

**2005 Exhibitors Manual – The Bond Market Association Fixed-Income Summit, Dec 7, 2005**

**Wednesday, December 7, 2005**

**Marriott Marquis Hotel**

**10th Annual The Bond Market Association**

**Fixed-Income Summit & Expo**

**On Technology and Electronic Trading**

**Deadlines: October 28, 2005**

**The Bond Market Association  
Fixed-Income Summit & Expo  
Flagg Management Inc  
353 Lexington Ave, NY, NY 10016  
(212) 286-0333 Fax (212) 286-0086  
flaggmgmt@msn.com  
flaggmgmt.com/tbma**

**Show Set-Up Begins Tues Evening, Dec 6: from 9:00 pm, Westside Ballroom, 5th Floor**

**Set-Up Will Continue Weds Morning from 6:00-8:00 am.**

**Marriott Marquis Hotel, 1535 Broadway at West 46th Street, New York, NY**

**Show Hours: Weds, Dec 7, 8:00 am – 3:30 pm**

**Tentative Show Breaks: 8-9 am, 10:30-11 am, 12:30-1:30 pm buffet luncheon service in exhibits, 2:45-3:15 pm afternoon break.**

- 1. Promote Your Show Attendance. Free VIP Easy Passes Now Online. Email VIP Passes.**
- 2. Phone for Hotel Reservations Today to Marriott Marquis Hotel at 212-398-1900.**
- 3. Order Free Exhibitor Badges from Flagg Management Inc.**
- 4. Submit Free Listing in Exhibit Guide.**
- 5. Opportunities are Still Available for Sponsorships.**

Dear Exhibitor Colleague:

- 1. Installation and set-up begins at 9:00 pm Tues evening, Dec 6.** Set-up continues Weds morning, Dec 7, 6:00-8:00 am, the same day as the show in the South Side of the Westside Ballroom, 5th floor of the Marriott Marquis Hotel. The general sessions will all be in the Westside Ballroom on the same floor adjacent to the exhibits. The Marriott is in the heart of Manhattan and is familiar and convenient site, within walking distance of most Midtown headquarters offices. Subways are all within the Times Square area.

**THIS IS A NO HASSLE, EASY SET-UP SHOW. NO LABOR IS REQUIRED.** You are encouraged to bring the minimum of exhibit material to avoid time consuming set-up and installation of your exhibit. **Portables or tabletop exhibits are recommended.** SHOW OPENS AT 8 am with coffee service.

- 2. If you need more set-up time:** The Westside Ballroom will be available the evening before on Tuesday, Dec 6 beginning at 9:00 pm. However, there is no requirement for you to come in the night before unless you need more set-up time.
- 3. Make Marriott Hotel accommodations for the show period Dec 6-7.** Call the Marriott Marquis and tell them you are with The Bond Market Association at the special rate of \$409 single or double plus tax. Phone the hotel at 212-398-1900 or 800-843-4898. Call today. Mention "Bond Market" rates of \$409.
- 4. Order electric and telephone from the Marriott Marquis Hotel.** For phone service call Norman Edgar at 212-704-8999. Electric orders should be placed with Bill Petrouleas or Debbie at 212-704-8799. Use the enclosed order forms to speed your requests today.
- 5. Each exhibitor space measures 8' deep x 10' wide and is completely equipped with a 6' draped table, two chairs, curtain back wall, side dividers, and standard 9"x44" sign, and hotel carpeting.**
- 6. 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.
- 7. Show hours are 8:00-3:30 pm** and have been set to maximize conference traffic and walk-in show-only traffic. Free VIP EASY PASSES are available online to invite your customers to attend the show. Download at [www3.flaggmgmt.com/tbma](http://www3.flaggmgmt.com/tbma), go to the menu on the left and click on 'Free Show Pass'.

8. **A smart tip: Email these VIP EASY PASSES to your Wall Street and financial markets clients.** Invite them to visit you at the Marriott Marquis, and offer to show and demonstrate your new fixed-income systems.
9. **Go to: [www.flaggmgmt.com/bm](http://www.flaggmgmt.com/bm)** and then to 'For Exhibitors' and 'Free Show Pass' and download to your computer. Your best investment to increase show traffic.
10. **This is a no-hassle show for exhibitors.** You can do your own work. While you should not anticipate a large crowd, the people who attend the conference will be highly qualified. It is recommended that you have flexible staff hours to cover those periods when the conference will be in session, as well as when the exhibit hall will be open for breaks in the show. Remember: The show opens at 8:00 am: closes at 3:30 pm.
11. **Dismantling begins at 3:30 pm, Dec 7.** Please advise your truckers and pick-up services immediately at 3:30 pm, after the show. You must take your exhibit and display material out of the hotel immediately at 3:30 pm.
12. **Note: Do not leave your booth unattended at show closing.** Please hand-carry out all valuables and items of shoplifter appeal between 3:30 pm and 4:00 pm, Wednesday, to avoid possible damage and loss. Exhibitors are responsible for items that are shipped to the show. Avoid loss, damage, or theft, and watch your laptops, purses, briefcases, and other items of shoplifter appeal. The show breaks very quickly, so remove your goods immediately. **MAKE SURE THE LAST PERSON TO LEAVE YOUR BOOTH IS RESPONSIBLE FOR SHIPPING ALL OF YOUR EQUIPMENT AND DISPLAYS BACK TO YOUR OFFICE.**

**Shipping: FEDEX or UPS at show close:** 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 or UPS and schedule a pick-up  
 Fedex: 212-885-6195 UPS: 800-742-5877. **DO NOT LEAVE FEDEX OR UPS SHIPMENTS WITHOUT MAKING PROVISIONS FOR AIR BILLS AND PICK UP.**

13. **The Marriott Marquis is concerned about receiving a large number of shipments in advance** to be stored in their package room that has limited space. Please avoid shipping large crates or large computer containers that required forklifts. The package room does not have that kind of equipment and will not be able to receive those large shipments, or deliver them to your exhibit. There is a charge for hotel package delivery at \$99 per hundred pounds. If you ship to the Marriott Marquis in advance, ship to:

Marriott Marquis Hotel, 1535 Broadway, New York, NY 10036 Phone: 212-398-1900 x6484  
 Attn: 2005 The Bond Market Association Fixed-Income Summit, Dec 7, 5th Floor, booth # company name.

14. **The Show Management will be available during the installation, show, and dismantling periods.** However, exhibitors are not relieved of their responsibility for all goods that are lost, missing, stolen or damaged at the show. Be especially careful of your laptops, which have experienced shoplifting loss. Contact Russell Flagg, who will be at the show, if you have any problems whatsoever.
15. **Each exhibitor will have the opportunity to invite one member of your firm to register for the entire conference** including the luncheon program at no charge. This is a value of \$945 for non-member conference registrants. Additional conference registrations are available at the special rate of \$645 (the TBMA member rate). See the order form enclosed.

FLAGG MANAGEMENT INC  
 Russell E. Flagg  
 Show Management

Shipping address for small parcels, portable exhibits, display cases, and literature. (Ship Fed Ex and keep a copy of your air bill.) SHIP TO BE RECEIVED AT THE MARRIOTT NO LATER THAN TUES, DEC 6.

2005 BOND MARKET ASSOCIATION SHOW, Dec 7,  
 Booth # \_\_\_\_\_ Company Name: \_\_\_\_\_  
 MARRIOTT MARQUIS HOTEL  
 1535 Broadway  
 New York, NY 10036  
 (212) 398-1900

Rate for hotel shipments - \$99 per hundred pounds

2005 TBMA Fixed-Income Summit & Expo

**SHOW SCHEDULE AT A GLANCE (TENTATIVE)**

Show Hours: 8:00 am – 3:30 pm Weds Dec 7  
 Move-in: Tues 9:00 pm – Midnight  
 Move-in: Weds 6:00 am – 8:00 am  
 Move-out: 3:30 pm – 4:30 pm

**TENTATIVE BREAKS IN EXHIBITS:**

Coffee Service: 8 – 9am, 10:30–11am  
 Buffet Lunch Service: 12:30 – 1:30 pm  
 PM Break: 2:45-3:15 pm

## **Service Contractors and Marriott Marquis Hotel Contacts**

### **Marriott Marquis Hotel**

Hotel Reservations, Electric, Voice Telephone, Internet and Connectivity Services  
Package Room Receiving and Delivery, Catering Services,  
1535 Broadway  
New York, NY 10036  
General Phone: 212-398-1900  
William Fink, Catering 212-704-8736 [bill.fink@marriott.com](mailto:bill.fink@marriott.com)  
Michael Jeffers, Sales Mgr. 212-930-1173 [michael.jeffers@marriott.com](mailto:michael.jeffers@marriott.com)  
Bill Petrouleas and Debbie, Electrical Service 212-704-8799 fax: 212-704-8896  
Norman Edgar and Sean Edgar, Telecommunications 212-704-8999 fax: 212-704-8930

Entrance to loading dock from West 45th Street  
Hotel receiving (Bennie, Lennie, Mike, Larry) 212-398-1900 x6484

Hotel reservations: 212-398-1900 Mention The Bond Market Association @ \$379/single or double plus tax.

### **Clifton Park Rental Center**

Decorating, Freight Handling, Warehousing, Labor Services, Special Furniture  
871 Main Street  
Clifton Park, NY 12065  
518-877-7449 fax: 518-877-6356  
Betty Voss, General Manager [www.cliftonparkrental.com](http://www.cliftonparkrental.com) [cprental@cliftonparkrental.com](mailto:cprental@cliftonparkrental.com)

### **Event Technology Department**

Internet & Connectivity Service Contractor  
Marriott Marquis Hotel  
1535 Broadway  
New York, NY 10036  
Phone: 212-704-8915 Fax: 212-704-8949  
Laura Probert, Event Technology Sales Mgr. [laura.probert@marriott.com](mailto:laura.probert@marriott.com)  
Vince Scarmack, iBAHN, Sr. Acct. Mgr. 212-704-8901 fax: 212-704-8949 [vscarmack@ibahn.com](mailto:vscarmack@ibahn.com)

### **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.nmrrents.com](http://www.nmrrents.com)  
Jim Clark, Nat'l Trade Show Mgr. [jclark@nmrrents.com](mailto:jclark@nmrrents.com)

### **Morris Brothers Signs**

Special Signs, Banners, Graphics, Delivered to the Show  
37 West 20th Street, 7th Floor  
New York, NY 10011  
212-675-9130 fax: 212-675-7708  
Peter Bellantone, Principal [peter@mbgraphics.com](mailto:peter@mbgraphics.com)

### **Spring Valley Floral Decorating Company Inc**

Floral Services, Flowers, Plants, Tree Rental Services  
P.O. Box 760, 169 Route 303, Valley Cottage, NY 10989  
845-268-7555 fax: 845-268-6570  
Lisa Hombach [lisa@springvalleyfloral.com](mailto:lisa@springvalleyfloral.com)  
Jeff Meyer

**SPONSORSHIPS AVAILABLE AT OUR 10TH ANNUAL CONFERENCE & SHOW.**

- \_\_\_\_\_ **\$12,000 Weds, Dec 7 – Gold Sponsor: Buffet Luncheon Co-Sponsorship (12:30 –1:30 pm) – SOLD – T-Zero**  
Includes prominent display of banner in the exhibit hall. Prominent sign identifying your company as the official host of the luncheon. Two complimentary registrations.
- \_\_\_\_\_ **\$6,000 Weds, Dec 7 – Gold Sponsor: Conference Registration Tote Bags – SOLD – Omgeo**  
Includes prominent company logo on the side of the Conference Registration Tote Bags. Prominent listing in the Official Program. Prominent sign identifying your company as the official host of the Conference Registration Tote Bags. Two complimentary registrations.
- \_\_\_\_\_ **\$6,000 Weds, Dec 7 – Gold Sponsor: Lanyards – \$6,000.**  
Includes sponsor's logo on badge holder lanyards. Listing in the Official Program. Two complimentary registrations.
- \_\_\_\_\_ **\$4,000 Weds, Dec 7 – Silver Sponsor: Buffet Breakfast, prior to General Session (8-9 am)**  
Includes prominent display of banner in buffet breakfast area. Prominent listing in the Official Program. Prominent sign identifying your company as the official host of the buffet breakfast. One complimentary registration.
- \_\_\_\_\_ **\$4,000 Weds, Dec 7 – Silver Sponsor: AM Refreshment Break (10:45-11 am)**  
Includes prominent display of banner in refreshment break area. Prominent listing in the Official Program. Prominent sign identifying your company as the official host of the morning refreshment break. One complimentary registration.
- \_\_\_\_\_ **\$4,000 Weds, Dec 7 – Silver Sponsor: Break (2:45-3:15 pm)**  
Includes prominent display of banner in refreshment break area. Prominent listing in the Official Program. Prominent sign identifying your company as the official host of the afternoon break. One complimentary registration.

**Advertising in the Official Program:**

- \_\_\_\_\_ **\$5,000** Back cover, 7x10, 4-color  
\_\_\_\_\_ **\$4,000** Inside front cover, 7x10, 4-color  
\_\_\_\_\_ **\$4,000** Inside back cover, 7x10, 4-color  
\_\_\_\_\_ **\$3,000** Full page 7x10, 2-color

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

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

The Official Directory reserves the right to establish the PMS 2nd color in a 2-color ad.

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 by Nov 18 along with any special instructions for printer to:

Please contact Flagg Management Inc immediately to confirm that you wish to be a sponsor.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Mail or fax to:** The Bond Market Association  
c/o Flagg Management Inc  
353 Lexington Avenue  
New York, NY 10016

Phone: 212-286-0333 Fax: 212-286-0086  
[flaggmgmt@msn.com](mailto:flaggmgmt@msn.com)

**OFFICIAL DIRECTORY LISTING (ALPHABETICAL)**

**RETURN COMPLETED FORM TO  
SHOW MANAGEMENT IMMEDIATELY**

**DEADLINE: OCT 28**

**2005 TBMA FIXED-INCOME SUMMIT & EXPO**

**MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.**

MAIL TO: 2005 FIXED-INCOME SUMMIT & EXPO  
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.

NEW PRODUCTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**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: \_\_\_\_\_

**EXHIBITOR BADGE FORM  
RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**DEADLINE: OCT 28**

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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.	_____	_____	_____	_____
5.	_____	_____	_____	_____

**CONFERENCE REGISTRATION  
RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**DEADLINE: OCT 28**

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**MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS**

MAIL TO: 2005 FIXED-INCOME SUMMIT & EXPO  
C/O FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016

**FAX: (212) 286-0086**

**CONFERENCE REGISTRATION – TO BE PICKED UP AT THE SHOW**

ONE MEMBER OF YOUR FIRM IS INVITED BY THE BOND MARKET ASSOCIATION TO REGISTER IN ADVANCE AT NO CHARGE FOR THE FULL CONFERENCE PROGRAM INCLUDING THE LUNCHEON PROGRAM. THIS IS A \$945 VALUE FOR NON-MEMBER FIRMS. PLEASE INDICATE BELOW WHO THAT INDIVIDUAL WILL BE AND WE WILL RESERVE A SPACE AT THE CONFERENCE.

PLEASE PRINT

INDIVIDUAL NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

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

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_