

Uncommon Knowledge 2013

SPONSORSHIP OPPORTUNITIES

NAAIM 2013 Annual Conference

April 29 – May 1, in Denver, Colorado





National Association of Active Investment Managers

NAAIM's 2013 Annual Conference Events

- ◆ **Golf Tournament** —
Sunday, April 28, 2013
- ◆ **Evening Welcome Reception** —
Sunday, April 28, 2013
- ◆ **Annual Conference** —
Monday through Wednesday,
April 29 – May 1, 2013



The Westin Denver Downtown • 1672 Lawrence St. • Denver, CO 80202 • 303-572-9100 or 888-627-8435



It's a difference you notice the moment you step through the doors of Uncommon Knowledge.

THIS IS AN ASSOCIATION OF FRIENDS, NOT JUST PEERS.

Twenty-four years in the making, NAAIM is a very special non-profit group of registered investment advisers who provide active management services to clients. Our membership ranges from small regional firms to large national firms with more than \$1 billion under management. Investment advisory firms, wealth management consultants, hedge fund managers, mutual fund companies and an array of firms that provide professional services to RIAs have found in NAAIM like minds, a fascination with managing risk to optimize investment returns, and a desire to share answers and issues.

NAAIM is the optimal resource for active managers and a means for our sponsors to reach innovative, leading edge money managers. We invite you to take advantage of the sponsorship opportunities coming to the 2013 National Association of Active Investment Managers (NAAIM) annual conference – Uncommon Knowledge 2013. Today's markets are made for active management and the investing public and the media are taking notice. The 2013 conference is targeting an expanded audience of investment advisors and money managers who need the products and services of the NAAIM sponsors.

Make NAAIM one of the most valuable conferences you sponsor all year. Explore the opportunities and options available to your firm at Uncommon Knowledge 2013!

SPONSOR FIRMS PLAY AN ESSENTIAL ROLE IN NAAIM.

The success of NAAIM over its 24-year history is a result of the unique relationship between the members of NAAIM and the sponsors of our conferences and events. Many of the innovative investment tools available today to active managers were created in collaboration with NAAIM members, with the NAAIM membership among the first to support the new tools from mutual funds to trust companies, service providers and more.

To provide firms with access to the NAAIM membership, NAAIM offers a range of sponsorship opportunities at its annual conference and CRAM (Cultivating Relationships Among Managers) sessions throughout the year. The sponsorship package for 2013 has been streamlined with more content to support your company's message.

Each sponsorship level enjoys different benefits and exposure detailed in the following matrix. Your firm may also opt to sponsor foursomes in the NAAIM Classic Golf Tournament, support research into active investing via the second and third place Wagner Awards, provide the **Wall Street Journal**, **Investor's Business Daily** and **Barron's** newspapers to conference attendees, and take part in additional opportunities described in "Add-on Opportunities."

Guest Passes are included with each level of sponsorship,* allowing sponsors to provide the value of the conference to non-member firms of their choice. This gives NAAIM exposure while enhancing the client-sponsor relationship.

* Not available for Innovations Sponsors

NAAIM National Sponsorship

National Sponsorship is available as an exclusive or dual opportunity with a two-year guarantee. This sponsorship level offers exceptional visibility within the NAAIM membership as well as the opportunity to offer complimentary guest passes to non-member RIAs to attend the NAAIM Conference. Use webinars to the membership to support your sales team throughout the year.

This level of sponsorship goes beyond the conference to identify the firm as National Sponsor throughout the year in NAAIM newsletters, on the NAAIM website, in emails to the membership and on signage at all NAAIM events. The National Sponsor also gains an exceptional opportunity to address the membership through the Keynote Speaker at the Uncommon Knowledge Conference and/or to support active management as a sponsor of the \$10,000 Wagner Award for Advances in Active Investment Management. That visibility is further enhanced by premium ads in the bi-monthly *Active Manager* newsletter and sponsor directory.

At the conference, the National Sponsor(s) is recognized on the conference banner, in special event signage, on the conference brochure and on-site attendee packet. The dominant position(s) in the sponsor hall is reserved for the National Sponsor. Sponsor representatives are involved in speaker introductions, acknowledged to the full conference audience by the NAAIM leadership for making possible the Monday night dinner celebration and the Wagner Award.

Platinum Conference Sponsorship

Platinum sponsorship comes second only to the National Sponsor in terms of visibility at the annual NAAIM Uncommon Knowledge conference. This sponsorship opportunity includes recognition as Platinum Sponsor in conference promotional emails and a brochure, as well as on-site recognition as co-sponsor of the Sunday night Welcome Reception and Tuesday evening cocktail party. A sponsor breakout session provides you with an expanded opportunity to tell your company's story and explain its products and services. There is also an optional ability to provide a speaker for the main conference agenda. Guest passes and webinars offer additional support to your sales team.

Gold Sponsorship

The Gold Sponsorship level is designed for firms that wish to address interested members through a breakout session and recognize the importance of the NAAIM membership to their firm by co-sponsoring of the breakfast and breaks for a day. The sponsor table in the exhibit hall begins the relationship with an opportunity to promote your firm to all attendees and to encourage attendance at the breakout session. Gold sponsors are acknowledged as the hosts for the breakfast and refreshment breaks at the start of the conference day. Guest passes to non-member RIAs are an added benefit.

Silver Sponsorship

A Silver Sponsorship is NAAIM's traditional conference offering. This Sponsorship level allows a firm to present its products and services to the full NAAIM membership through the convenience of a table display in the sponsor hall and through participation in all conference activities. Two guest passes are also included with the Silver Sponsorship.

To optimize exposure for all of its sponsors, NAAIM holds breakfast buffets and all refreshment breaks in the Sponsor Hall. Depending on the conference site configuration, the Tuesday evening reception is typically held in the Sponsor Hall.

Innovation Conference Sponsorship

NAAIM's Innovation Sponsorship opportunity is designed for small and emerging firms offering innovative services or products to the NAAIM membership. For one day of the conference, Innovation Sponsors display their products and services through an exhibitor table outside the main sponsor hall. Innovation Sponsors are firms that might not otherwise be able to participate in the annual conference but whose offerings could benefit the NAAIM membership. It's an opportunity to introduce new software and service providers to our membership and bring new ideas to the NAAIM membership. Ideally, we want to see our Innovation Sponsors succeed to become full conference sponsors in the future.

EXPAND YOUR COMPANY'S EXPOSURE AND VALUE TO THE NAAIM MEMBERSHIP THROUGH ADDITIONAL SPONSORSHIP OPPORTUNITIES

Don't stop with just the sponsorship packages featured. Show your support of the NAAIM membership and gain additional exposure through one or more of the following Add-On Sponsorship opportunities:

1. Additional attendee registrations from your firm — \$600 per person
2. Wagner Award Sponsorship of 2nd and 3rd place papers — \$5,000 and \$2,500, respectively
3. Golf Classic foursome sponsorship and recognition at the Classic, includes one to two members from your firm in the foursome — \$1,500 per foursome
4. Daily delivery of *The Wall Street Journal* to conference attendees with a card recognizing your firm — \$600
5. Daily delivery of *Investors' Business Daily* to conference attendees with a card recognizing your firm — \$600
6. Monday delivery of *Barron's* to conference attendees with a card recognizing your firm — \$300
7. Full-page ad in the conference vendor directory — \$500

Mark your sponsorship selections...

SPONSORSHIP LEVEL

- | | |
|--|--|
| <input type="checkbox"/> National Sponsor | <input type="checkbox"/> \$50,000 Exclusive or <input type="checkbox"/> \$30,000 Dual |
| <input type="checkbox"/> Platinum Conference Sponsor | \$15,000 |
| <input type="checkbox"/> Gold Conference Sponsor | <input type="checkbox"/> \$7,500 Member or <input type="checkbox"/> \$8,500 Non-Member |
| <input type="checkbox"/> Silver Conference Sponsor | <input type="checkbox"/> \$4,500 Member or <input type="checkbox"/> \$5,500 Non-Member |
| <input type="checkbox"/> Innovation Conference Sponsor* — Restricted availability and exposure | \$1,000 |

* The Innovations Session is not available to firms providing investment vehicles, custody services, trusteeship services and/or mutual funds to attendees. CRAM session sponsorships are offered separately — call for details.

ADDITIONAL CONFERENCE OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Wagner Award — 2nd and 3rd Place Sponsorship | <input type="checkbox"/> \$5,000 2nd Place or <input type="checkbox"/> \$2,500 3rd Place |
| <input type="checkbox"/> Golf Classic foursome sponsorship and recognition at the Classic, includes one to two members from your firm in the foursome. | \$1,500 per foursome
Number of foursomes: _____ |
| <input type="checkbox"/> Additional attendee registrations from your firm | \$600 per person |
| <input type="checkbox"/> Daily delivery of <i>The Wall Street Journal</i> to conference attendees | \$600 |
| <input type="checkbox"/> Daily delivery of <i>Investor's Business Daily</i> to conference attendees | \$600 |
| <input type="checkbox"/> Monday delivery of <i>Barron's</i> to conference attendees | \$300 |
| <input type="checkbox"/> Full-page ad in the conference vendor directory | \$500 |

USE ONE REGISTRATION FORM FOR ALL SPONSORSHIP INFORMATION. PLEASE PRINT

Company Name: _____

Name _____ Title _____ Email Address _____

Name _____ Title _____ Email Address _____

Individual to contact regarding Conference information: Attending: Yes No

Name _____ Title _____ Email Address _____

Company Address: _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Attendees: (National Sponsorship includes registration for four attendees; Platinum, Gold and Silver Sponsorships include two attendees. Innovation Sponsors receive one attendee registration. Additional attendees \$600 per person.)
Individuals who will be attending the conference:

- Name _____ Title _____ Email Address _____
- Name _____ Title _____ Email Address _____
- Name _____ Title _____ Email Address _____

If there will be more attendees, please attach a list of their names, titles and email addresses.

Payment Method: MasterCard Visa AMEX Discover Check (Please make checks payable to NAAIM)

Credit Card number _____

Expiration Date _____

CARDHOLDER'S SIGNATURE

Total amount enclosed or to be charged: \$ _____

For more information:
Contact Susan Truesdale at 888-261-0787 or info@naaim.org

Hotel Information: NAAIM has negotiated a group room rate of \$165.00 single/double (plus applicable taxes) per night at The Westin Denver Downtown, 1672 Lawrence St., Denver, CO 80202. Please make your reservation directly with the hotel by calling 303-572-9100 or 888-627-8435 to receive the discounted rate. *The deadline to reserve rooms at this rate is Friday, March 22, 2013.*

Mail or Fax registration with payment to:

NAAIM
6732 W. Coal Mine Ave., #446
Littleton, CO 80123
Phone 303-979-1280 • Fax: 303-979-2192
Email: info@naaim.org
www.naaim.org

Please email a description of your company (150 words or less) to Susan Truesdale at info@naaim.org so that we may use it in our promotional literature about this conference, and a pdf or jpg of your company logo (no larger than 2" x 3") for use on the NAAIM website and in the vendor directory.

NAAIM CONFERENCE SPONSOR BENEFITS

BENEFITS	NATIONAL Exclusive: \$50,000 Dual: \$30,000	PLATINUM \$15,000	GOLD Member: \$7,500 Non-member \$8,500	SILVER Member: \$4,500 Non-member \$5,500	INNOVATION \$1,000	Fall Trading Techniques CRAM		Winter Marketing CRAM	
						Speaking & Display \$5,000	Display \$3,000	Speaking & Display \$5,000	Display \$3,000
Sponsorship Guarantee	2 years	1 year	1 year	1 year	1 year				
Associate Memb. Dues	Included								
Exhibit table	2 tables / 1 table	Included			Tuesday only	Included			
Conference registrations	4	2	2	2	1	2	2	2	2
Guest passes for non-member RIAs	10	5	3	2		3	2	3	2
Keynote speaker*	Exclusive or alternating Dual	Additional cost**				Included		Included	
Wagner Award – 1st place sponsor	Exclusive or alternating Dual								
Breakout session		Included							
NAAIM home page logo, link, sponsor recognition	Included								
Welcome reception sponsorship		Co-sponsor							
Monday Dinner Event – National sponsorship	Included								
Tuesday Party sponsorship		Co-sponsor							
Breakfast and Break sponsorship			Co-sponsor						
Wagner Award – 2nd or 3rd place sponsor	Additional cost								
Vendor directory ad	2/1 page(s)	1 page	Listing only						
Vendor profile	2/1 full-page(s)	1 page	Additional cost						
On-site advertising	Conference banner, sponsored events	Sponsored events							
Golf Classic Foursome	2/1 foursome(s)	Additional cost							
Golf Classic signage	Lead recognition	Event recognition	Additional cost						
Active Manager ad	6/4 1-page ads	1-page ad	Additional cost						
Pre-Conference recognition	All marketing/ publicity materials	Active Manager and NAAIM emails							
Webinar / Audio presentation sponsorship	2 included	1 included							
Introduction to full conference audience	Included								
Access to attendee list	Included								
Access to NAAIM membership list	Included	Associate members only							
Logo, listing and link in Sponsor Section of new NAAIM website	Included	Included***				Included***			

* Topic must be approved by the NAAIM Agenda Committee.

** Platinum Sponsor optional keynote speaker opportunity is \$5,000.

*** Associate Membership is required to participate in these opportunities.