

2015 Sponsorship Opportunities

practice management

trading strategies



There's a difference you notice the moment you attend a NAAIM event.

This is an association of friends, not just peers. Investment advisory firms, wealth management consultants, hedge fund managers, mutual fund companies and an array of firms that provide professional services to RIAs have found in NAAIM minds that think alike. NAAIM is a unique group of professionals dedicated to managing risk to optimize investment returns, with a willingness to share answers and issues that have made NAAIM conferences must-attend events for more than 25 years.

NAAIM is the optimal resource for active managers. We are also an exceptional means for sponsor firms to reach innovative, leading-edge money managers from small regional firms to large national firms with more than \$1 billion under management.

compliance

business development

SPONSOR FIRMS PLAY AN ESSENTIAL ROLE IN NAAIM

The success of NAAIM over its 25+ year history is a result of the unique relationship between the members of NAAIM and the sponsors of our conferences and events. Many of the innovative investment tools available today to active managers were created in collaboration with NAAIM members, with the NAAIM membership among the first to support new investment vehicles and innovations from mutual funds to trust companies, service providers and more.

At NAAIM we see our sponsors as an invaluable resource. A resource we want to make available to the NAAIM members throughout the year, not just at one conference or event.

New in 2015, you will find that the National, Platinum and Gold sponsorship levels include

NAAIM membership dues and will offer benefits from programs and activities throughout the year including prominent website listings, free Active Manager newsletter advertising, webinars, invitations to guest author in “NAAIM Speaks”, and more. Year-long sponsorship will provide your firm with the exposure you need to convert prospects to clients.

For a comprehensive comparison of the benefits of different sponsorship levels, review the NAAIM Sponsorship matrix on pages 4-5. Your firm may also opt to sponsor pre-conference activities such as the NAAIM Classic Golf Tournament or Fishing Trip, and take part in additional opportunities described in “Add-on Opportunities.”

Upcoming Conferences

NAAIM Outlook

Monday through Tuesday
November 10 & 11, 2014
Westin Dallas Ft. Worth Airport
4545 W. John Carpenter Freeway
Irving, TX 75063

NAAIM 2015 Uncommon Knowledge

Sunday through Wednesday
May 3-6, 2015
Newport Beach Marriott Resort & Spa
900 Newport Center Drive
Newport Beach, CA 92660

NATIONAL SPONSORSHIP

National Sponsorship is available as an exclusive opportunity. This sponsorship level offers exceptional visibility within the NAAIM membership as well as the opportunity to offer 10 complimentary guest passes to non-member RIAs to attend the NAAIM conferences. The National Sponsor is recognized throughout the year in NAAIM newsletters, on the NAAIM website, in emails to the membership and on signage at all NAAIM events. The National Sponsor also gains an exceptional opportunity to address the membership through the Keynote Speaker at the Uncommon Knowledge Conference and to support active management as 1st place sponsor of the \$10,000 NAAIM Wagner Award for Advances in Active Investment Management. That visibility is further enhanced by premium ads in the bimonthly Active Manager newsletter and sponsor directory, and four guest blogs on the NAAIM website.

Only the National and Platinum Sponsors are eligible to exhibit at both the Uncommon Knowledge and Outlook conferences. At the conferences, the National Sponsor has preferred booth placement and is recognized on the conference banner, in special event signage, on the conference promotional information and on-site attendee packet. The dominant position in the sponsor hall is reserved for the National Sponsor. Sponsor representatives are involved in speaker introductions and acknowledged to the full conference audience by the NAAIM leadership for making possible special events and programs.

The National Sponsor also represents the interests of the sponsor firms on the NAAIM board as an advisory member, chairs the NAAIM Sponsor Committee, has the first right of refusal on new sponsorship opportunities, and hosts two foursomes for the NAAIM Golf Classic.

PLATINUM SPONSORSHIP

Platinum sponsorship comes second only to the National Sponsor in terms of visibility. This sponsorship opportunity includes participation in both the Uncommon Knowledge and Outlook conferences, recognition as Platinum Sponsor in conference promotional emails and brochure, as well as on-site recognition as co-sponsor of the Sunday night Welcome Reception and Tuesday evening cocktail party at the Uncommon Knowledge conference. A sponsor breakout session at this conference provides an expanded opportunity to tell the company's story and explain its products and services. There is also an optional ability to provide a speaker for the main conference agenda. Guest passes, webinars, blog postings on the NAAIM website and Active Manager Newsletter ads offer additional support to your sales team. For a full listing of benefits, see the sponsorship matrix.

GOLD SPONSORSHIP

The Gold Sponsorship level is designed for firms seeking exposure primarily at the NAAIM conferences, along with year-round access to the NAAIM membership list, online NAAIM Community and profile on the NAAIM website. Gold Sponsors are co-sponsors of the conference breakfasts and breaks held in the Sponsor Hall, and receive three guest passes to Uncommon Knowledge for distribution to non-member RIAs. Their support is recognized on the NAAIM website, in the NAAIM Active Manager newsletter, in conference emails and printed materials, and through signage during conference events.

SILVER SPONSORSHIP

A Silver Sponsorship is NAAIM's traditional conference offering. This Sponsorship level allows a firm to present its products and services in the sponsor hall and participate in Uncommon Knowledge conference activities. Silver sponsors

receive year-round access to the NAAIM membership list and the online NAAIM Community, as well as a profile on NAAIM website. Their support is recognized in the NAAIM Active Manager newsletter, in conference emails and printed materials, and through signage during conference events.

To optimize exposure for all of its sponsors, NAAIM holds breakfast buffets and all refreshment breaks in the Sponsor Hall. The Tuesday evening reception is also held in the Sponsor Hall.

INNOVATION SPONSORSHIP

NAAIM's Innovation Sponsorship opportunity is designed for small and emerging firms offering innovative services or products to the NAAIM membership. For one day of the conference, Innovation Sponsors display their products and services through an exhibitor table outside the main sponsor hall. Innovation Sponsors are firms that might not otherwise be able to participate in the annual conference but whose offerings could benefit the NAAIM membership.

EXPAND YOUR COMPANY'S EXPOSURE AND VALUE TO THE NAAIM MEMBERSHIP THROUGH ADDITIONAL SPONSORSHIP OPPORTUNITIES

Don't stop with just the sponsorship packages featured. Show your support of the NAAIM membership and gain additional exposure through one or more of the following Add-On Conference Sponsorship opportunities:

1. Additional attendee registrations from your firm — \$600 per person.
2. Golf Classic foursome sponsorship and recognition at the Classic, includes one to two members from your firm in the foursome — \$1,500 per foursome
3. Sponsorship of the pre-conference fishing trip — \$1,500 (cost may vary depending upon trip specifics)
4. Daily delivery of *The Wall Street Journal* or *Investor's Business Daily* to conference attendees with a card recognizing your firm — \$600 per publication
5. Monday delivery of *Barron's* to conference attendees with a card recognizing your firm — \$300

Mark your sponsorship selections...

SPONSORSHIP LEVEL

- National Sponsor \$50,000 Exclusive

- Platinum Conference Sponsor \$20,000

- Gold Conference Sponsor \$10,000

- Silver Conference Sponsor \$6,000

- Innovation Conference Sponsor* - Restricted availability and exposure \$1,000

* The Innovations Sponsorship is not available to firms providing investment vehicles, custody services, trusteeship services and/or mutual funds to attendees.

ADDITIONAL CONFERENCE OPPORTUNITIES

- Golf Classic foursome sponsorship and recognition at the Classic, includes one to two members from your firm in the foursome \$1,500 per foursome
Number of foursomes: _____

- Fishing expedition sponsorship (Uncommon Knowledge) includes one to two members from your firm in the foursome \$1,000

- Additional attendee registrations from your firm \$600 per person

- Daily delivery of *The Wall Street Journal* and/or *Investors Business Daily* \$600 per publication

- Monday delivery of Barron's to conference attendees \$300

- Full-page ad in the conference vendor directory \$500

USE ONE REGISTRATION FORM FOR ALL SPONSORSHIP INFORMATION. PLEASE PRINT

Company Name: _____

Name: _____ Title: _____ Email Address: _____

Name: _____ Title: _____ Email Address: _____

Individual to contact regarding Conference Information: Attending: Yes No

Name: _____ Title: _____ Email Address: _____

Company Name: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Attendees: (National Sponsorship includes registration for four attendees; Platinum, Gold and Silver Sponsorships include two attendees. Innovation Sponsors receive one attendee registration. Additional attendees \$600 per person.)

1. Name: _____ Title: _____ Email Address: _____

2. Name: _____ Title: _____ Email Address: _____

3. Name: _____ Title: _____ Email Address: _____

If there will be more attendees, please attach a list of their names, titles and email addresses.

Payment Method: MasterCard Visa AMEX Discover Check (Please make checks payable to NAAIM)

Credit card and billing address if different from the company address.

Credit Card number _____

Expiration Date _____

Street _____ City _____ State _____ Zip _____

CARDHOLDER'S SIGNATURE

Mail or Fax registration with payment to:
NAAIM
 6732 W. Coal Mine Ave., #446 • Littleton, CO 80123
 Phone 303-979-1280 • Fax: 303-979-2192 • Email: info@naaim.org
 For more information: Visit www.naaim.org, or contact Susan Truesdale at 888-261-0787 or info@naaim.org

NAAIM 2015 Sponsorship Offerings	National \$50,000	Platinum \$20,000	Gold \$10,000	Silver \$6,000	Innovation \$1,000
Number of sponsorships available:	1	4	6	Unlimited	Unlimited
Associate Membership Dues included: Covers up to five firm employees	✔	✔	✔	✔	✔
Annual (Year-Long) Sponsor Benefits					
NAAIM home page logo, link, sponsor recognition (Continuous Exposure to Website Visitors)	✔	✔	✔	✔	✔
Webinar Presentation: Promoted via email by NAAIM to 5000+ contacts	2 / year	1 / year	Additional Cost	Additional Cost	
Year-round access to NAAIM membership list	✔	✔	✔	✔	
NAAIM Website: Up to 200-word Sponsor Profile with Logo and Website Link	✔	✔	✔	✔	
Access to NAAIM Community: Exclusive access to Members-Only and Online Content	✔	✔	✔	✔	
Guest Blog posts on NAAIM Speaks	4 / year	2 / year	Additional Cost		
Sponsored Content Post with Logo and Website Link on NAAIM News	4 / year	2 / year	Additional Cost		
First Right of Refusal for new Sponsor Opportunities	Exclusive				
NAAIM Board Of Directors Meeting Participation	Exclusive				
Chair of Sponsorship Advisory Committee	Exclusive				
Active Manager Newsletter Advertising	6 Issues: 1-Page Ad	3 Issues: 1-page Ad	Pre-conference Issue	Additional Cost	Additional Cost
Logo displayed in Bi-Weekly NAAIM News E-Digest	Exclusive	Rotating			
Wagner Award – 1st place sponsor	Exclusive				
Wagner Award – 2nd or 3rd place sponsor		Shared with Platinums			
Uncommon Knowledge Conference Benefits					
Exhibit Space - 6' Exhibit Tables with Draping Included	2 Tables + Preferred Booth Placement	1 Table + Preferred Booth Placement	1 Table	1 Table	Tuesday only
Conference registrations	4	2	2	2	1
Guest passes for non-member RIAs	5 (\$3,000 Value)	2 (\$1,200 Value)	1 (\$600 Value)		
Keynote speaker *	Exclusive	Additional Cost			
Breakout session		✔	✔		
Welcome Reception Sponsorship		Shared with Platinums			
Monday Dinner Event	Exclusive				
Tuesday Party Sponsorship		Shared with Platinums			
Breakfast and Break Sponsorship			Co-Sponsor		
NAAIM Showcase Sponsorship (formerly NAAIM Shark Tank)	Additional Cost	Additional Cost		Listing Only	Listing Only
Vendor directory ad	2 Pages	1 Page	Listing Only		Listing Only
Vendor profile in Print Conference Guide	2 Pages	1 Page	Additional Cost	Additional Cost	Additional Cost
On-site Signage with Logo	Conference Banner plus Sponsored Events	Sponsored Events	Sponsored Events		
Golf Classic Foursome	2 Foursomes	1 Fishing or Golf	Additional Cost (\$1,500)	Additional Cost (\$1,500)	
Golf Classic Signage	Lead Recognition	Event Recognition	Additional Cost	Additional Cost	
Fishing Sponsor (up to 3 Sponsors)	Additional Cost	1 Fishing or Golf	Additional Cost (\$1,500)	Additional Cost (\$1,500)	
Pre-conference recognition - Active Manager, NAAIM News, Conference brochure, emails	✔	✔	✔	✔	Active Manager newsletter plus conference emails
Introduction to full conference audience	✔	✔	✔	✔	✔
Access to attendee list (One Pre-conference and Post-conference mailing; no emails)	✔	✔	✔	✔	✔
Mobile Conference App (2015)	TBD	TBD	TBD	TBD	TBD
Outlook Conference Benefits					
Exhibit Space	1 Table + Preferred Placement	1 Table + Preferred Booth Placement			
Conference Speaker (limited to 1 Sponsor)	Free slot/Additional Cost depending on speaker	Additional Cost			
Conference Registrations	4	2			
Guest Passes for non-member RIAs	3 (\$1,200 value)	2 (\$800 value)			
Lunch Signage	Exclusive				
Breakfast and Break sponsorship signage		Shared with Platinums			
Vendor directory ad	2 Pages	1 Page			
Vendor profile in Print Conference Guide	2 Pages	1 Page			
Pre-conference recognition - Active Manager, NAAIM News, Conference brochure, emails	✔	✔			
Introduction to full conference audience	✔	✔			
Access to attendee list (One Pre-conference and Post-conference mailing; no emails)	✔	✔			
On-site Signage with Logo	Conference Banner plus Sponsored Events	Sponsored Events			