

MONEYSHOW®

INVEST SMARTER, TRADE WISER

ANNUAL DIGITAL CROSS-PLATFORM MEMBERSHIPS

The MoneyShow's cross-platform memberships were created with one thing in mind...to offer our clients a comprehensive and strategic marketing platform that effectively and efficiently engages our members. This product is intended to be an ANNUAL initiative that showcases your company before our face-to-face, digital, and virtual audiences across all fronts.



EDUCATE

Make an impact through concentrated educational opportunities and valuable one-on-one interaction.



NETWORK

Connect with thousands of active and motivated investors searching for new and existing products.



ENGAGE

Develop long-lasting relationships that drive sales and establish a loyal customer base.



CROSS-PLATFORM ADVERTISING

Finding the right advertising strategy for your business might sometimes feel like looking for the Holy Grail. While there are a lot of methods you could take to conquer the market, it can be difficult to know whether or not you're actually on the right path. Thankfully, there are a few proven approaches to help you gain the exposure you need without having to take too much of a risk.

34,989

Conference
Attendees in 2015

537.9k +

Monthly Page Views

158,498

Opt-in Newsletter
Subscribers

11,762

Virtual Uniques

87,926

Virtual Booth Views

Audience Demographics



Investor

- **Experienced** and affluent investors with an average net worth of **\$2,102,500**
- **51%** have portfolios worth **\$1 million to \$10 million** or more
- **71%** consider themselves to be **experienced to very experienced** investors



Trader

- **30%** have portfolios worth **\$1 million to \$10 million** or more
- **16%** place **100-500** trades per month
- **29%** have **\$150,000+** in their trading accounts
- **69%** of traders have over **4-10 years** of trading experience



MoneyShow University

- 18-30 years old **Next Gen**
- We serve **1,000 students** per year

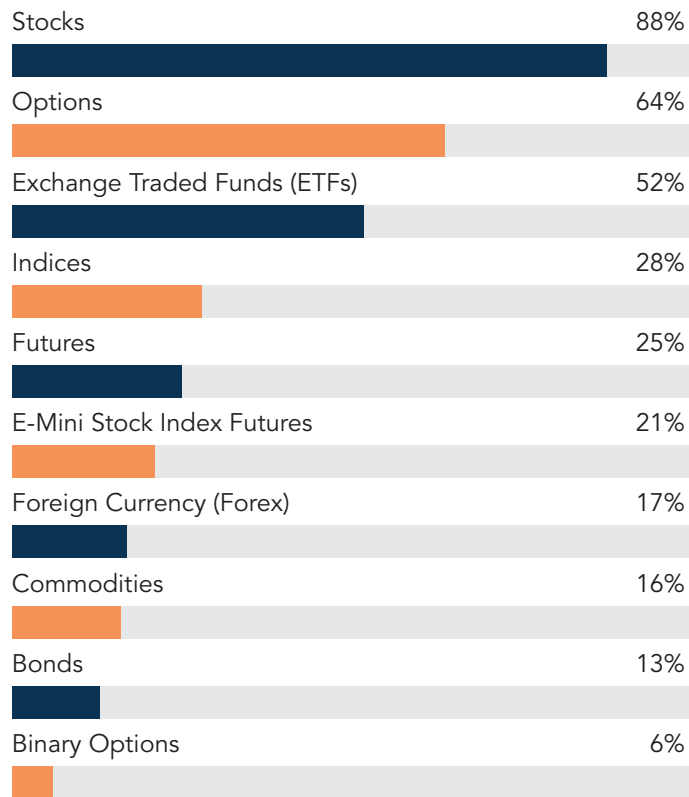


Financial Advisor

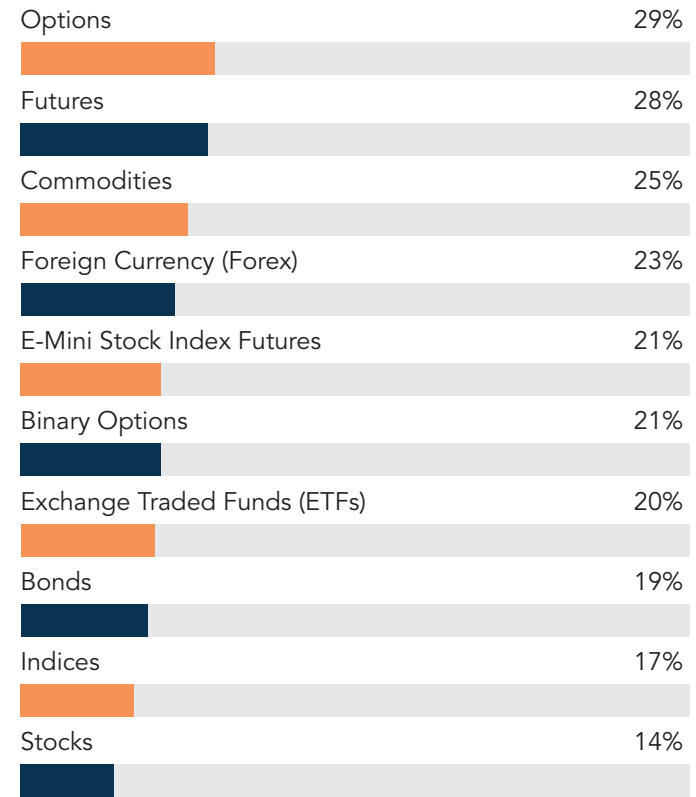
- **73%** are **financial planners/advisors**
- **22%** have **total AUM of \$100 million** or more
- **41%** are **RIAs**

Trader Demographics*

PRODUCTS ATTENDEES ARE CURRENTLY TRADING



PRODUCTS ATTENDEES ARE CONSIDERING TRADING



*Full conference demographics, virtual demographics available on request

Investor Demographics*

INVESTMENTS ATTENDEES CURRENTLY OWN OR PLAN TO PURCHASE

Own	Plan to Buy/Trade	
96%	58%	Stocks
64%	39%	Exchange Traded Funds (ETFs)
59%	26%	Mutual Funds
50%	28%	Stocks of Foreign Companies or ADRs/GDRs
35%	28%	Options
35%	9%	Real Estate (Other Than Primary Residence)
32%	14%	Bonds
29%	11%	Mutual Funds Focused on Foreign Countries or Their Stocks
17%	7%	Alternative Investments: Either Tangible or Financial Assets
17%	4%	Annuities
15%	10%	Commodities
11%	4%	Private Placements
9%	6%	Futures
7%	6%	Foreign Currency (Forex)
4%	2%	Hedge Funds or Funds of (Hedge) Funds

SECTORS ATTENDEES CURRENTLY OWN OR PLAN TO PURCHASE

Own	Plan to Buy/Trade	
75%	41%	Technology
69%	37%	Healthcare/Pharmaceutical/Biotech
61%	31%	Resource Stocks
48%	27%	REITs
43%	21%	Master Limited Partnerships (MLPs)
42%	17%	Utilities
22%	15%	Renewable Energy
21%	12%	Business Development Companies (BDCs)
7%	5%	Socially Responsible or "Green" Investments

*Full conference demographics, virtual demographics available on request

Digital Outreach



MoneyShow.com

MoneyShow.com attracts the most sophisticated investors globally, whether they are managing their own money or seeking strategies for investing and trading ideas. MoneyShow.com has a community of 185,000 registered members, 158,498 e-letter subscribers, and over 50,000 followers via social media pages. MoneyShow.com provides our network with an accurate understanding of what's happening in the markets during the trading day coupled with insights into what's likely to happen in the markets in the weeks to come. Here's a look at the affluent, influential users who regularly log on to MoneyShow.com:

185,000

Registered Members

519k+

Monthly Page Views

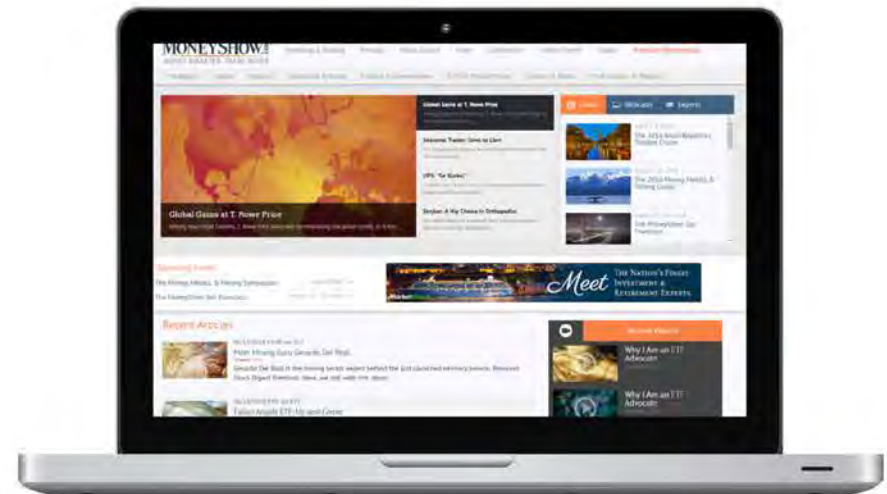
24,572

Articles & Videos Archived

Keyword Sponsorship

MoneyShow.com tags every video and article published on the site with relevant keywords. Using these targeted keywords, advertisers can pinpoint investors' and traders' interests including what articles they read and videos they watch. By selecting one keyword, MoneyShow will place advertiser's banners around these tagged articles and videos ensuring you reach the right audience.

Banner sizes: 728x90, 300x100, 300x250, 180x150



STRATEGIES

STOCKS

OPTIONS

CURRENCY &
FOREX

Position your brand alongside trusted, quality content.

Virtual & Mobile Platforms

MoneyShow's virtual events and webinars are among the largest financial lead generators in the industry. The virtual shows leverage The MoneyShow live conferences to generate leads for 21 days through webinars which generate content-specific leads for advertisers.

11,762 Virtual Attendees

21 Days of Lead-Generation

8 Annual Events



32% of attendees have
portfolios of \$1+ million

44% of attendees make
\$100,000+ per year

84% of traders said virtual shows are
likely to influence trading tool purchases

NEW MOBILE APP!



New MoneyShow Mobile App Available for iPhone and Android

Put your brand front and center at our live events by getting your brand before all of our attendees.

- Splash screen
- Ad banners
- Premium listing in exhibitors catalog
- E-brochure listing
- Live social wall logo sponsorship
- Sponsored SMS and push notifications

Newsletter Sponsorship

Through banner advertising and article distribution. Choose one (1) eLetter to distribute your message throughout the contract term.



Trading Lessons

- Frequency: (Thursday, every other week)
 - Get Innovative Tips on Charting, Analysis, Execution, Trade Management, and Effective Strategies for the Current Market Environment, Which You Can Apply for More Consistent Profits in Your Own Trading
 - Circulation: 25,848 Opt-In Subscribers
- Banner size: 300 x 100



Top Pros Top Picks

- Frequency: (Thursday, every week)
 - Featuring a Summary of the Week's Most Recent Recommendations by Leading Advisors on Their Top Stock, Sector, and Fund Picks, Plus Global Opportunities and Timely Strategies for More Profitable Investing in the Current Market Environment
 - Circulation: 39,455 Opt-In Subscribers
- Banner size: 300 x 100



Hot Off The Tape

- Frequency: (Monday, every week)
 - Catch Up With the Week's Newest Short Video Interviews and On-Demand Webcasts Featuring the Best Stock and Fund Picks, Market Insights, and Global Perspectives From Top Market Experts
 - Circulation: 20,778 Opt-In Subscribers
- Banner size: 120 x 600



Trading Insights

- Frequency: (Friday, every week)
 - Confidently Navigate the Markets With the Day's Newest Content Covering Trading Tips, Proven Set-Ups, Profitable Forex and Option Trading Strategies, and Much More From Some of the Country's Top Traders And Educators
 - Circulation: 20,408 Opt-In Subscribers
- Banner size: 468 x 60

8 Conferences Annually



11,762

Virtual Conference Attendees



160+

Million Marketing Impressions



34,989

Conference Attendees in 2015



400+

Companies Annually Advertising



ANNUAL DIGITAL CROSS-PLATFORM MEMBERSHIPS

MoneyShow's Annual Memberships provide advertisers with interactive and multi-dimensional experiences that connect brands with affluent investors and traders face-to-face, digitally, and virtually.



BRONZE

SILVER

GOLD

FACE-TO-FACE OUTREACH

Conference Package	1 Show	2 Shows	3 Shows
3'x8' Kiosk with Graphics, Stool, 2 Exhibitor Badges	✓	✓	✓
iLeads Mobile App Lead Retrieval Device	✓	✓	✓
45-Minute Product Presentation Workshop (Premium)	✓	✓	✓
Program Ad (Full Page 4-Color)	✓	✓	✓
Registration Bag Insert (Client Provides Insert)	✓	✓	✓
Billboard (Includes Printing)	✓	✓	✓
Mobile Show App (Specific to the Show in Which You Participate at)	✓	✓	✓
• Logo Included in the Exhibitor List and on the Exhibitor Details Page			
• Upload an Exhibitor Brochure to Your Company Details Page			

DIGITAL & VIRTUAL OUTREACH

Branding and Banner Advertising on MoneyShow.com			
Keyword Tagged on Video & Articles Available: Strategies, Options, ETFs, Currency & Forex, Stocks Banner sizes: 728x90, 300x100, 300x250, 180x150	1 Keyword	2 Keywords	3 Keywords
MoneyShow.com Run-of-Site Advertising (Registered Members: 185,000+) Banner sizes: 728x90, 300x100, 300x250, 180x150	✓	✓	✓
Co-Registration Offer: Include a Special Offer as Part of the MoneyShow.com Member Registration Process.		✓	✓
Corporate Landing Page: Customized Company Landing Page to Reach MoneyShow.com Members and Visitors.	✓	✓	✓
eLetters	1 eLetter	2 eLetters	3 eLetters
Hot Off The Tape (Monday, Every Week) • Circulation: 20,778 Opt-In Subscribers • Banner size: 120x600 Top Pros Top Picks (Thursday, Every Week) • Circulation: 39,455 Opt-In Subscribers • Banner size: 300x100 Trading Insights (Friday, Every Week) • Circulation: 20,408 Opt-In Subscribers • Banner size: 468x60 Trading Lessons (Thursday, Every Other Week) • Circulation: 25,848 Opt-In Subscribers • Banner size: 300x100			
Content Distribution			
Article Distribution on MoneyShow.com (Article Provided by Client)	1 Per Month	2 Per Month	3 Per Month
White Paper Sponsorship (MoneyShow Provides)			1 Per Year
Special Report Sponsorship (MoneyShow Provides)			1 Per Year
Virtual Event	1 Virtual Event	2 Virtual Events	3 Virtual Events
Standard Virtual Booth	1 Per Show	1 Per Show	1 Per Show
Live Webinar During On-Demand Days (20 Minutes)	1 Per Show	1 Per Show	1 Per Show

TOTAL	\$22,500	\$45,000	\$65,000
DIGITAL & VIRTUAL OUTREACH ONLY	\$18,000	\$36,000	\$52,000