

BDA Bond Dealers of America

8TH ANNUAL NATIONAL FIXED INCOME CONFERENCE

THE LOEWS HOTEL, PHILADELPHIA, PA
OCTOBER 27 - 28, 2016



2016 EXHIBITOR'S MANUAL

TABLE OF CONTENTS

<u>CHAPTER</u>	<u>PAGE</u>
GENERAL INFORMATION	3
A/V INFORMATION AND FORMS	5
SHIPPING PACKAGES.....	7
EXHIBITOR GUIDELINES AND FORM	9
DIRECTORY LISTING INFORMATION.....	11
SPONSORSHIP OPPORTUNITIES.....	12
LIST OF HOTEL CONTACTS.....	14

GENERAL INFORMATION

Hello Exhibitors!

Thank you for being apart of this year's National Fixed-Income Conference hosted by the Bond Dealers of America. This document will help you with all of your inquiries and if you have any other questions, please contact Rebecca Cooke-Rodriguez at 202.204.7903 or rcrodriguez@bdamerica.org.

Order electric and connectivity service from PSAV, The Loews Hotel, Philadelphia. You must have a credit card to confirm your order. For electric and connectivity service, use the order forms in your exhibitor's manual or call Thomas Magette, Senior Sales Manager, PSAV, 215.231.7348. Email: tmagette@psav.com Installation and set-up begins on Wednesday at 10 pm. Set-up time may change, as date gets closer. The show opens Thursday at 8am. You should order your electric and connectivity service from PSAV / Loews in advance so it will be waiting for you when you arrive on Wednesday.

Conference registration will begin early on Thursday, Oct 28th and the sessions will begin later that morning on the Second Floor Mezzanine or Regency Foyer in the Loews, Philadelphia Hotel. Rebecca will be on-hand Wednesday evening to hand out badges as well.

Shipping: Ship to arrive no later than Weds, Oct 26th and no earlier than Oct 24th. Shipments will be stored at the FedEx Business Office located in the hotel. Please follow the instructions for shipping in the pages below. You are responsible for pick-up calls at the end of the conference. Mark your shipments:

Company name: _____, Booth #: _____
BDA – 2016 BDA Fixed Income, Oct 26-27-28
The Loews Hotel, Philadelphia
1200 Market Street
Philadelphia, PA 19107
215.627.1200

Show Hours:

Thurs, Oct 27:

8-11 am Exhibit halls are open w/ coffee & tea
11:30 am Luncheon Break

3:00 - 3:15pm Beverage Break
6:00 -7:30pm Reception in Exhibitor Halls
Fri, Oct 28:
7:00 - 8:30am Breakfast

*All food and beverages will be served in the exhibitor halls to maximize visibility of booths.

Show hours have been set to maximize conference traffic and are subject to change with Conference Agenda change.

Dismantling: Show closes at 12:30 pm, Friday, Oct 28. All valuables must be out by 2:15 pm. All freight must be removed completely by 2:15 pm.

Security: **EXHIBITORS ARE NOT RELIEVED OF THEIR PRIMARY RESPONSIBILITY FOR ALL OF THEIR GOODS SHIPPED TO THE SHOW. DO NOT RISK LOSS OR DAMAGE TO ANY OF YOUR VALUABLES. DO NOT STORE ANY OF YOUR VALUABLES IN YOUR BOOTH. IF IT'S VALUABLE, TAKE IT WITH YOU.** Valuable software, laptops, giveaways, briefcases, cameras, purses, and any other shoplifter type goods should be watched carefully. Women are advised to carry purses, do not set down anywhere. A wise and prudent approach to show security can save loss or damage to goods.

Responsibility: The last person to leave is responsible for packing and shipping out all goods. **DO NOT LEAVE YOUR BOOTH UNATTENDED, AND ESPECIALLY AT THE SHOW CLOSE.** Please see Exhibitor Guidelines for Hotel's exhibitor requirements for more information.

Hotel Accommodations: The Loews Hotel, Philadelphia, PA, 215-627-1200 or 1-888-575-6397

<https://aws.passkey.com/event/14483970/owner/4127/home>

Ask for special "Bond Dealers of America National Fixed Income Conference"
Room rate: \$219 plus tax. Cut off date: October 5, 2016

Booth Set-up includes:

- 6' x 30"x 24" table
- Two chairs
- Black table linen

**** If you need an easel please inform Rebecca ASAP and she can make sure it will be waiting at your table. Also, please indicate if you are bringing your entire booth setup, as we may need to re-arrange the exhibitor space.**

Free Directory Listing: Please return the form with the exhibitor's badge request to Russell Flagg at flaggmgmt@msn.com

Show Management: Rebecca Cooke-Rodriguez and Russell Flagg will be available at the show on Weds-Fri, to the show close. Do not wait to resolve any problem. Please call or email Rebecca at 202.821.7311 or rcrodriguez@bdamerica.org.

ALL GOODS LEFT UNATTENDED ARE THE RESPONSIBILITY OF THE EXHIBITOR.

AUDIO VISUAL GUIDELINES

PSAV is the preferred audio visual provider for the hotel. If the group chooses to utilize another audio visual company, notification to the conference manager must be made at least thirty (30) days prior to the group's date of arrival. Please be advised that in addition to the general guidelines for outside vendors, as set forth in the vendor guidelines form, the following guidelines must be met in order for an outside audio visual company to conduct business within the hotel: if the group chooses to utilize an outside audio visual company, a liaison of psav will be required to oversee the group's load-in and load-out. The role of the liaison is purely supervisory, and he or she is not permitted to assist or operate any equipment. Psavs' prevailing labor rate will be charged for the amount of time needed for the load in/out process. Please find the a/v form below.



2015 Engineering Service Request

Today's Date: _____

Group/Conference Name: _____

Exhibitor/Vendor Name: _____

Exhibition/Vendor Contact Person: _____

Telephone/Fax: _____

Address: _____

On-Site Contact Person: _____

LOEWS Conference Manager: Adeline Abdesaken

Meeting Room Location: _____

SET-UP: Day/Date _____ Time: _____

TEAR-DOWN: Day/Date _____ Time: _____

Payment Information

Total Cost for Service Request: \$ _____

☐ Check Enclosed (Made payable to Loews Philadelphia Hotel)

☐ Charge to credit card:

American Express Master Card Visa Discover

Card #: _____ exp. _____

☐ Bill to master account -- Acct. #: _____

☐ Bill to guestroom -- Name/Room #: _____

By my signature below I certify that I am authorized to obligate myself or my company for the above expenses.

Signed _____ Date _____

Services Available	Quantity	Advance Order PER DAY	Floor Order PER DAY	Total
120 Volt/Single Phase				
20 amps		\$ 115.00	\$ 155.00	
208 Volt/Three Phase				
60 amps (Robot/ Spiderbox)		\$300.00	\$440.00	
100 amps		\$ 540.00	\$ 795.00	
200 amps		\$ 725.00	\$ 925.00	
Cords/Strips				
Extension Cords - 25 foot		\$ 50.00	\$ 65.00	
Extension Cords - 50 foot		\$ 65.00	\$ 80.00	
Power Strips		\$ 20.00	\$ 30.00	
Banners/Hangings				
Banner Hanging: 8 feet or less		\$ 80.00	\$ 105.00	
Over 8 feet		\$ 100.00	\$ 120.00	
Other				
Scissor Lift/ Skyjack (per hour)		\$ 70.00	\$ 90.00	
Meeting/Banquet Room Lock Change		\$ 120.00	\$ 140.00	
Keys for Meeting Space		\$ 20.00	\$ 25.00	
Engineer Labor Rate (per hour)		\$ 60.00	\$ 60.00	
Electrician Labor Rate (per hour)		\$ 75.00	\$ 75.00	
			Total	
Any special request contact the Engineering department 2 weeks prior to the event date.				
SPECIAL REQUEST/ INSTRUCTIONS:				
**Advance order pricing will be extended to orders placed 2 weeks prior to event date.				

**** ALL AREAS OF THIS FORM MUST BE FILLED COMPLETELY IN ORDER FOR THE REQUEST TO BE PROCESSED ****

Loews Philadelphia Hotel, 1200 Market Street, Philadelphia, PA 19107
 EMAILED FORMS WILL BE BLOCKED - PLEASE SEND VIA FAX
 PLEASE FORWARD THIS FORM TO ADELINE ABDESAKEN, 215-231-77314

SHIPPING INFORMATION



Loews Philadelphia Package Shipping Instructions

PREPARING YOUR SHIPMENT

FedEx Office is committed to providing you with an outstanding experience during your stay. All guest and event packages being shipped to the hotel must follow the address label standards (illustrated below) to prevent package routing delays. Please schedule your shipment(s) to arrive 3–4 days prior to the event start date to avoid additional storage fees. Use the name of the recipient who will be on-site to receive and sign for the package(s). Please do not ship any items to the attention of the Hospitality Manager or Catering & Conference Manager, unless the items are specifically for their use (i.e., hotel specifications, rooming lists, signed documents); this includes any room drops or deliveries to any other area of Loews Philadelphia.

Shipments are held for a limited number of days. If a package has not been picked up and no contact information is provided, the package will be returned to the sender, who will be responsible for all additional shipping fees. For more information on package retention, the Return to Sender process, or to schedule package deliveries, please contact the FedEx Office Business Center at **215.733.0313**. Package deliveries should only be scheduled after the recipient has checked into the hotel.

PACKAGE LABELING STANDARDS AND FEDEX OFFICE CONTACT

Hold For Guest: (Guest Name) (Guest Cell Number)
c/o FedEx Office at Loews Philadelphia
1200 Market St
Philadelphia, PA, 19107
(Convention / Conference / Group / Event Name)

Box ____ of ____

FedEx Office Business Center
Loews Philadelphia
1200 Market St
Philadelphia, PA 19107
Phone: 215.733.0313
Fax: 215.733.0315
Email: usa5650@fedex.com

Operating Hours
Mon – Fri: 7:30am - 5:30pm
Saturday: 8:00am - 2:00pm
Sunday: Closed

SHIPPING AND RECEIVING INSTRUCTIONS

Meeting organizers and participants are encouraged to contact FedEx Office in advance of shipping their items to Loews Philadelphia with any specific questions. If you have any special needs such as refrigeration requirements, after hours delivery requests or changes to your meeting dates or rooms, please work directly with your Event Services Manager who will communicate these needs to FedEx Office in advance of your event.

PACKAGE DELIVERY WITHIN THE HOTEL

In most cases, FedEx Office will complete delivery or pickup of packages within the conference and meeting rooms, lobby area and guest suites of Loews Philadelphia, but please check with the business center for specific delivery limitations that may exist. In cases where a drayage company or decorator is used, FedEx Office team members will release any drayage directly to the decorator if they are onsite when the shipments arrive. If any drayage or parcels require overnight storage, FedEx Office will request handling fees be collected from the decorator. If you are using a drayage company or decorator for exhibitor packages, these packages must be shipped directly to the drayage company or decorator specified address. Please note that FedEx Office team members cannot lend out any moving equipment to a guest, which includes pallet jacks, dollies, and flatbed carts.

PACKAGE DELIVERY TO GUEST SUITES

In most cases, FedEx Office will complete delivery or pickup of packages to guest suites at Loews Philadelphia, but please check with the business center for specific delivery limitations that may exist. FedEx Office is not authorized to leave packages in guest suites that are not occupied. A guest with authorization to sign for the delivery and approve any charges for handling and delivery fees must be present in the suite.



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Box ____ of ____

FedEx Office Business Center
Loews Philadelphia
1200 Market St
Philadelphia, PA 19107
Phone: 215.733.0313
Fax: 215.733.0315
Email: usa5650@fedex.com

Operating Hours
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EXHIBITOR GUIDELINES

Appropriate exhibit space and the use of existing lighting will be provided to the Group by the Hotel. Such space shall be in clean condition upon commencement of use of the exhibit space. We also agree to provide daily cleaning services of the aisles as would be customary for similar exhibits. Trash hauling will also be the responsibility of the Hotel. Exhibit space must be left in a clean condition at the end of the event.

It is our understanding that the Group will have approximately 20-30 6' table exhibits. The current exhibit rental charge does not include tables, skirting, back wall, side wall, drapes, signs, labor, security, gas, electric or water supply, storage, special requirements or cleaning and maintenance of aisles and individual booths.

All use of exhibit space is subject to the Hotel's then-current rules and regulations for exhibit services, and must be in compliance with all local safety and fire codes. It is the responsibility of the Group to obtain any special permits or approvals necessary for exhibits.

Requirements beyond normal circumstances can be Agreed directly with the Hotel Conference Manager or with the exposition service Contractor; for example, additional power and/or phone lines as well as items above hotel inventory, such as chairs, tables, staging, pipe and drape.

The Hotel requires a review of the floor plan before submission to the Fire Marshal.

Neither the Hotel, its owner nor operator will be responsible for any injury, loss, or damage that may occur to the exhibitor, their employees or exhibit materials from any cause whatsoever, prior to, during or subsequent to the show. In addition, the floor plan must be approved by the Fire Marshal fifteen (15) days prior to the show. The show must comply with all local fire regulations. In the event the exhibit does not meet such requirements at the time the exhibit is to be conducted, we reserve the right to unilaterally terminate our obligations to provide such exhibit space, and any expenses we have incurred will be the responsibility of the Group.

EXHIBITOR BADGES

***Return completed form to show management immediately**

Mail to:

Rebecca Cooke-Rodriguez
Bond Dealers of America
1909 K Street NW, Ste 510
Washington, DC 20006
Re: 2016 NFIC

ALL BADGES TO BE PICKED UP AT THE REGISTRATION DESK

PLEASE PRINT

BOOTH# _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

For identification purposes, please print name of official submitting form.

Name: _____ Title: _____

EMAIL: _____ PHONE: _____

EXHIBITOR PERSONNEL – ALL BADGES TO BE PICKED UP AT THE REGISTRATION DESK

ALL PERSONNEL WILL BE REQUIRED TO WEAR CONFERENCE BADGES DURING THE DURATION OF THE SHOW.

FIRST NAME

LAST NAME

TITLE

COMPANY

1. _____

2. _____

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

Mail to:

Russell Flagg
Flagg Management Inc.
353 Lexington Ave
New York, NY 10016
Re: 2016 NFIC

SPECIAL NOTE: NEW PRODUCTS

Please indicate new products that will be
shown for the first time in 2016

BOOTH # _____

COMPANY NAME: _____

DIVISION OF: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ Email address: _____

URL address: _____

Indicate a brief generic description of the products, systems or services that
you will have on display (limit to about 25 words). This listing will be edited
for consistency and brevity. (PLEASE PRINT)

NEW PRODUCTS: List New Products Only



BDA National Fixed Income Conference
Loews Hotel, Philadelphia, PA
October 27th-28th

Sponsorship Opportunities

The BDA's National Fixed Income Conference is THE event of the year for fixed-income leadership at middle-market and regional securities dealers. Gathering taxable, municipal, institutional, and retail fixed-income leadership, this event features keynote speakers, panels, and breakout sessions that educate and inform while also providing opportunities to network, discuss priority business issues, and build and enhance relationships.

Platinum Sponsorship: \$15,000

- Premier sponsorship opportunity to increase visibility and exposure. Branding will appear in print, email, web marketing, and in the conference program agenda
- Includes an exhibit space on the exhibit floor
- Featured role in conference agenda
- Includes 4 complimentary full conference registrations to invite your best customers to this two-day program (Value of \$4,380)

Gold Sponsorship: \$12,000

- Premier sponsorship opportunity to increase visibility and exposure. Branding will appear in print, email, web marketing, and in the conference program agenda
- Includes an exhibit space on the exhibit floor
- Featured role in conference agenda
- Includes 2 complimentary full conference registrations to invite your best customers to this two-day program (Value of \$2,190)

Silver Sponsorship: \$10,000

- Premier sponsorship opportunity to increase visibility and exposure. Branding will appear in print, email, web marketing, and in the conference program agenda
- Includes an exhibit space on the exhibit floor
- Includes 2 complimentary full conference registrations to invite your best customers to this two-day program (Value of \$2,190)

HOTEL & CONFERENCE CONTACTS

PSAV – Electric & Connectivity

PSAV
The Loews Hotel, Philadelphia
1200 Market Street
Philadelphia, PA 19107
Thomas Magette, Senior Sales Manager
215.231.7348
tmagette@psav.com

The Loews Hotel, Philadelphia – Conference Planning Manager

Adeline Abdesaken
215.231.7234
aabdesaken@loweshotel.com

Shipping – FedEx Only

FedEx Office Business Center
Loews Philadelphia
1200 Market St
Philadelphia, PA 19107
Phone: 215.733.0313
Fax: 215.733.0315
Email: usa5650@fedex.com

Conference Management

Flagg Management Inc.
353 Lexington Ave
New York, NY 10016

Russell Flagg
212.286.0333
flaggmgmt@msn.com

Bond Dealers of America

1909 K Street NW, Suite 510
Washington, DC 20006
www.bdamerica.org

Rebecca Cooke-Rodriguez, Event Coordinator
202.204.7903
202.821.7311
rcrodriguez@bdamerica.org