

# 37th Annual Marketing & Sales Conference

April 27-29, 2014 | Boca Raton Resort & Club | Boca Raton, Florida



Sponsor & Exhibitor  
Prospectus



**CHANGE** | **CHALLENGE** | **OPPORTUNITY**

# 37th Annual Marketing & Sales Conference

April 27-29, 2014 | Boca Raton Resort & Club | Boca Raton, Florida



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## About AIMSE

The Association of Investment Management Sales Executives (AIMSE) is the only professional organization dedicated to serving the needs of investment management sales and marketing professionals. Founded in 1977 with a total of 125 members, AIMSE today has more than 800 members worldwide, each with access to a wide array of AIMSE services.

- AIMSE's U.S. and Canadian members manage in excess of \$12 trillion, U.S., in investment management assets.
- 23 of the top 25 largest managers ranked by U.S. institutional tax-exempt assets under management are AIMSE members.
- AIMSE Europe has members in the UK, Netherlands, Sweden, Denmark, France, Germany, Italy, Switzerland, Spain, Greece and Australia.

The AIMSE mission is to provide an educational forum for those employed in the investment management sales and marketing services profession worldwide. AIMSE fosters high ethical and professional standards among our members regarding representation of investment products and services, with an educational emphasis on improving skills, enabling members to adapt to the changing needs of the marketplace.



# Corporate Sponsor Opportunities

## Platinum Sponsor | \$27,500

As an AIMSE PLATINUM Sponsor you will receive the following benefits:

- One complimentary exhibit booth at each of the following AIMSE conferences:
  - 2014 Annual Conference
  - 2014 Fall Conference
  - 2015 Canadian Conference
- Welcome Reception at the Annual Conference
- Prominent exposure of corporate logo in all promotional literature for each conference
- Splash Screen advertisement within AIMSE Mobile App
- Highlighted Exhibitor within AIMSE Mobile App
- Full page advertisement in the final program book for each conference
- Pre- and Post-conference attendee roster
- Four complimentary guest passes to each conference
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at each conference
- Company introduction at opening address

## Gold Sponsor | \$22,500

As an AIMSE GOLD Sponsor you will receive the following benefits:

- One complimentary exhibit booth at TWO of the following AIMSE conferences:
  - 2014 Annual Conference
  - 2014 Fall Conference
  - 2015 Canadian Conference
- Prominent exposure of corporate logo in all promotional literature for each conference as well as year-round listing on the AIMSE website
- Full page advertisement in the final programbook for each conference
- Pre- and Post-conference attendee roster
- Three complimentary guest passes to each conference
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at each conference
- Company introduction at opening address
- Main Banner advertisement within AIMSE Mobile App
- Highlighted Exhibitor within AIMSE Mobile App



# Corporate Sponsor Opportunities

## Silver Sponsor | \$17,000

**As an AIMSE SILVER Sponsor you will receive the following benefits:**

- One complimentary exhibit booth at TWO of the following AIMSE conferences:
  - 2014 Annual Conference
  - 2014 Fall Conference
  - 2015 Canadian Conference
- Prominent exposure of corporate logo in all promotional literature for each conference, as well as year-round listing on the AIMSE website
- Half page advertisement in the final program book for each conference
- Pre- and Post-conference attendee roster
- Two complimentary guest passes to each of the conferences
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at each conference
- Company introduction at opening address
- Main Banner advertisement within AIMSE Mobile App
- Highlighted Exhibitor within AIMSE Mobile App



# Select Sponsorship Level

- Platinum Sponsor | \$27,500**
- Gold Sponsor | \$22,500**
- Silver Sponsor | \$17,000**

NAME OF COMPANY *(Please PRINT CLEARLY)*

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ADDRESS

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CITY / STATE / ZIP

---

PHONE / FAX

---

EMAIL

---

NAME OF CONTACT PERSON

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## Method of Payment

*(Payments must be made in US Dollars. Please print clearly:)*

- Check Enclosed *(Payable to AIMSE)*
- Credit Card *(Please charge):*
  - MasterCard
  - Visa
  - Am Ex

CARD NUMBER

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EXP DATE

---

SIGNATURE

---

DATE

---

**Total Payment \$ \_\_\_\_\_**

**Return Completed Form with Payment to:**  
**Katie Earley, Program Manager**  
**AIMSE**  
**12100 Sunset Hills Road | Suite 130**  
**Reston, Virginia 20190**

Email [kearley@drohanmgmt.com](mailto:kearley@drohanmgmt.com)  
 Phone 703. 234. 4098 | Fax 703. 435. 4390 | [info@aimse.org](mailto:info@aimse.org)



# AIMSE 37th Annual Marketing & Sales Conference

## What is the Conference & Who Attends

The 37th Annual Marketing & Sales Conference is the preeminent educational conference for sales, marketing, and client service professionals in the institutional investment industry. This multi-day event offers AIMSE members the opportunity to participate in discussions and educational workshops on timely topics with leading institutional investors, investment consultants, and industry experts. Attendees will benefit from the skills training sessions and the collegial atmosphere of peer-to-peer networking.

**If you are in the institutional sales or client service business, this is the conference you cannot miss**

### Attendee Demographics

#### ■ Positions at Respective Firms

Partners, Managing Directors, Vice Presidents, and Associates

#### ■ Responsibilities

Sales/Marketing, Investor Relations, Consultant Relations

#### ■ Types of Investment Firms

- **Traditional:** Long-only Equity & Fixed Income
- **Alternative:** Hedge Funds, Fund of Hedge Funds, Real Estate

#### ■ Geography

Primarily US and Canada

*\*Outings require registration and additional fees. See conference program for details.*

## Conference Sponsor & Exhibitor Benefits

### Access

- Direct access to 250-350 AIMSE members who attend the Annual Conference

### Spotlight

- Each vendor is provided 3-5 minutes on the main stage to introduce their company to the entire audience

### Networking

- Two full days of networking opportunities including: welcome reception, breakfast, lunch & dinner with the attendees, cocktail party, refreshment breaks, access to all conference sessions, and outings\* (i.e. golf, tennis)
- Exhibitor-sponsored prize drawings that require attendees to visit exhibitor booths for eligibility

### Visibility

- 8x10 booth in the main exhibit hall (surrounding the dining area)
- Signage throughout the conference and description of your firm and contact information in the conference program
- Mobile App provides exhibitors additional visibility with attendees

### Attendee Info

- Electronic file of the pre & post-conference attendee roster

### Ongoing Access

- Four AIMSE Associate one-year memberships for each exhibitor booth
- Year-round listing on the AIMSE website



# Conference Sponsorship Opportunities

- Keynote Speaker Sponsor | \$10,000**  
**As an AIMSE KEYNOTE SPEAKER Sponsor you will receive the following benefits:**
  - One complimentary pass to the 2014 Annual Conference
  - Your company representative may introduce the keynote speaker
  - Full page advertisement in the final program book of each conference
- Lunch | \$5,000**  
 — Tuesday
- Morning Refreshment Break | \$3,000**  
 — per break — 1 per day, Monday–Tuesday
- Afternoon Refreshment Break | \$3,000**  
 — Monday
- Golf Package | \$9,000**  
 — Sunday — includes golf tournament, clinic, and luncheon
- Tennis Tournament | \$2,500**  
 — Monday
- Volleyball Tournament | \$3,000**  
 — Monday

**SOLD**

**SOLD**

**SOLD**

- Splash Screen Advertisement in AIMSE Mobile App | \$2,500**
  - Displays when app is opened
  - Covers entire screen
  - Sized to fit iPhone, iPad, & Android
- Main Banner Advertisement in AIMSE Mobile App | \$1,000**
  - Posted at the top of the screen
  - Displays for 5 seconds

**Method of Payment**  
*Payments Must be Made in US Dollars. Please Print Clearly*

Check Enclosed (*Payable to AIMSE*)

Credit Card (*Please charge*):

MasterCard     Visa     AmEx

CARD NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**TOTAL PAYMENT**

\$ \_\_\_\_\_

**Return Completed Form with Payment to: Katie Earley, Program Manager**  
**AIMSE | 12100 Sunset Hills Road | Suite 130 | Reston, Virginia 20190**  
 Email [kearley@drohanmgmt.com](mailto:kearley@drohanmgmt.com) | Phone 703. 234. 4098 | Fax 703. 435. 4390 | [info@aimse.org](mailto:info@aimse.org)



**Location** Boca Raton Resort & Club

501 East Camino Real  
Boca Raton, Florida 33432 USA



# Exhibit Hall Information

### Exhibit Show Dates

**Sunday, April 27–Tuesday, April 29**

**Set-Up** | Sunday, April 27 | 12:00 pm–4:00 pm

**Dismantle** | Tuesday, April 29 | 1:00 pm–3:00 pm

### Exhibit Hours

**Sunday, April 27** | 7:30 pm–9:30 pm

**Monday, April 28** | 7:00 am–3:00 pm

**Tuesday, April 29** | 7:00 am–1:00 pm

### Booth Description

Booth size is 8'x10'

Siderails are 3' High Furnishings Provided:

- One 6' Draped Table
- Four Chairs
- One Wastebasket
- One 7"x44" ID Sign

Please note that ALL other items needed MUST be ordered directly through the selected AIMSE service contractor.

### Associate Memberships

The four representatives that attend the conference to staff the exhibit booth will each be given AIMSE Associate Membership for 2014.

### Additional Staff Who Wish to Attend

Additional staff members wishing to attend the conference must pay the discounted group registration fee plus any optional event fees. These individuals must be current AIMSE members.

### Active vs. Associate Membership

AIMSE Active Membership is open ONLY to those who devote all or a major portion of their time to the marketing or selling of investment management products/services. Membership is by individual only.

AIMSE Associate Membership is open ONLY to those who are regularly engaged in and devote a significant portion of his/her time to business activities directly relating to or involving the provision of goods and educational information and services to further enhance and promote the profession of investment management marketing and sales. Membership is by individual only.

**NOTE:** Consultants are not eligible for membership in AIMSE.

### Registration Information

Upon acceptance of this contract, registration will be made available online in the Members-Only section of the website for the four designated company representatives. All exhibitors attending the conference must complete the online conference registration form for each representative.

### Guest Fees

Guest fees are applicable only for those individuals whom are not eligible for membership. Typically, these individuals are spouses of attendees. No individual whom is employed by an exhibiting company is eligible to pay the guest fee rate.

### Phones

Phones will not be provided at the exhibit booths.

### Official Service Contractor: Show Management

Upon acceptance of this contract, Show Management will send you a service kit. They may provide additional rental equipment at the discretion of AIMSE. Audio-visual equipment and electrical power must be ordered in advance. Please use the order forms provided in your service kit by Show Management.

### Utility Requirements

Exhibitors will be provided with one (1) 500-watt electrical outlet and power (if needed) for the duration of the conference on a 24-hour basis. Electrical power must be ordered in advance from the Official Service Contractor – Show Management. All extension cords must be grounded 3 prong lines, 3-wire SJ cord or other approved type and not more than 20 ft. long. Exhibitors with special requirements should consult with the Official Service Contractor, Show Management, to assure the availability of needed utilities in their location.





# Exhibitor Contract

NAME OF COMPANY (Please PRINT CLEARLY)

ADDRESS

CITY / STATE / ZIP

PHONE / FAX

EMAIL

Please list any competing companies that may participate whose booth you would prefer not to be located adjacent to:

**NOTE:** Due to the fact that most exhibitors are competitors, it is not always possible to honor all requests. AIMSE makes all space assignments and will have final say in all space assignments.

## Requested Exhibit Location

1ST CHOICE

2ND CHOICE

Every attempt will be made to give you your preferred location, but space is assigned on a first come, first served basis.

**DISCLAIMER:** Exhibitor assumes responsibility and agrees to indemnify and defend AIMSE and the Boca Raton Resort & Club and their respective employees and agents against Payment Information any claims of expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither AIMSE nor the Boca Raton Resort & Club maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance. I shall be bound by the terms and conditions printed above and recited in the Exhibitor information material.

## Exhibit Staff Personnel

Up to four staff members are included in exhibit price. Please include full name, title, and email address

<p><b>1</b></p> <p>NAME</p> <p>JOB TITLE</p> <p>E-MAIL ADDRESS</p>	<p><b>3</b></p> <p>NAME</p> <p>JOB TITLE</p> <p>E-MAIL ADDRESS</p>
<p><b>2</b></p> <p>NAME</p> <p>JOB TITLE</p> <p>E-MAIL ADDRESS</p>	<p><b>4</b></p> <p>NAME</p> <p>JOB TITLE</p> <p>E-MAIL ADDRESS</p>

## Method of Payment

Payments Must be Made in US Dollars. Please Print Clearly

- Check Enclosed (Payable to AIMSE)
- Credit Card (Please charge):
  - MasterCard
  - Visa
  - AmEx

I enclose the amount of **\$8,750** per 8'x10' exhibit booth. I understand that AIMSE will not accept deposits or partial payments.

**TOTAL PAYMENT \$** \_\_\_\_\_

CARD NUMBER

EXP DATE

SIGNATURE

DATE

**Return Completed Form with Payment to: Katie Earley, Program Manager**

**AIMSE | 12100 Sunset Hills Road | Suite 130 | Reston, Virginia 20190**

Email [kearley@drohanmgmt.com](mailto:kearley@drohanmgmt.com) | Phone 703. 234. 4098 | Fax 703. 435. 4390 | [info@aimse.org](mailto:info@aimse.org)

# Rules & Regulations

## Payment and Cancellation of Exhibit Space

Applications will not be processed without the required payment. If Exhibitor has made payment and notifies AIMSE 30 days prior to the opening of the Conference that it will be unable to exhibit for any reason, AIMSE will attempt to lease the space to another Exhibitor. If AIMSE is successful in leasing such previously contracted space and if AIMSE shall have leased and received payment for all exhibit space in the Conference, Exhibitor shall be refunded all monies paid for exhibit space, less \$3,000.00 which shall be retained by AIMSE as liquidated damages. AIMSE reserves the right to cancel any Exhibitor's right to exhibit for any violation of this Contract, any rules or regulations of the conference or for other due cause. In the event AIMSE shall cancel such rights, all monies paid by Exhibitor shall be retained by AIMSE as liquidated damages.

## Applications for Assignments of Exhibit Space

AIMSE reserves the right to render interpretations and decisions and to establish further regulations as may be deemed necessary for the general success and well-being of the Conference. AIMSE's decisions and interpretations shall be accepted as final in all cases. AIMSE reserves the right to alter the floor plan to adjust for spaces not sold. AIMSE reserves the right to decline or prohibit any exhibit which in its judgment is out of keeping with the character of the Conference, this reservation being all-inclusive as to persons, things, printed matter, products and conduct. Space will be assigned in the order that fully executed applications, accompanied by the required fee, are received. No Exhibitor may assign sub-let or apportion its space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of its business and described in the application, nor permit any agent of any non-exhibiting firm to solicit business or take orders in its space. Space will be assigned on a "First Come, First Served" basis and at management discretion. Previous years' exhibitors will be given priority.

## Exhibit Staff

Exhibitors will have a representative available to cover their booth throughout the Exhibition. The \$8,750 exhibit fee entitles each Exhibiting company to have four (4) representatives attend the Conference and participate in all activities except sports events at no additional cost. Exhibitors wishing to participate in sports events must preregister for these events and pay applicable fees. These four representatives will become Associate Members for one year.

Additional staff members wishing to attend the conference must pay the group discount registration fee. All exhibitors attending the Conference must complete registration forms and send them in together to receive conference materials, workshop tickets and name badges. AIMSE does not issue media passes to any conference or event and does not encourage members of the "working press" to attend the AIMSE Annual Conference since it is an educational meeting, not a "media event".

## Installation and Removal of Exhibits

Exhibits must be set up between the hours of 12 pm and 4 pm on Sunday, April 27, 2014. All exhibit installations must be completed by 4:00 pm. Exhibitors must start dismantling at 1:00 pm on Tuesday, April 29, 2014 and have materials removed from exhibit area by 3:00 pm. Please note that no installing, dismantling, rearranging, repairing, servicing, removing or supplementing of exhibits will be permitted during conference hours without written permission of AIMSE.

## Exhibit Limitations

Exhibitors shall not display or place any product, sign, partition, person, apparatus, shelving, or other construction which extends more than 10 feet above the floor or more than 8 feet forward from the back wall of the booth. All signage must be professionally done. Exhibits of a nature that obstruct the view and interfere with privilege of other Exhibitors or, which because of noise or any other reason become objectionable, may be required to be modified, moved or removed at the discretion of AIMSE. No interference with the light or view of other Exhibitors will be permitted. No cooking may take place in Exhibitor's space and no food and/or beverage products may be distributed by Exhibitor. No beer, wine or intoxicating liquor may be distributed by any Exhibitor. Exhibitor agrees that AIMSE may take whatever steps may be deemed necessary to control or reduce the noise level in the space so as not to interfere with the conference. Exhibitors shall not provide or permit the playing or reproduction of music in any form or at any time. The only public address system permitted at the conference will be maintained by AIMSE.

## General Regulations

Interviews, distribution of literature, demonstrations and such will be permitted only within Exhibitor's space. Aisles must be kept clear of exhibit materials and personnel. Debris must be disposed of in building trash containers. No part of the Hotel shall be defaced in any manner nor shall signs, decals, stickers or other articles be posted, nailed or otherwise affixed to any part of the building. The use of flammable substances or decorative materials is prohibited. All decorative fabrics must be flameproof. Exhibitor accepts full responsibility for compliance with all local, state, and Federal safety regulations. Exhibitors are not allowed to conduct activities that could be



considered an illegal lottery under the State of Florida laws when the event is to be held. The exchange of money or consummating the sale of goods or services on the exhibit floor is prohibited. AIMSE has full power to interpret and enforce all regulations of the show and the power to make amendments and/or the offending Exhibitor at the expense of the Exhibitor. In addition, all Exhibitors agree to be bound by the terms of AIMSE's agreement with facility in which the conference is held. Failure to comply with all applicable rules may also result in forfeiture of all further rights to exhibit at future shows sponsored by AIMSE together with all fees paid. AIMSE may lease any space so forfeited to another Exhibitor and retain all revenues collected.

**Liability and Insurance**

Notwithstanding AIMSE's agreement to provide security, all property of the Exhibitor remains under his custody and control in transit to and from hotel, during installation and removal, and while it is within in the confines of the Hotel. Neither AIMSE, its service contractors, the management of the Hotel nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of AIMSE, its servants or employees, arising out of AIMSE's duties and responsibilities under the agreement. The Exhibitor expressly releases AIMSE, its directors, officers, agents, employees, and/or servants from any such loss, damage or injury. AIMSE shall not be liable for injury of any type from any cause to persons conducting or otherwise participating in the conduct of the Show or to invitees, guests, or employees of the Exhibitor. Exhibitor understands that AIMSE does not carry business interruption and property damage

insurance coverage for loss or damage of Exhibitors property. The Exhibitor agrees to obtain the following insurance during the dates of the trade show, including move-in and move-out days and shall be prepared to furnish a certificate of insurance to AIMSE if requested: Comprehensive general liability insurance coverage including protective and contractual liability coverage of \$250,000/\$500,000 for bodily injury and \$50,000 property damage. AIMSE and the Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property. AIMSE, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. AIMSE's general contracts shall not be liable for failure to perform their obligations under their contract due to strikes, riots, acts of God, or any other cause beyond their control.

**Hold Harmless and Indemnification**

This agreement shall not constitute or be considered a partnership, joint venture, or agency relationship between AIMSE Exhibitor or exhibition center. Exhibitor hereby agrees to indemnify, hold harmless and defend AIMSE and the Hotel, and their respective officers, directors, and employees (indemnities) from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever as they arise (including but not limited to court costs, interest and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibitor or any of its employees, servants or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from

# Rules & Regulations

responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the acts or omission of its agents, employees, relatives, or independent contractors whether acting within or without the scope of their authority.

**Cancellation or Postponement of Show**

In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible, the parties shall mutually amend or terminate the agreement at AIMSE's option. The Exhibitor hereby waives any claim against AIMSE for damages or compensation. AIMSE shall return a portion of the amount paid for space after deduction of any amounts necessary to cover expenses incurred in connection with the show. Such expenses shall include, but not be limited to all expenses incurred by AIMSE as a result of contracts with third parties for services or products incidental to the show, and all overhead expenses attributable to the production of the show. No moneys will be returned should the dates or the location of the show be changed by AIMSE, but Exhibitor will be assigned space which the Exhibitor agrees to use under these same results and regulations. AIMSE shall not be financially liable in the event the show is interrupted, canceled, moved, or dates changed except as provided herein. The Exhibitor hereby agrees that the laws of Reston, Virginia hall control the construction and enforceability of this Agreement and hereby consents to the jurisdiction of Reston, Virginia and to the Federal District Courts within the State with respect to any right of action arising under this agreement.

**Cancellation by Exhibitor**

In the event an Exhibitor cancels their participation in the show after March 21, 2014, AIMSE will retain 50% of the Exhibitor Fee, or \$4,375.00.



# Exhibit Floor Plan

## Camino Hall

