



2010 Visibility Opportunities with PAICR

PAICR Audience Profile

The Professional Association for Investment Communications Resources (PAICR) is a non-profit membership organization of people involved in the investment industry who work in a variety of investment marketing and communications positions. PAICR members are professionals responsible for client service, marketing communications, consultant relations, RFP management, product management, and relationship management.

Provider Calls: You Talk, We Listen!

Your investment: \$1,500 per call/webinar

A PAICR Provider Call is an opportunity for vendors and service providers to present their wares to the PAICR Community via a conference call and/or webinar. Provider Calls give vendors and service providers direct access to the PAICR membership through a forum already familiar to, and popular with, members; these calls typically draw 50–75 members representing 40+ firms.

The great thing about the PAICR Provider Calls is that they are scheduled at the discretion of the vendor and for a period of one hour. You control the timing of your Provider Call. Align it with new product or company news or relate it to industry events. Whatever the reason, you are in control of the scheduling.

Contact Jen Thayer at (866) 993-0999 or jthayer@cmasolutions.com to schedule a provider call today!

Exhibit at PAICR's 12th Annual Conference on September 13–14

Your investment: \$2,950

Exhibiting is an excellent way to showcase and enhance your company's image while taking advantage of the perfect opportunity to share your solutions with top professionals in the field. Our Annual Conference is the largest gathering of PAICR members all year long. This two-day event held in New York City is expected to have over 100 members in attendance representing over 70 investment management firms.

- Sign up early and receive a 15% discount
- Fee includes:
 - **NEW:** 50% discount on a Provider Call
 - **NEW:** One quarter-page ad in PAICR's bi-annual newsletter, PACESETTER
 - Your company logo with a link to your website listed as a resource on PAICR.com
 - Your company featured in pre-conference e-mail communications
 - Your company featured in PAICR conference press releases
 - Formal recognition at the conference and an opportunity to address conference attendees during your vendor showcase
 - Onsite conference materials branded with your company's logo
- Additional onsite sponsorship opportunities are available. Please contact PAICR Headquarters for more details

Fill out the contract on page 2 to reserve your exhibitor booth (and early-sign-on discount) and return it to PAICR Headquarters today. Don't forget to contact Jen Thayer right away at (866) 993-0999 or jthayer@cmasolutions.com if you want to take advantage of the discounted Provider Call.



12th Annual Conference Exhibitor Agreement **September 13–14, 2010**

Primary Contact: _____ Title: _____

Company Name: _____ Website: _____

Telephone Number: _____ E-mail: _____

Code of Conduct:

Please review the Product Provider Code of Conduct on page 3 of this document. Each attendee from your company will be required to sign this document in order to gain entrance to the Conference.

Exhibitor Information for PAICR Conferences

In addition to the benefits outlined on page 1, your exhibitor fee includes:

- Admission to the conference for two representatives from your company. Please note that exhibitor representatives can attend any general session and workshop session. Roundtable sessions are excluded.
- Exhibitors will have one opportunity to contact conference attendees via e-mail prior to the conference. Communications will be sent through PAICR's management company, Creative Marketing Alliance (CMA). Exhibitors can add a personal message to this email including up to 50 words. Exhibitors must e-mail their pre-conference message two weeks prior to the event to paicr@cmasolutions.com.
- All meals and beverages that are provided to conference attendees.
- A pre-conference list of attendees without contact information distributed 3 weeks prior to event.
- A table-top space to display company information and any tools you wish to demonstrate.
- Upon receipt of payment, you will have the opportunity to preview an event site map and choose the location of your exhibitor booth. Locations available on a first-come, first-served basis.
- An exhibitor kit emailed to you outlining the event, hotel guidelines and shipping information.
- Additional Costs Exhibitors May Incur:
 - Hotel charges for Internet provision (when applicable)
 - Hotel charges for electric hook up for your booth (when applicable)
 - Exhibitors who wish to bring additional company representatives (beyond the two included) will be charged a fee of \$500 per additional person

Payment

- Contracts and payments received on or before May 21: \$2,500
- Contracts and payments received after May 21: \$2,950
- Payments must be made by check or credit card. Make checks payable to PAICR
- Check and money orders must be in US funds only and drawn from a US bank

If paying by credit card, please indicate the authorized amount: \$ _____

Card Number _____ Exp. Date _____

Signature _____

Please return payment with this registration form to:

Mail: PAICR, 191 Clarksville Road, Princeton Junction, NJ 08550; Fax: (609) 799-7032

Should you cancel your attendance, your account will be credited based on the following schedule: 100% 6-weeks prior to the conference; 50% 3-weeks prior to the conference; no refund thereafter.



Product Provider Code of Conduct

Product Providers

Definition: Product Providers are those entities or individuals who sell a specific product to the investment community. These would include suppliers of equipment, software, research databases, and publications.

Per PAICR bylaws, recruiting firms are not considered Product Providers and are not permitted to be a PAICR Member, exhibitor, or attend any PAICR events. PAICR Product Providers/Exhibitors shall not share any PAICR documents, contact information, or event information with recruiting firms.

Exhibitor representatives are **allowed**:

- To attend General sessions
- To attend Workshop sessions
- To accept and distribute business cards/contact information when approached by a PAICR member during breakout sessions, etc.

(In order to maintain the overall integrity of the content during PAICR sessions, Exhibitors may attend these sessions, but are required to refrain from soliciting their product during such sessions.)

Exhibitor representatives are **not allowed**:

- To attend Roundtable sessions or take materials from these sessions
- Promote their firm or services during a PAICR speaking engagement
- Address or seek out media to discuss the event or portray their attendance as an endorsement by PAICR
- Participate in anti-competitive business practices
- Sell or distribute any materials acquired during a PAICR event, including member contact information
- Contact PAICR members through unsolicited calls or emails.
- Communications should be conducted through PAICR's management company, Creative Marketing Alliance (CMA).

In order to facilitate safe and unbiased discussions during the open format of a Roundtable it is critical that Exhibitors are not in attendance of any Roundtable sessions during a PAICR conference or event.

Exhibitors must show professional, courteous, and respectful behavior to all PAICR members, exhibitors, and sponsors.

Compliance with these guidelines is mandatory and any violations will result in forfeiture of right to attend future PAICR events.

Signature: _____ **Date:** _____

Company: _____