

EVENT DEMOGRAPHICS

PERFORMERS: Rock bands and acoustic performers made up of 100+ professionals from the hedge fund and financial industries

ATTENDEES: 1,000 guests, including:

- High-Net Worth Individuals
- Fund of Fund Investors
- Investment Bankers
- Brokers
- Hedge Fund Managers, Traders & Analysts
- Accountants, Lawyers & Other Advisors

INCOME RANGE: \$200K - \$200 Million

PAST PRESS COVERAGE: The Economist, The Wall Street Journal, Bloomberg, Financial Times, The New York Times, Institutional Investor, BBC, CNBC, Business Week, Alpha Magazine, Trader Magazine, Mann on the Street, The Chronicle of Philanthropy, Opalesque, Reuters, Financial Alternatives, The Independent, Alternative Investment News, The Daily Telegraph, Investment News, and more. Media Sponsors include HedgeNY, Connex Consulting, FinAlternatives, HFPR, iGlobal Forum, and more.

PAST CORPORATE SPONSORS: 2009 and 2010 corporate sponsors include:

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- Sterne Agee
- Stifel, Nicolaus & Company, Inc.
- Tapestry Asset Mgmt.
- Virtu Financial
- (Plus Anonymous Sponsorships)

COST/BENEFIT ANALYSIS

SPONSORSHIP LEVEL	POTENTIAL AUDIENCE EXPOSURE
EVENT: \$60,000	30 Million+ Audience
PLATINUM: \$40,000	20 Million+ Audience
GOLD: \$20,000	10 Million+ Audience
SILVER: \$10,000	9 Million+ Audience
BRONZE: \$5,000	9 Million+ Audience

(Based on aggregate circulation of past press coverage)

TOTAL CIRCULATION EXPOSURE: 16,057,301 People

COMPARED TO ACTUAL COST OF ADVERTISING IN SOME OF THE SAME PRESS

PUBLICATION	TARGET AUDIENCE	CIRCULATION	APPROX. AD RATE
The Economist (Worldwide Edition)	Top Financial Decision-Makers	1,390,780	\$41,300 (1/2 Pg., B/W)
The Wall Street Journal (National Edition)	Financial Industry	1,717,362	\$108,453 (1/2 Pg., B/W)
Financial Times (Online Edition)	Top Financial Decision-Makers	11,396,926	\$65 CPM (336 x 850)
The New York Times (National Sunday Edition)	Diverse	1,451,233	\$41,200 (1/2 Pg., Color Premiums)
Institutional Investor (Americas Edition)	Investors, Issuers & Intermediaries	101,000	\$17,400 (1/2 Pg., B/W)

