

**2009 Exhibitor's Manual – RBDA Fixed Income Capital Markets Conference
April 23-24, 2009, Thursday-Friday, Set-up Thursday AM**

Set-Up Thursday AM, April 23: 10 am – 3:15 pm

Show Opens Thurs, April 23: 3:15 pm.

Four Seasons Las Colinas Ballrooms C-D, Dallas, TX

4150 North MacArthur Blvd, Irving, TX 75038,
20 minutes from the DFW Airport

Show Hours: Thurs, April 23, 3:15 – 6:30 pm
Fri, April 24, 7 – 9:30 am

Conference Hours: Thurs, April 23, 12 Noon – 6:30 pm
Fri, April 24, 7 am – 12 Noon

**RBDA Fixed Income Conference
Flagg Management Inc
353 Lexington Ave
New York, NY 10016
212-286-0333 Fax 212-286-0086
flaggmgmt@msn.com
www.flaggmgmt.com/rbda**

- 1. RBDA WEBSITE:** www.regionalbonddealers.com/dallas/index.php. Download conference agenda.
- 2. PHONE FOR HOTEL RESERVATIONS TODAY TO:**
Four Seasons Las Colinas, Dallas, 972-717-2499 Fax: 972-717-2487 General phone: 972-717-0700
Ask for "Regional Fixed Income Conference", April 21-24, room rate \$285 plus tax.
- 3. SUBMIT 4 FREE EXHIBITOR BADGES TO FLAGG MANAGEMENT INC.**
- 4. SUBMIT FREE LISTING IN OFFICIAL DIRECTORY TO FLAGG MANAGEMENT INC.**
- 5. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS.** See order form.

Dear Exhibitor Colleague:

You will need to order electric, telephone, connectivity service from the Four Seasons Las Colinas. You must have a credit card to confirm your order. For electric, connectivity, telephone service, use the order forms in your exhibitor's manual or call Victor Herrera, Conference Planning Manager at 972-717-2413.

Installation and set-up begins on Thursday morning at 10 am – 3:15 pm. The show opens at 3:15 pm. You should order your electric and connectivity and phone service from the Four Seasons in advance so it will be waiting for you when you arrive on Thursday.

Conference registration will begin at 9 am Thursday, April 23 and the sessions will begin then in the Four Seasons Ballroom C-D.

Shipping: Ship to arrive no later than Weds, April 22. Shipments will be stored in the package room until move-in Thurs, 10 am. Mark your shipments:

Company name: _____, **Booth #:** _____
FLAGG – 2009 RBDA Fixed Income, April 23
Four Seasons Resort and Club
4150 North MacArthur Blvd
Irving, TX 75038
Atten: Victor Herrera, Conference Planning Mgr

Show Hours: **Show hours are Thurs, April 23:** 3:15-3:45 pm Coffee Break, 5:30-6:30 Cocktail Reception, **Fri, April 24:** 7-8:30 am Breakfast. Show hours have been set to maximize conference traffic.

Dismantling: Show closes at 9:45 am, Friday, April 24. All valuables must be out by 11 am. All freight must be removed completely by 11:00 am. ALL GOODS LEFT UNATTENDED ARE THE RESPONSIBILITY OF THE EXHIBITOR. **See information on Move-Out:** FedEx or UPS at Show Close. FedEx Phone: 800-463-3339 UPS Phone: 800-742-5877

Move-Out 9:45 am, Friday, April 24 – FEDEX or UPS at Show close:

1. Bring your FedEx air bills with you. 2. Make sure you have your FedEx account number. 3. You must phone FedEx and get a FedEx pick-up number. 4. If you are shipping Federal Express or UPS at the show close, **you must prepare completed FedEx or UPS air bills** with your FedEx or UPS account number and the complete address where you are shipping your FedEx or UPS material.

Call FedEx and schedule a pick-up from the Four Seasons Las Colinas, Dallas, 4150 North MacArthur Blvd, Irving, TX 75038. FedEx Phone: 800-463-3339; UPS Phone: 800-PICK-UPS (800-742-5877) **DO NOT LEAVE FEDEX OR UPS SHIPMENT WITHOUT MAKING PROVISIONS FOR FEDEX OR UPS AIR BILLS AND PICK UP. Also, if you wish to ship UPS ground, you should have special shipping labels for UPS ground.**

Move-Out 9:45 am, Friday, April 24 UPS at Show Close: is also available for pick-up at the Four Seasons Las Colinas, Dallas. You must have a **UPS account number** and **UPS land or air bills**. Call UPS and schedule a pick-up at 800-742-5877.

Exhibitor Badges: **NOTE:** Pick up all exhibitor badges at the Registration Desk in the Foyer, Ballroom C-D. None have been mailed in advance. Additions or corrections may be made at the show.

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 UNDER YOUR BOOTH. IF IT'S VALUABLE, TAKE IT WITH YOU. Valuable software, laptops, give-aways, 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.**

Hotel Accommodations: Make hotel reservations at the Four Seasons Las Colinas, Dallas, 972-717-2499 Ask for "RBDA Regional Bond Dealers", April 21-24, room rate \$285 plus tax.

Booth Package includes: hotel area carpeting, a draped 6' table – 30" high, 24" wide, two chairs, special I.D. sign on an easel, waste basket - everything you need in your exhibit space that is 6' deep by 8' across.

Free Directory Listing: Fax in your Official Directory listing form and your exhibitor personnel badge form to Flagg Management Inc. Badges must be worn at all times. Business and professional visitors only.

Golf PGA Championship Course: Friday afternoon, beginning at 1:00 pm, golf is available for those wishing to play. The greens fee is \$195/plus tax for hotel guests. Tee times can be made by phoning the hotel at 972-717-0700 and asking for the golf shop/tee times.

Tee times can begin at 1:00 pm. You can make your own foursome. Let Golf Reservations know. Call Golf Reservations, attention Jennifer Slentz at 972-717-0700, that you and your group will be playing and the times when you wish to play.

Show Management: Russell Flagg will be available at the show on Thurs-Fri, to the show close. Do not wait to resolve any problem. See Russell Flagg and put his experience to work for you.

FLAGG MANAGEMENT INC

Russell E. Flagg
Show Management

Flagg Management Inc
353 Lexington Avenue
New York, NY 10016
212-286-0333 Fax: 212-286-0086
www.regionalbonddealers.com/dallas/index.php

Service Contractors and Four Seasons Contacts

Four Seasons Resort and Club – Electric, Phones, Connectivity

Four Seasons Catering/Convention Services
4150 North MacArthur Blvd
Irving, TX 75038
972-717-0700

Victor Herrera, Conference Planning Manager, 972-717-2413 fax: 972-717-2428
victor.herrera@fourseasons.com

Four Seasons Resort and Club Shipping (to arrive no later than Weds, April 22)

Mark your FedEx, UPS and show shipments:

Company Name _____ Booth # _____

FLAGG – 2009 RBDA Fixed Income

Four Seasons Resort and Club

4150 North MacArthur Blvd

Irving, TX 75038

Atten: Victor Herrera, Conference Planning Mgr

972-717-0700

Regional Bond Dealers Association

www.regionalbonddealers.com/dallas/index.php

Mike Nicholas, Co-President

703-486-5672

mnicholas@regionalbonddealers.com

Golf PGA Championship Course: Friday afternoon, beginning at 1:00 pm, golf is available for those wishing to play. The greens fee is \$195/plus tax for hotel guests. Tee times can be made by phoning the hotel at 972-717-0700 and asking for the golf shop/tee times.

Tee times can begin at 1:00 pm. You can make your own foursome. Let Golf Reservations know. Call Golf Reservations, attention Jennifer Slentz at 972-717-0700, that you and your group will be playing and the times when you wish to play.

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: MARCH 20

RETURN COMPLETED FORM TO

2009 RBDA FIXED INCOME CONFERENCE

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2009 RBDA FIXED INCOME CONFERENCE
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE
NEW YORK, NY 10016 FAX: 212-286-0086

SPECIAL NOTE: NEW PRODUCTS
Please indicate new products that will
be shown for the first time in 2009.

NEW PRODUCTS: List New Products Only: _____

PLEASE TYPE OR BLOCK LETTER

BOOTH # _____

COMPANY NAME: _____

DIVISION OF: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

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)

For identification purposes, please print name of official submitting this form:

Name: _____ Title: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES

DEADLINE: MARCH 20

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2009 RBDA FIXED INCOME CONFERENCE

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: 2009 RBDA FIXED INCOME CONFERENCE
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE
NEW YORK, NY 10016 **FAX: (212) 286-0086**

BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES – ALL BADGES TO BE PICKED UP AT THE SHOW

PLEASE PRINT

BOOTH # _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

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

NAME: _____ TITLE: _____

PHONE: _____ FAX: _____

Booth personnel, named by you, will be furnished with show badges that will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will staff your booth.

NOTE: Booth personnel will be permitted into the Exhibition Hall at any time. Any exhibitors who wish to participate in the Conference must register separately.

	<u>First Name</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____

EXHIBITOR CONFERENCE – ALL BADGES TO BE PICKED UP AT THE SHOW

One VIP Conference is provided to each exhibitor at no charge (value of \$800).

Please indicate your executive to receive a Conference badge:

<u>First Name</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>
_____	_____	_____	_____

Address: _____ City: _____ State: _____ Zip: _____

Sponsorship Opportunities

DEADLINE: MARCH 20

Gold Sponsorship: Premier opportunity for visibility and exposure in print, email, web marketing and at-conference program.

Gold Sponsorships: \$12K

- **Luncheon** – Thurs, April 23
- **Cocktail Reception** – Thurs, April 23 – 5:30-6:30 pm
- **Dinner and Speaker program** on Thursday, April 23 (one of two sponsors) 7-10 pm

Sponsorship fee for each Gold Sponsorship is \$12,000 and includes an exhibit space on the exhibit floor.

Gold Sponsorships include 3 complimentary full conference registrations to invite your best customers to this two-day program. (Value of \$800 for each conference)

Silver Sponsorship: Premier opportunity for visibility and exposure in print, email, web marketing and at-conference program.

Silver Sponsorships: \$8K

- **Tote bags with your company logo**
- **Afternoon beverage break** – Day One, Thurs, April 23, 3:15-3:45 pm
- **Morning beverage break** – Day Two, Fri, April 24, 7:00-9:30 am
- **Full page 4-color ad** in the Official Directory
- **Golf** – Fri, April 24, 1:00-5:00 pm

Sponsorship fee for each Silver Sponsorship is \$8,000 and includes an exhibit space on the exhibit floor.

Silver Sponsorships include 3 complimentary full conference registrations to invite your best customers to this two-day program. (Value of \$800 for each conference)

Contact Flagg Management Inc today to discuss your interest in sponsorship.

Flagg Management Inc
353 Lexington Avenue
New York, NY 10016
212-286-0333 Fax: 212-286-0086
Email: flaggmgmt@msn.com

OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

DEADLINE: MARCH 20

**RETURN COMPLETED FORM TO
SHOW MANAGEMENT IMMEDIATELY**

MAIL TO: 2009 RBDA FIXED INCOME CONFERENCE
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, 10TH FLOOR
NEW YORK, NY 10016 **FAX: 212-286-0086**

The Official Directory is the most complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. This is the only Official Directory and will have an active promotional life during the Show & Conference, as well as months after. This Official Directory is the most complete guide to exhibitors, their products and services, addresses, and phone and fax. The Directory will be printed and distributed at the event.

PLEASE TYPE OR BLOCK PRINT

Desired Advertising Insertion: _____

Booth # _____ Company Name: _____

Division of: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____ Title: _____

RATE FOR OFFICIAL DIRECTORY ADVERTISING: Advertising in the Official Directory is non-commissionable.
FULL PAGE (4-COLOR): \$8,000.
FULL PAGE (2-COLOR): \$5,000.

TRIM SIZE: 8½ X 11 Full page dimension 7 wide x 10 deep

The Official Directory is offset, saddle stitch, 115 lb coated stock.

Color ads: Composite negatives with a maximum of 133-line screen, right-reading, emulsion-side down required.

Line screen: 133-line maximum.

Bleeds: Contact management if bleed is required.

Mailing instructions: Send negatives with any special instructions for printer to:

FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, 10TH FLOOR
NEW YORK, NY 10016
212-286-0333

RBDA Fixed Income Capital Markets
April 23-24, 2009, Thurs-Fri
Four Seasons Las Colinas Resort, Dallas, TX

Partial List of Exhibitors as of 3/4/09

Bloomberg LP	2
BondDesk Group, LLC	7
Broadridge Financial Solutions, Inc.	4
First Southwest Company	6B
FT Labs	12
GL Trade Fixed Income Trading Solutions 1	
Global Investment Technology	Special
Ipreo	10
Knight BondPoint	3
MarketAxess	8
TheMuniCenter	5
The Karn Group	13
Thomson Reuters	6A
Tradeweb Retail	6

Sponsors

Broadridge Financial Solutions, Inc.	Silver Sponsor
Thomson Reuters	Silver Sponsor
Global Investment Technology	Media Sponsor