

THE MONEYSHOW®

MAY 15-18, 2017

LAS VEGAS

CAESARS PALACE



THE ULTIMATE EVENT FOR SELF-DIRECTED INVESTORS

in Search of Profit-Generating Strategies & Opportunities

EXHIBIT & SPONSORSHIP PROSPECTUS

Platinum Sponsor



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WHAT IS THE MONEYSHOW? <

Leveraging 36 years of knowledge and expertise as the industry's premier conference and tradeshow, The MoneyShow 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 and 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.

WHO ATTENDS THE MONEYSHOW? <

We attract a wide range of highly qualified individuals representing four audience segments: individual investor, active trader, financial advisor, and millennials.

WHEN & WHERE: <

Caesars Palace

3570 Las Vegas Boulevard South

Las Vegas, NV 89109



3,000+

affluent investors & active traders



14,000+

quality leads distributed to sponsors/
exhibitors at The MoneyShow Las Vegas 2016



95%

of attendees visit the exhibit hall



50%

of attendees have \$1 million+ portfolio



59%

of attendees earn \$100,000+
annual incomes



81%

of attendees are college graduates



Why Sponsor or Exhibit at The Moneyshow Las Vegas?

Top 6 Reasons To Exhibit at The MoneyShow Las Vegas:

- 1 Generate high-quality leads
- 2 Close sales on-site and after the Show
- 3 Build long-term relationships with clients and prospects
- 4 Introduce new products and services
- 5 Provide investors with the tools they need to be successful
- 6 Gain valuable customer feedback



Choose from a variety of onsite and online advertising opportunities to make sure attendees take notice of YOU!

- » Corporate Sponsorships
- » Event Sponsorships
- » Lead-Generating Badge Scanners
- » Pre- & Post-Show Mailings
- » Webcasts
- » Workshop & Stage Presentations
- » Registration Bag Inserts
- » Live Video Interviews
- » Resource Directory Ads & Listings

The MoneyShow Las Vegas attendees are interested in topics such as:

- » Stocks
 - » Bonds
 - » Renewable Energy
 - » Precious Metals
 - » Exchange Traded Funds
 - » Options
 - » Mining
 - » Annuities
 - » Master Limited Partnerships
 - » REITs
 - » Energy
 - » Futures
 - » ADRs
 - » Mutual Funds
 - » Oil & Gas
 - » Commodities
 - » Public Companies
 - » Hedge Funds
 - » Estate Planning
 - » Foreign Exchange
- ...and many more!*

The MoneyShow Las Vegas Demographics

INVESTMENT PRACTICES

INVESTMENTS CURRENTLY OWN OR PLAN TO PURCHASE

Own	Plan to Buy/Trade	
84%	55%	Stocks
60%	36%	Exchange Traded Funds (ETFs)
55%	22%	Mutual Funds
38%	21%	Stocks of Foreign Companies or ADRs/GDRs
33%	13%	Bonds
31%	28%	Options
28%	9%	Real Estate (Other Than Primary Residence)
25%	10%	Mutual Funds Focused on Foreign Countries or Their Stocks
19%	3%	Annuities
17%	9%	Alternative Investments: Either Tangible or Financial Assets
12%	10%	Commodities
7%	6%	Foreign Currency (Forex)
7%	3%	Private Placements
5%	7%	Futures
2%	2%	Hedge Funds or Funds of (Hedge) Funds

SECTORS CURRENTLY OWN OR PLAN TO PURCHASE

Own	Plan to Buy/Trade	
64%	36%	Technology
55%	30%	Healthcare/Pharmaceutical/Biotech
53%	31%	Resource Stocks
40%	20%	REITs
38%	19%	Utilities
27%	16%	Master Limited Partnerships (MLPs)
16%	12%	Renewable Energy
16%	11%	Business Development Companies (BDCs)
5%	5%	Cannabis Stocks or Funds
5%	4%	Socially Responsible or "Green" Investments

“

I enjoy the speakers, the classes, and the energy. The exhibits are very informative, and I like speaking with the exhibitors.

- B. Jernegan
Long Beach, CA

”

INVESTING SERVICES USED

Online Trading Account	64%
Discount Broker	57%
Advisory Service or Market-Timing Service Subscription	37%
Financial Advisor or Planner	19%
Full-Service Broker	17%
Direct-Access Trading Account Provider	15%
Money Manager	8%
Tax and Estate Advisor	7%
Futures or Options Trading Advisor	6%

TOPICS ATTENDEES WOULD LIKE TO LEARN MORE ABOUT

Educational Programs for Investors or Traders	38%
Software Programs for Investing or Trading, Including Charting Software	27%
Technology Investments	26%
REITs or Real Estate Investments	22%
Resource Stocks	17%
Business Development Companies (BDCs)	13%
Master Limited Partnerships (MLPs)	12%
Closed-End Funds	11%
Alternative Investments: Either Tangible or Financial Assets	7%
Crowd Funding Investments	5%

2017 EXHIBIT HALL FLOORPLAN



MAIN ENTRANCE

THE MONEYSHOW®

REGISTRATION

Lock in high-traffic booth locations! **Book early to secure the best available booth for the best results for your company.**

For complete details on The MoneyShow Las Vegas or to inquire about participation options, please call: **800-822-1134, ext 2264**, or e-mail: **michaelmarino@moneyshow.com**

2016 SPONSORS/EXHIBITORS INCLUDE

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REVIEW-JOURNAL

LUXURY
LAS VEGAS

Bob Carlson's
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Chairman and Editor-in-Chief
Forbes Media

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» INCOME



KEVIN CARON

Portfolio Manager and Co-Founder
Washington Crossing Advisors
Stifel Nicolaus & Co., Inc.

» MARKETS



CHAD MORGANLANDER

Portfolio Manager and Co-Founder
Washington Crossing Advisors
Stifel Nicolaus & Co., Inc.

» MARKETS



TOM SOSNOFF

CEO, tastytrade, Inc.

» OPTIONS



THE WORLD OF ETF INVESTING

Monday, May 15 • 9:00 am – 12:00 pm



Transparency, diversification, and low-cost access to practically any market, sector, or asset class make exchange traded funds highly attractive, viable solutions for investors and traders alike, yet the fact remains that most investors notoriously chase performance in overhyped and overvalued ETFs! To outperform benchmark index funds, investors really need expert guidance and a sound ETF strategy that gets results, and that's exactly what you'll formulate in this in-depth special track.

Sponsorship opportunities in this track consist of a 45-minute company presentation and/or panel seat, branding, lead collection, and digital exposure.

SPEAKERS INCLUDE:



DAVE NADIG

CEO, ETF.com



MATT HOUGAN

CEO, Inside ETFs



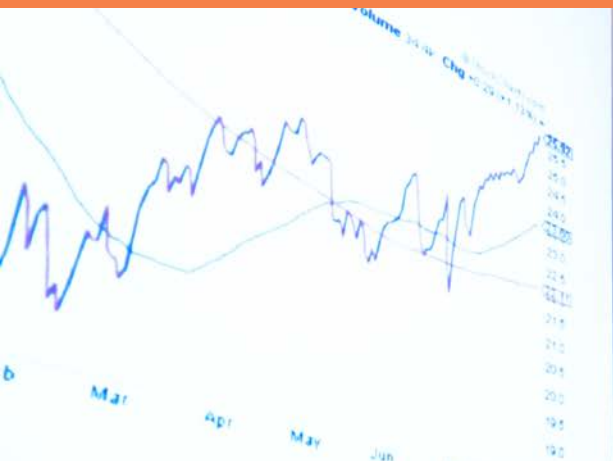
JACK ABLIN

Chief Investment Officer
BMO Private Bank



DANIEL WIENER

Editor
*The Independent Adviser
for Vanguard Investors*



MULTI-CAP OPPORTUNITIES AHEAD

Tuesday, May 16 • 1:30 pm – 6:00 pm

Multi-Cap OPPORTUNITIES Ahead

Take part in the special “Market-Cap Highlight Track” at The 2017 MoneyShow Las Vegas. The MoneyShow Las Vegas is one of our largest individual investor conferences of the year, attracting 3,000+ high-net-worth investors over the four days. The “Market-Cap Highlight Track” offers public companies a unique opportunity to get in front of a very qualified audience of buy-and-hold investors. These investors will attend company presentations and panels specific to each market-cap. Position your company in one of these exciting educational rooms and meet with your current or future shareholders.

Sponsorship opportunities in this track consist of a 45-minute company presentation and/or panel seat, branding, lead collection, and digital exposure. Whether you’re a nano-cap or mega-cap or any level in between, you won’t want to miss this event.

SPEAKERS INCLUDE:



MATT McCALL

Founder & President
Penn Financial Group



TIM BERRYMAN

Director of Investor Relations
Medical Properties Trust



CHRISTOPHER BARRY

Vice President of Corporate
Communications
National Retail Properties, Inc.



JOHN DOBOSZ

Deputy Editor
Forbes Media



THE MONEY, METALS, & MINING SYMPOSIUM

Wednesday, May 17 • 8:00 am – 5:00 pm



2016 certainly provided a rollercoaster ride for precious metal investors, with gold hitting fresh new lows after the election. But, what does the future hold for precious metals and mining stocks? To help steer you to the most powerful strategies and best-positioned resource stocks, we're gathering some of today's top experts for a value-packed full-day special track.

PRODUCT PANELS INCLUDE:

Gold Panel: "Gold Companies Are Finally Positioned for Growth, Your Portfolio Should Be, Too"

Silver Panel: "See Why Silver and These Great Companies Should Be in Your Portfolio"

Metals & Mining Panel: "Growth Potential in These Different Mining Opportunities"

Sponsorship opportunities in this track consist of a 45-minute company presentation and/or panel seat, branding, lead collection, and digital exposure.

SPEAKERS INCLUDE:



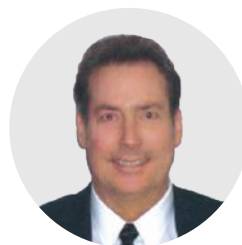
PAMELA ADEN

Co-Editor
The Aden Forecast



GREG McCOACH

Editor
The Mining Speculator



DAVID MORGAN

Precious Metals Analyst
Silver-Investor.com



MARK LEIBOVIT

Chief Market Strategist
VRTrader.com



THE ALL-STARS OF OPTIONS TRADING

Monday, May 15 • 9:00 am – 1:45 pm



Join a group of industry experts as they discuss favorite option strategies they employ in bullish, bearish, and neutral markets. Ideas for choosing strike prices and time when initiating positions will be included as well as time for your questions.

Sponsorship opportunities in this track consist of a 45-minute company presentation and/or panel seat, branding, lead collection, and digital exposure.

SPEAKERS INCLUDE:



JOE BURGOYNE

Director
The Options Industry Council



JOHN CARTER

Founder
Simpler Options



KERRY GIVEN

Founder
Parkwood Capital, LLC



MIKE SCANLIN

CEO, BornToSell.com



THE CANNABIS INVESTING EVENT

Monday, May 15 • 9:00 am – 5:00 pm

THE CANNABIS INVESTING EVENT

The legal cannabis industry has been the fastest growing industry in the world during the last two years, and this trend has shown no signs of slowing down as deregulation continues to occur all over the world. The Cannabis Investing Event will provide you with the opportunity to learn about this once-in-a-lifetime investment opportunity as you hear from a roster of company executives who are focused on specific subsectors, elite analysts who cover this rapidly developing industry, and advocates who are leading the cannabis legalization movement all over the world.

Sponsorship opportunities in this track consist of a 45-minute company presentation and/or panel seat, branding, lead collection, and digital exposure.

SPEAKERS INCLUDE:



MICHAEL BERGER

President & Founder
Technical 420.com



ISAAC DIETRICH

CEO, MassRoots, Inc.

THE ALTERNATIVE INVESTING SYMPOSIUM

Wednesday, May 17 • 8:00 am – 6:00 pm

It's often hard for non-traditional asset classes to get noticed in an already-crowded marketplace. There is no one place where one can find sophisticated investors more receptive to new opportunities than at The MoneyShow, which provides direct access to a highly targeted audience.

- » Build Awareness About the Myriad of Alternative Investment Vehicles
- » Showcase Alternative Investments and Why They Should be a Part of a Well-Diversified Portfolio
- » Present How to Incorporate Alternative Asset Classes into an Overall Portfolio

Sponsorship opportunities in this track consist of a 45-minute company presentation and/or panel seat, branding, lead collection, and digital exposure.



Exhibit Hall Booth Locations

Because location is so important, our pricing structure includes a choice between several types and sizes of exhibit floor space in the quantity you require based on availability at the time of your reservation and receipt of your deposit.

QUAD BOOTHS

(4 single booths combined into a 16' x 20' or 20' x 20')

Quad booths are available at every show in our most-trafficked areas. These popular spots sell out first, giving the exhibiting company maximum exposure to attendees approaching from all directions. A quad booth provides you with the most efficient way to utilize your space and attract customers. Availability is extremely limited—so be sure to secure your space early.

END CAPS

(2 single booths, forward facing, at the end of a row of booths creating a 16' x 10' or a 20' x 10')

An end cap is one of the most visible locations on our floor, giving you exposure on three sides of your booth in highly trafficked areas. Introduced by popular demand from veteran MoneyShow exhibitors, this space is highly desirable and sells quickly. Availability is extremely limited—so please secure this space early.

PREMIUM

(8'x10' or 10'x10' booth size)

A premium booth space set in a corner and/or is strategically placed in high trafficked areas to give you maximum exposure to eager attendees before they see anyone else. If you are offering a product or service that stops traffic, this location is for you.

STANDARD

(8'x10' or 10'x10')

Used correctly, a standard booth space continues to win sales. Why? Because prudent investors tend to look beyond the crowds to have a more relaxed conversation with their product suppliers. This space will save you money while earning you the customers and revenue.



END CAP

We provide two booth spaces with three open sides. Forward facing and backward facing



PREMIUM BOOTH

A single booth located in a high-traffic area; typically on a corner.



STANDARD BOOTH

A single booth located away from the main entrance, but still located in an active area of the hall



QUAD BOOTH

Four booth spaces joined together to create one large island



Presentation and Private-Room Opportunities

MoneyShow offers several opportunities for you to showcase your product or service: 45-minute product presentations, “Bull Pen” presentations, and consultation/hospitality suites. Each product is different, but all are designed to complement your participation by providing you with an opportunity to educate the audience on the benefits of your product or service. Studies show that the average attendee initially spends 3-5 minutes on their first visit to your booth but by attending one of your presentations you have uninterrupted time to fully describe your product and its benefits. And, you can be assured of their interest because they are investing their valuable time to see, hear, and learn about YOU!

BULL PEN PRESENTATION

A highly visible Bull Pen presentation provides you with a 30-minute opportunity to present your product from the stage in the Exhibit Hall. By combining the excitement of the Exhibit Hall you can captivate a large audience that you may have missed in your workshop or at your booth. Bull Pen presentations are not available at all shows; please ask your account executive for more details on availability.

- 50-75 theater-style seating located within the Exhibit Hall
- Localized audio amplification with lapel microphone
- 6' x 8' screen with LCD projector



45-MINUTE PRODUCT PRESENTATION

To get the maximum amount of time to showcase your company, your products, and your services to interested attendees, choose a 45-minute presentation. These sessions are perfect for live demonstrations, audience participation, multiple presenters, in-depth analyses, competitions/games, panel discussions, and more! These sessions:

- Provide you with 45-minutes to engage with interested attendees onsite
- Enable you to generate qualified leads and start conversations with potential customers
- Generate opportunities to cover an enormous amount of content and go into in-depth detail about who you are, what you do, and the benefits you provide to clients
- Attract only those who want to know more about you: your best prospects!
- Provide an opportunity to drive attendees to your booth onsite
- Combined with a Webcast, you have the ability to expand your onsite audience to include thousands of interested digital viewers!



HOSPITALITY SUITE

Hospitality suites provide you with a private room that essentially becomes your domain for two hours, a day, or evening—how you use it is up to your discretion. We recommend using the room as a private meeting facility for closing sales throughout the day or working with prospects with unique needs. A hospitality suite also becomes the perfect place to host a cocktail reception or lunchtime presentation, user meeting, or subscriber function.





Sponsorships: Your Maximum Exposure Opportunity

EXCLUSIVE SHOW SPONSORSHIP BENEFITS

BRANDING:

- Millions of impressions in national financial media through targeted direct mail and e-mail campaigns, print advertising, and inserts
- Logo branding on show signage with other leading sponsors and media companies

OPENING CEREMONY PRESENTATIONS:

A five-minute welcome at the beginning of Opening Ceremonies where thousands of attendees are gathered

BOOTHS:

The most prominently located booths offering the highest, most high-traffic locations

WEBSITE PROMOTIONS:

Featured prominently in the Event's section of MoneyShow.com, reaching thousands of registrants who visit and register online for each Show

MEDIA COVERAGE:

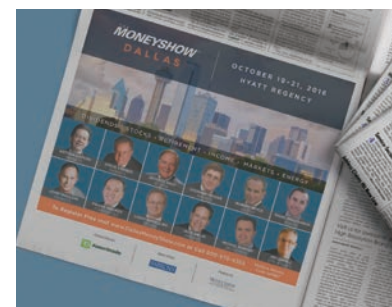
Sponsors are included in all show-related press releases. The MoneyShow has been featured in articles in *Fortune*, *Money* magazine, *Investor's Business Daily*, *The Wall Street Journal*, *Barron's*, *The New York Times* and many more highly respected financial media and publications.

CEILING BANNERS:

The MoneyShow provides banners to direct attendees to your booth in the Exhibit Hall for easy attendee recognition and identification.

ADDITIONAL BENEFITS:

Additional Show products are packaged in a cost-effective way allowing you to maximize your company's exposure.



TITLE SPONSOR	1 AVAILABLE
PLATINUM SPONSOR	1 AVAILABLE
GOLD SPONSOR	1 AVAILABLE
SILVER SPONSOR	2 AVAILABLE

À LA CARTE OPTIONS

FOOD AND BEVERAGE SPONSORSHIPS *(price upon request)*

Fuel Up Breakfast Snack

(Signage & Potential Product Distribution)
(1 Sponsor)

Connect your brand with thousands of attendees as they look to fuel up for a day of learning.

Coffee Break

(2 Sponsors)

Help MoneyShow attendees get going in the morning. Your brand will be on every coffee cup sleeve, so your company goes wherever attendees go.

MoneyShow Snack Station

(Signage & Potential Product Distribution)
(4 Sponsors)

Refuel MoneyShow attendees with snacks at your branded snack station.



ONSITE BRANDING

Attendee Bag Sponsor

\$5,000 (client provides bag)

Lanyard Sponsor

\$5,000 (client provides lanyards)

Mobile Charging Stations

(3 Sponsors)
\$2,500 (each)

Connect your brand with thousands of attendees as they recharge their mobile devices.

Billboard

\$1,700 includes printing
Billboards will be prominent branding strategically positioned throughout the entire show. A great way to drive traffic to your booth or product presentation.

Program Ad

\$1,500 full-page 4-color

Attendee Bag Inserts

\$2,000 (each)

Put your marketing collateral within reach of every attendee by providing a conference bag insert.

Conference Pens

(1 Sponsor)

\$2,000 (client provides pen)

Put your company in the hands of potential customers with a branded pen that is included in the conference bag.

Hotel Key Cards *(price upon request)*

Distribution and branding of your custom hotel room key cards to the attendees at The MoneyShow Orlando.

Custom Onsite Signage *(price upon request)*

Capture the attention and memories of attendees with branded signage throughout the show.

CONFERENCE MOBILE APP

Company Product Brochure for Download

\$250

Company Ad in News Feed (Max. 10/Day)

\$1,000

Premium Exhibitor Listing at Top of Catalog (if Available)

\$1,000





GET IN TOUCH



We Look Forward to Helping Create Your Success Story!

Confirm Your Participation Today! The Sooner You Sign Up to Sponsor, the More You Can Leverage Our Team Efforts and Maximize Your Investment.

Call: 800-822-1134, ext 2264

E-mail: michaelmarino@moneyshow.com



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