

Advertising Regulation Conference

October 10 - 11, 2013

Renaissance Washington, DC Downtown Hotel 999 Ninth Street, NW • Washington, DC 20001

Highlights

- Guidance on brokerage account fees, real estate programs and back-tested performance
- ► Regulatory developments in securities advertising, including the new JOBS Act rules
- ▶ New sessions on ETFs and closed-end funds, investor education, and social media and mobile considerations
- ► Interactive, hands-on workshops

2013 Advertising Regulation Conference

Practical guidance on complying with securities advertising rules and regulations

At this year's event, you will have the opportunity to:

- meet one-on-one with FINRA's Advertising Regulation staff during our office hours;
- network with industry experts and peers;
- ▶ engage with senior FINRA staff during our general Q&A session; and
- view a demonstration of the Advertising Regulation Electronic Files (AREF) system.

Help Shape Session Content

We invite you to help shape session content by submitting questions in advance. Email your questions to *conreg@finra.org* by Friday, September 27.

Earn Continuing Education Credits = CLE, CPE and CRCP

Upon completion of the conference, participants may be eligible to receive continuing education credits.

► CLE

As many as 7.5 CLE credits may be available depending upon the number of conference hours attended and the state in which credit is sought.

While FINRA processes CLE applications on behalf of conference attendees, attendees are responsible for complying with all rules and regulations governing the jurisdictions in which they seek credit.

▶ CPE

Conference attendees may receive up to 7.5 CPE credits. This is a live group event. The program level is "overview," and there are no prerequisites or advanced preparation required.

▶ CRCP

Graduates of the FINRA Institute at Wharton Certified Regulatory and Compliance Professional (CRCP) program may receive nine CRCP CE credits for attending the conference. Alumni should self-report their credits upon conclusion of the conference by sending an email to crcp@finra.org.



West Professional Development is registered with the National Association of State Boards
of Accountancy (NASBA) as a sponsor of continuing professional education on the National
Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of
individual courses for CPE credit. Complaints regarding registered sponsors may be submitted
to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Agenda With Session Descriptions

WEDNESDAY, OCTOBER 9

5:00 p.m. - 7:00 p.m. Registration and Information

THURSDAY, OCTOBER 10

5:00 p.m. **Registration and Information** 7:30 a.m. -

7:30 a.m. 9:00 a.m. Continental Breakfast

8:30 a.m. -

5:00 p.m. ► AREF Demonstration

Stop by the Advertising Regulation Electronic Files (AREF) system demonstration area to learn how to submit your firm's communications with the public for FINRA review. Staff also provides information on the enhanced batch filing process and about upcoming changes to FINRA's Flex-Funding account that will enable payment of filing fee invoices via E-Bill.

▶ Office Hours

Join us at the Office Hours area to meet one-on-one with Advertising Regulation Department staff and get answers to your questions. Walk up and meet your firm's assigned analyst during his or her scheduled time or set up an appointment to meet with them at a later date/time.

9:00 a.m. - 10:30 a.m. General Session

► FINRA Investor Education Overview

Learn more about FINRA and FINRA's Investor Education Foundation's alerts, interactive tools, educational content and outreach initiatives—all aimed to help investors, and especially underserved Americans, make wise financial decisions throughout life.

► Regulatory Developments

Senior FINRA staff discuss new rules and recent guidance concerning communications with the public. Topics include communications on unlisted real estate programs, the use of back-tested performance, and new SEC rules permitting the general solicitation of unregistered securities offerings.

10:30 a.m. - 11:00 a.m.

Break

11:00 a.m. - 12:15 p.m. Concurrent Sessions I

► Mutual Funds: Creating a Compliant Marketing Campaign

Through a mock advertising campaign and associated sales material, panelists explore key considerations for creating and approving mutual fund communications. Panelists provide guidance for recognizing problematic language, tips for avoiding incomplete disclosures and suggestions for compliant performance information. Panelists also discuss current areas of interest such as alternative investment strategies in mutual funds.

▶ Nuts & Bolts of Advertising Regulation

Designed for compliance and marketing professionals who may be new to advertising regulation and those who need a refresher, this panel reviews the essentials of the rules and how they apply to various communications, including sales material on the Web. Panelists discuss key provisions and implementation of the advertising rules that took effect in February, the significance of the categories of sales communications (retail, institutional and correspondence) and their content, and filing and approval requirements. The panel also covers how to identify and address advertising red flags.

Social Media and Mobile Considerations

Industry and FINRA experts discuss FINRA's regulatory approach to social media and communications via mobile devices such as smart phones and tablets. The panel focuses on FINRA's recent spot check of social media, new state privacy requirements, supervision approaches and disclosure considerations.

1:45 p.m. Lunch 12:15 p.m. –

Agenda With Session Descriptions

THURSDAY, OCTOBER 10 (continued)

1:45 p.m. - 3:00 p.m. Concurrent Sessions II

► General Brokerage Products Communications

FINRA staff discuss advertising for non-investment company securities products and investment services the general brokerage community is offering. The discussion encompasses equity research reports, recommendations, fixed income, DPPs, non-traded REITs, BDCs, private placements and options. The panel also provides guidance on issues relating to seminar communications such as third-party sales materials and guest speakers.

- ► Mutual Funds: Creating a Compliant Marketing Campaign (See description above)
- Nuts & Bolts of Advertising Regulation (See description above)

3:00 p.m. - 3:30 p.m. Break

3:30 p.m. - 4:45 p.m. Concurrent Sessions III

► Sales Practices and Supervision of Sales Staff

Designed for compliance professionals who supervise sales staff, this session uses a scenario-based format to examine the issues that registered principals confront in today's regulatory environment. Topics include supervisory procedures, supervision of correspondence, use of institutional material, face-to-face meetings with customers and compliance challenges associated with non-traditional products.

- ► Social Media and Mobile Considerations (See description above)
- ➤ Variable Insurance Products: Common Advertising, Suitability and Sales Practice Issues

 Panelists from FINRA and the industry conduct this interactive session, which focuses on common advertising compliance, suitability and sales practice issues applicable to the marketing of variable insurance products. The discussion also explores compliance challenges and how firms are implementing FINRA guidance. In addition, attendees and panelists jointly review a mock advertisement and discuss the relevant compliance considerations.

5:00 p.m. - 6:30 p.m. Reception

Agenda With Session Descriptions

FRIDAY, OCTOBER 11

7:30 a.m	1:00 p.m.	Registration a	and Information
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9:00 a.m. Continental Breakfast 7:30 a.m. -

8:30 a.m. -

- 1:00 p.m. ► AREF Demonstration (See description above)
 - ► Office Hours (See description above)

9:00 a.m. - 10:15 a.m. Concurrent Sessions IV

► Advertising Review Workshop

Apply advertising rules to several mock advertisements and uncover the hidden violations during this highly interactive and dynamic session. Work in small groups and present your findings to other workshop attendees while moderators present the regulatory perspective, clarify any misperceptions and answer questions.

► Enforcement Case Studies

Panelists share examples of disciplinary actions involving communications with the public. Presenters highlight "red flags" and provide suggestions to help you avoid similar problems.

► Marketing Derivatives and Structured Products

Experts from the industry and FINRA discuss how firms comply with the advertising rules in marketing these complex products. Topics include exchange-traded notes (ETNs), retail structured products and free writing prospectuses. The panel will share results from the first six months of the new filing requirement for communications with the public with respect to derivative products.

Break 10:15 a.m. - 10:30 a.m.

10:30 a.m. - 11:45 a.m.

Concurrent Sessions V

- ► Advertising Review Workshop (See description above)
- ► Enforcement Case Studies (See description above)

Exchange-Traded Fund and Closed-End Fund Communications

FINRA staff discuss advertising compliance, current trends and developments relating to exchange-traded funds and closed-end funds. The panel covers the filing requirements and the content standards, and includes a presentation of performance and risk disclosure for these products. Panelists also discuss specific areas such as trading discounts, tracking error and FINRA's recent interpretive letter regarding back-tested performance, as well as some of the new and unique types of ETFs and closed-end funds being offered.

Boxed Lunch 11:45 a.m. - 12:00 p.m.

12:00 p.m. - 1:00 p.m.

General Session

► Open Questions and Answers

In this final session, you can pose questions to senior FINRA staff and also hear how other firms are handling advertising compliance challenges. The panel also addresses key questions and answers of general interest drawn from the other conference sessions.

Other Information

Exhibitors

Conference exhibitors showcase a wide range of products and services for broker-dealer firms.

Confirmed exhibitors include:

- Actiance
- Bloomberg
- ERADO
- Global Relay
- Hearsay Social
- NRS
- Red Oak Compliance Solutions, LLC
- Reed Tech Archives
- RegEd
- SMARSH
- Socialware

Visit www.finra.org/ conferences/adreg4 for information on exhibitor opportunities.

Register Early for Discounted Registration Rates

	Before or on September 9, 2013	After September 9, 2013
Member	\$825	\$925
Non-Member	\$1,250	\$1,350

Volume discounts are available. Full refunds, less a \$100 processing fee, will be granted to written requests received by September 26, 2013.

How to Register

Complete the online registration form available at www.finra.org/conferences/adreg4 and submit payment via credit card. Online registration closes on October 8, 2013. If you experience difficulties registering, please call (202) 728-8339 or send an email to conreg@finra.org.

Conference registration is limited and available on a first-come, first-served basis. Please note that this event is not open to journalists.

Hotel Information

A room block is available at the **Renaissance Washington, DC Downtown Hotel** at the special rate of \$269 per night, plus tax. This rate will be available until September 18 or until the room block is sold out, whichever occurs first. After that point, hotel reservations will be accepted on a space- and rate-available basis. Hotel reservations, cancellations and charges are the attendee's responsibility. To reserve a room, please call (800) 228-9290 and identify yourself as an attendee of FINRA's Advertising Regulation Conference.

Renaissance Hotel - Downtown

999 Ninth Street, NW Washington, DC

Travel Information

Please make sure your registration has been confirmed via email prior to booking travel for and arriving at the conference. FINRA suggests that you do not purchase restricted or nonrefundable tickets for travel to the conference, especially prior to receipt of your registration confirmation. FINRA assumes no liability for penalties or fare increases should the conference sell out or in the unlikely event that the conference dates and/or location change.

Cancellation Policy

Full refunds for registration, less a \$100 processing fee, will be granted to written requests received 14 days or more prior to the start date of the program. No refunds will be granted after September 26, 2013.

Contact Information

For more information or concerns, please call (202) 728-8339 or send an email to *conreg@finra.org*.