

# Exhibitor Handbook

Pensions & Investments and AIMSE present the 2nd Annual

# Hedge Fund Conference

February 27, 2008

Grand Hyatt • New York City

Pensions & Investments



Pensions & Investments and AIMSE present the

## Hedge Fund Conference

February 27, 2008 • Grand Hyatt, New York City

### The benefits of exhibiting

This conference is the only opportunity to meet this very 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.
- An e-mailed file of the conference attendee roster on February 20, 2008.
- Recognition and listing in the final conference program including a description of your firm and contact info.
- Ample signage to direct attendees to exhibit hall.
- Security to cover exhibit hall.

### Events to Be Held Near Exhibit Hall

- Breakfast
- Coffee breaks
- Lunch
- General Sessions

### Cost

Each booth space is \$4,000.00.

### 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. Do not send in your contract unless you have enclosed full payment. **No faxed contracts will be accepted.**

All fees are to be paid in US currency. A signed copy of your contract noting your booth assignment will be returned to you.

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 who 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.

### Exhibit Staff

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

### 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 wishing to attend the conference must register in advance and pay the full registration fee.

Pensions & Investments and AIMSE present the  
**Hedge Fund Conference**

February 27, 2008 • Grand Hyatt, New York City

#### 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. Consultants are not eligible for membership in AIMSE.

#### Registration Information

Upon acceptance of this contract, registration will be made available online. All exhibitors attending the conference must complete registration forms and send them in together.

#### Location

Grand Hyatt Hotel  
Park Avenue at Grand Central Terminal  
New York, NY

#### Exhibit Show Dates

Wednesday, February 27, 2008

#### Set-up

Wednesday, February 27, 6:00 am - 7:00 am. All exhibit installations must be completed by 7:00 am.

#### Tear-down

Wednesday, February 27, 6:30 pm. Materials must be removed from exhibit area by 7:30 pm.

#### Exhibit Hours

Wednesday, February 27, 7:00 am - 6:30 pm

#### Booth Description

Exhibit space is 8' x 10' - pop-up displays are optional.

Furnishings provided: One 6' draped table, two chairs, one waste basket, one 7" x 44" ID sign  
All other items must be ordered directly through the hotel

#### Hotel Reservations

Exhibitors must make their own hotel reservations by October 10. No hotel reservations will be made through the AIMSE office.

To make hotel reservations, call the Grand Hyatt at (212) 883-1234. Be sure to tell the operator you are attending the P&I/AIMSE Hedge Fund Conference to receive the discounted room rate.

#### 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 P&I/AIMSE Hedge Fund Marketing Conference.

#### Attendees Roster

AIMSE will e-mail a list of attendees to each exhibitor contact on October 29.

#### AIMSE Staff

If you have questions regarding exhibiting, please contact Lauren Papageorge, AIMSE, (703) 234-4103, lpapageorge@drohanmgmt.com