

AIMSE and Pensions&Investments
5th Annual Hedge Fund Conference
October 5, 2011



TWO GREAT CONFERENCES—ONE GREAT CITY

PRINCETON CLUB | NEW YORK, NY

AIMSE 2011 Fall Conference
October 6, 2011





Five Great Reasons to Become a Sponsor/Exhibitor at the AIMSE and Pensions&Investments Hedge Fund Conference or AIMSE 2011 Fall Conference.

These conferences provide the best opportunities to meet investment professionals on a one-to-one basis. An Exhibitor and/or Sponsor can look forward to these benefits:

- ▶ An electronic file of the conference attendee roster(s) on September 19th & 30th
- ▶ Recognition and listing in the final conference program, including a profile of your firm and contact information
- ▶ Networking opportunities during breakfast, refreshment breaks, and receptions to be held in the exhibit area
- ▶ Year-round listing on the AIMSE website
- ▶ Become an exhibitor or sponsor at both conferences and receive twice the visibility

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 opportunities 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 serve basis.

Please return
the contract
with payment to:

Laura Yarborough
Exhibits Manager, AIMSE
12100 Sunset Hills Rd
Ste 130, Reston VA 20190
703.234.4131 | 703.435.4390
lyarborough@drohanmgmt.com

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

Name of Company _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
E-mail _____
Name of Contact Person _____

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

AIMSE and Pensions & Investments Hedge Fund Conference (Wednesday, October 5)

- Reception (\$3,500)
- Breakfast (\$3,000)
- Lunch (\$3,000)

AIMSE 2011 Fall Conference (Thursday, October 6)

- Reception (\$3,500)
- Breakfast (\$3,000)
- Lunch (\$3,000)

We are pleased to commit a total of \$_____

Payment Information

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

- VISA
- MasterCard
- American Express

Card No. _____ Expires _____
Signature _____

Note: If your company is interested in exhibiting or sponsoring for both the AIMSE and Pensions & Investments Hedge Fund Conference and the AIMSE 2011 Fall Conference, please contact **Laura Yarborough** at (703) 234-4131, for additional pricing.

Exhibitor Opportunities at the AIMSE and Pensions & Investments 5th Annual Hedge Fund Conference and the AIMSE 2011 Fall Conference

Two Great Conferences—Double Your Visibility!

This year the AIMSE and Pensions & Investments 5th Annual Hedge Fund Conference and the AIMSE 2011 Fall Conference will be held on consecutive days—October 5 and 6, at the Princeton Club in New York. Each conference is priced separately and there is a registration fee of \$4000 for each conference day. If your company is interested in exhibiting at both of the conferences, please contact Laura Yarborough, AIMSE Program Manager, at Lyarborough@drohanmgmt.com.

What are the Benefits of Exhibiting?

These conferences are the only 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 booth space purchased including admission to all sessions and food functions
- ▶ Two AIMSE Associate Memberships for booth representatives for one year
- ▶ Electronic file of the pre and post conference attendee roster
- ▶ Detailed listing in the final conference program including a description of your firm and contact info.
- ▶ Ample signage to direct attendees to exhibit space
- ▶ Year-round listing on the AIMSE website and in the AIMSE Advisor Newsletter

Fee

The cost for each tabletop exhibit space is \$4,000.00 per conference.

EXHIBITOR OPPORTUNITIES

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. Tabletop assignments are made on a first come, first served basis.

Exhibit Staff

Exhibitors must have a representative available to cover their tabletop throughout the conference(s). The \$4,000.00 exhibit fee (per conference day) entitles each exhibitor to have two (2) representatives attend the conference(s).

Location

Princeton Club

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

Conference Dates and Hours

AIMSE and Pensions & Investments
Hedge Fund Conference
Wednesday, October 5, 2011
7:00 am – 3:30 pm

AIMSE 2011 Fall Conference
Thursday, October 6, 2011
7:00 am – 3:30 pm

AIMSE does not issue media passes to any conference or event and does not allow members of the “working press” to attend the AIMSE and Pensions & Investments Hedge Fund Conference and AIMSE Fall Conference since it is an educational meeting, not a “media event”. Reporters are not eligible or invited to attend.

Registration Information

All exhibitors attending the conference must complete registration forms and send them in to receive conference materials and name badges.

Associate Memberships

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

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.

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.

Set-up

Set-up for both the AIMSE and Pensions & Investments Hedge Fund Conference (Wednesday, October 5, 2011) and the AIMSE 2011 Fall Conference (Thursday, October 6, 2011) will be from 6:30 to 7:00 am. Breakfast will begin at 7:15 am, so all exhibit installations must be completed by 7:00 am.

Tear-down

Tear-down for both the AIMSE and Pensions & Investments Hedge Fund Conference (Wednesday, October 5, 2011) and the AIMSE 2011 Fall Conference (Thursday, October 6, 2011) will be from 3:30 to 4:30 pm. All materials must be removed by 4:30 pm.

Booth 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 attendees to each exhibitor contact on September 19 and 30, 2011.

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 Fall Conference.

AIMSE Staff

If you have any questions regarding exhibiting, please contact:

Laura Yarborough

phone 703.234.4131

fax 703.435.4390

e-mail lyarborough@drohanmgmt.com

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 feel free to contact:

Tony Wilkins

Northern Trust Global Investments
AIMSE President
312.630.6182
aew3@ntrs.com

Kathy Hoskins

AIMSE Executive Director
703.234.4130
khoskins@droyanmgmt.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, _____ (name of booth representative) representing _____ (name of exhibiting company) have read and agree to the above AIMSE Media Guideline Policy. I will distribute this policy to _____ (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.

Signature _____ Date _____

Return Media Policy Agreement Form and the Exhibitor Contract to:

Laura Yarborough, Program Manager, AIMSE
12100 Sunset Hills Road, Suite 130, Reston, VA 20190
Phone: 703.234.4131 | e-mail: lyarborough@droyanmgmt.com

EXHIBITOR CONTRACT

Return contract with payment to: Laura Yarborough, Program Manager
AIMSE | 12100 Sunset Hills Road, Suite 130 | Reston, VA 20190
Phone: 703.234.4131 | Fax: 703.435.4390 | email: lyarborough@drohanmgmt.com

Please complete the following information as you wish it to appear in conference promotional materials:

Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____
Name of Contact Person _____

Exhibit Staff Personnel - Names for badges

1 _____
2 _____

By submitting this Exhibit Space Application and Contract, the above named company requests space in the exposition to be held October 5 and/or 6, 2011 at 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 understand that AIMSE will not accept deposits or partial payments.

Please check the appropriate box for your selection:

- AIMSE and Pensions & Investments Hedge Fund Conference (October 5, 2011)
- AIMSE Fall Conference (October 6, 2011)

Authorized Signature: _____ Date: _____

Please list any competing companies that may participate whose booth you'd prefer not to be 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.)

Payment Information:

I enclose the amount of \$4,000 per exhibit space, per conference.
I understand that AIMSE will not accept deposits or partial payments.

Enclosed is my check, payable to AIMSE (Remittance accepted only in US currency) Please charge payment to:

- VISA
- MasterCard
- American Express

Card No. _____ Expires _____

Signature _____

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 respec-

tive 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.

HOTEL FLOOR PLAN

Join Us for These
Upcoming Events!

AIMSE 19th Annual
Canadian Conference
January 25, 2012
Hyatt Regency Toronto
Toronto, ON

35th Annual Marketing
& Sales Conference
April 22-24, 2012
Fairmont Turnberry Isle
Resort & Club t, FL

