



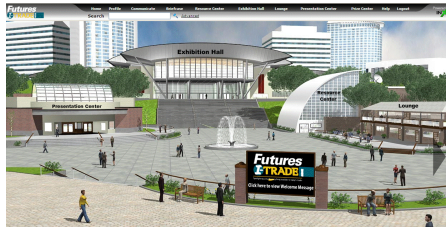
Spotlighting virtually everything  
available to today's trader



**EVENT  
DATES:**  
**Dec  
8-9**

## WHAT'S IN IT FOR YOU?

- Cutting-edge opportunities to **showcase the newest trading tools, products, ideas and success stories.**
- **Interact with real traders** at the top of their game, people who are in the markets every day.
- **Virtual "live" event held on December 8th & 9th— PLUS—** content will be **archived and available until March 8th, 2010**, which allows you to connect with decision makers over time.
- Exhibitors will be promoted through our **I-Trade e-Newsletter** to registrants and new prospects
- **In-depth reporting** on registered attendees, booth traffic, attendee activity and more— allowing you to calculate a true ROI.
- **All the benefits of a physical trade show** available from the comfort of your trading desk!



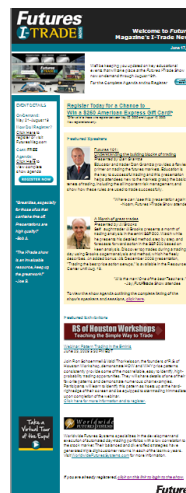
*"The Spring I-Trade Show was very innovative and educational! I hope you and your sponsors continue to provide innovative training, education, and technology to the trading community, specifically individual traders.*

*Thanks a lot!" -Dennis B.*

## MARKETING & PROMOTION

The show will be aggressively promoted through the **Futures Magazine Group**, industry partners, event sponsors and other financial magazines within our company.

- Print magazine advertising
- E-mail promotions (*through the on-demand period*)
- E-Newsletters
- Editorial Coverage
- Web Banners
- \$500 Apple gift card giveaway to encourage active participation
- Promote through social networks: LinkedIN, Twitter, Facebook



## RESULTS YOU CAN COUNT ON!

### I-Trade Show Fast Facts:

Over **3,120** leads

**1,844** total unique  
attendees

**314** is the average number  
of unique visitors per  
exhibitor

**1,213** Number of attendees  
who spent an hour or more  
in the show.

**35 minutes:** the average  
time attendees spent per  
booth.

**99%** said they would  
attend future online trade  
shows hosted by **Futures**

**78%** of the leads for the  
Spring I-Trade show were  
new leads.

Top markets & products  
mainly traded:

|                     |       |
|---------------------|-------|
| Stocks              | 50.5% |
| Options             | 48.2% |
| Stock Index Futures | 48.2% |
| Forex               | 42.2% |
| Commodity Futures   | 42.0% |
| Financial Futures   | 36.0% |
| ETFs                | 35.4% |



Spotlighting virtually everything  
available to today's trader



EVENT  
DATES:

Dec  
8-9

### **GOLD (limit 2)**

**\$13,000**

- Extended Booth—largest booth styles, center court position on show floor, eight information tabs that can accommodate webcasts, prize giveaways and streaming video
- MarketPulse newsletter sponsorship
- Sponsorship of one of the two keynote sessions with exclusive list of keynote attendees
- Banner ad in presentation center
- Company logos in sponsored presentation center and presentation center
- Company logo on registration page and marketing materials including:
  - 4 house ads
  - 4 banner ads
  - 20 email blasts
  - 4 newsletters
- Posts in the Resource Center
- Use of pre-attendee email list prior to the show (*Futures* to deploy)
- Online lead tracking for your booth, reporting, and all list of all registered leads from the show

### **SILVER (limit 4)**

**\$9,880**

- Booth Plus— mid-size booth styles, left and right of gold sponsors, six information tabs that can accommodate prize giveaways and streaming video
- Company logo in presentation hall and presentation center
- Company logo on registration page and marketing materials including:
  - 4 house ads
  - 4 banner ads
  - 20 email blasts
  - 4 newsletters
- Session Sponsor (first-come, first serve) with exclusive list of session attendees
- Posts in the Resource Center
- Use of pre-attendee email list prior to the show (*Futures* to deploy)

### **Exclusive Offer for Gold and Silver Sponsors:**

**Add a custom presentation to your package for only \$2,700**

### **EXHIBIT (limited 30 booths)**

**\$4,680**

- Exhibitor Booth—mid-size booth styles, five information tabs that can accommodate prize giveaways and streaming video
- Online lead tracking for your booth, reporting, and all list of all registered leads from the show

### **LOUNGE (limit 1 with booth)**

**\$2,080**

- Logo displayed in Lounge—all attendees to sessions in the conference hall will be dropped in the lounge at the end of each presentation where sponsor can lead chats based on topics discussed.
- Company logo on registration page and marketing materials
- List of lounge visitors

## **SPONSORSHIP OPPORTUNITIES**

With a variety of sponsorship opportunities available, you have the ability to pick and choose the exact visibility that will match your goals and increase your ROI.

***Call Your Sales  
Representatives Today!***

#### **Chris Casey**

National Sales Manager/  
East Coast Sales Manager  
312-846-4606  
ccasey@futuresmag.com

#### **Jean Berger**

Classified Sales Manager  
312-846-4626  
jberger@futuresmag.com

#### **Carolyn Hicks**

International Sales Manager  
+44(0)1843 28 07 28  
carolyn.deriv@tives.co.uk