

2012 Exhibitor's Manual – SEFCON III Conference

November 13, 2012, Tuesday, Set-up Monday, Nov 12, 7 pm

Set-Up Mon pm, Nov 12: 7 pm

Show Opens Tues, Nov 13: 7:30 am-4 pm.

Grand Hyatt Hotel – Empire State Ballroom Foyer

109 East 42nd Street at Lexington Ave, New York, NY 10017
Next to Grand Central Station, New York. Phone: 212-883-1234

Show Hours: Tues, Nov 13, 7:30 am – 4 pm (with breaks in the exhibits)

Conference Hours: Tues, Nov 13, 8:15 am – 5 pm

3rd Annual SEFCON
Flagg Management Inc
353 Lexington Ave
New York, NY 10016
212-286-0333 Fax 212-286-0086
flaggmgmt@msn.com
www.flaggmgmt.com/SEFCON

1. SEFCON WEBSITE: www.flaggmgmt.com/SEFCON

2. PHONE FOR HOTEL RESERVATIONS TODAY TO:

Grand Hyatt Hotel, New York 212-883-1234

Ask for "SEFCON", room rate for Nov 12-Nov 13, \$319 per night plus tax. Deadline Tues, Oct 13.

3. SUBMIT 2 EXHIBITOR BADGES TO FLAGG MANAGEMENT INC. Deadline, Tues, Oct 13.

4. SUBMIT FREE LISTING IN OFFICIAL DIRECTORY TO FLAGG MANAGEMENT INC. Deadline, Tues, Oct 13.

5. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS. See order form. Deadline, Tues, Oct 13.

Dear Exhibitor Colleague:

You will need to order electric, telephone, connectivity service from the Grand Hyatt Hotel. 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 email Kelly Thomas. Email: Kelly.thomas@hyatt.com

Installation and set-up begins on Monday, Nov 12 at 7 pm. The show opens Tuesday at 7:30 am. You should order your electric and connectivity and phone service in advance so it will be waiting for you when you arrive on Mon.

Conference registration will begin at 7:30 am Tuesday, Nov 13 and the sessions will begin in the Empire State Ballroom, Ballroom Level, Grand Hyatt Hotel at 8:30 am.

Shipping: Ship to arrive no later than Thurs, Nov 8. Shipments will be stored in the package room until move-in Nov 12, 7 pm. Mark your shipments:

Company name: _____, **Booth #:** _____

FLAGG – 2012 SEFCON, Nov 12 Set-up

Grand Hyatt Hotel / Empire State Ballroom Foyer

109 East 42nd Street

New York, NY 10017

Atten: Kelly Thomas, Conference Services Manager at 646-213-6819

Show Hours: Show hours are Tues, Nov 13: 7:30 am with coffee service in the exhibits. Breaks for coffee beverage service throughout the day. Luncheon is at 1 pm. Exhibits conclude at 4 pm

Dismantling: Show closes at 4 pm, Tues, Nov 13. All valuables must be out by 5 pm. All freight must be removed completely by 5 pm. 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 4 pm, Tuesday, Nov 13 – 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 Grand Hyatt Hotel, 109 East 42nd Street, New York, NY 10017. 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 4 pm, Tuesday, Nov 13 UPS at Show Close: is also available for pick-up at the Grand Hyatt Hotel. 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 beginning Tues, Nov 13, 7:30 am. None will be mailed. Additions or corrections may be made at the show. Badges must be worn at all times. Business and professional visitors only.

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, 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: Grand Hyatt Hotel, 109 East 42nd Street at Lexington Ave, New York, NY 10017 Phone: 212-883-1234. Ask for "SEFCON", room rate for Nov 12-Nov 14, \$319 per night plus tax. Deadline, Tuesday, Oct 13.

Booth Package includes: hotel area carpeting, a draped 6' table – 30" high, 24" wide, two chairs, special I.D. sign on an easel - 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.

Show Management: Russell Flagg will be available at the show on Sun-Mon, 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



MAKE HOTEL RESERVATIONS TODAY.

3rd Annual 2012 SEFCON III

Room block Mon-Weds, Nov 12-Nov 14.

Conference opens Tuesday, Nov 13.

Grand Hyatt Hotel

www.flaggmt.com/sefcon

Make hotel reservations today at the Grand Hyatt Hotel.

Room block is for Mon-Weds, Nov 12-Nov 14.

Conference Opens: Tues, Nov 13, 8:15 am – 5 pm. Registration opens 7:30 am.

Grand Hyatt Hotel

109 East 42nd Street at Lexington Ave
New York, NY 10017
Next to Grand Central Station, New York.
Phone: 212-883-1234 or 200-633-7313

Code: 'SEFCON'. Special rate of \$319 plus tax for the 2012 SEFCON III event.

You can go online and register. Go to: www.grandhyattnewyork.com

Go to: 'Find Rooms & Rates', type in dates of Nov 12-14 and indicate number of rooms and code 'SEFCON'.

Show Management:
Russell Flagg
Flagg Management Inc
353 Lexington Ave, New York NY 10016
P: 212-286-0333 F: 212-286-0086
flaggmt@msn.com

Sponsored by:



Service Contractors and Four Seasons Contacts

Grand Hyatt Hotel – Electric, Phones, Connectivity

Grand Hyatt Hotel/Convention Services
109 East 42nd Street at Lexington Avenue
New York, NY 10017

Kelly Thomas, Conference Services Manager Phone: 646-213-6819

kelly.thomas@hyatt.com

Grand Hyatt Hotel Shipping (to arrive no later than Thurs, Nov 8)

Mark your FedEx, UPS and show shipments:

Company Name _____ Booth # _____

FLAGG – 2012 SEFCON

Grand Hyatt Hotel/Convention Services
109 East 42nd Street at Lexington Avenue
New York, NY 10017

Kelly Thomas, Conference Services Manager
646-213-6819

NMR/National MicroRentals Inc.

Computer, Monitor, Printer, VCR, and Other A/V Rental Services
28 Abeel Road
Monroe Twp, NJ 08831-2036
800-637-2496, 609-395-0550 fax: 609-395-7142 www.nmrrrents.com
Jim Clark, Nat'l Trade Show Mgr. jclark@nmrrrents.com

Morris Brothers Signs

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Nutley, NJ 07110
212-675-9130 fax: 973-667-3501
Peter Bellantone peter@mbgraphics.com
Michael Bellantone michael@mbgraphics.com

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: OCT 13

RETURN COMPLETED FORM TO

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2012 SEFCON
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 2012.

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: OCT 13

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: 2012 SEFCON
 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.

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

SEFCON III– 2012 Sponsorship Opportunities

November 13, 2012, Tuesday
Grand Hyatt Hotel, New York, NY

www.flaggmgmt.com/sefcon

SEFCON program partners have the opportunity to undertake a Gold Sponsorship with a confirmed speaking opportunity. This speaking opportunity would be in a panel program at our 2012 Nov 13 Conference agenda. Gold Sponsorship is a requirement for market providers to be assured to speak at the Conference.

Gold Sponsorship with speaking: \$20,000

Premier sponsorship opportunity to increase visibility and exposure. Branding will appear in print, email, online promotion and at-conference program.

- Gold Sponsorship session with an executive from your firm on a panel discussion
- Company logo on all printed, email and online promotion
- Logo on conference website
- Listing in pre-show and at-show official directory
- Free linking on conference website to increase visitor traffic to your website
- Exhibit space in the table top show is included in your sponsorship
- Complete exhibit space package includes draped table, chairs, logo sign on an easel

Silver Sponsorship:\$12,000

Premier sponsorship opportunity to increase visibility and exposure. Booth space included in this Silver Sponsorship. Branding will appear in print, email, online promotion and at-conference program. Speaking. is not assured at the Silver Sponsorship level.

- **Luncheon**– Tues, Nov 13 – 12:00-1:30 pm (one of two at \$12k each)
- **Continental Breakfast** – Tues, Nov 13 – 7:00-9:00 am
- **Tote bags with your company logo**
- **Cocktail Reception** –Tues, Nov 13 – 5:00-7:30 pm (one of two at \$12k each)
- **Lanyard with your company logo**

Exhibit Opportunity: \$4,000

Included in the exhibit is a complete package of services: hotel carpeting, draped table, chairs, easel, sign, listing in the official directory, listing in the pre-conference print, email, online and at-conference program. Two exhibitor badges will be provided to your booth personnel.

The exhibit fee is \$4,000 with this complete package of services.

Exhibit set-up is Monday, Nov 12 from 7 pm.

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

**The Wholesale Markets Brokers' Association Americas
SEFCON III**

November 13, 2012
Grand Hyatt Hotel, New York, NY

Partial List of Exhibitors as of 9/14/12

BGC Partners, Inc.	105 WMBAA Platinum Sponsor
Bloomberg	104
The Bond Buyer	Media
CapitalStar Systems, Inc.	112
GFI Group Inc.	107 WMBAA Platinum Sponsor
ICAP plc	109 WMBAA Platinum Sponsor
MarketAxess	108
Traiana Inc.	102
Tradeweb Markets LLC	106
Tradition Inc.	111 WMBAA Platinum Sponsor
Tullett Prebon Ltd.	103 WMBAA Platinum Sponsor

WMBAA Platinum Sponsors

BGC Partners, Inc.
GFI Group Inc.
ICAP plc
Tradition Inc.
Tullett Prebon, Ltd.

Media Sponsor

The Bond Buyer



Presented by

The Wholesale Markets Brokers' Association Americas

**Tuesday, November 13, 2012,
Grand Hyatt Hotel at Grand Central Station, New York, NY**

2012 Floor Plan

