

**2015 Exhibitor's Manual – 7th Annual BDA National Fixed Income Conference**  
**October 8-9, 2014, Thursday-Friday, Set-up Weds, Oct 1, 7 pm**

Set-Up Weds pm, Oct 7: 6 pm  
Show Opens Thurs, Oct 8: 8am  
The Ritz Carlton, Denver, CO,  
1881 Curtis Street  
Denver, CO 80202 Phone: 303-312-3800

Show Hours: Thurs, Oct 8, 8 am – 7 pm  
Fri, Oct 9, 8 am – 1 pm  
Conference Hours: Thurs, Oct 2, 11 am – 6 pm / Reception in Ballroom 6-7:30 pm  
Fri, Oct 3, 7 am – 2pm

**7th Annual BDA  
National Fixed Income Conference**

**Bond Dealers of America  
21 Dupont Circle NW, Suite 750  
Washington, DC 20036  
202.204.7903  
[www.bdamerica.org](http://www.bdamerica.org)**

1. BDA WEBSITE: [www.bdamerica.org](http://www.bdamerica.org) Download conference agenda.
2. PHONE FOR HOTEL RESERVATIONS TODAY TO:  
The Ritz Carlton, Denver, CO, 303-312-3800 or 1-800-265-1926  
<http://www.ritzcarlton.com/en/Properties/Denver/Reservations/Packages/Detail/BDA-National-Fixed-Income-Conference.htm>

Ask for special "Bond Dealers of America National Fixed Income Conference" room rate - \$289 plus tax. Cut off Sept 7, 2015

3. SUBMIT 1 FREE EXHIBITOR BADGE TO Rebecca Cooke-Rodriguez at [rcrodriguez@bdamerica.org](mailto:rcrodriguez@bdamerica.org)
4. SUBMIT FREE LISTING IN OFFICIAL DIRECTORY TO FLAGG MANAGEMENT INC.
5. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS. See order form.

Dear Exhibitor Colleague:

Please email Rebecca Cooke-Rodriguez for your exhibit needs. [rcrodriguez@bdamerica.org](mailto:rcrodriguez@bdamerica.org)

Order electric and connectivity service from PSAV, The Ritz Carlton, Denver. 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 Gordon Gray, Sales Manager, PSAV, 303.312.3822. Email: [ggray@psav.com](mailto:ggray@psav.com)

Installation and set-up begins on Wednesday at 7 pm. The show opens Thursday at 7 am. You should order your electric and connectivity service from PSAV / Ritz Carlton in advance so it will be waiting for you when you arrive on Wednesday.

Conference registration will begin in the late afternoon on Weds, Oct 7 and the sessions will begin Thurs, Oct 8 on the Plaza Level or Ballroom Foyer in the Ritz Carlton, Denver Hotel.

Shipping: Ship to arrive no later than Weds, Oct 7. Shipments will be stored in the package room until move-in Weds, 7 pm. The Hotel will need to know if you need the loading dock area. Mark your shipments:

Company name: \_\_\_\_\_, Booth #: \_\_\_\_\_  
BDA – 2015 BDA Fixed Income, Oct 7-8-9  
The Ritz Carlton, Denver  
1881 Curtis Street  
Denver, CO 80202 (303-312-3800)

Show Hours: Show hours are Thurs, Oct 8: 8-11 am. 11:30 am Luncheon Break, 3 pm -3:15 pm Beverage Break, 6-7:30 pm Reception in Ballroom. Fri, Oct 9: 7-8:30 am Breakfast. Show hours have been set to maximize conference traffic. Show hours subject to change with Conference Agenda change.

Dismantling: Show closes at 1:00 pm, Friday, Oct 9. All valuables must be out by 1:30 pm. All freight must be removed completely by 1:30 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 1:30 pm, Friday, Oct 9 – 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 Ritz Carlton, Denver, CO, 303-312-3800.

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 1:30 pm, Friday, Oct 9 UPS at Show Close:** is also available for pick-up at the Ritz Carlton, Denver.

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 on the Plaza Level /Ballroom Foyer Conference and Exhibit area beginning Weds. None will be mailed in advance. Additions or corrections may be made at the show. Badges must be worn at all times. Business and professional visitors only. Please email your badge form to [rcrodriguez@bdamerica.org](mailto:rcrodriguez@bdamerica.org).

**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:** The Ritz Carlton, Denver, CO, 303-312-3800 or 1-800-265-1926

<http://www.ritzcarlton.com/en/Properties/Denver/Reservations/Packages/Detail/BDA-National-Fixed-Income-Conference.htm>

Ask for special "**Bond Dealers of America National Fixed Income Conference**" room rate - \$289 plus tax. Cut off Sept 7, 2015

**Typical Booth Set-up** includes: a draped 6' table – 30" high, 24" wide, two chairs, special I.D. sign on an easel.

**Free Directory Listing:** Fax in your Official Directory listing form to Flagg Management Inc.

**Show Management:** Rebecca Cooke-Rodriguez 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](mailto:rcrodriguez@bdamerica.org)

Rebecca Cooke-Rodriguez  
Event Coordinator/Office Manager

Bond Dealers of America  
21 Dupont Circle NW, Suite 750  
Washington, DC 20036  
202.204.7903  
[www.bdamerica.org](http://www.bdamerica.org)

## **Service Contractors and Ritz Carlton Contacts**

### **PSAV – Electric and Connectivity**

PSAV  
The Ritz Carlton, Denver  
1881 Curtis Street  
Denver, CO 80202  
Gordon Gray, Sales Manager at 303.312.3822  
[ggray@psav.com](mailto:ggray@psav.com)

### **The Ritz Carlton, Denver – Conference Planning Manager**

The Ritz Carlton, Denver  
1881 Curtis Street  
Denver, CO 80202  
Kerri Sheehan, Conference Planning Manager  
303.312.3829  
[kerri.sheehan@ritzcarlton.com](mailto:kerri.sheehan@ritzcarlton.com)

### **The Ritz Carlton, Denver – Hotel Shipping (to arrive no later than Weds, Oct 7)**

Mark your FedEx, UPS and show shipments:  
Company Name \_\_\_\_\_ Booth # \_\_\_\_\_  
BDA – 2015 BDA Fixed Income  
The Ritz Carlton, Denver  
1881 Curtis Street  
Denver, CO 80202  
Attn: Kerri Sheehan, Conference Planning Manager 303-312-3829

### **Bond Dealers of America**

Bond Dealers of America  
21 Dupont Circle NW, Suite 750  
Washington, DC 20036  
202-204-7900  
[www.bdamerica.org](http://www.bdamerica.org)  
Mike Nicholas, President  
202-204-7901  
[mnicholas@bdamerica.org](mailto:mnicholas@bdamerica.org)  
Rebecca Cooke-Rodriguez  
202-204-7903  
[rcrodriguez@bdamerica.org](mailto:rcrodriguez@bdamerica.org)

### **Shipping and Receiving – The Ritz Carlton, Denver**

Shipments to arrive no earlier than Sunday, October 4<sup>th</sup>. Shipments will be stored in the package room until move-in on Wed. @ 6pm. There is a \$5 box handling fee per box. Please label boxes as:

The Ritz-Carlton, Denver  
Attn: (Your Name)  
Hold for BDA National Fixed Income Conference  
1881 Curtis Street  
Denver, CO 80202

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: SEPT 9

RETURN COMPLETED FORM TO  
CONFERENCE

2015 BDA NATIONAL FIXED INCOME

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

MAIL TO: 2015 BDA NATIONAL 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 2015.

**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: SEPT 9**

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

**2015 BDA NATIONAL FIXED INCOME**

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

MAIL TO: 2015 BDA NATIONAL FIXED INCOME CONFERENCE  
c/o Rebecca Cooke-Rodriguez  
21 Dupont Circle NW, Suite 750  
Washington, DC 20036

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

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

One of your booth personnel will be furnished with show badges that will admit them to the Show and Conference during its entire course, including the installation and dismantling periods.

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

## **Sponsorship Opportunities**

**DEADLINE: SEPT 9**

**Platinum Sponsorship:** Premier sponsorship opportunity to increase visibility and exposure. Branding will appear in print, email, web marketing and at-conference program.

### **Platinum Sponsorships: \$15K**

- **Luncheon** – Thurs, Oct 2 – **SOLD** – **Bloomberg TOMS**
- **Cocktail Reception** – Thurs, Oct 2 – 5:00-6:00 pm – **SOLD** – **Build America Mutual**

Sponsorship fee for each Platinum Sponsorship is \$15,000 and includes an exhibit space on the exhibit floor. This will give you a featured role in conference agenda.

Platinum Sponsorships include 4 complimentary full conference registrations to invite your best customers to this two-day program. (Value of \$3,180.)

### **Platinum Sponsor – Assured Guaranty**

**Gold Sponsorship:** Premier sponsorship opportunity to increase visibility and exposure. Branding will appear in print, email, web marketing and at-conference program.

### **Gold Sponsorships: \$12K**

- **Tote bags** with your company logo – **SOLD** – **Broadridge**

### **Gold Sponsors**

Sponsorship fee for each Gold Sponsorship is \$12,000 and includes an exhibit space on the exhibit floor. This will give you a featured role in conference agenda.

Gold Sponsorships include 3 complimentary full conference registrations to invite your best customers to this two-day program. (Value of \$2,385.)

**Silver Sponsorship:** Premier sponsorship opportunity to increase visibility and exposure. Branding will appear in print, email, web marketing and at-conference program.

### **Silver Sponsorships: \$10K**

- **Lunch** – Day One, Thurs, Oct 8, 11:30 - 12:30 am
- **Afternoon beverage break** – Day One, Thurs, Oct 8, 3 -3:15 pm
- **Breakfast** – Day Two, Fri, Oct 9, 7 - 8:30 am

Sponsorship fee for each Silver Sponsorship is \$10,000 and includes an exhibit space on the exhibit floor.

Silver Sponsorships include 2 complimentary full conference registrations to invite your best customers to this two-day program. (Value of \$1,590 for each conference.)

### **Silver Sponsorships: \$10K**

**Coffee Break** – Day TWO, FRI, Oct 9, - **SOLD** – **Verus Consulting Group**

### **Advertising in the Official Directory: \$3K**

- Full page 4-color ad in the Official Directory

Rebecca Cooke-Rodriguez

Bond Dealers of America  
21 Dupont Circle NW, Suite 750  
Washington, DC 20036  
O:202.204.7903 M: 202.821.7311  
Email: [rcrodriguez@bdamerica.org](mailto:rcrodriguez@bdamerica.org)