



**InterShow**<sup>®</sup>  
SINCE 1978

The World's Leading Producer of  
Investment Trade Shows & Cruises



**The Money Show**

**The World Money Show**

**The Traders Expo**

**Cruise Seminars**

**The Financial Advisor Symposium**

# Mission...



**To stimulate business,  
foster education, and  
raise the level of awareness  
of both investors and providers,  
creating a more  
conscious marketplace.**



# Empowering...





## History of a Passion

### Empowering Investors

*InterShow* has been producing live forums of communication for people with a passion for investing since 1978. Prompted by their own needs, founders, Charles and Kim Githler, set out to create interactive educational opportunities that offered informative exchanges and insights of the quality that they themselves were seeking. They began their tradition of empowerment via face-to-face education with an innovative series of investment seminars that immediately attracted a following of like-minded independent thinkers and investors on a quest.

### Pioneering Productions

Over time, the Githlers developed these seminars into *The Money Show*, which pioneered a unique concept and business model that has proved a resounding success nationally. Responding to world trends and international markets, they expanded the model to the global arena with their production of *The World Money Show*. This unprecedented event was greeted with open arms and is receiving ongoing kudos as are their other shows, which address the needs of specialized industry segments, *The Traders Expo* and *The Financial Advisor Symposium*. In addition, *InterShow* produces the intimate and luxurious *Cruise Seminars* that focus not only on investing, but also on health, intellectual stimulation, and principles of business success across a variety of industries.

*InterShow* is proud of its track record over almost three decades...serving the needs of thousands upon thousands of individual investors together with business and media professionals, and expert speakers in the investment arena.

# Dynamic...





## Creating a Dynamic Marketplace

### **The Face-to-Face Experience**

*InterShow* creates a dynamic marketplace by bringing together individual investors, expert speakers, select exhibitors, and media partners in a face-to-face forum where top-notch and diverse educational programming is matched by displays of quality products and services. In this marketplace, unique perspectives are exchanged and relationships formed, which lead to more informed choices being made and products actually being bought and sold, either on the spot or in the future.

### **Interactive Energy**

Gathering passionate investors together in a live, interactive format generates tremendous energy and is key to the unparalleled *InterShow* experience. Each experience energizes, empowers, and educates everyone who participates. The opportunity for learning and profiting within this highly charged atmosphere draws tens of thousands of enthusiasts year after year.

### **Streaming Media/Webcasting**

Going forward, to enhance the onsite experience and to service an even larger audience, streaming media will be available on the *InterShow* Web site. Our financial portal will provide access to select audio/video content including select workshops from expert speakers.

Insightful...





## Powerful Programming

### Top-Notch Speakers

Expert speakers appreciate connecting and interacting with a highly qualified audience. Open discussion creates a think-tank environment that not only enables them to share their strategic views but generates a stimulating learning experience for them as well. A sampling of speakers includes:

Barry Asmus  
Richard Band  
Joe Battipaglia  
Tom Bierovic  
John Bogle  
William F. Buckley  
Frank Cappiello  
Ned Davis  
John Dessauer  
Lou Dobbs  
Alexander Elder  
Harold Evensky  
Steve Forbes  
Gerald Ford  
Neil George  
Newt Gingrich  
Alan Greenspan  
Mike Holland  
Paul Kangas  
Deena Katz  
Yusuke Kawamura  
Jack Kemp  
Henry Kissinger  
Lawrence Kudlow

Charles Maxwell  
Larry McMillan  
Jim Michaels  
Mark Mobius  
John Murphy  
Nick Murray  
Jon Najarian  
Don Phillips  
Robert Pozen  
Russ Alan Prince  
Martin Pring  
Leo Pusateri  
Linda Raschke  
Ronald Reagan  
Ned Riley  
Charles Schwab  
William Simon  
Tobin Smith  
Lou Stanasolovich  
Robert Stovall  
Donald Straszheim  
Sir John Templeton  
Larry Williams  
Martin Zweig



## Elements of Success

### A Proven Formula

Over the years, *InterShow* has honed its production and management skills and developed a proven formula for delivering cost-effective, high-quality events in exciting destinations of interest to our target markets.

Attendance is by invitation only and for hundreds of events per show—it's FREE. But, attendees don't go in blind. They know someone there whom they believe in and with whom they have an established relationship. They know that someone is going to meet them there to further their educational experience and to guide them philosophically in the financial services area. For more in-depth education, we offer another six to ten paid events per show.

### Niche Market Identification

Our production expertise is to identify the niche market. As *InterShow* president Kim Githler says, "We know how to communicate to it; we saturate it – and satisfy it." No matter which company comes to us wanting to do an event, we take an all-encompassing approach, identifying every opportunity surrounding a particular subject as well as the people who educate on the matter. We involve everyone in the process. Plus, *InterShow* has the largest lists of seminar attendees: 500,000 retail investors – who have either attended or inquired about attending one of our shows – and 150,000 online traders and over 50,000 financial advisors. So when business and media organizations come to us, we deliver. They gain access to our resources – the databases we've built and continue to build today. *InterShow's* niche market databases constitute a major point of differentiation. No one can match us.



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### Management Expertise & Turnkey Operations

Key skills and services that make doing business with us easy and enjoyable:

- *Hotel Negotiation* – known as the premier negotiators of hotel contracts, *InterShow* works to achieve win-wins by limiting liability on both sides of the equation.
- *Licensed Meeting Planners* – an elite team of professionals with years of experience and service satisfaction.
- *Proprietary Software* – designed and engineered to effectively manage and communicate, with a comprehensive Web site. This provides constant access for exhibitors, speakers, and attendees as well as a flawless registration system.
- *Target Marketing Reach* – an unsurpassed capability to appeal to niche markets based on decades of established relationships with the largest financial media companies in the business, representing millions of impressions in the marketplace.

## A One-Stop Opportunity with Benefits for All

**Sponsors/Exhibitors benefit** from the dynamics of face-to-face interaction with the most sophisticated and typically affluent segment of their multibuyer target market. They meet their clients, they meet new potential clients, and they have the opportunity to network with peers in the financial services arena as well as with some of the largest media companies in the world.

A sampling of sponsors/exhibitors includes:

American Century	JPMorgan
Ameritrade	Man Investments
Bank of New York	NASDAQ
BP	Novartis
CBOE	NYSE
CBOT	RealTick
CEMEX	Refco
CME	Reuters
Citibank	SAP
CyberTrader	Sasol
Daimler-Chrysler	Scottish Power
Deutsche Bank	Sinopec
E*Trade	TD Waterhouse
eSignal	TDC
Fidelity	TradeStation
General Electric	Value Line
GM	Vanguard Funds
Harrisdirect	Volvo



**Media Partners profit** by making personal contact with subscribers and advertisers, and networking within a live media format to expand their franchises. A sampling of media partners includes:

<i>Barron's</i>	<i>Money Magazine</i>
<i>Börse Online</i>	<i>Moscow Times</i>
<i>BusinessWeek</i>	<i>Newsweek</i>
China Business Network	<i>Nightly Business Report</i>
Dow Jones	NIKKEI
<i>Financial Advisor Magazine</i>	Phillips InvestorPlace.com
<i>Financial Times</i>	<i>SmartMoney</i>
<i>Forbes</i>	Standard & Poor's
<i>Futures Magazine</i>	<i>The China Post</i>
<i>Investor's Business Daily</i>	<i>The Wall Street Journal</i>
KCI Communications	<i>U.S. News &amp; World Report</i>
<i>Kiplinger's</i>	Yahoo! Finance



**Investors receive** highly focused information, specific recommendations, and strategies, and often, customized advice from acknowledged experts in a marketplace where this advice can be acted upon immediately if the investor so chooses. But whether a decision is taken on the spot or in the future, the expert guidance and education received helps investors organize priorities, focus on relevant issues, and ultimately prune or reposition appropriately to create stronger annual portfolio performance.

# ...Interaction



## Attending

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"People come to *The Money Show* for advice. Specific advice. Simple advice. Immediate advice. And...they get it...a wealth of wise investment counsel."

**Eric J. Savits**  
Barron's



"I've made a lot of money investing over the years, and it's all due to *The Money Shows*."

**C.H.**  
Tupelo, MS

"*The World Money Show* is a must for investors looking to add a global perspective to their portfolios."

**Steve Forbes**  
President and CEO, Forbes

"I wanted to take a minute to tell you what a life-changing experience *The Traders Expo* was for me. Simply put, I have never made a better investment in my life."

**M.L.**  
San Jose, CA



"I have been trading for about one year. I quickly learned what I didn't know and have sought to educate myself as a trader. *The Traders Expo* does not just offer one a chance for a trading education, *The Traders Expo* offers one a chance to receive a professional trader's education—many of Wall Street's finest were taught by those at *The Traders Expo*."

**P.R.**  
New York, NY

## Exhibiting

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"*The Money Show* has established itself as a regular requirement for both exhibitors and attendees."

**Don Phillips**  
Morningstar, Inc.



"You guys were on top of your game, as always. It's nice to deal with organizers who know what they're doing."

**Raymond F. Smith**  
The Vanguard Group

"*The Traders Expo* has always brought a quality crowd to DTI's presentations as well as to the exhibit hall. We have been attending these shows for close to five years now and have always been satisfied with our numbers!"

**Tom Busby**  
The DayTrading Institute

"*The Financial Advisor Symposium* is a great opportunity for us to interact with a highly qualified community of fee-based advisors. The conference agenda is always fresh and timely and ABN AMRO's message of process-driven investing finds an interested audience. It's a win-win experience."

**Steve Ferrone**  
ABN AMRO Asset Management

# ...Appreciation



## Annual Productions

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### THE **MONEY SHOW**<sup>®</sup>

America's #1 Marketplace for Investor Education & Expert Advice

Almost 30 years ago, *The Money Show* spearheaded the field of investment trade shows with its unique concept: inviting highly qualified individual investors, expert speakers, select exhibitors, and top investment media partners to gather together in a live forum where their interaction creates a dynamic marketplace. Produced annually in **Las Vegas**, **San Francisco**, and **Washington, DC**, with special focuses for each venue, such as technology, biotechnology, buy-and-hold vs. trading, and investing in public companies, the pioneer of investment trade shows has attracted tens of thousands over the years and remains #1 in the nation today.

[www.MoneyShow.com](http://www.MoneyShow.com)

### The WORLD **MONEY SHOW**<sup>®</sup>

Uniting the Global Investment Community

Driven by the communication and information technology revolutions, we have entered an unprecedented era of global interdependence. In response, *InterShow* has taken its basic business model and expanded its scope to offer *The World Money Show* whose mission is Uniting The Global Investment Community. In its debut year, over 10,000 investors and traders from more than 25 countries attended. Ninety-two percent said that *The World Money Show* met or exceeded their expectations. Knowing that the more US capital they attract the more potential they have for building resources at home, many of these countries are enthusiastically embracing the chance to introduce trade and development opportunities to individual US investors. On the floor, representatives from participating nations can access the right people, the doers that make things happen – there's a huge business card exchange. And, heavy solidity with the media from each country involved. The interest is tremendous. With shows being produced in **Orlando, Florida**; **London, UK**; and coming up in **Hong Kong, China**; *The World Money Show* is the place to discover opportunities for capital growth, diversification, and cross-border investing. Learn about new global investment strategies and hear specific recommendations from the world's leading investment experts that can lead to success and profit in this evolving arena.

[www.WorldMoneyShow.com](http://www.WorldMoneyShow.com)

### THE **FINANCIAL ADVISOR**<sup>®</sup> Symposium<sup>®</sup>

A summit of learning and growing, networking and exchanging investment strategies, *The Financial Advisor Symposium* focuses entirely on issues affecting advisory practices. Beyond providing financial advisors with necessary continuing education, the over 30 in-depth workshops and thought-provoking panels are designed to enhance their effectiveness as business managers and enable more efficient and profitable management of client portfolios. Produced twice a year in **Las Vegas** and **Chicago** in partnership with *Financial Advisor* magazine, this outstanding symposium benefits from *InterShow's* years of experience in producing intensive, learning-driven programs for the professional advisor as well as the private investor.

[www.FinancialAdvisorSymposium.com](http://www.FinancialAdvisorSymposium.com)



...Unparalleled



## Annual Productions (cont.)

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As producer of *The Traders Expo*, the largest and ONLY expo exclusively for active traders, *InterShow* builds on its core strengths, experience, and long-term partnerships to provide these individuals with optimal exposure to everything needed for consistent and profitable trading. Invited active traders receive a free pass to discover the latest tools and technologies, cutting-edge investment opportunities, and over a hundred new products and services. They experience in-depth educational classes and interaction with the experts. Three shows are produced a year, typically in **New York**, **Chicago** or **Ft. Lauderdale**, and **Las Vegas**.



Forex is the world's largest financial market with more than US\$1.9 trillion traded daily. The popularity of foreign currency exchange trading among traders has skyrocketed over the past few years and now deserves its own conference and exhibition—*The Forex Trading Expo*. Some of the most respected speakers from renowned currency trading banks and institutions will be on hand to give attendees an overview of global currency fluctuations, teach classes on hedging strategies, currency arbitrage, and more—information that attendees can use immediately to make smarter trades.

[www.TradersExpo.com](http://www.TradersExpo.com)



Each year in partnership with luminaries from the worlds of finance and publishing, health and academia, business and sports, *InterShow* produces first-class learning journeys and interactive seminars-at-sea. Designed for independent thinkers and investors with a passion for capitalism, these luxurious and intimate voyages offer the professional and the amateur alike an extraordinary opportunity to exchange ideas and build productive relationships. While cruising on board the most elegant ships in the company of elegant minds, voyagers explore history, culture, politics, economics, and investing in exciting destinations around the world. They return home enriched by these learning adventures and come back to experience them over and over again.

[www.InvestmentCruise.com](http://www.InvestmentCruise.com)



## Online Publications

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Sophisticated, active investors have long viewed *The Money Show* as a singular resource for information on the products, strategies, and tools required to maintain a healthy and profitable investment portfolio. Now they can get the specific recommendations of *The Money Show* speakers weekly—even after the show is over.

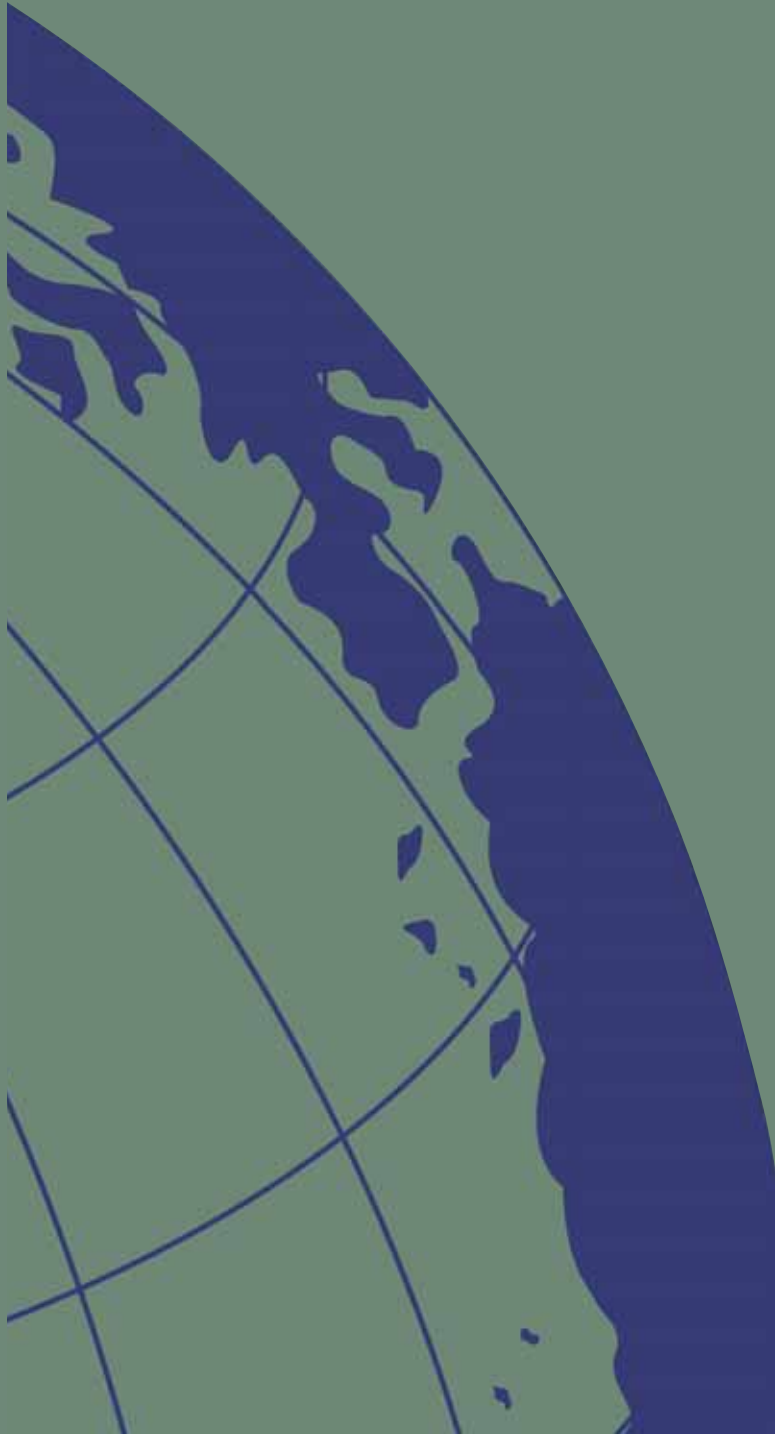
[www.MoneyShowDigest.com](http://www.MoneyShowDigest.com)



A concise compilation of valuable lessons and wisdom gathered from *Traders Expo* speakers that will keep traders at the top of their trading game. *Traders Expo Weekly* takes traders inside the sharpest minds in the industry, guiding them toward the strategies, tools, and techniques that will help them achieve and maintain a profitable trading edge.

[www.TradersExpoWeekly.com](http://www.TradersExpoWeekly.com)







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