

IXinvestor2010

The UK's Premier Event for Private Investors

Thursday, 29th and Friday 30th April 2010, ExCel London

EXHIBITOR INFORMATION PACK

Welcome to IX Investor

IX Investor is the UK's longest running and most successful two day private investor event. The two day event centres around an **Investment Exhibition** of product and service providers providing delegates with access to the very latest investment tools and services available on the market. The event also offers delegates:-

- A series of **workshops and educational seminars** hosted by expert speakers.
- A live lunchtime **Investors Question Time** where celebrity and professional investors are put to the test answering questions from the investor audience.
- On Friday, 30th April at 1.00 pm the **IX Investor Lunchtime Debate – Politics and your Portfolio**

With international speakers, exciting events and enthusiastic delegates – IX Investor is the UK's No1 investment and trading event.

This niche event attracts a very high quality attendee who typically manages their own personal portfolio valued at around £200,000 excluding residential property assets.

5 Reasons why YOUR company should exhibit

Exhibiting at IX Investor provides your business with an unrivalled opportunity to meet and speak to potential new clients face-to-face.

1. Meet over 3000 serious private investors and traders face-to-face
2. Sign up new clients on the day
3. Build a database of new leads for follow-up after the event
4. Collect valuable market data on your target market
5. Network with other industry players and make valuable new introductions

Exhibit at IX Investor and put your business right where it should be – in front of thousands of the UK's serious private investors and active traders.



IX
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BOOKING HOTLINE:

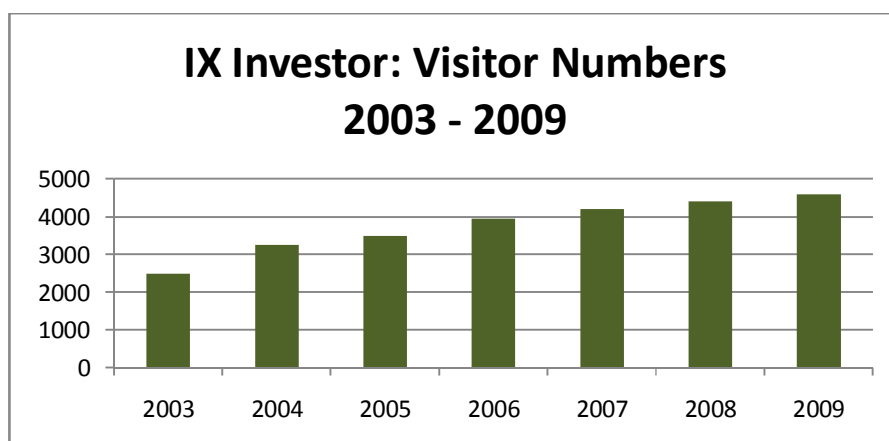
00 44 (0) 207 099 6930

Who are the visitors and where will they come from?

The typical delegate to IX Investor is

- A serious investor who is typically male (80%),
- aged between 35 and 55 (80%)
- manages a personal portfolio of approximately £200,000, excluding property residence
- he/she will already subscribe to publications, newsletters and hold at least one broker account

Does this sound like a good client for your business? Exhibit at IX Investor and meet up to **3500** potential new clients who fit this profile.



The IX Investor events have been running since 2003. In this time, they have attracted over **30,000 investors** who are motivated to learn about how to improve their investment returns from investing in and trading the financial markets. The IX marketing plan for April 2010 makes use of all relevant media, both broad in reach but also using niche marketing channels to reach the specific type of active trader and private investor that would benefit from attending IX Investor, not excluding those investors who are just starting out and wish to learn more.

- IX Investor database mailed and emailed
- Financial PR campaign in niche and mainstream press
- Weekly IX Investor Bulletin with event promos to 15,000 traders
- Website banner advertising through many leading investment websites
- Weekly and monthly off-the-page advertising in relevant publications to raise awareness of IX Investor
- Working with affiliates to increase attendance
- TV advertising through financial channel

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What's On for Delegates?

Welcome to IX Investor! IX Investor is the UK's largest and most successful private investor event, taking place around a core programme of investment workshops and free seminars, plus a comprehensive investment exhibition of product and service providers, live debates and interviews, panel sessions and opportunities to meet and speak to the people in the market.

IX Investor is a 'must-attend' event in private investor diaries – the one place where they are guaranteed to receive impartial help and advice on running their portfolios, up-to-date information on the latest market thinking and investment strategies, the chance to ask questions direct to the experts, time to meet and mingle with other private investors and, importantly, time to meet the myriad product and service providers who can help them make money. IX Investor offers investors an excellent opportunity to keep up-to-date with the market, hone investment skills, and meet service providers.

IX Investor has a far reaching and closely targeted marketing campaign in place which will deliver an excellent number of the right type of delegates to our exhibitors. We are expecting in excess of 3500 delegates to attend IX Investor in April. These are all active UK investors, most of whom will be managing at least part of their portfolio. Some will be seeking execution-only products and trading skills, some will be looking to meet advisory brokers who they can work alongside to improve their investment returns and some will be attending to meet the companies offering new investment opportunities. All the delegates will be interested in the product and service providers at IX, making this a highly responsive and appropriate marketplace.

Events for delegates include:-

- Live seminars
- Free presentations
- Interactive trading workshops
- IX Investor Lunchtime Debate – Politics and your Portfolio
- IX Investor Investors Question Time – delegates put their questions direct to the panel
- Business Breakfast Briefings – each day at 8.30 am
- A comprehensive exhibition of product and service providers
- A companies exhibition featuring new investment opportunities
- Interaction with other investors
- Access to leading market commentators
- Company presentations
- US Trading Night – on Thursday, 29th April from 6.00 pm a live session trading the US markets

Exhibitor Price List

3 m ² x 2 m ² Shell Scheme Stand with white walls and company name board – Level 2 ONLY	£2495
3 m ² x 3 m ² Shell Scheme Stand with white walls and company name board – LEVEL 3 ONLY	£3995
6 m ² x 3 m ² Shell Scheme Stand with white walls and company name board	£7495
Space only	£380 per m ²
Advertising in Event Guide – Full Page Colour	£995
Expanded Entry (up to 150 words) plus logo in Event Guide	£250
Advertising in Event Guide – Half Page Colour	£450
Company presentation slot – 200 seat room	£1500
Investment Cafe Sponsorship	£3000
Registration Area Sponsorship	£2500
Delegate Badge/Lanyard Sponsorship	£2500
Insert into Delegate Welcome Pack	£1500
Sponsorship of Delegate Welcome Pack (includes free insert, logo and branding on pack)	£1750
Email Marketing – 1 x solus email to Visitor Database	£995

Please note that we are happy to discuss individual, tailor-made packages to suit your requirements. Please call Lisa Campbell for details on 020 7099 6930.

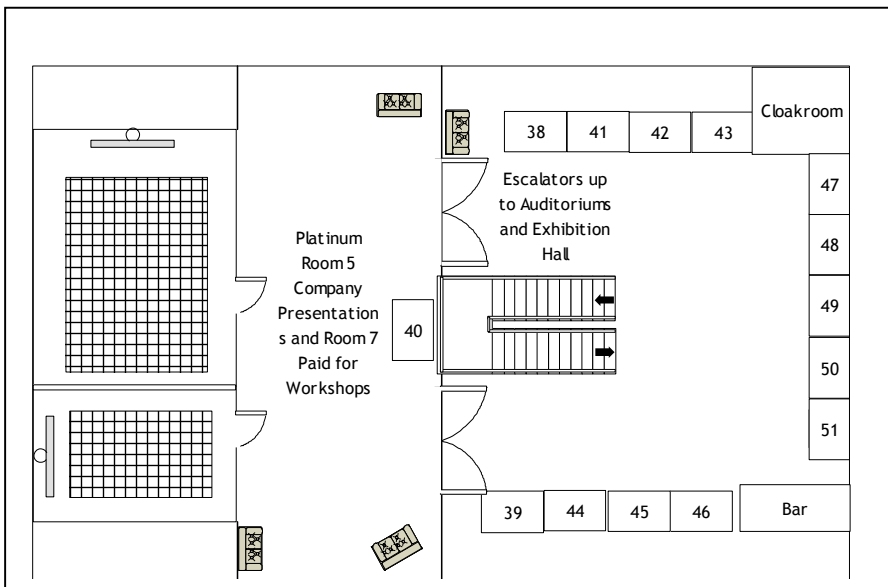
FLOOR PLANS



London ExCel
Thursday, 29th and
Friday 30th April 2010

Level 2

Investment Companies Exhibition

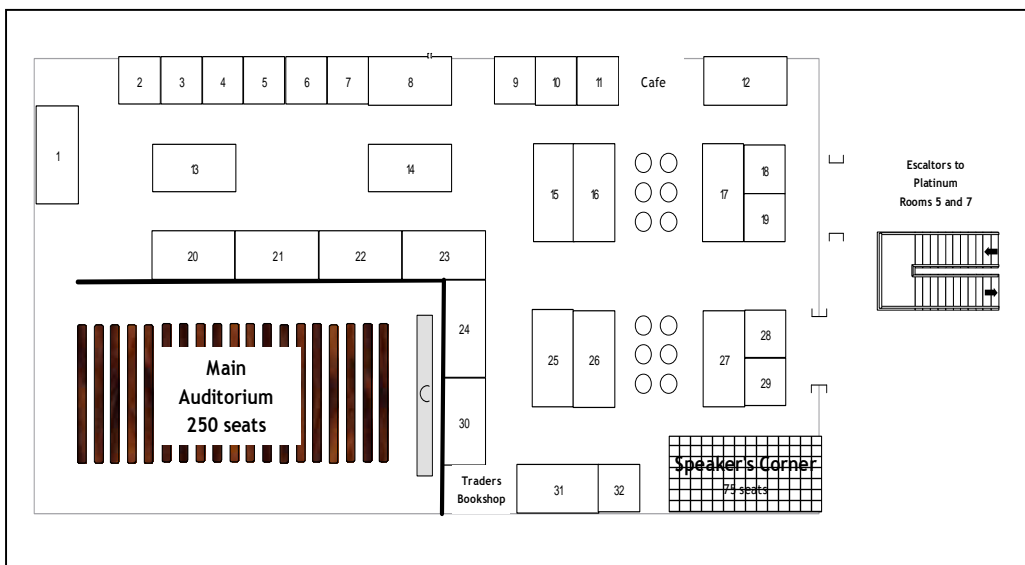


Stand space is limited.
Act now to make sure
your company doesn't
miss out.

Call Lisa Campbell on
020 7099 6930.

Level 3

IX Investor Traders Exhibition Hall and Main Auditorium



Call Lisa Campbell on 020 7099 6930 for more information or email lisa@theinformationexchange.com

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Platinum Sponsorship Package

A fully-comprehensive, exclusive opportunity for one company to become the overall Platinum Sponsor of IX Investor 2010. Providing physical presence at the event, plus additional marketing and promotional exposure, with added benefits of communicating with both the delegates attending the event, and the wider private investor and trader community via association with IX Investor and inclusion with pre-show marketing and advertising.

As Platinum Sponsor, your company would receive:

- Prime Position 6m x 3m Shell Scheme Stand OR 6m x 6m space only
- White walls, carpet and company nameboard if shell scheme required
- 15 Exhibitor Passes
- 100 Complimentary Guest Tickets
- Powerpoint
- Company logo and branding on all aspects of the event, including:
 - IX Investor website, banners, links and advertising
 - Pre and Post Event Email marketing to delegates
 - Press Advertising
 - Delegate brochures and leaflets
 - Exhibitor Pack
 - Event Guide
 - Delegate Badges
 - Signage
 - Welcome Posters
 - Delegate Pack
 - On Stage throughout presentations and seminars
 - Event Staff clothing
- 1 x Delegate Pack Insert (up to A4 in size)
- Back Page Advert on IX Investor Event Guide
- Double Page Spread in IX Investor Event Guide
- 1 x Solus Email to IX Investor Delegates Post Event
- Opportunity to host 30 minute seminar/presentation in Main Auditorium, seating 250 delegates
- Invitation for a representative of Platinum Sponsor to take part in the IX Investor Lunchtime Debate, held on Friday, 30th April at 1.00 pm in Main Auditorium
- 200 Complimentary Copies of IX Investor Event Guide to use for future marketing

Cost: £18,450 + vat

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Gold Sponsorship Package

A comprehensive sponsorship package for a maximum of two companies to become Gold Sponsors of IX Investor 2010. Providing physical presence at the event, plus additional marketing and promotional exposure.

As a Gold Sponsor, your company would receive:

- 6m x 3m Shell Scheme Stand
- White walls, carpet and company nameboard
- 10 Exhibitor Passes
- 50 Complimentary Guest Tickets
- Powerpoint
- Company logo and branding on the following:
 - IX Investor website
 - Pre and Post Event Email marketing to delegates
 - Press Advertising
 - Delegate brochures and leaflets
 - Exhibitor Pack
 - Event Guide
 - Delegate Badges
 - Event Signage
 - Welcome Posters
 - Delegate Pack
 - Event Staff clothing
- 1 x Delegate Pack Insert (up to A4 in size)
- Full Page Advert in IX Investor Event Guide
- 1 x Solus Email to IX Investor Delegates Post Event

Cost: £11,650 + vat

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Sponsorship Opportunities

Delegate Badges and Lanyards

Your company logo on every delegate badge, plus corporate colours, logo and branding incorporated into the lanyards worn by every delegate to IX Investor.

£2,500

IX Investor Event Guide

Bottom third of front cover available for your company message or ad. Company logo displayed clearly on front cover as Sponsor. Full page colour ad inside IX Investor Event Guide. Invitation to provide editorial feature for inclusion with the IX Investor Event Guide. Free insert into IX Investor Delegate Pack.

£2,500

IX Investor Delegate Welcome Pack

Your company logo, branding and/or ad on one side of the carrier bag containing the delegate information. Handed to each delegate as they arrive at the event, and used as the main bag for collecting information as they tour the event. Includes free insert.

£1,750

IX Investor Registration and Welcome Area

Sponsor this area and be the first company to meet delegates as they arrive at IX Investor. Space for setting up a satellite exhibition stand with banners, handing out literature, and directing delegates to your main company stand in the exhibition hall. Why not incentivise their visit ensuring your company stand is busy throughout the show.

£2,500

IX Investor Breakfast Briefing

The Breakfast Briefing takes place in the Main Auditorium at 8.30 am each day, with a panel of speakers giving an overview of their main objectives in the market for that day. What to watch, what to follow, what they will be trading that day. Every delegate will be provided with breakfast contained in branded bag/box, with compliments of the sponsor, comprising tea/coffee, muffin/Danish/croissant, fruit juice. Sponsors logo and branding on stage throughout, and credited as sponsors in all advance marketing material. The name changes to The [name of sponsor] Breakfast Briefing.

£3,500

IX Investor Lunchtime Debate

Taking place on Friday, 30th April at 1.00 pm, the IX Investor Lunchtime Debate features a panel of speakers debating a current topic of interest to traders and investors – this year, the debate title is **Politics and your Portfolio**. As sponsor, your company logo and branding would be on stage throughout, accreditation as sponsors in all pre-event marketing plus an invitation to provide a representative to take part in the debate. £3,500

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London ExCel

For further information, or discuss any of the above in more detail, please contact:

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