

FINANCIAL FEST 2010

Information and Opportunities for Smart Investing!

Attendee Profile

Who comes to Financial Fest?

Financial Fest attracts people of all experience levels, from beginners to seasonal investors. Average attendees carry diversified portfolios, ranging from mutual funds, to stocks and bonds, commodities and CD's. They target well above the national average. Attendance is typically around 2,000 per show with more than half responding to an attendee survey.

Men.....	79%
Women.....	21%
Average Age.....	53
Average Annual Income.....	\$124,500
Average Portfolio Size.....	\$518,000

You will Reach...

- ◆ Highly motivated investors
- ◆ Consumers looking for advice and ideas from YOU!
- ◆ Active, high net worth investors
- ◆ Seasoned investors, as well as financial newcomers
- ◆ Young professionals, Baby boomers, Retirees
- ◆ And even Generation "X'ers"!

Build New Clients through *Personal Relationships*...

Investors have many questions about their money. Direct contact consistently ranks at the top when it comes to providing information and solidifying the sale.

You'll be far ahead of the competition when you meet your prospects face-to-face at FINANCIAL FEST. Contact us today to find out how you can gain that advantage!



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WHAT RADIO

LISTENERS SAY...

Among the most popular comments about why they enjoy the event are;

* Getting a chance to learn about new opportunities about where to invest their money,

* Receiving a personal response from institutions makes them comfortable with investing

* Seminars allow hosts on the station and those presenting on their own to go in-depth about their investing approach.

ATTENDEES COME

BACK

High net worth investors like the ones that attend our event return consistently year after year. As much as 60% in some cases return to stay abreast of the latest trends and strategies.

BE THEIR COMPASS

In turbulent financial times, attendees come to Financial Fest to seek guidance from exhibitors and speakers like you for professional guidance for the year ahead.