



LAS VEGAS

OCTOBER 14-16, 2015 • PARIS HOTEL

The Ultimate Destination for Active and Professional Traders

THE INDUSTRY'S TOP EXPERTS
THE MOST SOPHISTICATED TRADERS
THE BEST NETWORKING OPPORTUNITY



3,000+
Traders



4 Million+
Media Impressions



50+
Exhibitors

AN EVENT WITHOUT COMPROMISE

Leveraging 35 years of knowledge and expertise as the industry's premier conference and tradeshow, The Traders Expo West delivers the largest scale and most-qualified audience of active and professional retail traders.

Our industry-leading platform aggregates trading industry experts, top financial media, and knowledgeable representatives from top financial products-and-services companies and connects them to affluent and sophisticated traders. We empower our trading community to take their skills to the next level by learning new strategies and systems to be more consistent and profitable traders.

WE'RE THE MOST RECOGNIZED INDUSTRY-STANDARD PLATFORM FOR YOU TO:

- ➔ **Promote** your brand and build credibility in the marketplace.
- ➔ **Network** with interested traders to build relationships and acquire new business.
- ➔ **Generate** qualified leads face-to-face, online, and virtually to build your database with clients interested in your product or service.
- ➔ **Educate** new and existing customers on your company's initiatives and benefits.

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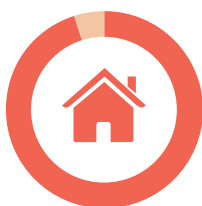
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QUALITY, QUANTITY, VITALITY

THE TRADERS EXPO WEST, HELD IN LAS VEGAS, IS UNIQUE IN DELIVERING THE MOST AFFLUENT AUDIENCE OF ACTIVE TRADERS.

Trading Statistics:



95%

Trade from home with their own money



18%

Are professional traders

Virtual Trader Audience:



2,500

Virtual eShow attendees

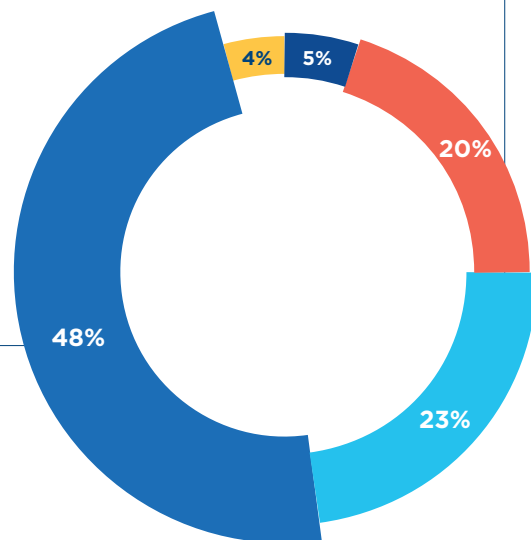


25%

Increase from previous years

Trading Experience:

- More than 10 years
- 4-10 years
- 1-3 years
- Less than a year
- Not trading yet



Real-Time Data Feed:



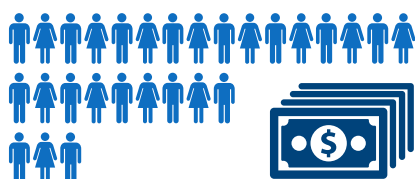
64%

Included with a trading system or platform

19%

Pay for a streaming real-time data feed

Amount Spent on Trading Services:



32%

Spend \$50-\$200 / Monthly

18%

Spend \$200+ / Monthly

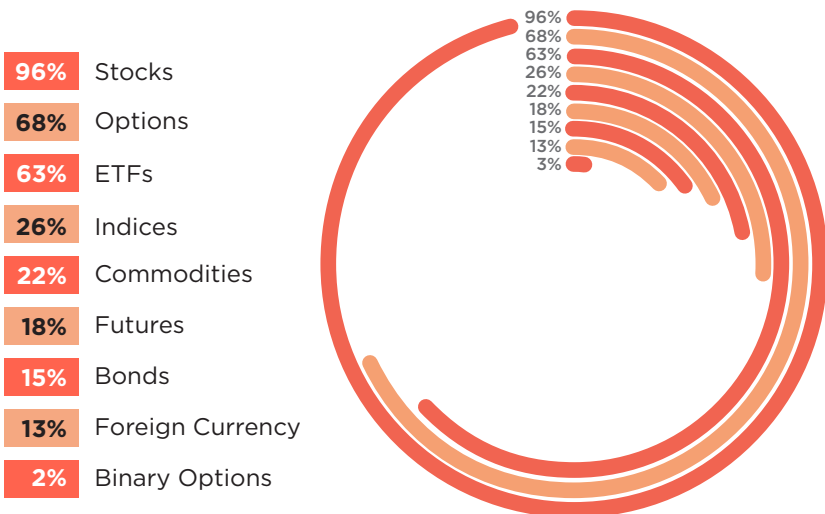
6%

Spend \$400+ / Monthly

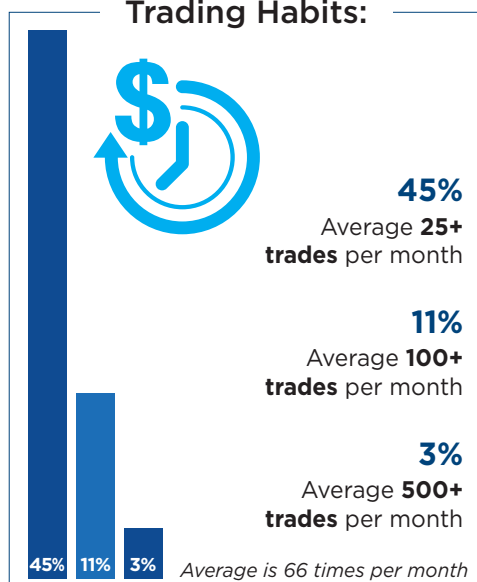
**Excluding Commissions*

QUALITY, QUANTITY, VITALITY

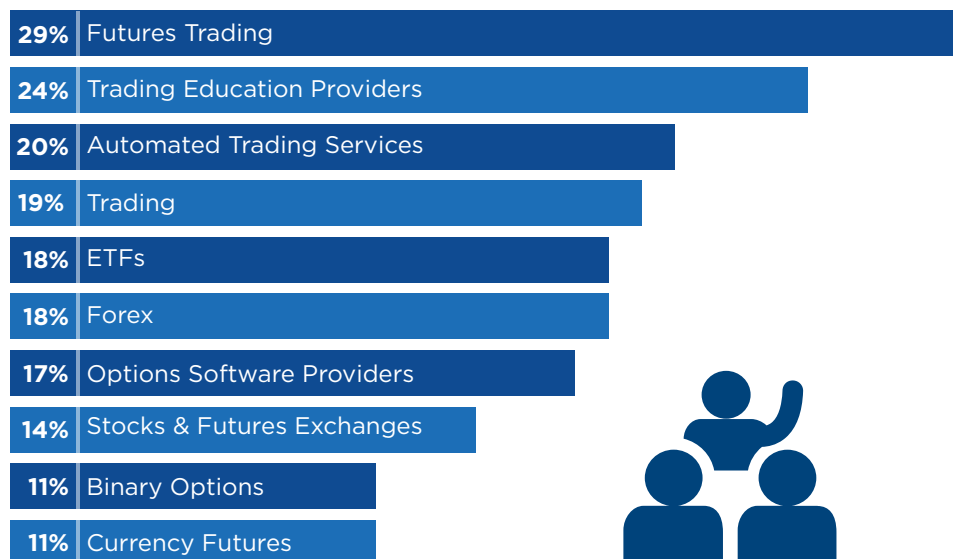
Attendees Regularly Trade:



Trading Habits:



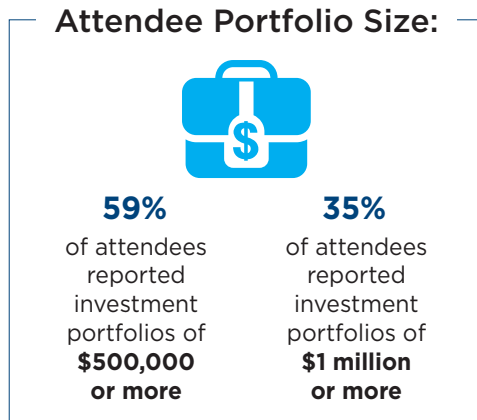
Traders Attending Would Like to Learn More About:



Trading Accounts:



Attendee Portfolio Size:



SPECIAL EVENTS

Our educational tracks are designed with both our attendees and partners in mind. Whether it's education on trading commodities, ETFs, futures, options, stocks, or information on trading strategies, we cover industry-specific topics that provide education for every type of trader.

A SAMPLING OF 33+ HOURS OF CONTENT



ROBERT GREEN

Trader Tax Law Update:
Current Developments, Year-
End Tax Planning, Obamacare
Taxes, and Much More



ADRIAN MANZ

Learn the Daily Income
Strategies the Professor
Uses to Dominate the
Markets



GARY DAYTON

Mental Agility Training
for Traders (MATT)



HARRY BOXER

Profitable Day &
Swing Trading



LAWRENCE McMILLAN

Hedged Option Strategies
That Actually Make Money



MANESH PATEL FAUSTO PUGLIESE

Educators' Roundtable

PANEL



JOE CORNELL LEIGH DROGEN



JEFF JOSEPH BRENT PLUNKENT

New Fintech and Media Tools for Active Investors



ROB HOFFMAN

More Proven Trading
Strategies from Legendary
Trader Rob Hoffman



TOM SOSNOFF

The Fantasy World of
Passive Investing with
Tom Sosnoff



DAMON PAVLATOS LINDA RASCHKE

Live Trading with Linda and Damon



JENNY ANDREWS LIZ DIERKING

"The LIZ & JNY Show" Presents: Trade Small, Trade Often Live!



JEFFERY HIRSCH

Trading 301: Intensive
In-Depth Training for
Portfolio Construction
Position & Risk Management

STRATEGIC PARTERSHIPS & MARKETING

As the leading global financial media company, our marketing initiatives extend beyond traditional channels. We reach a captive audience generating qualified leads.

WE REACH:

- Captive Audience
- Qualified Leads
- Segmented Industries
- Generational Diversity
- Global Market



The Traders Expo West, held in Las Vegas, attracts active, affluent traders through partnerships with established financial media across print, digital, and broadcast channels, ensuring you are connecting with your target audience.

PLATINUM SPONSOR



GOLD SPONSORS



EXCHANGE PARTNER



FUTURES THOUGHT LEADER



MEDIA PARTNERS



AGENDA & EXHIBIT HALL

Summary of Events & Paris Ballroom Floorchart

Wednesday, October 14

7:00 am – 7:00 pm	Registration Desk Open
8:00 am – 12:00 pm	Learn the Daily Income Strategies the Professor Uses to Dominate the Markets*
8:00 am – 12:00 pm	Trader Tax Law Update: Current Developments, Year-End Tax Planning, Obamacare Taxes, and Much More*
9:00 am – 4:00 pm	Fidelity Sponsored Presentations
12:30 pm – 4:00 pm	Free Pre-Show Options Track
1:00 pm – 5:00 pm	Mental Agility Training for Traders (MATT)*
1:00 pm – 5:00 pm	Profitable Day & Swing Trading*
4:00 pm – 7:00 pm	Exhibit Hall Grand Opening & Welcome Reception

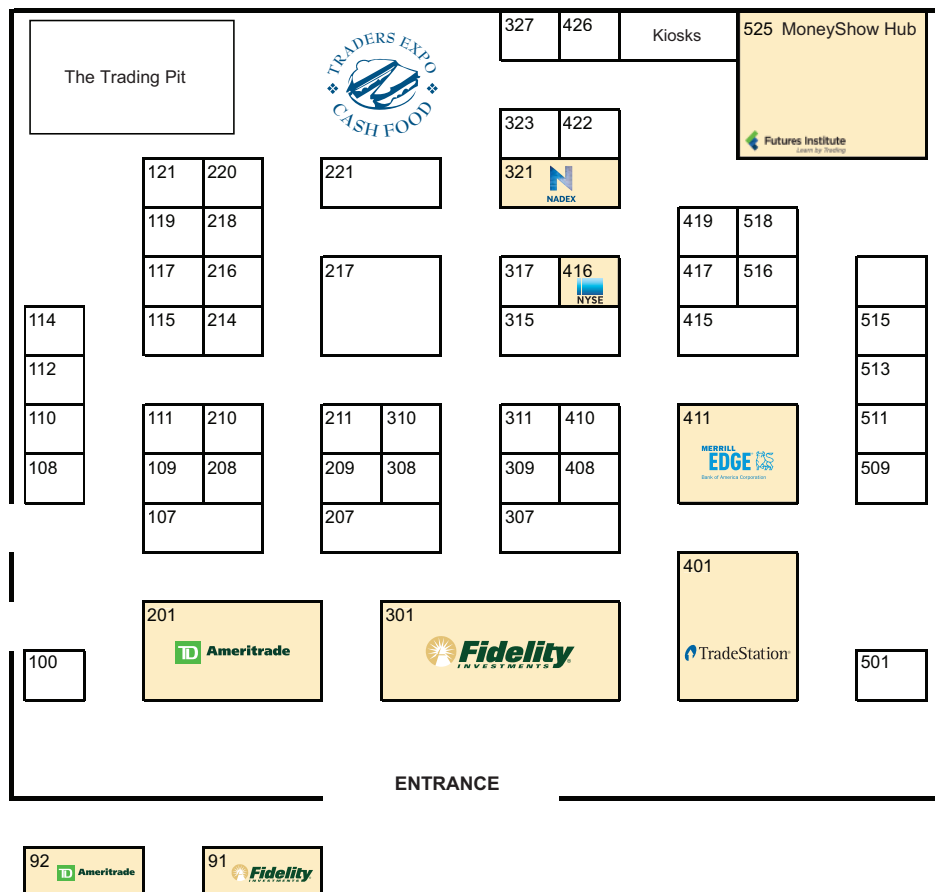
Thursday, October 15

6:30 am – 7:00 pm	Registration Desk Open
9:45 am – 5:45 pm	Exhibit Hall Hours
7:00 am – 8:30 am	Live Trading Challenge
8:00 am – 6:30 pm	Presentations & Panel Discussions
8:30 am – 12:30 pm	Hedged Option Strategies That Actually Make Money*
1:30 pm – 5:30 pm	More Proven Trading Strategies From Legendary Trader Rob Hoffman*
6:45 pm – 8:45 pm	The Fantasy World of Passive Investing with Tom Sosnoff

Friday, October 16

6:30 am – 5:00 pm	Registration Desk Open
9:45 am – 4:45 pm	Exhibit Hall Hours
8:00 am – 5:30 pm	Presentations & Panel Discussions
7:00 am – 11:00 am	Live Trading Master Class with Linda Raschke and Damon Pavlatos*
12:00 pm – 4:00 pm	Trading 301 with Jeffrey Hirsch*

**You must purchase tickets to these events*



LEAD GENERATION

4 WAYS TO GENERATE QUALIFIED LEADS



1 eShow

A virtual online show runs in conjunction with The Traders Expo Las Vegas. Increase your reach through a virtual experience for 21 days following the face-to-face event.

► Click for a demo



3 Badge scanners

Collect qualified leads face-to-face and fill your sales funnel. Attendee badges are bar coded and you can program your scanner to qualify the leads you collect even further!



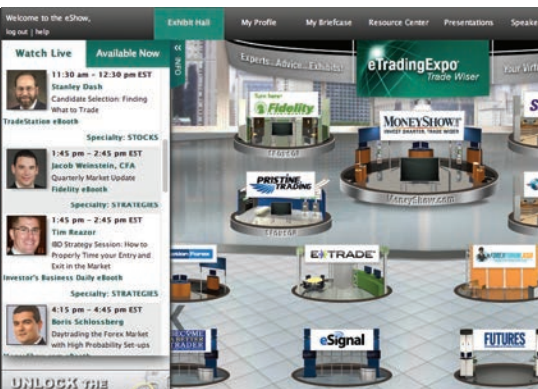
2 Webcast

Turn your onsite presentation into a live broadcast event for online viewers to see. Reach our digital network and collect additional leads from those who may have missed your presentation onsite or those who couldn't make it to the event.



4 Online Company Profile

Publish your company profile online and include contact information for traders who want to learn more about your product or service.



EXHIBITING & SPONSORSHIP

MOST POPULAR PACKAGES

1st Time Exhibitor Package:

Booth
Trading Pit Presentation
Pre-Conference E-mail
eBooth

\$6,450

Topical Panel Package:

Booth
45-Minute Panel
Pre-Conference E-mail
Company Profile
eBooth

\$7,500

Lead Generation Package:

Booth
45-Minute Presentation
RFID for Presentation
Webcast
iLeads Mobile App
eBooth

\$10,950

CUSTOMIZE YOUR OWN PACKAGE

STEP 1: CHOOSE YOUR BOOTH

Kiosk	\$4,500
8'x10' or 10'x10'	\$5,950
8'x10' or 10'x10' Premium	\$6,550
8'x10' or 10'x10' Corner	\$6,550
10'x16' or 10'x20' Endcap	\$12,500
16'x20' or 20'x20' Quad	\$21,500

STEP 2: CHOOSE YOUR PRESENTATION

45-Minute Presentations (face2face Only)	\$2,925
30-Minute Trading Pit Presentation	\$1,750
Webcast Add-on (Live)	\$1,750
Breakfast/Lunch Presentation or Hospitality Suite	\$2,500
Dedicated Room for 3 Days	\$25,000

STEP 3: CHOOSE YOUR PROMOTIONS

Online Company Profile	\$700
Pre-Conference E-mail to Registered Attendees	\$825
Post-Conference E-mail to Attendees	\$1,575

STEP 4: CHOOSE YOUR LEAD CAPTURE DEVICE

Presentation Room RFID	\$500 per presentation
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CONVENTION & HOTEL



Paris Las Vegas

3655 Las Vegas Blvd. South
Las Vegas, NV 89109

Experience the passion, excitement, and sophistication of the City of Lights while visiting the entertainment capital of the world. Paris Las Vegas is conveniently located in the heart of the famous Las Vegas Strip, yet it transports you to one of Europe's most romantic cities.

\$149 single/double*

**12% sales tax added to room rates. A major credit card is needed to guarantee room reservation. Cancellations must be received 72 hours prior to arrival for full refund. Our room block is limited; all reservations are first-come, first-serve.*

