



2018 MMI ANNUAL CONFERENCE

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

OCTOBER 15–17, 2018 ■ HYATT REGENCY DALLAS ■ DALLAS, TX ■ WWW.MMINST.ORG

They say that everything is bigger in Texas, and we certainly anticipate that will be the case with the **2018 MMI Annual Conference** at the Hyatt Regency Dallas in the heart of the Lone Star State. Last year's 20th anniversary edition of the Annual Conference was a complete sellout, breaking all records with more than 520 attendees. We fully expect to top that number this year and invite you to be part of the excitement at the investment advisory solutions industry's most important gathering of the year.

We are pleased to announce an exciting lineup of Sponsorship and Exhibitor opportunities. Choose from:

- **Premium Gold, Silver and Bronze Sponsorship packages** that offer maximum branding exposure and extra benefits
- **Exhibit Booth packages** that position your firm in the bustling "Solutions Center" that is the hub of conference activity
- **À la carte sponsorship opportunities** including select F&B events and attendee experience items (based on availability)

Each package offers high-profile exposure, enhanced event participation, and new ways to engage with our audience of investment advisory business leaders and decision makers.

2018 ANNUAL CONFERENCE AT-A-GLANCE*:

- The largest advisory solutions event of the year with expected attendance of more than 500
- A three-day event with a dynamic, high-impact experience
- Dedicated subject matter tracks to attract a diverse audience
- Representatives from over 200 asset management, sponsor and solutions provider firms
- Premium packages include recognition and seats at the MMI/Barron's Industry Awards dinner
- Gold and Silver packages include an additional 2018 MMI conference
- Updated "Solutions Center" with enhanced Exhibitor experience and networking
- New types of à la carte branding opportunities
- Preferred rates for MMI members
- Limited spots available and expected to sell out early
- **PLUS—save when you reserve early—We're offering a special 15% discount on Premium Sponsorship and Exhibitor packages committed and paid for by July 15, 2018**

**See full program details inside.*

CREATE BRAND AWARENESS AND BUILD RELATIONSHIPS

MMI Annual Conference Sponsorship and Exhibitor Opportunities

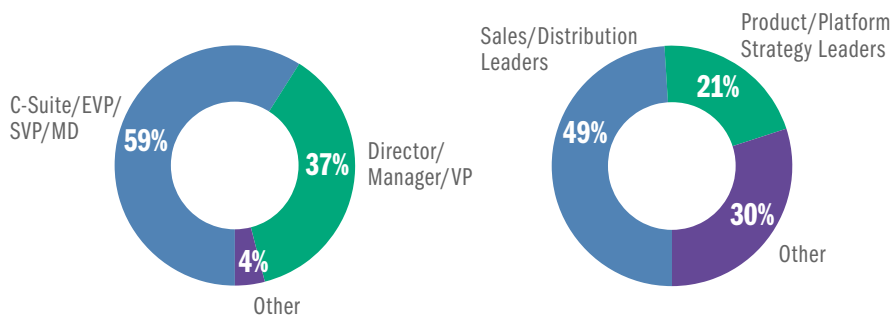
The Money Management Institute (MMI) is the leading voice for the global financial services organizations that provide financial advice and professionally-managed investment advisory solutions to individual and institutional investors. Through programs focused on member interaction, education and professional development, data analytics and insight, next-generation initiatives, and thought leadership and advocacy, MMI supports and advances the growth of a diverse spectrum of investment advisory solutions.

MMI's conferences are one of the key ways we help our members to **Connect, Know** and **Grow**. Senior executives from leading asset manager, platform sponsor, and solutions provider firms join us at our events to build relationships with their industry peers and gain insights on strategies and tactics to help them grow their advisory solutions business.

WOULD YOUR FIRM BENEFIT FROM INCREASED EXPOSURE WITH THIS AUDIENCE?

MMI's 2018 Annual Conference is expected to draw over 500 senior business leaders who are responsible for developing, managing and distributing investment advisory platforms and services. Our attendees are informed decision makers who drive purchase decisions.

2017 Attendees



Representatives from **over 210** distinct organizations attended the 2017 Annual Conference.

Among our 2017 Annual Conference attendees, more than **96%** held titles of VP or higher and **70%** were sales/distribution and product platform leaders. We expect the profile of the 2018 Annual Conference attendees to be comparable.

For Sponsors and Exhibitors, the Annual Conference represents an exceptional opportunity to meet with investment advisory executives, gain strategic insights, and highlight your firm's products and services.

Who Should Sponsor or Exhibit

- Technology and service providers
- Data information/management firms
- Emerging asset managers
- Robo advisors/digital advice providers
- Industry media and publications
- Platform sponsor firms
- Turnkey asset management firms
- Executive search firms
- Industry consultants and research firms
- Other industry associations

Member Profile

Executive management of:

- Sponsor firms and distributors
- Asset managers
- Wirehouses
- Independent broker-dealers
- Banks
- RIAs
- Custodians
- Technology and service provider firms
- Mutual fund and ETF providers
- Alternative investment providers

Participating Firms at 2017 Annual Convention

A.I. Labs	Allianz Global Investors	Archer	Barron's	Cerulli Associates	ClearBridge Investments
Accenture	Altegris	Aristotle	BBVA Securities	Cetera Financial Group	Columbia Threadneedle Investments
Adelante Capital Management	American Beacon Funds	Artivist	BlackRock	CGI Group	Commonwealth Financial Network
Advisor Perspectives	American Century Investments	AssetMark	Brandes Investment Partners	Chandler Asset Management	Congress Asset Management
Advisors Asset Management	American Funds	Atlanta Capital Management	Brinker Capital	Charles River Development	Copytalk
Albridge Analytics	Ameriprise Financial Services	Baillie Gifford International	Broadmark Asset Management	Charles Schwab & Co.	Cornerstone Capital Group
Alex Brown, a division of Raymond James	Amundi Pioneer Asset Management	Bain Capital Ventures	Brookfield Asset Management	Cipperman Compliance Services	Cornerstone Investment Partners
Alger	Anchor Capital Advisors	Bank of America	CAIA Association	Citizens Wealth Management	Covenant Security Solutions
	Apex Clearing	Barings	Capital Group	Clark Capital	Cushing MLP Asset Management

2018 ANNUAL CONFERENCE SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Sponsor/Exhibitor Packages

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor
# Available	2	3	5	N/A
Cost—Member/Non-Member	\$25,000/\$28,000	\$20,000/\$23,000	\$15,000/\$18,000	\$9,000/\$12,000
★ With 15% Early Bird Discount (until July 15, 2018) ★	\$21,250/\$23,800	\$17,000/\$19,550	\$12,750/\$15,300	\$7,650/\$10,200

Annual Conference Benefits

Event Display

Exhibit Booth	Double—Prime Location	Single—Prime Location	Single—Prime Location	Single
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Attendee Registrations

Complimentary registrations	4	3	2	2
15% discount on additional registrations	✓	✓	✓	
Complimentary seats at Industry Awards Dinner	4	3	2	

Recognition & Branding

Recognition as sponsor of one (1) conference track	✓			
One (1) 10-minute “Ted Talk” during general session	✓			
Specialty cocktail station at evening cocktail reception	✓			
Specialty food station at evening cocktail reception		✓		
Refreshment & networking break			✓	
60-second video ad in general session walk-in loop	✓	✓		
Digital event program—full color ad	Full page	Full page	Half page	
Digital event program—sponsor page recognition	✓	✓	✓	
One (1) company-supplied handout or giveaway distributed	✓	✓		
Mobile app—banner ad	Full-width home page	Rotating interior	Rotating interior	
Mobile app—listing	Sponsor page	Sponsor page	Sponsor page	Exhibitor page
Mobile app—One (1) push notification to all attendees	✓	✓		
Pre- and post-conference electronic attendee lists	✓	✓	✓	✓
Event landing page on MMI website	Logo	Logo	Logo	
Event email communications	Logo	Logo	Logo	
Prominent on-site signage	Logo	Logo	Logo	
General session slides and recognition from the podium	Logo	Logo	Logo	

Delaware Investments
Deutsche Asset Management
Diamond Hill Capital Management
Dimensional Fund Advisors
Dodge & Cox
Dover Financial Research
Dow Jones
Dreyfus
DST kasina

DST Systems
Eagle Asset Management
Eaton Vance
Edward Jones
eMoney Advisor
Envestnet
Epoch Investment Partners
Ernst & Young
Eversheds Sutherland

Ezra Group
Federated Investors
Fidelity Investments
Financial Advisor Magazine
Financial Services Roundtable
First Eagle
First Investors Funds
Fiserv
Fix Flyer

FlexShares
Flippin, Bruce & Porter
Foresters Financial
Franklin Square Capital Partners
Franklin Templeton Investments
FS Investments
Fulcrum Asset Management
Fund Evaluation Group
FundFire

FUSE Research Network
Goldman Sachs
Grail Partners
Gratry & Company
Harris Associates
Hartford Funds
Highland Capital Management
Hines Securities
Hirenomics

Homestead Funds
Horizon Investments
IBM
iCapital Network
Ignites
IMMS LLC
Informa Investment Solutions
Insight Education Systems
Invesco

2018 ANNUAL CONFERENCE SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Additional Conference Benefits

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor
# of additional conferences included	1	1		
Complimentary registrations per conference	2	1		
Moderator/panelist (on approval)	✓			
Meal sponsor	✓	✓		
Digital event program—full color ad	Full page	Full page		
Digital event program—sponsor page recognition	✓	✓		
One (1) company-supplied handout or giveaway distributed	✓	✓		
Pre- and post-conference electronic attendee lists	✓	✓		
Event landing page on MMI website	Logo	Logo		
Event email communications	Logo	Logo		
Prominent on-site signage	Logo	Logo		
General session slides and recognition from the podium	Logo	Logo		

2018 ANNUAL CONFERENCE SCHEDULE OF EVENTS

Monday, October 15

7:00 AM–11:00 AM	Exhibitor Setup
11:30 AM	Solutions Center Opens
12:00 PM–1:00 PM	Registration and Networking Luncheon
1:00 PM–5:15 PM	General Session
3:30 PM–4:00 PM	Networking Refreshment Break
Evening	Offsite Special Event

Tuesday, October 16

7:00 AM–8:00 AM	Networking Breakfast
10:15 AM–10:45 AM	Networking Refreshment Break
12:00 PM–1:15 PM	Networking Luncheon
3:30 PM–4:00 PM	Networking Refreshment Break
5:00 PM–6:30 PM	Networking Reception
6:30 PM–9:00 PM	MMI/Barron's Industry Awards Dinner

Wednesday, October 17

7:00 AM–8:15 AM	Networking Breakfast
8:00 AM–12:00 PM	General Session
10:30 AM–11:00 AM	Networking Refreshment Break
12:00 PM–2:00 PM	Exhibitor Tear Down

2018 ANNUAL CONFERENCE EXHIBITOR PACKAGE DETAILS

Early Bird Discount Price (by July 15, 2018): Member/Non-Member	\$7,650/\$10,200
Standard Price (July 16, 2018 or later): Member/Non-Member	\$9,000/ \$12,000

Exhibitors receive maximum exposure before, during and after the Annual Conference

- Two complimentary registrations, including all sessions (additional attendees pay full registration fee)
- Cocktail reception for all attendees in the Solutions Center
- All refreshment breaks and most meal functions held in the Solutions Center
- Longer networking and refreshment breaks
- Description listing in conference mobile app
- Description listing in conference program
- Pre- and post-conference attendee lists

Standard booth package includes:**

- 8' deep x 10' wide booth space
- 8' high back wall and 3' high side rail
- One (1) 6' x 30" high draped table (uniform drape color)
- Two (2) chairs
- One (1) 7" x 44" ID sign
- One (1) wastebasket
- Exhibitor service kit
- Security

** Alternative furnishing packages available through Freeman.

Investedge
Investment Company Institute
InvestmentNews
JP Morgan
Kayne Anderson Rudnick
Lazard Asset Management
Legg Mason & Co.
LifeYield
Lincoln Financial Advisors

LJM Funds Management
Lockwood Advisors
LPL Financial Services
Madison Investment Advisors
Manulife
MarketWatch
MassMutual
Mathews Asia
Mercer Investments

Merrill Lynch
MFS Investment Management
Microsoft
Miller/Howard Investments
Morgan Stanley Wealth Management
Morgan, Lewis & Bockius
Morningstar
MSCI ESG Research
MyVest

Nationwide Financial
Neosho Capital
New York Life Investment Management
NextShares Solutions
Nexus Strategy
NGAM Advisors
Nomura Securities
North Pointe Partners
Northern Trust Asset Management

Northwestern Mutual Investment Services
Nuveen Investments
NWQ Investment Management Company
OppenheimerFunds
Pax World Management
Pensions & Investments
Pershing LLC, a BNY Mellon company
PFS Investments

PGIM Investments
PIMCO
Pioneer Investments
PNC Investments
Polen Capital Management
PriceMetrix
Principal Global Investors
Putnam Investments
PVG Asset Management

ANNUAL CONFERENCE À LA CARTE SPONSORSHIP OPPORTUNITIES

À la Carte Sponsorship Items for the Annual Conference are available at a variety of price points to help you gain additional exposure and build extra brand awareness. Inventory is limited and available sponsorships will be allocated on a first-come, first-served basis. Contact MMI at (646) 868-8500 or events@mminst.org for availability or to discuss ideas for other customized sponsorship opportunities.



Cocktail Reception (4 available each night)

\$7,500

Create big news and brand exposure as the sponsor of one of the cocktail receptions for all attendees. Your company name or logo is prominently displayed on signage and cocktail napkins. You will also receive a ½-page ad in the electronic conference program.



Networking Luncheon (2 available)

\$5,000

Get brand exposure during one of our conference luncheons. Your company name or logo is prominently displayed on the screen in the general session ballroom and signage on each table. You will also receive a ½-page ad in the electronic conference program and a 3-minute speaking slot at the start of the luncheon.



Networking Breakfast (2 available)

\$5,000

Get brand exposure during one of our conference breakfasts. Your company name or logo is prominently displayed on napkins and coffee sleeves for to-go cups. You will also receive a ½-page ad in the electronic conference program.



Refreshment and Networking Break (4 available)

\$3,000

Sponsor a Refreshment Break in the Solutions Center during the conference and you'll get great brand exposure with your company logo on napkins and coffee sleeves for to-go cups.



Keynote Speaker

\$5,000

Link your brand to one of the conference keynote sessions. You will have the opportunity to introduce the keynote speaker and be recognized as the keynote sponsor.



Conference Wifi

\$5,000

Associate your brand with the wireless internet capability for all attendees. Your company name and logo appear on the landing page of the conference wifi and on signage throughout the conference.



Hotel Keycards

\$5,000

Attendees will experience your brand upon check-in and carry it throughout the conference.



Conference Lanyards*

\$5,000

Make your company brand a highly visible part of the attendees' daily wardrobe during the conference.



Water Bottles*

\$3,500

Supply a branded water bottle for attendees to carry and keep handy throughout the conference.



Notebook and Pen*

\$2,500

Add your logo to a notebook and pen and we will distribute them to all attendees to carry and use throughout the conference.



Raffle Sponsorship (2 available)

\$2,500

Do you have an item you want to share with one lucky attendee? You provide the item. We will provide the fishbowl and you can pull the winner's name on the main stage. A great way to expand your contact list.



Full-Page Color Ad in Digital Event Program

\$2,000

Place your company's ad at the fingertips of all attendees!



Handout or Giveaway Distributed to All Attendees*

\$1,000

Supply a company-branded handout or giveaway and we will distribute it to all attendees with their registration materials.

**Item supplied by Sponsor*

Raymond James
RBC Wealth Management
Redi2 Technologies
Reuters
Robert W. Baird & Co.
rpmAUM
Russell Investments
Salesforce
SalesPage Technologies

Salient
Scotia Wealth Management
Scotiabank
SEI Investments
Sierra Investment Management
SigFig
SixThirty
Smartleaf Asset Management
S-Network Global Indexes

Stadion Money Management
State Street Global Advisors
Stradley Ronon Stevens & Young
Strategic Insight
Summit Partners
Swan Global Investments
T. Rowe Price
TD Ameritrade
TD Asset Management

Thomson Reuters
Thornburg Investment Management
TIAA
Tortoise Investments
Touchstone Investments
UBS Asset Management
UBS Financial Services
USAA
USCF

Vestigo Ventures
Vestmark
Vestwell
Voya Investment Management
Wealthcare Capital Management
Wealthmanagement.com
Wedgwood Partners
Weitz Investment Management

Wells Fargo Advisors
Westend Advisors
Wilbanks & Partners
Wilke and Associates
William Blair
Wilshire Associates
ZS Associates

2018 MMI ANNUAL CONFERENCE COMMITMENT FORM



Sponsor or Exhibitor Information

Contact Name _____ Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____

2018 Annual Conference Sponsorship/ Exhibitor Opportunities

2018 Premium Sponsorship Packages

Sponsorship		Early Bird Discount Price (for payments through 7/15/2018)	Standard Price (for payments 7/16/2018 or later)
Gold	MMI Member	<input type="checkbox"/> \$21,250	<input type="checkbox"/> \$25,000
	Non-Member	<input type="checkbox"/> \$23,800	<input type="checkbox"/> \$28,000
Silver	MMI Member	<input type="checkbox"/> \$17,000	<input type="checkbox"/> \$20,000
	Non-Member	<input type="checkbox"/> \$19,550	<input type="checkbox"/> \$23,000
Bronze	MMI Member	<input type="checkbox"/> \$12,750	<input type="checkbox"/> \$15,000
	Non-Member	<input type="checkbox"/> \$15,300	<input type="checkbox"/> \$18,000

2018 Annual Conference Exhibitor Packages

MMI Member	<input type="checkbox"/> \$7,650	<input type="checkbox"/> \$9,000
Non-member	<input type="checkbox"/> \$10,200	<input type="checkbox"/> \$12,000

2018 Annual Conference à la Carte Sponsorship Opportunities

Cocktail Reception (4 available each night)	<input type="checkbox"/> \$7,500
Networking Luncheon (2 available)	<input type="checkbox"/> \$5,000
Networking Breakfast (2 available)	<input type="checkbox"/> \$5,000
Refreshment and Networking Break (4 available)	<input type="checkbox"/> \$3,000
Keynote Speaker	<input type="checkbox"/> \$5,000
Conference Wifi	<input type="checkbox"/> \$5,000
Hotel Keycards— SOLD	<input type="checkbox"/> \$5,000
Conference Lanyards	<input type="checkbox"/> \$5,000
Water Bottles	<input type="checkbox"/> \$3,500
Notebook and Pen	<input type="checkbox"/> \$2,500
Raffle Sponsorship (2 available)	<input type="checkbox"/> \$2,500
Full-Page Color Ad in Digital Event Program	<input type="checkbox"/> \$2,000
Handout or Giveaway Distributed to All Attendees	<input type="checkbox"/> \$1,000

Cancellation Policy

Sponsorship and Exhibitor packages are considered final and binding at the time this Commitment Form is approved by MMI. In extreme circumstances, cancellation requests received prior to August 15, 2018 will be considered for a 50% refund of the fees paid. As of August 16, 2018, all Sponsorship and Exhibitor packages are non-refundable.

Payment Information

Total Amount Due
 (enter Total for items selected in the list) \$ _____

Applications will not be processed without payment. Make checks payable to *Money Management Institute*.

Check enclosed Check to be mailed
 VISA MasterCard American Express

Credit Card Number _____

CVV _____ Expiration Date _____

Name on Card (*if different from above*)

Address on Card (*if different from above*)

Signature _____

Send Commitment Form via:

Email: jlensing@mminst.org

Mail: Money Management Institute
 Attention: Joan Lensing
 1177 Avenue of the Americas, 7th Floor
 New York, NY 10036

2018 ADDITIONAL MMI CONFERENCES SPONSORSHIP OPPORTUNITIES

In addition to Sponsorship and Exhibitor opportunities at the 2018 MMI Annual Conference (October 15–17, 2018; Hyatt Regency Dallas), we also have Sponsorship opportunities available at the thematic or regional conferences listed below. These packages afford high-profile exposure with more targeted audiences within the MMI community. Contact MMI at **(646) 868-8500** or **events@mminst.org** for additional details. Bundling options that combine multiple conferences may be available.

CALENDAR

SEPTEMBER 12–13

Women in Wholesaling Forum
Chicago

SEPTEMBER 13

Leadership Pathway Seminar
New York

SEPTEMBER 13–14

Distribution Leadership Forum
Chicago

OCTOBER 2

**MMI/Morningstar
Sustainable Investing Initiative
Financial Advisor Forum**
Chicago

NOVEMBER 7

Toronto Wealth Management Summit
Toronto

SPONSORSHIP OPPORTUNITIES*

Sponsorship Packages Benefits					
	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Cocktail Reception	Conference Wifi
# Available	1	2	2	1	1
Cost	\$5,000	\$4,000	\$3,000	\$3,000	\$2,500
Category Exclusivity	✓			✓	✓
Conference Benefits*					
Event Display					
Prime tabletop display space	✓	✓	✓		
Attendee Registrations					
Complimentary registrations	2	1	1		
Recognition & Branding					
Sponsor of Networking Luncheon	✓				
Sponsor of Networking Breakfast		✓			
Sponsor of Cocktail Reception				✓	
Sponsor of Conference Wifi					✓
Ad in digital program	Full-page	Full-page	Half-page	Half-page	Half-page
Event landing page on MMI website	Logo	Logo	Logo	Logo	Logo
Event email communications	Logo	Logo	Logo	Logo	Logo
Prominent onsite signage	Logo	Logo	Logo	Logo	Logo
General session slide and recognition from the podium	Logo	Logo	Logo	Logo	Logo
Sponsor recognition in digital program	Logo	Logo	Logo	Logo	Logo
One (1) company-supplied handout or giveaway distributed	✓	✓	✓	✓	✓
Pre- and post-conference electronic attendee lists	✓	✓	✓	✓	✓

*Subject to change based on event schedule and venue

2018 ADDITIONAL MMI CONFERENCES COMMITMENT FORM



Sponsor or Exhibitor Information

Contact Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

2018 Additional MMI Conferences Sponsorship Opportunities

	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Cocktail Reception	Conference Wifi
	\$5,000	\$4,000	\$3,000	\$3,000	\$2,500
Women in Wholesaling Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leadership Pathway Seminar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distribution Leadership Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable Investing Initiative FA Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toronto Wealth Management Summit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cancellation Policy

Sponsorship packages are considered final and binding at the time this Commitment Form is approved by MMI. In extreme circumstances, cancellation requests received more than 30 days prior to the start date of the event will be considered for a 50% refund of the fees paid. All Sponsorship packages become non-refundable 30 days prior to the start date of the event.

Payment Information

Total Amount Due (enter Total for items selected above) _____

Applications will not be processed without payment. Make checks payable to *Money Management Institute*.

Check enclosed Check to be mailed VISA MasterCard American Express

Credit Card Number _____ CVV _____ Expiration Date _____

Name on Card (if different from above) _____

Address on Card (if different from above) _____

Signature _____

Send Commitment Form via:

Email: jlensing@mminst.org

Mail: Money Management Institute
Attention: Joan Lensing
1177 Avenue of the Americas, 7th Floor
New York, NY 10036



(646) 868-8500 · WWW.MMINST.ORG

THANK YOU FOR YOUR SPONSORSHIP!