

# 2016 AIMSE FALL CONFERENCE



dy.ñá.mism  
OCTOBER 5-6, 2016 • PRINCETON CLUB • NEW YORK, NEW YORK

SPONSOR & EXHIBITOR PROSPECTUS

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2016 AIMSE FALL CONFERENCE

# FOUR GREAT REASONS TO BECOME A SPONSOR/EXHIBITOR AT THE AIMSE 2016 FALL CONFERENCE...

This conference provides one of the best opportunities to meet investment professionals on a one-to-one basis. An Exhibitor and/or Sponsor can look forward to these benefits:

- 1** An electronic file of the pre-registered attendee list on September 9 and a final attendee list post-conference
- 2** Recognition and listing in the final conference program, including company logo, a profile of your firm and contact information.
- 3** Networking opportunities during breakfast, refreshment breaks, and cocktail receptions held in the exhibit area.
- 4** Year-round listing on the AIMSE website.

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**Are you interested in exhibiting at multiple AIMSE conferences throughout the year? We encourage you become an AIMSE Corporate Sponsor!**

We have created a Corporate Sponsor Program that offers a variety of opportunities to enhance your participation at our conferences and provides promotional exposure throughout the year. This sponsorship program is your chance to become a partner with AIMSE and increase your engagement with AIMSE members.

Silver, Gold, and Platinum-level Corporate Sponsor Packages are available. Each package includes a variety of benefits valued at over \$45K. Contact the AIMSE office to determine which package is right for you!

You're in Good Company!



Platinum Sponsor



Platinum Sponsor

Callan

Silver Sponsor

# SPONSORSHIP OPPORTUNITIES

AIMSE recognizes that the support of our exhibitors and sponsors is critical to the success of our conferences. Along with exhibiting opportunities, there are several sponsorship options that you can choose from that will maximize your participation and visibility at both the conference and on the AIMSE website. All exhibiting and sponsorship opportunities are available on a first come, first served basis.

## SPONSOR CONTRACT

Please complete all of the following information **as it should appear in AIMSE promotional materials**:

Name of Company		Street Address	
City	State	Zip	
Phone		Fax	
Email	Name of Contact Person		

**Yes!** We would like to sponsor the activities checked below:

### WEDNESDAY, OCTOBER 5

- Afternoon Break (\$1,000)     Reception (\$3,500)     Dinner (\$5,000)

### THURSDAY, OCTOBER 6

- Breakfast (\$3,000)     Morning Break (\$1,000)     Lunch (\$3,000)  
 Afternoon Break (\$1,000)     Reception (\$3,500)

We are pleased to commit a total of \$ \_\_\_\_\_

## PAYMENT INFORMATION

**AIMSE must receive full payment by no later than 7 business days prior to the start of the conference.** I understand that AIMSE will not accept deposits or partial payments.

- Enclosed is our check, payable to AIMSE  
*(Remittance accepted only in US currency)*
- Please charge payment to:
- VISA     MasterCard     American Express

Card No. \_\_\_\_\_ Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

PLEASE RETURN  
THE CONTRACT  
WITH PAYMENT TO:

### AIMSE

c/o Katie Earley,  
Deputy Executive Director  
12100 Sunset Hills Road  
Suite 130  
Reston, VA 20190  
Phone: 703.234.4131  
Email: [kearley@drohanmgmt.com](mailto:kearley@drohanmgmt.com)

# EXHIBITOR OPPORTUNITIES

## AIMSE 2016 FALL CONFERENCE

### WHAT ARE THE BENEFITS OF EXHIBITING?

This conference is one of the few opportunities to meet a targeted group of professionals on a one-to-one basis. Exhibitors can look forward to these benefits:

**Two complimentary conference registrations** provided for each exhibit space purchased. Registration includes admission to all conference sessions and meal functions.

**Two one-year AIMSE Associate Memberships** for exhibit representatives.

**Electronic file of the pre- and post-conference attendee roster**

**Detailed listing in the final conference program** including company logo, a profile of your firm and contact information.

**Ample signage** to direct attendees to exhibit space.

**Year-round listing** on the AIMSE website.

**FEE** The cost for each tabletop exhibit space is \$5,500.00.

### HOW TO RESERVE YOUR SPACE

The enclosed space application and contract should be completed and mailed to the AIMSE office with your payment, in accordance with the rules and regulations in the contract. No space is assigned until the contract and full payment are received by AIMSE. Please do not send in your contract unless you have enclosed the full payment.

All fees are to be paid in US currency. Please indicate on the contract any competing companies that you would prefer not to be located near. Due to the fact that most exhibitors are competitors, it may not be possible to honor all requests. AIMSE makes all space assignments and has the final say in all assignments. AIMSE reserves the right to modify the designated exhibit space in the event a change is necessary. **Exhibit space assignments are made on a first come, first served basis.**

## **EXHIBIT STAFF**

Exhibitors must have a representative available to cover their exhibit throughout the conference. The \$5,500.00 exhibit fee includes two (2) complimentary conference registrations for exhibit staff to attend the conference. The two exhibit booth representatives listed on the Exhibitor Contract will each receive an AIMSE Associate membership and will be registered for the conference.

## **ADDITIONAL STAFF WHO WISH TO ATTEND**

Additional staff members must pay the regular registration fee to attend the conference. These individuals **must be current AIMSE members**.

## **ASSOCIATE MEMBERSHIPS**

The two (2) representatives that attend the conference to cover your booth will be considered AIMSE Associate Members for one year.

## **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 profession of investment management marketing and sales. Membership is by individual only. Consultants are not eligible for membership in AIMSE.

## **PRESS/MEDIA**

AIMSE does not issue media passes to any conference or event and does not allow members of the "working press" to attend. The AIMSE 2016 Fall Conference is an educational meeting, not a "media event". Reporters are not eligible or invited to attend.

## **LOCATION**

### **Princeton Club**

15 West 43rd Street (between 5th and 6th Avenues), New York, NY 10036 | 212.596.1200

## **CONFERENCE DATES AND HOURS**

**Wednesday, October 5, 2016**

1:00 – 8:30 pm

**Thursday, October 6, 2016**

7:30 am – 7:15 pm

## **SET-UP**

Set-up for the AIMSE 2016 Fall Conference will take place from **12:00 – 3:00 pm on Wednesday, October 5, 2016**. A Refreshment Break will begin at 3:45 pm in the Exhibit Hall, so all exhibit installations must be completed by 3:00 pm.

## **DISMANTLE**

Tear-down for the AIMSE 2016 Fall Conference will take place from **4:00 – 5:00 pm on Thursday, October 6**, but you are encouraged to attend the **Closing Cocktail Reception from 5:30 to 7:15 pm**.

## **EXHIBIT DESCRIPTION**

Furnishings provided: One 6' draped table, two chairs, one wastebasket, one electrical outlet and one 7" x 44" ID sign. All other items **MUST BE ORDERED IN ADVANCE** and paid directly to The Princeton Club.

**Note:** Please carefully read the exhibit rules and regulations that are part of the application for space. It is important that the representatives from your company whom attend the conference are aware of the terms and conditions as well as the general information that affect the operation of the conference and exposition.

## **ATTENDEE ROSTER**

AIMSE will e-mail a list of pre-registered attendees to each exhibitor contact on September 9, 2016. A final list of attendees will be provided post-conference.

**AIMSE provides conference attendee lists for informational purposes only.** AIMSE respects our members and conference attendees and must protect the integrity and effectiveness of our organization's messages by minimizing unsolicited, mass-delivered messaging. **Exhibiting and sponsoring companies may not utilize conference attendee lists to conduct mass phone, e-mail, or mail communication. This is a non-negotiable AIMSE policy.**

## **PRIVATE PARTIES/HOSPITALITY SUITES**

It is against AIMSE policy for any company, organization or individual to conduct private parties, lunches, dinners or hospitality suites during the dates or times of the AIMSE 2016 Fall Conference.

# MEDIA GUIDELINES **POLICY**

AIMSE conference registration materials clearly state that executive recruiters, consultants and members of the “working press” are not eligible for AIMSE membership and therefore ineligible to attend AIMSE conferences. AIMSE conferences are not media events and therefore the organization does not issue media passes to any conference or event. AIMSE does recognize investment trade publications as useful tools to the investment management sales and marketing services profession and encourages participation by such organizations as associate members. In accordance with this stated policy, associate AIMSE members of these investment trade publications must comply with the statements of the policy to remain in good standing as members.

AIMSE conferences are off-the-record, to enable members and panelists to speak more candidly than they may when their comments might end up in print, possibly with their organizational affiliation listed as well. The presence of the press could impede open discussion during these educational sessions. AIMSE members as well as guest speakers have expressed this concern. The free exchange of ideas is a vital part of AIMSE. The attendance of “working press” could have a dampening effect on open discussion.

Members of the media are, of course, free to interview participants outside of AIMSE conference sessions, as long as they clearly identify themselves and indicate that the participant may be quoted in print.

Discussions occurring in AIMSE conference sessions are off the record out of respect for personal and corporate policies over public attribution. It is up to each attendee and/or speaker whether he or she wishes (his or her own) statements made in the course of a session to be quoted in the media.

In the course of the customary self-introductions at the outset of each conference session, the moderator will ask if any such person is in attendance, and if so, out of fairness, will insist on compliance with the off the record rule.

For more information, please contact:

## **CHRIS RAE**

Elevation Marketing Advisory  
AIMSE President  
(646) 468-1841  
chris.rae@elevationsecurities.com

## **KATHY HOSKINS**

AIMSE  
Executive Director  
703.234.4130  
khoskins@drohanmgmt.com

## **AIMSE MISSION**

The AIMSE mission is to provide an educational forum for those employed in the institutional 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 and enabling members to adapt to the changing needs of the marketplace.



# MEDIA POLICY **AGREEMENT FORM**

I hereby certify that I,

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Name of exhibit representative

representing

---

Name of exhibiting company

have read and agree to the AIMSE Media Guidelines Policy.

I will distribute this policy to

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Name of exhibiting company

colleagues attending the AIMSE conference and will make certain that all company representatives adhere to this policy while attending the conference.

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Signature

Date

**RETURN MEDIA POLICY AGREEMENT FORM AND THE EXHIBITOR CONTRACT TO:**

**AIMSE**

c/o Katie Earley, Deputy Executive Director  
12100 Sunset Hills Road, Suite 130  
Reston, VA 20190  
Phone: 703.234.4131  
e-mail: kearley@drohanmgmt.com

# EXHIBITOR **CONTRACT**

Please complete all of the following information **as you wish it to appear in AIMSE promotional materials:**

Name of Company		Street Address	
City	State	Zip	
Phone		Fax	
Email		Name of Contact Person	

## **EXHIBIT STAFF PERSONNEL: NAMES FOR ASSOCIATE MEMBERSHIPS/CONFERENCE BADGES**

**1**

Name	Job Title
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Phone Number	Email Address
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**2**

Name	Job Title
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Phone Number	Email Address
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By submitting this Exhibit Space Application and Contract, the above named company requests space in the exposition to be held October 5 and 6, 2016 at the Princeton Club.

We agree to pay AIMSE for said space in accordance with terms and conditions outlined herein, and understand that, once accepted by AIMSE, this document, including the Rules and Regulations printed on the back hereof, constitute a valid and binding contract between AIMSE and us. We agree to comply with all instructions, rules and regulations as set out herein.

I, the duly authorized representative of the above-named company, on behalf of said company, subscribe and agree to all the terms, conditions authorizations and covenants contained in this Exhibit Space Application and Contract and the Rules and Regulations set out hereof.

I enclose the amount of \$5,500.00 per tabletop exhibit to exhibit at the AIMSE 2016 Fall Conference. I understand that AIMSE will not accept deposits or partial payments.

Please list **any competing companies** that may participate whose table you would prefer not to be located adjacent to. *(Note: Due to the fact that most exhibitors are competitors, it may be impossible to honor all requests. AIMSE makes all space assignments and will have final say in all space assignments.)*

Names of Companies

# PAYMENT INFORMATION

**AIMSE must receive full payment by no later than 7 business days prior to the start of the conference.**

I enclose the amount of \$5,500.00 per tabletop exhibit. I understand that AIMSE will not accept deposits or partial payments.

Enclosed is our check, payable to AIMSE (Remittance accepted only in US currency)

Please charge payment to:  VISA  MasterCard  American Express

---

Card Number

Expiration

---

Name on Card

Signature

**RETURN MEDIA POLICY AGREEMENT FORM AND THE EXHIBITOR CONTRACT TO:**

**AIMSE**

c/o Katie Earley, Deputy Executive Director

12100 Sunset Hills Road, Suite 130

Reston, VA 20190

Phone: 703.234.4131

e-mail: kearley@drohanmgmt.com

# RULES AND 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 \$1,500.00 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.

## **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 New York 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 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 may 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 including out of pocket expenses 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 shall 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.

# FLOOR PLAN

THE PRINCETON CLUB  
15 West 43rd Street  
New York, NY 10010  
(212) 596-1210  
[www.princetonclub.com](http://www.princetonclub.com)



# SAVE THE DATE

FOR THESE UPCOMING AIMSE EVENTS



## 24TH ANNUAL AIMSE CANADIAN CONFERENCE

January 18-19, 2017 • Intercontinental Toronto Centre • Toronto, Ontario



## 40TH ANNUAL AIMSE MARKETING & SALES CONFERENCE

April 30-May 2, 2017 • Fairmont Scottsdale Princess • Scottsdale, Arizona

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