



MANAGED FUNDS ASSOCIATION
The global voice for the hedge fund industry



June 11 - 13, 2007
The Fairmont Chicago

**Exhibit Hall Located in the
International Ballroom
(Level 2)**

Exhibitor Prospectus

About Managed Funds Association

Managed Funds Association is the premier U.S.-based association representing professionals in the global alternative investment industry. With over 1,300 members worldwide, MFA represents professionals in hedge funds, managed futures, and other alternative investments, as well as brokers, exchanges, and all the other services which support this industry. A unified voice for the industry since it was founded in 1991, MFA promotes a beneficial regulatory environment for the growth of the alternative investment industry, improved public relations, and increased member and investor knowledge.

About Forum 2007

Forum 2007 is a conference and exposition for professionals involved in the alternative investment arena. Sponsored by MFA, *Forum 2007* features an innovative educational program, special networking opportunities and an informative exhibition of products and services of interest to industry professionals.

Why You Should Exhibit at Forum 2007

The *Forum 2007* Exhibit Hall is your solution to marketing challenges in today's competitive economy. Exhibitors will have the opportunity to display their products and services to decision-makers who attend *Forum 2007* in order to learn more efficient ways to solve issues relating to their business.

Who Attends Forum 2007?

Forum 2007 is specifically designed to attract the hedge fund industry's most prominent professionals. At *Forum 2007*, you have the opportunity to meet with the most influential people in the alternative investment industry.

We expect *Forum 2007* to attract an impressive audience of more than 600 delegates, including:

- Hedge fund managers
- Fund of funds managers
- Commodity pool operators
- Commodity trading advisors
- Investment managers
- Securities and futures brokers
- Prime brokers
- Corporate treasurers
- Pension fund managers
- Exchange representatives
- Regulators
- Attorneys
- Accountants
- Consultants
- Financial media, among others

Benefits of Exhibiting:

■ One Complimentary Registration

Each exhibiting company will receive one complimentary conference registration (value up to \$2,550) for one booth representative. Registration includes entrance to all educational sessions, networking programs, and social events.

■ One Discounted Registration

Each exhibiting company will also receive a reduced conference registration for one additional representative for \$1,000 (a savings of up to \$1,550 off the on-site delegate registration fee.)

■ Free Pre-Conference Delegate List

Start promoting your products and services before the conference begins. You will receive a complimentary conference delegate list, with weekly updates, approximately three (3) weeks prior to the conference so that you may advertise your participation in *Forum 2007* and encourage delegates to visit your exhibit booth.

■ Free Full-page Advertisement in the On-site Conference Program

As an exhibitor, you have the opportunity to submit a one-page, one-color advertisement that will be included in the on-site conference program — a permanent reference for all conference attendees and an excellent way to get your company's message across to industry professionals.

■ Complimentary "Exhibit Only" Passes

Each exhibitor will receive up to 10 complimentary "Exhibit Hall Only" passes, upon request, to distribute to "booth personnel." The exhibit booth contact person will receive these passes in advance to hand out to "booth only" personnel. Please inform your booth personnel that they must wear a badge in order to enter the Exhibit Hall (these passes do not include entrance to any sessions, luncheons, networking or social events).

■ eBrochure Pre-Conference Marketing

Take advantage of pre-conference marketing by placing your company name and a 50-word description in the *Forum 2007* eBrochure, the primary source of updated conference information.

■ On-site Conference Program Description

Exhibitors may include a 50-word description in the on-site program to advertise your firm's products and services to all delegates.



■ Promotional Material in Forum 2007 Registration Bag

Exhibitors have the opportunity to distribute one piece of printed promotional material, such as a marketing flyer or corporate brochure, in each registration bag given to all conference delegates. All other promotional materials must be pre-approved by MFA. Send all requests to Courtney Mesmer at cmesmer@smithbucklin.com. Corporate giveaways such as pens, stress balls, candy, etc. that are not pre-approved, are not allowed and will be shipped back.

Note: In order to ensure your promotional materials will be included in the conference registration bag, please label and ship your boxes accordingly to arrive at MFA by Friday, May 25, 2007. Please send 600 copies.

Promotional Materials

Attn: Courtney Mesmer, Exhibits Coordinator
Managed Funds Association
2025 M Street, NW, Suite 800
Washington, DC 20036
202.367.1172

■ Exhibitor Signage

All exhibiting companies will be listed on a special banner located near the Exhibit Hall.

Networking Events in the Exhibit Hall

Exhibitor Reception

A reception will be held in the Exhibit Hall on Tuesday, June 12, 2007 from 3:30 - 4:30 p.m. Attendees will be encouraged to attend this informal reception that will showcase the Exhibit Hall. Light refreshments will be served.

Breakfast and Refreshment Breaks

All continental breakfasts and refreshment breaks will be held in the Exhibit Hall. This maximizes the time that exhibitors have to network with conference delegates.

Meeting Area

Tables and chairs will be placed throughout the Exhibit Hall and registration area to encourage conference delegates to hold business meetings in the Exhibit Hall itself to attract more potential clients to the Hall.

General Exhibitor Information

Forum 2007 Location

The Fairmont Chicago
200 North Columbus Drive
Chicago, IL 60601
Reservations: 312.565.8000

Booth Fees

Exhibit Booth Fee \$8,000
(includes one full conference registration)

MFA Member Reduced Booth Fee \$6,000*
(includes one full conference registration)

Additional Reduced Registration \$1,000
(includes one full conference registration – limit one)

**As an MFA Member, your company is entitled to a \$2,000 discount off the exhibit booth fee.*

Exhibit Display Space

Exhibit booths are 8' x 10' and include carpet (the Exhibit Hall is carpeted), pipe and drape, one 6' skirted table, two chairs, wastebasket and one two-line identification sign.

Exhibitor Contract

All exhibitors must complete the Exhibit Space Contract and return it with your payment.

An exhibiting company must name one individual as the authorized on-site representative in charge of its exhibit. This representative will be responsible for satisfying all contractual obligations to MFA with regard to exhibiting at *Forum 2007*. This individual will also act as the primary source of communication between the exhibitor, MFA and its official service contractor.

Exhibitor Registration

Once your payment is processed, you will receive an Exhibitor Registration Form to officially register for *Forum 2007*.

In addition to the one, full registration included in your exhibit fee, all company representatives in the Exhibit Hall must be registered and must wear an official exhibitor badge. An exhibiting company is entitled to one additional discounted registration for \$1,000. Badges are not transferable.



Exhibitor Service Kit

An exhibitor service kit containing order forms and prices for services will be sent via e-mail and mailed to each exhibitor approximately 30 days prior to the show. Services that can be ordered include drayage, storage, additional carpeting and furniture, signs, cleaning, electrical, and installation and dismantling of exhibits (if desired). The official service contractor will maintain a service desk in the Exhibit Hall throughout set-up and tear-down of exhibits. MFA strongly recommends using the official service contractor for shipping of all booth items.

Exhibit Hall Schedule (subject to change)

Monday, June 11, 2007

Exhibitor Set-up 6:00 am – 10:00 am
Exhibits Open 11:00 am – 5:00 pm
Event in the Hall:
Refreshment Break 3:00 pm – 3:30 pm

Tuesday, June 12, 2007

Exhibit Hall Open 8:00 am – 5:00 pm
Events in the Hall:
Continental Breakfast . . 8:00 am – 9:00 am
Refreshment Break 10:30 am – 11:00 am
Exhibitor Reception . . . 3:30 pm – 4:30 pm

Wednesday, June 13, 2007

Exhibit Hall Open 8:00 am – 1:00 pm
Events in the Hall:
Continental Breakfast . . 8:00 am – 9:00 am
Refreshment Break 10:00 am – 10:30 am
Exhibitor Tear-down 1:00 pm – 4:00 pm

NEW! Custom Exhibitor/Sponsor Package

Package deals can be provided and customized for firms exhibiting at **Forum 2007**. Please contact Stacy Hudson at stacy@mfa.info for details.

Forum 2007 Contacts

Exhibit Booth Space

Courtney Mesmer, Exhibits Coordinator 202.367.1172

Sponsorship

Stacy Hudson, MFA Director 202.367.1140

Conference Registration Information

Registration Department 202.367.1173

MFA Membership Information

202.367.1140

Hotel Accommodations

Exhibitors must make their own hotel reservations. Please call The Fairmont Chicago directly at **312.565.8000** and identify yourself as an MFA Forum 2007 attendee to obtain the MFA group rate.

The Fairmont Chicago is pleased to offer MFA attendees the ability to reserve a room online. To reserve your room in this manner you must:

1. Log on to: www.fairmont.com/chicago
2. Enter: Arrival and Departure Dates
3. Enter: Promotional Code **GRFUS1**
4. Go to: Check Availability & Rates
5. Select Room type and click "continue"
6. Enter your individual information

You will receive a confirmation e-mail provided you have entered a valid e-mail address.

The sleeping room rate is \$315 single/double occupancy, plus all applicable taxes.

Hotel reservations may be cancelled without penalty up to 48 hours prior to arrival.

Important Dates to Remember

Friday, May 11, 2007

- Deadline for making sleeping room reservations at The Fairmont Chicago
- Deadline for one-page conference program advertisement artwork
- Deadline for 50-word description in on-site conference program
- Deadline for booth cancellation refunds

Friday, May 25, 2007

- Deadline for MFA to receive registration bag promotional inserts (600 pieces sent to MFA)

MFA's 2008 Conferences



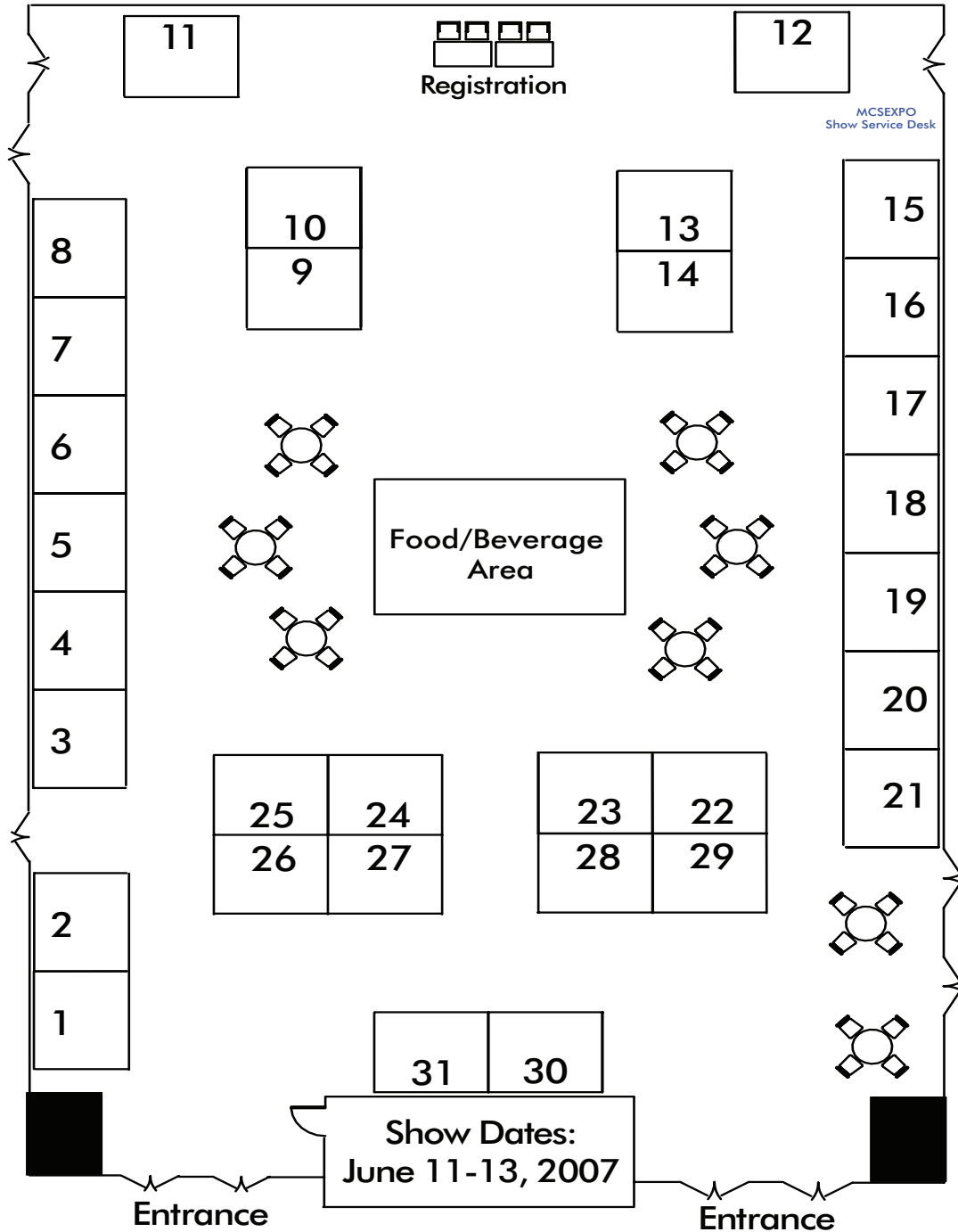
February 11-13, 2008
Monday - Wednesday
The Ritz-Carlton
Key Biscayne, FL



June 23-25, 2008
The Fairmont Chicago



Exhibit Hall Floorplan The Fairmont Chicago ■ International Ballroom, Level 2





This form ONLY reserves exhibit booth space at Forum 2007. Please complete this Exhibit Space Contract and return it with your payment. Once your payment is processed, we will send you an Exhibitor Registration Form.

Exhibit Booth Fee (includes one conference registration)

All 8' x 10' booths are \$8,000 (Special discount for MFA Members: \$6,000). Please refer to the exhibit floor plan and indicate your first, second, and third choice of location. Space will be assigned on a first come, first-served basis. All booth fees must be paid in advance and must accompany this contract. Booth reservations can only be guaranteed once payment has been received, and booths will not be assigned until the fee has been paid. Exhibit booth choices are not guaranteed.

Additional Booth Personnel

One (1) additional conference registration is available at a rate of \$1,000.

Cancellations

MFA will make a 50% refund upon written request received by **May 11, 2007**. Absolutely no refunds will be made after this date.

Exhibitor Information:

Company _____
 Address _____
 City _____
 State/Prov. _____ Zip/Postal Code _____ Country _____
 Telephone _____ Fax _____
 E-mail _____

Exhibitor Kit should be mailed to:

Contact Name _____
 Company _____
 Address _____
 City _____
 State/Prov. _____ Zip/Postal Code _____ Country _____
 Telephone _____ Fax _____
 E-mail _____

Method of Payment

- Check (Made payable to "MFA" in U.S. dollars.)
 MasterCard VISA American Express Discover

Credit Card Number _____ Expiration Date _____
 Card Holder's Name _____ Amount to Charge _____
 Card Holder's Signature _____

Exhibit Booth Choices

(Please choose your preferred booth numbers from the Exhibit Hall floorplan)

First Choice: Booth # _____
 Second Choice: Booth # _____
 Third Choice: Booth # _____

Please list any exhibitor(s) you wish not to be near. MFA will make an effort to accommodate your request, but it is not guaranteed.

Complete and Return this Contract to:

Managed Funds Association
 Forum 2007 Exhibits Department
 2025 M Street, NW, Suite 800
 Washington, DC 20036-3309
 Fax: 202.367.2172

Questions?

Call Courtney Mesmer, Exhibits Coordinator, 202.367.1172
 Kelly Marks, Conference Coordinator, 202.367.1172

The undersigned hereby makes application for exhibit space at Forum 2007, which when accepted by MFA, becomes a contract. Terms and conditions on page 7 are a part of this contract. The applicant agrees to accept booth space assigned by MFA and to make full payment upon application. It is understood that booth reservations can only be guaranteed once payment is received and booths will not be assigned until the booth fee is paid. The cost for extra equipment or services is not included in the booth registration fee. The exhibit package includes: 1) one 6' draped table, two chairs, waste basket, and one identification sign; 2) one complimentary registration and one reduced rate conference registration, if desired; 3) a one-page, one-color (color to be determined by MFA) advertisement and company description in the conference program. In order to guarantee the appearance of the ad, artwork must be received NO LATER THAN May 11, 2007. For a complete listing of exhibitor benefits included, see pages 2 and 3. If the need to cancel arises, MFA will give a 50% refund if written notice is received on or before May 11, 2007. No refunds will be made after May 11, 2007. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by MFA, The Fairmont Chicago, or the city of Chicago, IL. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due to MFA under terms of this contract.

Company Contact Signature _____

Date _____

Rules and Regulations

- MFA will assign booth space based upon the order in which contracts with full payment are received. No reservations of booth space will be accepted over the telephone. All booths are shown on the floorplan. MFA reserves the right to make any revisions, if necessary, to the floorplan. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should so indicate on the contract. Careful consideration will be given to all such requests. Contracts and payments should be mailed to: MFA, *Forum 2007* Exhibits, 2025 M Street, NW, Suite 800, Washington, DC 20036-3309.
- The exhibitor will name one individual as the duly authorized representative in charge of the exhibit, who will assume responsibility for all negotiations with MFA and the official meeting and exposition decorator. This individual will receive all official correspondence from MFA referring to the exhibit and will be responsible for communicating this information to registered personnel from the exhibiting company.
- MFA shall have sole control over all admission policies at all times. All persons visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. **There will be no exceptions to this policy.**
- The installation of exhibits must be completed on Monday, June 11, 2007 between 6:00 a.m. and 10:00 a.m. If any exhibitor is not set up and in order by 10:00 a.m. on Monday, June 11, 2007, MFA reserves the right to reassign the space to another exhibitor or to make such other use of the space as deemed necessary or appropriate with no refund being made to the original contracting exhibitor. Any charges incurred for necessary changes to the unoccupied exhibit booth after 10:00 a.m. on Monday, June 11, 2007 shall be borne by the original contracting exhibitor.
Show hours are specified in the exhibitor prospectus and are subject to change. The exhibit area will not be open at any other time.
Exhibits are to be kept intact until the closing of the exhibits on Wednesday, June 13, 2007 at 1:00 p.m. All exhibits must be fully removed by 4:00 p.m. on Wednesday, June 13, 2007. If exhibits are not removed by that time, MFA has the right to remove the exhibits and charge the expense to the exhibitor.
- Booth size is a standard 8' x 10'. All exhibit backgrounds must conform to the following standards: no side rails or counters placed along the side rail may exceed 36 inches in height; backgrounds are limited to 8 feet in height and must not protrude from the back wall more than 36 inches; no exhibit construction will be permitted to exceed the height of the side rail except in the back one-third of the booth as noted above, or through use of a counter 45 inches in height placed perpendicular to the side rail within the booth space. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid a raw exposure to a neighboring booth. **In addition, if an exhibitor has purchased a corner booth and has a pop-up exhibit, draping for the corner facing the aisle between the back wall and the exhibit must be purchased by the exhibitor.** If the exhibitor does not comply with the above standards, MFA will have the decorator drape the area and bill the exhibitor.
- Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their own regular products. Only one (1) exhibiting company is permitted per booth.
- Raffles or lotteries by exhibitors are permitted in the Exhibit Hall **only if they have been pre-registered with MFA.** Other items distributed from exhibit booths should contribute to the educational requirements of the professional attendee. The following items are generally approved by MFA: product/services brochures, sales videos, sales literature, newsletters, journals, publications, manuals, calculators, clocks, association information/application forms, pencils, mugs, glasses, coasters, ink pens, tote bags, key chains, luggage tags, calendars, note pads/post-it notes, letter openers, staplers/staple removers, flashlights and rulers. Items other than those listed here must be approved by MFA. There will be no exceptions to this policy. Items appearing on the exhibit floor that have not been approved by MFA will be removed. All costs incurred by the removal of these non-approved items shall be borne by the exhibitor. Only those items that feature the name of the company, MFA, or the meeting theme will be permitted by MFA. All literature must be distributed within the booth space assigned. MFA will not make any announcement of winners of raffles/lotteries. The exhibitor is in charge of notifying winners.
- Children 12 years of age and younger are not permitted on the exhibit floor at any time, either during exhibit set up, exhibit show hours, or exhibit tear down.
- There will be no smoking in the exhibit hall at any time.
- Neither the exhibitor nor his agents, employees, contractors, or anyone connected with or authorized by the exhibitor shall conduct or permit any sales of goods or services of any kind in the exhibit area or in any other facilities provided or controlled by the MFA *Forum 2007* in connection with the MFA *Forum 2007*. However, order taking is permitted. Furthermore, the exhibitor agrees not to conduct or permit the receipt of legal tender or anything of value for machinery, equipment, goods, and/or services. MFA has the right to terminate the exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision. The exhibitor agrees that, in the event of termination of such violation, MFA shall retain as liquidated damages all amounts theretofore paid by the exhibitor. All expenses for removal of an exhibit canceled for the reasons set forth in this provision shall be borne by the exhibitor.
- MFA will provide guard service from 6:00 a.m. on Monday, June 11, 2007 through 4:00 p.m. on Wednesday, June 13, 2007, and will exercise reasonable care for the protection of exhibitor's materials and displays. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. MFA or any of its officers, directors or staff, or the official service contractor or their agents will not be liable for the safety of the exhibitor's property, his agents, or employees from theft, damage by fire, accident, or any other causes.
Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident or loss of any kind must do so at their own expense.
- MFA will provide to the exhibitor as part of the regular booth rental fee the following standard booth decorations for each exhibit: eight foot (8') high curtain backgrounds; thirty-six inch (36") high curtain sidewalls, and 7" x 44" standard identification sign indicating exhibitor's name and booth number.
- Exhibitors or their agents may not allow any articles to be brought into the Exhibit Hall or permit any act to be done on the premises which will invalidate the insurance or increase the premium on the policies held by MFA, or the official service contractor, nor permit anything to be done by their employees through which act the premises, property, or equipment of other exhibitors will be damaged. No signs or equipment of other exhibitors will be damaged. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. In addition, no attachments can be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to these restrictions. Violations of these rules will annul the exhibitor contract, and this person will be held liable for any damage resulting from such violation.
- MFA reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if, in the judgment of MFA, said exhibitor or exhibit, or proposed exhibit, shall, in any respect, be deemed unsuitable. This reservation relates to persons' conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, that affect the character of the exhibit.
- Audio presentations must be muffled so noise does not interfere with other exhibitors. Extremely loud noises such as bells, sirens, buzzers, etc., will not be permitted in order to maintain a businesslike atmosphere.
- The exhibitor shall be responsible for securing any and all necessary licenses or consent for a) any performances, displays, or other uses of copyrighted works or patented inventions, and b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by any third-party used, directly or indirectly, by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold MFA harmless from and against any claim of liability and any incident resulting from loss, cost or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third-party.
- No distribution of food and/or beverages in any form (fresh or prepackaged) from the exhibit booths will be allowed, unless expressly approved by MFA. Individually wrapped candies are exempt from this rule.
- All efforts to advertise, demonstrate, and operate the exhibit must be conducted so as not to trespass on the rights of other exhibitors and visitors.
- Any "unusual booth activity" outside of the standard sales and product education must be approved by MFA.
- Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul their right to occupy space, and such exhibit will forfeit to MFA all monies which may have been paid. Upon evidence of violation, MFA may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which MFA may thereby incur.
- The exhibitor indemnifies and agrees to hold harmless MFA and their actions, losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitor, his agents, representatives, or employees by reason of the exhibitor's occupancy or use of the exhibition facilities.
- All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Absolutely no storage of any kind will be permitted.
- MFA will select an official service contractor to provide all services required: carpet, furnishings, accessories, tables, drapery, labor to erect and dismantle exhibits, signs, freight, electrical requirements, phones, flowers, plumbing, models, etc.
An exhibitor's service kit will be mailed 30 days prior to the meeting with order forms, rates, and instructions on the services provided. Please write to the official service contractor for any special requirements, and every effort will be made to meet your needs. An exhibitors' service desk will be available during the hours of setup and tear down.
- Persons must be full time employees of the exhibiting company or their representatives in order to set up, decorate or dismantle booths. Should assistance be necessary beyond that provided by your employees, then labor must be provided by the official service contractor. Labor may be ordered in advance or at show site through the official service contractor. Exhibitors may contract the services of installation and dismantling (I&D) companies; however, MFA must be notified of this arrangement in writing.
- DO NOT SHIP EXHIBIT MATERIALS TO THE FAIRMONT CHICAGO.** To ensure proper handling and receiving, shipments should not be addressed to the Fairmont Chicago. The Fairmont Chicago has no provision to accept shipments at ANY TIME. ALL COSTS involved in transferring the exhibit materials from the Fairmont Chicago to the decorator will be the responsibility of the exhibitor. Information on shipping methods and rates will be mailed with service kits. Shipments are to be prepaid.
- Cancellations of exhibit space must be directed in writing to: MFA, 2025 M Street, NW, Suite 800, Washington, DC 20036-3309. Cancellations received by May 11, 2007 will be refunded 50% of the exhibit fee. No refunds will be given for cancellations made after May 11, 2007.
- In the event of cancellation of exhibits due to fire or the elements, strikes, government regulations, or other causes beyond MFA's control, MFA shall not be held liable for failure to hold the MFA Forum 2007 exhibit as scheduled, and this contract shall not be binding. MFA shall determine the amount of the exhibit fees, if any, to be refunded.
- No exhibitor activities other than those specified in this contract shall be scheduled during the time of the official MFA program or scheduled exhibit hours except with express written permission of MFA.
- MFA shall have sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the MFA Forum 2007. Written notice of any amendments or interpretations shall be given to exhibitors.
- Americans with Disabilities Act (ADA) - Each exhibitor shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold MFA harmless from any consequences of the exhibiting company's failure in this regard.
- Questions or comments should be directed to Kelly Marks, Conference Coordinator, or Courtney Mesmer, Exhibits Coordinator at 202.367.1172. Written comments may be forwarded to MFA, 2025 M St., NW, Suite 800, Washington, DC 20036-3309.**