midmarket CFO Summit and get a fresh new perspective on how to optimize your company's financial operations.

Connect Spring **Ritz-Carlton Marina del Rey, CA** **February 21-23, 2016**



Connect Fall **The Loews Chicago Hotel, Chicago IL** **August 21-23, 2016**

No matter how efficient your financial operations and processes are, there is always room for improvement. Often, the day-to-day challenges of managing people and systems leaves little time to keep informed on the latest technology and innovation available. You need access to this information to run your operations as efficiently as possible.

connectcfosummit.com



Overview

The Connect Midmarket CFO Summit is North America's leading conference for CFOs and senior-level finance executives who represent midmarket organizations.

The summit delivers a unique mixture of:

- Strategic presentations and panels from industry thought leaders
- Technology and solution focused case studies
- Targeted research meetings with leading technology and solution providers
- Engaging networking opportunities with high profile industry peers

Who should attend?

If you're actively interested in sourcing new solutions, services, technology or software for your financial operation then you are an excellent candidate to attend the Connect Midmarket CFO Summit. Typical attendees include:

CFOs

SVP/VP Finance

Director of Finance

Demographics

There is a strong focus on midmarket organizations and their unique needs at the Connect Midmarket CFO Summit. If you represent a company ranging from 100-1,000 employees and/or \$50M – \$1B in annual revenue you would be an ideal fit for Connect. If you don't fall into this area but you are still interested in attending, we encourage you to register so we can review your profile and make a decision.

Spaces are still available but are limited so apply today and we'll confirm your status within 3 days.

Please Note: This offer is not applicable to suppliers of solutions. Suppliers of solutions can consider participating as a sponsor. Please email oliverthomas@quartzevents.com for further information.

Register Now at connectcfospring.com using Invitation Code: CFOAB



Reasons to Attend

The CFO Led Conference Program

Our compelling educational program is led by a steering committee of experienced midmarket CFOs. We ask them what topics, issues and challenges they are facing and we deliver a conference program that addresses these needs.

Technology and Services Research

A key element that makes the Connect Midmarket CFO Summit so valuable to attendees are the one-on-one research meetings. This format presents the most targeted and time efficient medium to research the latest technology and innovation from leading solution providers. The scheduled meetings maximize the efficiency of your time and allow for a more productive and relaxed meeting environment.

Networking

Unlike other conferences the Connect Midmarket CFO Summit has a strict ratio of CFOs to service companies in attendance 3:1. This means that at the networking functions such as the gala dinner and industry lunch you will be mostly networking with other CFOs. Only technology or solutions provider companies who sponsor the event are granted access.

The true value of the Connect Midmarket CFO Summit is that it presents a boiling pot of information, ideas and solutions, pulling together around 200 CFOs and solution providers to push the boundaries of financial operational excellence.

Save corporate funds

We provide a full access conference pass to qualified attendees. This pass is completely free of charge and it includes one night of accommodation, catering and drinks receptions. The cost of producing the conference is underwritten by the sponsors allowing attendees to secure complimentary full access conference passes.



Success Stories from our Previous Events

"The Quartz Model is far beyond that of all the other events out there. It creates a venue that truly brings value to both the attendee and the sponsor in a unique and strategic environment where the 1on1 meetings address the areas I need to explore. There is nothing else out there that can compare to their model and service. It's these events that both the IT leaders and IT Partners NEED to mark on their calendar in advance to attend."

CIO & SVP of Operations, Monarch Community Bank

"I found the format far superior to any typical trade-show. Instead of wandering a hall, finding a vendor I wanted to talk to, and then having to wait in line to speak, I simply showed up at the booth at the appointed time and had an uninterrupted discussion with the vendor I was interested in. It was a great use of my time."

Chief Operating Officer, SwimOutlet.com

"Instead of wandering a convention trying to find someone to talk to at a company booth/display about that company's capabilities/services, you have dedicated focused time to speak to companies which you are interested in and who are interested in your business."

Director, The Walt Disney Company

"I thought it was a GREAT event. Well organized, just the right amount of time to visit vendors and presentations were topical and relevant." **Director, Operational Excellence, Gates Corporation**

"You are to be commended for putting together a top-notch program. SCOPE West could serve as a case study for other trade shows. Simply well done."

Director of Operations, OfficeMax

"I find this format to be the best use of my time in effectively collecting information from vendors. There is no better setting for a quick, on-point discussion."

Director of IT National Benefit Services



Your Conference Pass

Why is my pass to the Connect Midmarket CFO Summit free?

This relates to the element of the program where we coordinate one-on-one meetings with sponsors. Sponsors derive a great deal of value from this format and as a result they are willing to pay a premium investment that covers the cost of your attendance.

So what exactly is expected from me?

You are responsible to attend a series of one-on-one meetings with leading technology and solution providers that are in a position to make your financial operations more efficient. Each attendee has designated meeting blocks spread out over the conference. During these specified periods we will connect you with up to 10 different sponsors for a 20-25 minute meeting. The one-on-one meetings amount to 25% of your scheduled time at the overall event. The remaining 75% of your time is spent in networking functions, keynote presentations and breakout sessions.

Your complimentary pass to the Connect Midmarket CFO Summit includes

- Full access pass to the CFO led educational program
- Customized schedule to connect you with relevant leading solution providers
- 1 night's hotel accommodation at the host hotel
- Full onsite catering including:
 - 2 x Drinks Receptions
 - 2 x Full Buffet Breakfasts
 - 1 x Lunch
 - 1 x Gala Dinner
- Refreshments and snacks throughout the day
- Access to download the full book of conference presentations after the event via a secure website
- Fantastic networking opportunities with other high profile peers



Educational Program

Our diverse program includes all the following elements to deliver an in-depth, well rounded learning experience:

- Keynotes – Big names addressing key issues
- Peer-led breakout sessions
- Customer-led case studies – real world solutions
- Roundtable Discussions
- One-on-One targeted research meetings with leading solution providers

Thank you to the 2016 Steering Committee

Our compelling educational program is led by a steering committee of experienced midmarket CFOs.

2016 Steering Committee and Educational Program Coming Soon

Our Venues

The Connect Midmarket CFO Summits are hosted in world-class, luxury hotels that share our belief in exceptional customer service. We believe a relaxed and picturesque environment provides an excellent setting for industry networking and learning. The 2016 event series will take place in two of the North America's most iconic hotels.



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The Loews Hotel Chicago, Chicago, IL
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connectcfofall.com

Solution Provider Sponsors

The Connect Midmarket CFO Summit is your most time efficient route to research the latest technology and innovation from the industry's leading solution providers. Whatever your big project or challenge is this year, the Connect Midmarket CFO Summit can connect you with numerous potential solutions to get results on time and on budget. Solutions include:

- Accounting and Auditing
- Financial Leadership and Talent Management
- Professional Services
- ERP Software
- Acquisition and Integration
- Finance Operations and Strategy
- Cost Control
- Document Management and Imaging
- Big Data & Analytics
- Cloud and Business Intelligence
- IT Security
- Mobile Technology
- Cross Border Issues
- Industry and Accounting Research
- Risk Management
- Raising Capital and Financing
- Corporate Advisory and M&A
- Compliance & Tax Planning
- Financial Services and Banking

Previous sponsors from our events include:





Connect Midmarket CFO Summit

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