



40TH ANNUAL MARKETING & SALES CONFERENCE

PROSPECTUS



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HOTEL INFORMATION

FAIRMONT SCOTTSDALE PRINCESS

7575 East Princess Drive
Scottsdale, Arizona 85255

Phone 480.585.4848

Reservations 800.344.4758

Online <https://resweb.passkey.com/go/aimse2017>

ROOM RATES & RESERVATIONS

AIMSE has contracted a discounted room rate of \$309.00 per night for the conference. All reservations must be made directly with The Fairmont Scottsdale Princess. Sales agents are available by phone at 800-344-4758. Be sure to indicate that you are attending the Association of Investment Management Sales Executives Conference when making your reservation. You may also **book online at <https://resweb.passkey.com/go/aimse2017>**.

Rooms are reserved on a first come, first served basis. Reserve your room as early as possible to take advantage of the AIMSE group rate.

The cut-off date to receive the AIMSE group rate is March 28, 2017



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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 nationally.

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.

ATTENDEE DEMOGRAPHICS

POSITIONS AT RESPECTIVE FIRMS

- ◆ Partners, Managing Directors, Vice Presidents, Associates

RESPONSIBILITIES

- ◆ Institutional Sales, Investor Relations, Consultant Relations, Marketing Executives, Global Heads of Distribution

TYPES OF INVESTMENT FIRMS

- ◆ Every size and shape firm in the institutional investment industry
- ◆ Global, national and regional firms
- ◆ Single strategy boutiques
- ◆ Multi-faceted, broad investment platforms
- ◆ Traditional long-only equity and fixed-income firms
- ◆ Alternatives firms with hedge funds, private equity and real estate investment strategies

GEOGRAPHY

- ◆ US, Canada, Other

CORPORATE SPONSOR PROGRAM

AIMSE recognizes that the support of our sponsors is critical to the success of our organization. We have created a Corporate Sponsor Program that offers a variety of opportunities to enhance your participation at our conferences and to provide promotional exposure throughout the year with AIMSE members. This sponsorship program is your opportunity to become a partner with AIMSE.

PLATINUM SPONSOR \$29,000

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

- ◆ One complimentary exhibit booth at each of the following AIMSE conferences:
 - 2017 Annual Conference
 - 2017 Fall Conference
 - 2018 Canadian Conference
- ◆ Welcome Reception at the Annual Conference
- ◆ Prominent exposure of corporate logo in all promotional literature for each conference as well as year-round listing on the AIMSE website
- ◆ 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
- ◆ Opportunity to work with the AIMSE Vendor Relations Committee to produce a co-branded webinar for the membership

GOLD SPONSOR \$24,000

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

- ◆ One complimentary exhibit booth at TWO of the following AIMSE conferences:
 - 2017 Annual Conference
 - 2017 Fall Conference
 - 2018 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 program book 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
- ♦ Opportunity to work with the AIMSE Vendor Relations Committee to produce a co-branded webinar for the membership

SILVER SPONSOR \$18,500

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

- ♦ One complimentary exhibit booth at TWO of the following AIMSE conferences:
 - 2017 Annual Conference
 - 2017 Fall Conference
 - 2018 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
- ♦ Opportunity to work with the AIMSE Vendor Relations Committee to produce a co-branded webinar for the membership

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CORPORATE SPONSOR FORM

SELECT SPONSORSHIP LEVEL

☐ Platinum Sponsor \$29,000 ☐ Gold Sponsor \$24,000 ☐ Silver Sponsor \$18,500

NAME OF COMPANY *(please print clearly as you wish to appear in promotional materials)*

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

NAME OF CONTACT PERSON

Total Amount \$_____

All payments must be received by no later than 7 business days prior to the start of the conference.

METHOD OF PAYMENT

(Payments MUST be made in US Dollars)

☐ Check Enclosed (payable to AIMSE)

☐ Credit Card (please charge)

Please charge:

☐ Mastercard ☐ Visa ☐ American Express

CARD NUMBER

EXPIRATION

SIGNATURE

CVV

Return with Payment to:

Katie Earley

AIMSE

11130 Sunrise Valley Drive, Suite 350

Reston, Virginia 20191

E-Mail | Kearley@drohanmgmt.com

Fax | 703.435.4390

SPONSORSHIP OPPORTUNITIES



SELECT SPONSORSHIP LEVEL

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <input type="radio"/> KEYNOTE SPEAKER | \$10,000 |
| <ul style="list-style-type: none">◆ Includes one complimentary guest pass to attend conference◆ Your company representative may introduce the keynote speaker◆ Full page advertisement in the final conference program | |
| <input type="radio"/> BANNER ADVERTISEMENT IN AIMSE MOBILE APP | \$1,500 |
| <ul style="list-style-type: none">◆ Posted at top of the screen, displays for 5 seconds | |
| <input type="radio"/> WIFI | \$3,000 |
| <ul style="list-style-type: none">◆ Includes wifi access for all conference attendees throughout the AIMSE meeting space | |
| <input type="radio"/> MONDAY MORNING REFRESHMENT BREAK | \$3,000 |
| <input type="radio"/> MONDAY AFTERNOON REFRESHMENT BREAK | \$3,000 |
| <input type="radio"/> TUESDAY MORNING REFRESHMENT BREAK | \$3,000 |
| <input type="radio"/> GOLF PACKAGE (SUNDAY) | \$9,000 |
| <ul style="list-style-type: none">◆ Includes golf tournament, clinic, and luncheon | |
| <input type="radio"/> VOLLEYBALL TOURNAMENT (MONDAY) | \$3,000 |
| <input type="radio"/> TENNIS TOURNAMENT (MONDAY) | \$2,500 |

NAME OF COMPANY *(please print clearly as you wish to appear in promotional materials)*

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

NAME OF CONTACT PERSON

Total Amount \$ _____

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☐ Credit Card (please charge)

Please charge:

☐ Mastercard ☐ Visa ☐ American Express

CARD NUMBER

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Return with Payment to:

Katie Earley

AIMSE

11130 Sunrise Valley Drive, Suite 350

Reston, Virginia 20191

E-Mail | Kearley@drohanmgmt.com

Fax | 703.435.4390

EXHIBIT HALL INFORMATION



LOCATION

FAIRMONT SCOTTSDALE PRINCESS

7575 East Princess Drive
Scottsdale, Arizona 85255

EXHIBIT SHOW DATES

Sunday, April 30 – Tuesday, May 2

Set-Up | Sunday, April 30, 12:00 pm – 4:00 pm

Dismantle | Tuesday, May 2, 2:30 pm – 3:30 pm

EXHIBIT HALL HOURS

Sunday, April 30 | 6:30 pm – 9:30 pm

Monday, May 1 | 7:00 am – 2:30 pm

Tuesday, May 2 | 7:00 am – 2:30 pm

EXHIBIT FEE

\$8,750 per 8' x 10' booth

BOOTH DESCRIPTION

Booth size is 8' X 10'. Side rails are 3' high.

Furnishings Provided:

- ♦ One 6' Draped Table
- ♦ Four Chairs
- ♦ One Wastebasket
- ♦ One 7" by 44" ID Sign

Please note that ALL other items needed MUST be ordered directly through the AIMSE service contractor Brede Exposition Services

OFFICIAL SERVICE CONTRACTOR

Upon acceptance of this contract, Brede Exposition Services 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 Brede Exposition Services.

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. 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 to assure the availability of needed utilities in their location.

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PHONES

Phones will not be provided at the exhibit booths

ASSOCIATE MEMBERSHIPS

The four representatives that attend the conference to staff the exhibit booth will each be given AIMSE Associate Membership for 2017.

ADDITIONAL STAFF

Additional exhibit staff members must be current AIMSE members and must pay the discounted group conference registration fee plus any optional event fees.

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, representatives of executive search firms, and members of the “working press” are not eligible for AIMSE Membership.

ATTENDEE ROSTER

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.

REGISTRATION INFORMATION

The four exhibit booth representatives listed on the Exhibitor Contract will each receive the AIMSE associate membership and will be registered for the conference. Registration for sporting events is not included.

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.

A word cloud shaped like a stylized arrow pointing right. The words are arranged in a way that they follow the outline of the arrow. The most prominent words include "SUCCEED" in large blue letters at the center, "ENGAGE" in orange at the top left, "GROW" in green below it, "NETWORKING" in black along the right edge, "MENTORSHIP" in black below networking, and "TECHNOLOGY" in black at the bottom right. Other visible words include "INNOVATION", "COMMUNICATION", "PEOPLE", "COLLECT", "CONFERENCES", "FINANCE", "MARKETING", "MESSAGE", "ORGANIZATION", "PLANNING", "STRATEGY", "GLOBAL RESEARCH", "PRESENTATION", "AND VISUAL", "PROVIDE", "IDEAS", "INVOLVED", "COURTESY", "PEOPLE", "PAPER", "SALES", "CONSULTANT", "UNIVERSITY", "FORUM", "LAW", "BEST PRACTICES", "STUDY", "WORLD". The colors used for the words include orange, green, blue, black, and grey.

NAME OF COMPANY

CITY

STATE

ZIP

FAX

NAME OF CONTACT PERSON

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

Up to four staff members are included in exhibit price

NAME _____

NAME _____

JOB TITLE

JOB TITLE

EMAIL ADDRESS

EMAIL ADDRESS

NAME _____

NAME _____

JOB TITLE

JOB TITLE

EMAIL ADDRESS

EMAIL ADDRESS

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

NAME OF COMPANY

NAME OF COMPANY

NAME OF COMPANY

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.

Disclaimer: Exhibitor assumes responsibility and agrees to indemnify and defend AIMSE and The Fairmont Scottsdale Princess 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 Fairmont Scottsdale Princess 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.

MEDIA GUIDELINES POLICY

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.

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:

Kathy Hoskins

AIMSE Executive Director

703.234.4130

khoskins@drohanmgmt.com

Chris Rae

AIMSE President

646.468.1841

chris.rae@elevationsecurities.com

[illegible]

SIGNATURE _____ DATE _____

All payments must be received by no later than 7 business days prior to the start of the conference.

METHOD OF PAYMENT

☐ Check Enclosed (payable to AIMSE)

☒ Credit Card (please charge)

Please charge:

☐ Mastercard ☐ Visa ☐ American Express

CARD NUMBER	EXPIRATION
-------------	------------

SIGNATURE _____ CW _____

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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 30, 2017. All exhibit installations must be completed by 4:00 pm. Exhibitors must start dismantling at 2:30 pm on Tuesday, May 2, 2017 and have materials removed from exhibit area by 3:30 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.

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.

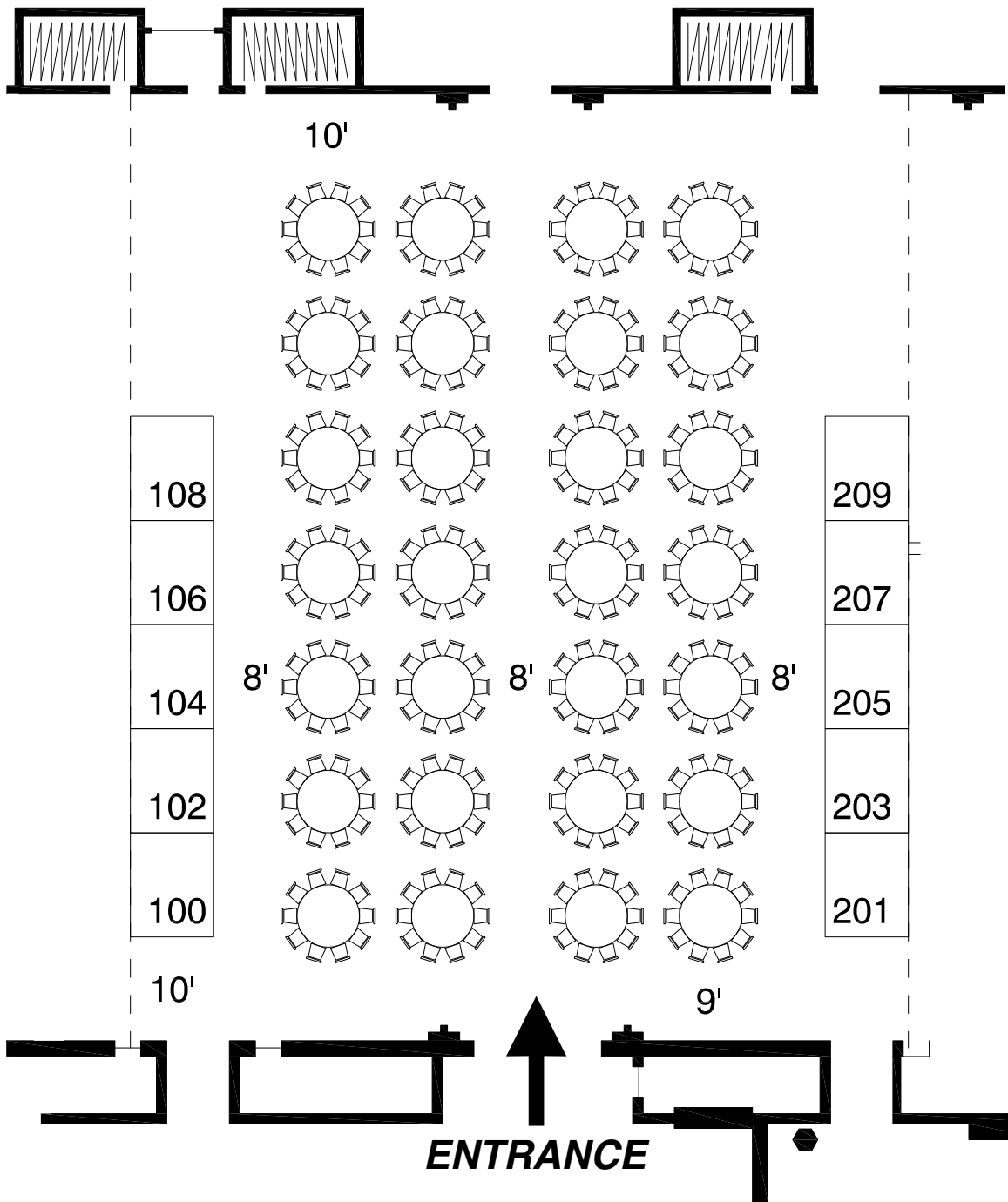
CANCELLATION OR POSTPONEMENT OF SHOW

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 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 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.

CANCELLATION BY EXHIBITOR

In the event an Exhibitor cancels their participation in the show after March 30, 2017, AIMSE will retain 50% of the Exhibitor Fee, or \$4,375.00.

EXHIBIT HALL FLOOR PLAN



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SAVE THE DATE





AIMSE

11130 SUNRISE VALLEY DRIVE, SUITE 350
RESTON, VIRGINIA 20191
PHONE: 703.234.4098
INFO@AIMSE.ORG