

SPONSORSHIP OPPORTUNITIES

Advancing Excellence in Global Finance



*MFA 76th
Annual Meeting
March 18–20, 2027
Radisson Blue Aqua Hotel
Chicago, IL.*

Advancing the Future of Finance Research and Education

The Midwest Finance Association (MFA) is a premier academic organization dedicated to the discussion, dissemination, and advancement of high-quality finance research and education. Our Annual Meeting serves as an elite hub where 400+ leading professors, researchers, and top-tier financial practitioners from business schools across the United States and international institutions gather to exchange ideas, shape industry standards, and mentor the next generation of finance scholars.

MFA corporate partnerships offer highly coveted, direct access to influential decision-makers in the Midwest higher education and the financial sector. Our sponsors are integrated collaborators. By aligning with the MFA, your organization can attach its brand to institutional excellence, build lifelong professional networks, and champion pioneering research that drives global financial markets.

Why Partner with MFA?

- **Targeted Audience Access:** Connect directly with over 400 highly engaged professors, finance department chairs, and active researchers who influence thousands of students and control institutional academic budgets.
- **High-Impact Environment:** Our selective, competitive peer-review process ensures that only high-quality academic papers are presented, guaranteeing a sophisticated audience of thought leaders.
- **Intimate, High-Level Networking:** Benefit from a curated meeting format designed to maximize meaningful face-to-face interaction during receptions, luncheons, and dedicated coffee breaks.
- **Year-Round Strategic Visibility:** Secure long-term institutional recognition with prominent logo placement across our printed programs, official digital assets, and website platforms.

History & Mission

The Midwest Finance Association is a professional association of academics and finance industry professionals dedicated to developing and disseminating information concerning recent advances in financial theory and practice to members and other interested individuals.

Founded in 1951, the MFA has been unique in its dedication to fostering the exchange of intellectual ideas between academic and business circles. We are an organization that is more than 400 members strong with membership from more than forty countries around the world.

Through our annual conference and our highly regarded journal, The Quarterly Journal of Finance, the MFA provides a forum for the interaction of finance academics and practitioners to share scholarly activity and current practice so as to encourage and facilitate the betterment of the profession.

Core Values



Academic Excellence & Peer Rigor: We maintain a strict, competitive peer-review culture. By identifying and highlighting high-quality research, we support work that challenges existing paradigms and pushes the boundaries of financial economics.



Collaborative Learning & Inclusion: Innovation happens at the intersection of perspectives. We purposefully design intimate spaces where scholars from global business schools, corporate entities, and central banking institutions can freely debate, collaborate, and co-author.



Intentional Mentorship: The continuity of scientific progress relies on the next generation. Through structured graduate student travel grants and developmental feedback sessions, we actively invest in emerging finance professors and PhD candidates.



Evidence-Based Market Innovation: In an era of rapid technological disruption, macroeconomic shifts, and evolving regulations, we champion empirical research that provides practical, reliable, and evidence-based insights to help stabilize and advance global financial systems.

Your organization's sponsorship will be recognized with high-visibility logo placement in the official printed program book, prominent display on the MFA website, and complimentary registration passes giving you full access to all high-level conference sessions and social events.

Diamond Sponsor

\$6,000 to \$10,000

- Exclusive Hosting Options: Sponsor the high-profile Evening Networking Reception, the prestigious MFA Luncheon & Business Meeting, or a dedicated Breakfast/Luncheon featuring one of our 2027 Keynote Speakers: Wei Jiang (Emory University) or Nikolai Roussanov (Wharton School).
- Passes Included: Four (4) complimentary full-access conference event passes.

Premier Sponsor

\$3,000 to \$5,000

- Targeted Branding Options: Sponsor an official Coffee Break, provide Graduate Student Travel Grants to support emerging scholars, or sponsor a distinguished Keynote Speaker session.
- Passes Included: Two (2) complimentary full-access conference event passes.

Outstanding Paper Award Sponsor

\$1,000 to \$1,500

- Intellectual Alignment: Directly align your brand name with academic excellence by sponsoring a specific "Outstanding Paper Award" category.
- Passes Included: One (1) complimentary full-access conference event pass.

Exhibitor Presence

\$1,250

- Intellectual Alignment: Directly align your brand name with academic excellence by sponsoring a specific "Outstanding Paper Award" category.
- Passes Included: Up to two (2) complimentary full-access conference event passes.

Program Advertiser

\$750 to \$1,000

- Print Visibility: Secure dedicated print or insert real estate distributed directly to every attendee. (See updated Advertiser Contract below).

To secure or customize your package, contact:
David Feldman, Vice President of Sponsorship
SponsorshipVP@midwestfinance.org

ADVERTISER CONTRACT

MFA 2027 ANNUAL MEETING

March 18-20, 2027 | Radisson Blu Aqua Hotel | Chicago, IL



Invitation to Advertise

You are invited to place an advertisement in the MFA conference printed material. The MFA distributes printed program packets to all of the more than 400 registrants in attendance at our annual meeting.

Program Book Advertisements

Ad copy placed in the printed program book can be submitted as a black and white camera-ready print or as an electronic file. Full page image size is 5.5 inches wide by 8.5 inches long. Ad copy for the printed program book must be received by **January 29, 2027.**

Meeting Packet Inserts

Inserts could be items or ads that are too large for the program brochure, mail-in offers, or coupons intended to draw individuals to your business. Inserts must be sized to fit in a standard 6 x 9 envelope (can be folded once). Send inserts to arrive no later than **January 29, 2027.**

Advertising Rates	
Meeting Packet Insert	\$750
Two-page interior spread in program book (b/w)	\$1,000
One page interior ad in program book (b/w)	\$750
Inside back cover of program book (color)**	\$1,000
Outside back cover of program book (color)**	\$1,000
**Inside and outside back cover spaces assigned first come first serve	

- ☐ Printed Program Ad Space (Type: _____) > Cost: \$_____
- ☐ Meeting Packet Insert (Description: _____) > Cost: \$_____

Contact Name _____

Company Name _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Authorization "We contract for the advertising indicated above and agree to the terms listed. Total Payment Due: \$_____"

Authorized Signature: _____ Date: _____

Invoice Option: Upon submission, an digital invoice will be emailed.
 Check Option: Mail to Midwest Finance Association, C/O Craig Furfine, 2211 Campus Dr, GH-4373, Evanston, IL 60208.

Return Instructions: Return completed, signed forms via email to David Feldman at SponsorshipVP@midwestfinance.org.

EXHIBITOR CONTRACT

MFA 2027 ANNUAL MEETING

March 18-20, 2027 | Radisson Blu Aqua Hotel | Chicago, IL



Exhibitor Space

Exhibit space rental is \$1,250. A 6' table, a waste basket, and two side chairs are available at your option. Exhibits will be located near the session breakout rooms and coffee break area.

Exhibit Schedule

Exhibits may be open during the following schedule:

Set Up: Thursday, March 18 (10am–noon)

Show Hours: Thursday, March 18 (noon–5pm)

Friday, March 19 (8am–5pm),

Saturday, March 20 (8am–noon)

Dismantle: Saturday, March 20 (noon–1pm)

Contact Name	_____
Company Name	_____
Address	_____
City, State, Zip	_____
Phone	_____
Email	_____
Web URL	_____

We apply for exhibit space at the Midwest Finance Association 2026 annual meeting and accept the space assigned by the MFA. We agree to abide by all terms and conditions as described in the two pages of "Details of Contract for Exhibit Space," attached hereto, and understand this application will become a contract upon its acceptance by the MFA.

We agree that Total Exhibit Rental due is:

\$ _____ for _____ booth(s) @\$1,250 each

We understand that this payment is exclusive of any charges or services not identified as being provided by or the responsibility of the Midwest Finance Association within this contract.

Authorized Signature: _____ Date: _____

Invoice Option: Upon submission, an digital invoice will be emailed.

Check Option: Mail to Midwest Finance Association, C/O Craig Furfine, 2211 Campus Dr, GH-4373, Evanston, IL 60208.

Return Instructions: Return completed, signed forms via email to David Feldman at SponsorshipVP@midwestfinance.org.

Midwest Finance Association Annual Meeting - Exhibit Show Days March 18-20, 2027

Radisson Blu Aqua Hotel
221 North Columbus Drive
Chicago, Illinois 60601 USA



ASSIGNMENT OF SPACE

Exhibit space will be assigned by the MFA in the order in which the applications are received. If more than one booth is desired, it should be stated clearly in the application. All applications should be returned as early as possible to obtain booth space as booth space is limited.

CANCELLATION

Any cancellation prior to January 22, 2027, will be allowed a refund of eighty percent (80%) of the contract amount. If an exhibitor cancels participation on or after January 22, 2027, or if the exhibitor fails to occupy the contracted space by 1:00 p.m., Thursday, March 17, 2027, the Midwest Finance Association is entitled to the full amount of the rental payment. If the booth space is not occupied by 1:00 p.m., Thursday, March 17, 2027, the Association shall have the right to use such space as it sees fit to eliminate blank spaces in the exhibit hall.

INSTALLATION AND REMOVAL

Exhibits are to be set up in place and open for show during the meetings on the following schedule:

Set Up:	Thursday, March 17	10 am - noon
Show Hours:	Thursday, March 17	noon - 5 pm
	Friday, March 18	8 am - 5 pm
	Saturday, March 19	8 am - noon
Dismantle:	Saturday, March 19	noon - 1 pm

Booths will be accessible to exhibitors for set up at 10am on Thursday, March 17. Packing and removal may start no earlier than 12:00 pm on Saturday, March 19, and all exhibits must be removed from the hotel by 5:00 pm Saturday, March 19, 2027.

STANDARD BOOTH EQUIPMENT

Exhibitors will be provided a 6' table, a waste basket, and two side chairs. Any other booth items or services are the sole responsibility of the exhibitor.

INFORMATION PACKETS FOR ADDITIONAL SERVICES

Exhibitors will be sent an information packet with details for arranging freight handling, or ordering special services and equipment not specifically listed and provided for in the booth description above. Packets will be sent upon acceptance by the MFA of the completed and signed exhibit contract.

BOOTH OPERATION

The exhibitor may not erect materials that will substantially affect the view of and/or operation of any other exhibitor. All materials including any food or drink catered by an exhibitor must be kept within the confines of the exhibit. The aisles cannot be used in any way. Fire Department regulations require that aisles be kept free and clear.

To comply with regulations of the Internal Revenue Service no books or materials are to be sold during the show. The purpose of the exhibit is to allow for exhibit and presentation of educational materials to members attending the conference. Non-compliance with this requirement will be sufficient grounds for refusing an exhibit contract in any following year.

RECEPTIONS AND HOSPITALITY SUITES

Exhibitors are free to host receptions or sponsor hospitality suites through the hotel's catering office. These events should not compete with MFA events but instead enhance the program. Focus groups should be coordinated with the MFA and may incur a separate fee.

Midwest Finance Association

Annual Meeting - Exhibit Show Days

March 18-20, 2027

Radisson Blu Aqua Hotel
221 North Columbus Drive
Chicago, Illinois 60601 USA



MEETING REGISTRATION AND ACCESS TO EVENTS

Each exhibitor will receive up to two complimentary conference passes (waived registration fees and access to all events). Exhibitor company names are entered in the meeting program bulletin.

HOTEL GUESTROOM RESERVATIONS

Exhibitors are responsible for arranging and paying for their own guest room accommodations. Special group guestroom rates are available at the Radisson Blu Aqua Hotel for the MFA annual meeting until the group block is sold-out. A link to the hotel reservation site can be found at www.midwestfinance.org under the Conferences tab.

RESPONSIBILITY FOR DAMAGE TO PROPERTY

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the MFA, the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims. The exhibitor understands that any presence of security is a courtesy and does not constitute an admission of responsibility for booth contents by the Midwest Finance Association, the Hotel, its owners, management company, or its respective agents, servants, or employees.

The exhibitor understands that neither the MFA, nor the Hotel maintains insurance covering the exhibitor's property or lost revenue and it is the sole responsibility of the exhibitor to obtain such insurance. All signs must be professionally printed and approved and they may not be put up within the hotel without the knowledge and prior approval of the hotel's Convention Services Manager.

Scotch tape, nails, staples, push pins or potentially damaging fasteners may not be used to hang signs or other materials on walls in any area or in any function room.

OBSERVANCE OF LAWS

The exhibitor will comply with all federal, state, and local laws and all rules of the Hotel. Exhibitors will comply with lawful orders of police and fire departments or any other municipal authority.

AGREEMENT TO CONTRACT TERMS

By signing the first page of this contract, the exhibitor agrees to abide by the above contract terms and conditions.

Exhibitor Space

Applications and inquiries should be directed to:

David Feldman

MFA VP – Sponsorship
School of Banking and Finance
UNSW Business School
UNSW Sydney, NSW 2052
Australia
Email: SponsorshipVP@midwestfinance.org

Craig Furfine

MFA Treasurer
2211 Campus Drive, GH-4373, Evanston, IL 60208
Email: treasurer@midwestfinance.org