



The WORLD
MONEYSHOW[®]

OCTOBER 30-31, 2015
METRO CONVENTION CENTRE

TORONTO

The Primetime Network for Affluent Investors & Traders

THE BIGGEST SCALE
THE BEST AUDIENCE
THE MOST ENGAGING EVENT



3,000+
Attendees



8 million+
Media Impressions



50+
Exhibitors

AN EVENT WITHOUT COMPROMISE

Leveraging 35 years of knowledge and expertise as the industry's primetime conference and tradeshow, The World MoneyShow Toronto delivers the biggest scale and qualified audience of self-directed retail investors and traders.

Our industry leading platform aggregates knowledgeable representatives from top financial products-and-services companies and connects them to high-net-worth individual investors & traders. We empower our investor network to take an interest in their money and to look for strategies and systems to grow their returns and build their wealth.

WE'RE THE WIDELY ACKNOWLEDGED INDUSTRY-STANDARD PLATFORM FOR YOU TO:

- ➔ **Promote** your brand and build customer loyalty
- ➔ **Network** with your target audience to build relationships and acquire new business.
- ➔ **Generate** qualified leads face-to-face, online, and virtually to build your database with customers interested in your product or service.
- ➔ **Educate** new and existing clients on your company's initiatives and company guidance.

TABLE OF CONTENTS:

An Event Without Compromise	2	Agenda & Floorplan	7
Quality, Quantity, Vitality	3	Lead Generation	8
Tracks & Panels	5	Exhibiting & Sponsorship	9
Leading Experts & Media Presence.....	6	Convention & Hotel	10



QUALITY, QUANTITY, VITALITY

THE WORLD MONEYSHOW TORONTO IS UNIQUE IN DELIVERING THE MOST AFFLUENT AUDIENCE OF INVESTORS AND TRADERS.

Investors from Throughout Canada & the US



● Canadian – **87%**

● United States – **12%**

● Other – **1%**

Engagement Statistics:



40%

Subscribe to a paid investment newsletter



95%

Visited the exhibit hall

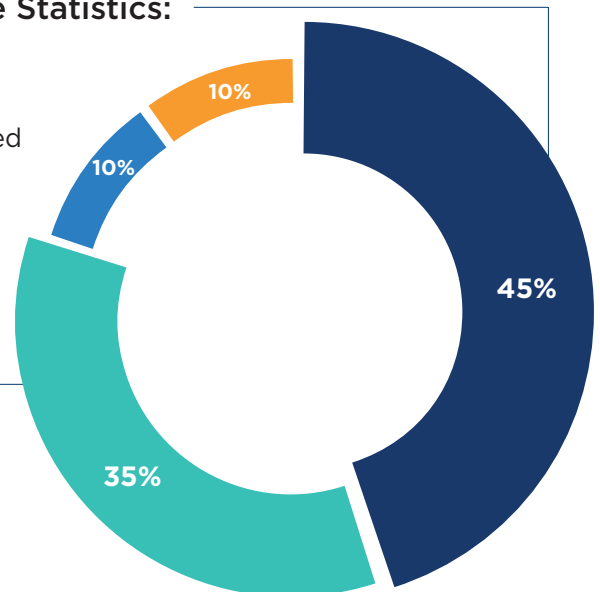


98%

Attended keynote & workshop sessions

Investor Experience Statistics:

- Somewhat experienced
- Experienced
- Very experienced
- Beginners



Fast Facts:



70%

use a tablet or smart phone



62%

of attendees have an online trading account



86%

have a college degree or higher



39%

earn \$100,000+ annual income

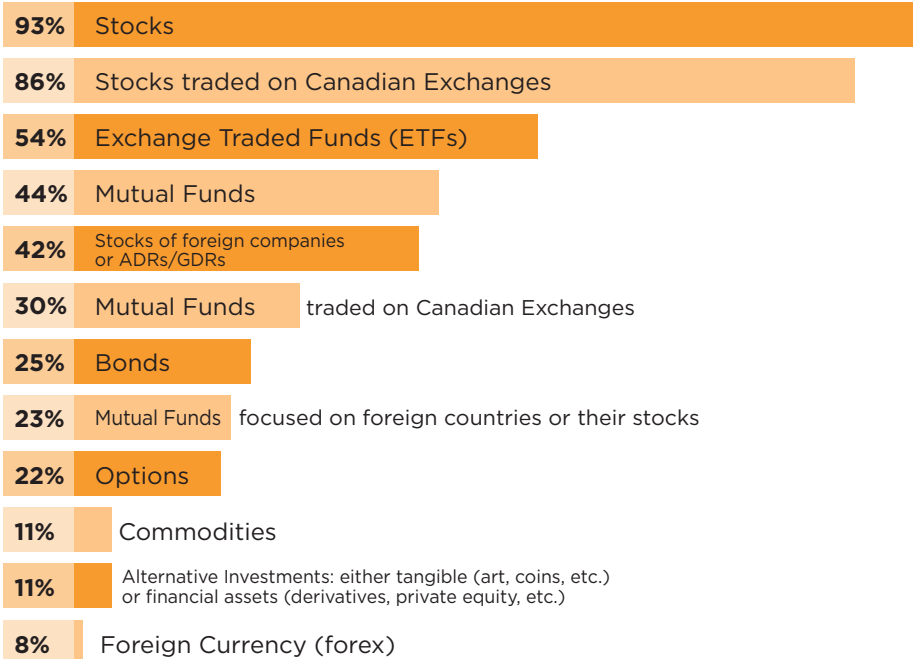


68%

of attendees use a discount broker

QUALITY, QUANTITY, VITALITY

Portfolios made up of:



Attendee portfolio size:



Of those responding, over 6 out of 10 attendees reported a value of **\$250,000 or more**



about half reported **\$500,000 or more**



over a quarter claimed an investment portfolio of **\$1 million or more**



7%
of attendees reported investment portfolios valued at **\$2.5 million or more**

The average investment portfolio was valued at nearly **\$1 million (\$945,500)**

Top sectors invested in:



93%	Canadian Equities
75%	Resource Stocks (mining, energy, oil and gas, minerals, gems, precious metals, etc.)
52%	Technology
52%	Utilities
45%	REITs
39%	Healthcare/Pharmaceutical/Biotech
22%	Renewable Energy Stocks (solar, wind, biodiesel, biofuels, ethanol, or geothermal energy)
11%	Socially Responsible or "Green" Investments
5%	Business Development Companies (BDCs)



TRACKS & PANELS

A SAMPLING OF 40+ HOURS OF CONTENT

PANEL



FRIDAY, OCTOBER 30

What Investors Need to Know Right Now

Moderator: **Rob Carrick**, Columnist, *The Globe and Mail*

Panelists: **Jennifer Dowty**, Equities Analyst, and **Scott Barlow**, Market Strategist, *The Globe and Mail*

PANEL



FRIDAY, OCTOBER 30

The Fintech Investing Symposium

Moderator: **Adam Nanjee**
Head of Financial Technology, MaRS'
Discovery District

Panelists: **Daniel Eberhard**, CEO, Koho,
Kevin Sandhu, CEO, Grouplend,
Christian Ali, Vice President Business
Development, Dream Payments Corp.

TRACK



SATURDAY, OCTOBER 31

- Technical Analysis
- The 'Lazy idiot' Approach to Investing
- Fixed Income
- Financial & Tax Planning

PANEL



SATURDAY, OCTOBER 31

Strategies on How to Successfully Invest in Canada's Top 100 Neighbourhoods

Moderator: **Vernon Clement Jones**
Senior Editor, KMI Publishing

Panelists: **TBD**

TRACK



SATURDAY, OCTOBER 31

- The Young Adult's Financial Survival Guide
- Active Versus Passive Investing and How to Use It in Your Portfolio
- Automated Investing Strategies And More!

Product Panel Topics:

- Diversify with REITs for Liquidity, Stability, and Dividends
- Long-term Paying Companies
- Maximize Your Trading Opportunities
- Will Precious Metals Shine Again in 2016?
- Alternative Investments for the Savvy Investor
- Medical Marijuana in Canada: Exploration & Opportunity for Investors

Ask about exclusive sponsorships available for participating in these events!

LEADING EXPERTS & MEDIA PRESENCE

2015 FEATURED SPEAKERS INCLUDE:



ANDY BUSCH
Editor-in-Chief
The Busch Update



PETER HODSON
Owner and Editor
Canadian MoneySaver



MARK MILLS
Founder & CEO
Digital Power Group



ROB CARRICK
Personal Finance Columnist
The Globe and Mail



MATT McCALL
Founder and President
Penn Financial Group



JACK ABLIN
Chief Investment Officer and
Executive Vice President
BMO Private Bank



DEREK FOSTER
Author
The Idiot Millionaire



KEITH RICHARDS
Portfolio Manager, ValueTrend
Wealth Management
Worldsource Securities, Inc.

STRATEGIC PARTNERSHIPS & CROSS-CHANNEL PROMOTIONS

The World MoneyShow Toronto invites active, affluent investors and traders through partnerships with established financial media across print, digital, and broadcast channels, ensuring you are connecting with your target audience.

CANADIAN
MONEY
SAVER

Wall & Bear
Financial Advice
www.wallandbear.com

The Motley Fool
Fool.com

CANADIAN
Real Estate Wealth

CAPITALIST TIMES
ALL THE NEWS THAT'S FIT FOR PROFIT

**ORDER
ANNUAL
REPORTS**

foreXlive
Tomorrow's Conventional Wisdom Today

BNN
BUSINESS NEWS NETWORK

THE GLOBE AND MAIL

**FOREX
CRUNCH**
Trade Forex Responsibly

scutify

FXSTREET

8 MILLION+ TARGETED MEDIA IMPRESSIONS!

AGENDA & FLOORCHART

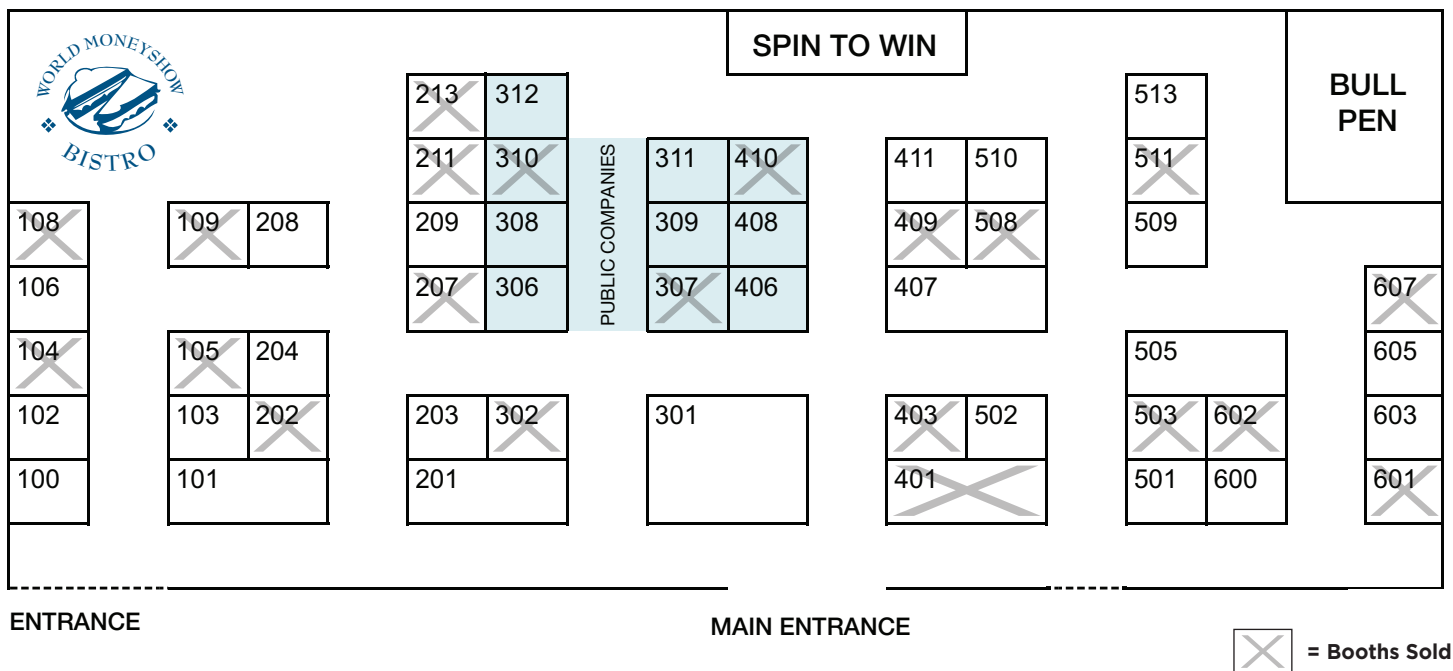
WORLD MONEYSHOW TORONTO 2015 AGENDA

DAY 1 • Friday, October 30

9:45 am – 12:00 pm	Opening Ceremonies/ Keynote Addresses
12:00 pm – 6:00 pm	Exhibit Hall Open
1:15 pm – 4:45 pm	Educational & Product Presentations
4:45 pm – 6:00 pm	Networking Reception

DAY 2 • Saturday, October 31

9:00 am – 4:15 pm	Canadian MoneySaver Day
11:00 am – 3:15 pm	MoneyShow University
9:15 am – 4:15 pm	Educational & Product Presentations
10:00 am – 3:30 pm	Exhibit Hall Open



LEAD GENERATION

4 WAYS TO GENERATE QUALIFIED LEADS



1 eShow

A virtual online show runs in conjunction with The World MoneyShow Toronto. Increase your reach through a virtual experience for 21 days following the face-to-face event.

Click link
for demo ▶

<http://www.moneyshow.com/eshow/demo/platform/>



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 farther!



2 Webcast

Turn your onsite presentation into a live broadcast event for online viewers to see. Reach our online network and collect additional leads from those who may have missed your presentation onsite.



4 Online Company Profile

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



EXHIBITING & SPONSORSHIP

MOST POPULAR PACKAGES

1st Time Exhibitor Package:

Booth
Bull Pen Presentation
Pre-Conference E-mail
eBooth

\$5,950

Panel Package:

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

\$6,250

Lead Generation Package:

Booth
45-minute Presentation
Badge Scanner
Company Profile
Webcast
eBooth

\$8,450

CUSTOMIZE YOUR OWN PACKAGE

STEP 1: CHOOSE YOUR BOOTH

Kiosk	\$3,250
8'x10' or 10'x10'	\$4,500
8'x10' or 10'x10' Premium	\$4,750
8'x10' or 10'x10' Corner	\$4,500
10'x16' or 10'x20' Endcap	\$8,500
16'x20' or 20'x20' Quad	\$17,500

STEP 2: CHOOSE YOUR PRESENTATION

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

STEP 3: CHOOSE YOUR PROMOTIONS

Online Company Profile	\$500
Pre-Conference E-mail to Registered Attendees	\$1,250
Post-Conference E-mail to Attendees	\$825

STEP 4: CHOOSE YOUR LEAD CAPTURE DEVICE

Hand-held Badge Scanner	\$300 per scanner
-------------------------	-------------------



CONVENTION & HOTEL

CONVENTION

The WORLD MONEYSHOW®

TORONTO

October 30-31, 2014

Metro Toronto Convention Centre



HOTEL

InterContinental Toronto Centre

225 Front Street West
Toronto, Ontario M5V 2X3



Located in the heart of downtown Toronto, just steps away from the financial district and Toronto's famed entertainment district, offering the best in theatre, sports, dining, attractions, and nightlife, this hotel is also conveniently connected to the Metro Toronto Convention Centre.

\$189 single/double**

***13% government harmonized sales tax + 3% destination fee added to room rates. Deposit of one night's room and tax via credit card required upon reservation. Cancellations must be received 72 hours prior to arrival for full refund. \$75 per room per night early-departure fee will apply unless the hotel is advised of earlier check-out date during check-in. Rate quoted in Canadian dollars on a per room, per night basis.*

