The 4th Annual ETF Conference

Canada's Premier Educational Forum for Advisors on Exchange Traded Funds

A Unique, One-Day Educational Conference for IIROC and MFDA Advisors Looking to Utilize ETFs in their Client Portfolios

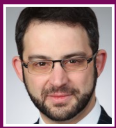
Conference Chair

Yves Rebetez
Managing Editor
ETF Insight

Pat Dunwoody
Executive Director
Canadian ETF Association

Eric Balchunas
Senior ETF Analyst
& Funds Product Specialist
Bloomberg

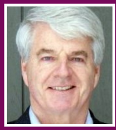
Ahmed Farooq
Vice President
ETF Business Development
Franklin Templeton Investments Canada



Daniel Straus
Vice President
ETFs & Financial Products Research
National Bank Financial

John Mountain
Director, Investment Funds & Structured Products
Ontario Securities Commission

Hugh Murphy
Managing Director
Credo Consulting



Jason Stewart
Executive Advisor
Financial Services
BE Works

Wednesday, November 29, 2017 - Burlington Convention Centre

ETFs Continue on Steep Growth Curve

According to National Bank Financial, the Canadian ETF Market has been growing at a scorching pace.

There are now 24 Canadian ETF product providers managing $130 Bn., up from just 10 providers and $97 Bn. in AUM in April, 2016.

New ETF Products & Providers

As a reflection of the expanding market for ETFs in Canada, a number of fund companies either have, or soon will be, offering ETFs for the first time:
- Manulife
- AGF
- Fidelity
- Franklin Templeton
- Evolve Funds

Revised Regulatory Rules Impacting Use of ETFs

New transparency rules for advisors are resulting in greater use of ETFs in investment portfolios as clients seek lower cost investment vehicles and MERs.

Implementation of CRM2 type regulations in the UK and Australia resulted in a significant increase in ETF AUM in both markets.

ETF Education Essential for Advisors

This unique, market-leading ETF conference will deliver comprehensive education on ETF for advisors well versed in the space as well as advisors who are transitioning to, or adding ETFs to their client portfolios. In the AM and PM there will be concurrent sessions designed to appeal to advisors at all levels of ETF learning.

Note: Product-specific inquiries from advisors will be addressed at sponsors' exhibit booths. Mainstage presentations will focus on ETF category education.

CE CREDITS
Up to 6.0 IIROC and CFP CE Credits available.

6 FPSC ™

IIROC
Investment Industry Regulatory Organization of Canada

Gold Sponsor

FRANKLIN TEMPLETON INVESTMENTS

Diamond Sponsor

B2B BANK FINANCIAL SERVICES

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NATIONAL BANK FINANCIAL MARKETS

Conference Presented by

Mindpath
Creating New Paths To Learning

Supported by

ETF insight

Industry Leading Experts to Present

Hear From Industry Leading ETF Experts, Advisors, Consultants and Product Providers on:
~ the **market for ETFs** in Canada & Globally, past, present, future
~ **ETFs and Mutual Funds** - Friends or Mortal Enemies
~ the **regulatory landscape** and recent developments
~ **beyond mainstream ETFs**
Plus, hear from Advisors who are 'All-in' with ETFs on the end-of-day discussion panel
...and much more

Conference will Emphasize Education and Delegate Engagement

This conference will emphasize value-added, high level, comprehensive ETF education from industry experts. As well, the educational process will be enhanced through interactive delegate participation.

Generous Q&A / discussion periods with speakers 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.

Past Delegates Spoke Highly of this Conference

"I thoroughly enjoyed the conference and it was definitely worthwhile." **Susan Stefura**, CFP, R.F.P., FCSI, CDFA, TEP, Fellow of the FPSC, Bespoke Financial Consulting Inc.

"I enjoyed the day very much (and) would probably attend next year." **Warren Edgar**, Financial Advisor, Assante Capital Management Ltd.

"I got a lot out of the conference. The content, speakers, exhibitors, venue, lunch and the colleagues I met were all top notch. I'm just getting into the ETF space now so I learned a great deal for a one day conference." **Edward Yun**, Vice President, Investment Advisor, RBC Wealth Management | RBC Dominion Securities Inc.

"One of the best conferences from a learning point of view I have attended. You could see the focus here was on education and presenting different points of view." **Chris Edwards**, Assante Capital Management

"Highly educational. I would recommend this conference to my peers." **Lisa Martens**, Desjardins Financial Security

Mind*path* corp., 1601 Bayview Avenue, Suite 43583, Toronto, Ontario, Canada M4G 4G8
Tel. 416.929.MIND (6463) OR Toll-Free: 1.877.929.6463 Fax: 1.866.244.9837
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PROGRAM AGENDA

8:30 - 8:35 AM ~ Welcome remarks from Mind*path*

8:35 - 8:45 AM

Pat Dunwoody
Executive Director

Introductory remarks and introduction of Conference Chair

8:45 - 9:00 AM

Yves Rebetez
Managing Editor

Topic: 'An Overview of the ETF Market in Canada'

9:00 - 9:45 AM

Ahmed Farooq
Vice President, ETF Business Development

Topic: 'Smart Beta & Unique Multi factor ETFs'

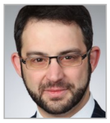
9:45 - 10:00 AM ~ Morning Refreshment & Networking Break

10:00 - 10:45 AM

Eric Balchunas
Senior ETF Analyst &
Product Funds Specialist

Topic: 'Welcome to the Jungle'
Including:
- the two evolutionary lines of ETFs
- the fall (and rise) of Active Management
- the race for the first Bitcoin ETF

10:45 - 11:15 AM



Daniel Straus
Vice President
ETFs & Financial Products Research

Topic: 'ETFs and Their Unfair Advantages'

11:15 - 12:00 Noon

Hugh Murphy
Managing Director

Topic: 'To Fee or Not to Fee' (The Inevitability of Fee-Based Financial Advice)

12:00 Noon - 1:00 PM ~ Event Luncheon

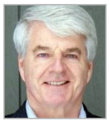
Sponsored by

1:00 - 1:45 PM

John Mountain
Director, Investment Funds & Structured Products

Fireside chat with **Pat Dunwoody** & **John Mountain**
Topics include:
- the importance of embedded commissions
- the impact of fees on product selection
- active vs passive ETF management & the importance of understanding indexes

1:45 - 2:30 PM



Jason Stewart
Executive Advisor
Financial Services

Topic: 'Financial Technology Integration and Investing'

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

2:45 - 3:00 PM ~ Clare O'Hara in Conversation with Yves Rebetez

Topic: 'ETFs, Advisors and the Markets ~ A Leading Financial Reporter's Perspective'

Clare O'Hara
Business &
Financial
Reporter

3:00 - 3:45 PM ETF Discussion Panel
Moderator: **Yves Rebetez**
Topic: 'Arming Advisors: ETF Knowledge, Product Selection, Place & Pace of Technology & The Challenges Facing the Advisory Channel ~ Three Perspectives'

With:

Ray Dragunas
Portfolio Manager
Ray Dragunas Investment Consulting

Dave Nugent
Chief Investment Officer &
Portfolio Manager

Christopher Doll
Vice President, Head of
Product & Business Strategy

3:45 PM ~ Closing Remarks, **Pat Dunwoody**, CETFA; **Yves Rebetez**, ETF Insight

3:50 - 5:00 PM ~ Networking Reception

Sponsored by

The following Advisor and Fund Company firms have attended this conference:

21st Avenue Partners
Aequitas / NEO Exchange
AIP Asset Management Inc.
Aligned Capital Partners Inc.
All Group Financial
Assante Capital Management Ltd.
Assante Wealth Management
Bell Media
Bellweather Investment Management
Bespoke Financial Consulting Inc.
BlackRock / iShares Canada
Bloomberg
Bloomberg ETF Data
Blue ID
BMO Asset Management / BMO ETFs
BMO Capital Markets
BMO ETFs
BMO Nesbitt Burns
Broadridge Inc.
Brokers Trust Insurance Company
Burgeonvest Bick Securities Ltd.
Caldwell Securities Ltd.
Canadian ETF Association
Canfin Financial / Pension Quest Intn'l.
CANNEX
CAPCO
CasteMoore Inc.
CDS Clearing and Depository Services Inc.
CETFA
CGI
CGI Canada Inc.
CI Investments
CIBC Imperial Service
CIBC Mellon
CIBC Wood Gundy
CIBC World Markets
City of Toronto, Finance & Administration
Computershare Trust Company of Canada
Cornerstone Group
Cougar Global Investments
Credential Financial Inc.
Credo Consulting
CRM2 Navigator
Cummimg & Cumming Wealth Management
Cygnus Investment Partners
Edward Jones
Equity Associates Inc.
ETF Insight
Family Wealth Concepts
Fiera Capital Corporation
Financial Industry Consultant
First Asset
First Trust
Fortbridge Consulting
Foster & Associates
Frame Global Asset Mgmt
Franklin Templeton Investments Corp.
Fraser Vandermeer Asset Mgmt.
FTSE TMX Global Capital Debt Markets Inc.
Fundata
FundSERV Inc.
Glidepath Portfolio Services
Goldstein Financial Consultants
Great Lakes Wealth Management
Hahn Investment Stewards
High Road Planning
HollisWealth
Horizons ETFs
IFSE Institute
Index Wealth Management
Industrial Alliance Securities
Invesco
Invesco Canada
Investment Executive
Investment Industry Association of Canada
Investor Economics
Investors Group
IPC Securities - Bick Advisors
Jarislowsky Fraser, Limited
Kangas Investment Consulting
Kegie Consulting Corp.
Key Base Financial
Kinersis Capital
KPMG
Kyro Capital
Latchman Insurance Brokers
Lue Family Office
Mackenzie Investments
Mackie Research
Mandevile Private Client Inc.
Manulife Securities
Marketing Directions
McCain Foods Limited
Morningstar
MSCI
Naiional BankWealth Mgmt.
National Bank Financial
Ontario Securities Commission
Pembroke Private Wealth Management
Purpose Investments
PWL Capital Inc.
Qtrade Advisor
Queensbridge.ca
Questrade Wealth Management
Raymond James Ltd.
RBC ~ Kerrigan Advisory Services
RBC Dominion Securities
RBC Global Asset Management
RBC Investor Services
RBC Wealth Management
Richardson GMP
Riverwood Capital Group
Ross Crichton Financial Services
Rotman School of Business
Royal Canadian Mint
S&P Dow Jones Indices
SciVest Capital Management Inc.
ScotiaMcLeod
ScotiaMcLeod PAG Fund Research
SIA Wealth Manaagement
Smarten Up Institute
Sprott Asset Management
Sprott Private Wealth
State Street Global Advisors
Sun Life Financial
T.E. Wealth
Tacita Capital
TD Asset Management
TD Securities Inc.
TD Waterhouse
TD Wealth Private Investment Advice
The Globe and Mail
The Yedican Group
TMX Group Inc.
Toronto Stock Exchange
TRSB (Traductions Serge Belaire Inc.)
TSX Group Inc.
Univeris
Vanguard Asset Management Limited
Vanguard Canada Inc.
Venator Capital Mgmt. Ltd.
W.H. Stuart & Associates
Wealth Management Direct
Wealthsimple
Wickham Investment Counsel

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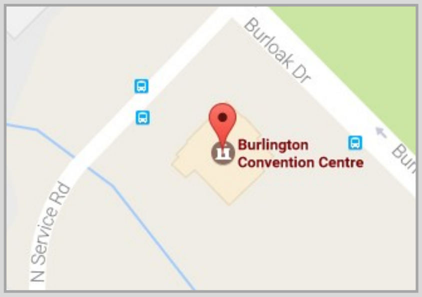
CONFERENCE LOCATION

Burlington Convention Centre

1120 Burloak Drive
Burlington, ON L7L 6P8

Tel. 905.319.0319



Registration Form

Conference Fees

Early Bird Special! Register by November 1 and Save

I Investment Advisors, Brokers, Financial Advisors, Portfolio Managers
$149.00 Per Delegate + HST = $168.37 (if registered by November 1)
$199.00 Per Delegate + HST = $224.87 (after November 1)

Group discount for Advisors:
Two or more advisors registering from the same branch receive a 10% discount on the above rates.

II Non-Sponsoring Investment Managers, Fund Managers & ETF Industry Suppliers
$595.00 Per Delegate + HST = $672.35 (if registered by November 1)
$695.00 Per Delegate + HST = $898.35 (after November 1)

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

Delegate Name (please print name in full)	Job Title	eMail Address*
Delegate Name (please print name in full)	Job Title	eMail Address
Delegate Name (please print name in full)	Job Title	eMail Address
Delegate Name (please print name in full)	Job Title	eMail Address
Delegate Name (please print name in full)	Job Title	eMail Address

Total number of delegates:

______ x $149.00 = _________ + HST = _________
______ x $199.00 = _________ + HST = _________

Company Name

Address

City Province Postal Code

Phone

*__Note__: All delegate confirmations will be sent out via eMail

Method of Payment

☐ Cheque ☐ VISA ☐ M/C ☐ AMEX

Card Holder's Name: ________________________
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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

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 4:00 PM and 5:00 PM