

# **FINANCIAL FEST™ 2010**

Information and Opportunities for Smart Investing!

## What We Do – Financial Fest Expos

### What makes our event unique?

#### Attendee Profile

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 profile well above the national average. Attendance is typically around 2,000 per show, with about half responding to an attendee survey.

#### Track Your Leads...

We know you can't talk to everyone who comes to FINANCIAL FEST, so we give you a second chance. FINANCIAL FEST attendees are asked valuable demographic information that will give you a sense of the type of attendee that shows for the event. We provide you with the generic demographic data, and give you opportunities to market to them after the event through our email newsletter!

#### Build New Clients through Personal Relationships...

Investors have many questions about their money. Direct contact continues to rank at the top of the polls for 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.

#### One Day...But What a Day!

FINANCIAL FEST has been extremely successful with its one day, free admission continuous action concept. Exhibitors and attendees both love it! Our Saturday events often attract an attendance as large as many three day events. After all, business people with large portfolios are busy building their nest egg during the week.



#### Right Mix for Success!

Our mix of exhibitors offers attendees a wide range of investment opportunities and expertise from mutual funds to public companies, financial planners to money managers. Seminars are conducted by exhibiting companies and topics are usually not duplicated. FINANCIAL FEST limits the number of exhibitors, assuring quality and a steady flow of attendees past your booth. Many seminars are conducted in the same room as the exhibitors, creating built in traffic flow to the exhibitors.

#### Promotion!

We at FINANCIAL FEST know that if you're going to have a party, you have to bring the guests. In each city where Financial Fest is held, we partner with strong media co-sponsors to assure qualified investors at each venue. Targeted newspaper, radio and television advertising add to the promotion.

#### Find Out How!

This is your opportunity to showcase to thousands of prospects that are very interested in what you have to say! Don't miss your chance to participate – contact our staff today!

#### YOU WILL REACH...

- \* Highly motivated investors
- \* Consumers looking for advice and ideas
- \* Active, high net worth investors
- \* Seasoned investors, as well as financial newcomers
- \* Young professionals, baby boomers, and retirees

#### YOUR COMPANY'S VISION PRESENTED TO THOUSANDS

One of the most intriguing aspects of this type of event is the idea that your one-to-one demonstration you've made to a prospective investor is a concept you know and can demonstrate. This is an opportunity to demonstrate that concept to thousands!

4800 North Central Avenue  
Phoenix, Arizona 85012  
Phone 602.324.1517  
Fax 602.241.1540