
^{THE}
MONEYSHOW[®]

DALLAS

OCTOBER 4-6, 2017

HYATT REGENCY DALLAS AT REUNION

**The #1 Platform for Engaging
Affluent Investors and Active Traders**



EXHIBIT & SPONSORSHIP PROSPECTUS

LOCK IN YOUR SPOT FOR 2017 AT THE MONEYSHOW DALLAS!

The MoneyShow Dallas is the premier destination for any company trying to reach investors or traders, raise capital, collect leads, and generate awareness of its products and services. With thousands of high-net-worth investors and traders in attendance, there has never been a better time to engage your target market and interact with new prospects.



ENJOY THE BENEFITS OF EXHIBITING!

- ➔ Generate quality leads and close sales
- ➔ Create and maintain long-term relationships with clients and prospects
- ➔ Educate investors & traders in your product presentation
- ➔ Get customer feedback and introduce new products
- ➔ Reach thousands of investors & traders online through the virtual show, included in all exhibit packages at no extra cost

....and much more!

THE MONEYSHOW DALLAS ATTENDEE DEMOGRAPHICS

The MoneyShow Dallas 2016, was held October 19-21, 2016. A select group of attendees completed the online survey which included questions regarding how they obtain information for investments, investment services used, online sites used for research, and the size of their investment portfolio, as well as some demographics.

Average Portfolio Value: \$2.7 million



63%
currently
have a paid
subscription to
an investment
newsletter



37%
have an
investment
portfolio of
\$1 million to
\$2.49 million



28%
have an
investment
portfolio of
\$2.5 million
and greater

ANNUAL TRADER EXPERIENCE

50 trades or more **58%**

100 trades or more **44%**

200 trades or more **29%**

500 trades or more **17%**

GENERAL DEMOGRAPHICS

91% of attendees are male

74% of attendees are
age 55 or over

47% of attendees are retired

45% of attendees have a
post-graduate degree



**PARTICIPATE AND MEET 2,000 AFFLUENT ATTENDEES
FROM THE DALLAS/FT. WORTH AREA!**

MARKETING FROM RESPECTED FINANCIAL MEDIA COMPANIES DELIVERS AN ENGAGED TRADER AUDIENCE

Millions of invitations in leading financial media newsletters, print advertisements, dedicated e-mail campaigns, and Web portals promote The MoneyShow Dallas, bringing to you qualified investor and trader attendees.

LAST YEAR'S MEDIA PARTNERS INCLUDED

BARRON'S

Bloomberg BRIEF

Eagle Financial Publications

Forbes

**INVESTOR'S
BUSINESS
DAILY**

**620AM
KEXB**
EXPERTS IN BUSINESS

NATIONAL ASSOCIATION OF INVESTORS CORPORATION
BETTER INVESTING™
Empowering Investors Since 1951

**MAULDIN
ECONOMICS**

TheStreet



DIRECT MAIL

More than 30,000 registration brochures and personalized postcard campaigns will be sent to high-net-worth investors in MoneyShow's database.

PRINT MEDIA

Full page ads in some of the financial industry's top media publications

E-MAIL & SOCIAL MEDIA

More than 40 e-mail and social media campaigns along with dedicated e-mails and social promotion to speaker and media partner lists will focus on investing content featured during the conference.

2017 CONFIRMED EXPERT SPEAKERS INCLUDE:



STEVE FORBES
Forbes Media
**MARKETS
& POLITICS**



STEPHEN MOORE
The Heritage Foundation
**MARKETS
& POLITICS**



EDWARD YARDENI
Yardeni Research, Inc.
MARKETS



LOUIS NAVELLIER
*Blue Chip Growth and
Emerging Growth*
**MARKETS
& STOCKS**



GEORGE GILDER
Gilder Publishing, LLC
TECHNOLOGY



JOHN MAULDIN
Mauldin Economics
MARKETS



TOM SOSNOFF
tastytrade, Inc.
**OPTIONS &
STRATEGIES**



JACK ABLIN
BMO Private Bank
**ETFs &
MARKETS**



MICHAEL KHOUW
The Options Edge
OPTIONS



BECKY MOTAL
Association of
Women in Energy
ENERGY



**STEFANIE
KAMMERMAN**
The Stock Whisperer
Trading Company
STRATEGIES



MIKE TURNER
Mike Turner
**MARKETS &
STRATEGIES**

AND MANY MORE!

SPECIAL EVENTS: PROMOTE YOUR MESSAGE TO A TARGET AUDIENCE



TECHNOLOGY INVESTING EVENT

WEDNESDAY, OCTOBER 4



ENERGY INVESTING EVENT

THURSDAY, OCTOBER 5



REAL ESTATE INVESTING EVENT

THURSDAY, OCTOBER 5



ALL-STARS OF OPTIONS TRADING

THURSDAY, OCTOBER 5



A SPECIAL PRESENTATION WITH TOM SOSNOFF

FRIDAY, OCTOBER 6



MARKET CAP HIGHLIGHT TRACK

WITH A FOCUS ON DIVIDEND PRODUCING PUBLIC COMPANIES

FRIDAY, OCTOBER 6

Hyatt Regency Dallas at Reunion

300 Reunion Blvd.
Dallas, TX 75207

At the very heart of downtown, the Hyatt Regency Dallas at Reunion is a gateway to the best of Dallas, where new experiences blend seamlessly with spacious, modern lodging and a staff that effortlessly attends to your every need. Live, work, and be yourself at our inviting, contemporary hotel in Dallas within walking distance of many tourist attractions and entertainment districts, including the historic West End.



*15% Tax per night

GET IN TOUCH

Contact us today to find out how you can get widespread exposure to thousands of investors and traders to generate the most qualified leads while enjoying targeted branding and speaking opportunities.

For more information, e-mail Aaron West at
aaronwest@moneyshow.com or call toll free **1-800-822-1134**



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