

Meet Face to Face with Thousands of Traders to Build Your Business and Your Brand!



February 20-23, 2011
Marriott Marquis Hotel
New York City, New York

We invite you to join us for The 12th Annual Traders Expo in New York to present your newest product and service offerings to a highly qualified audience of active traders. There could not be a better opportunity for you to network to collect leads, build long-term relationships, and attract future business from 6,000+ traders!

Face-to-Face Marketing

Benefit from meeting prospects, collecting leads, closing sales

- **Relationship Selling** – building long-term relationships and trust with traders is the most effective and profitable way for you to sell, up-sell, and cross-sell your financial offerings.
- **Motivated Investors** – 91% of Expo attendees say that The Traders Expo influences the types of trades and/or trading tools they use in the future. These traders are eager to learn how your products and services will benefit them.
- **Actionable Leads** – More than 50% of Expo attendees are experienced traders and have portfolios valued in excess of \$250,000. These are solid leads proactively seeking the financial knowledge you have to provide.

Powerful Education Attracts The Most Qualified Traders



By Exhibiting at The New York Traders Expo, You Will:

- **Network** with thousands of traders;
- **Generate** hundreds of valuable new leads;
- **Promote** your newest and most dynamic tools and services;
- **Build and enhance** your client base through relationship selling;
- **Attain** brand recognition to increase profitability;
- **Solidify** a much faster and higher close rate through the personal interaction with traders.



Linda Raschke



John Carter



Lawrence McMillan



Martin Pring



Alexander Elder



Jea Yu



Tom DeMark



Denise Shull



Greg Capra

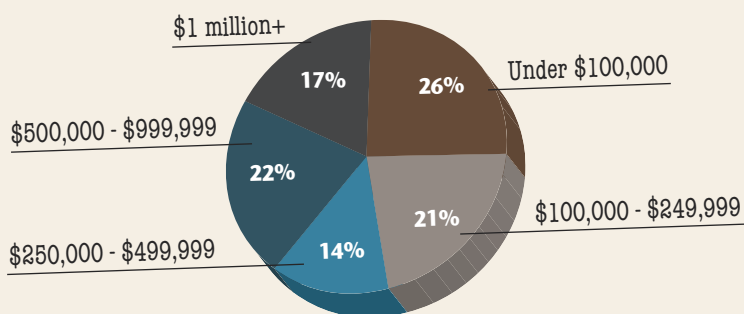
For Complete Details about The Traders Expo Please Call 800/822-1344, Ext. 2262
Outside US & Canada: International Freephone 00 800 9221 1344, Ext. 2262
www.NewYorkTradersExpo.com



Exhibit and Showcase Your Company to 6,000+ Active Traders!

The Traders Expo New York—Attendee Demographics*

Total Portfolio Including Real Estate



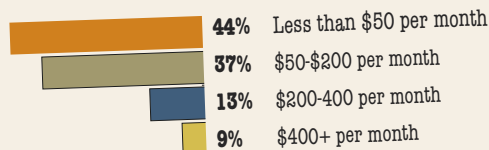
Average Trades Per Month

35%	5-24
22%	25-59
8%	60-99
14%	100-499
5%	500+

Broker Services and Features Most Important to Attendees

82%	Low commissions	35%	Accessible customer service online
78%	Fast execution	34%	Online transaction search and reporting
67%	Reliable execution during volatile periods	30%	Automated trading
55%	Accessible customer service by phone	17%	Monthly paper statements by mail
42%	Streaming quotes	5%	Ability to trade exotic currency pairs
39%	Comprehensive online research tools	7%	Other
35%	Easy/quick funds withdrawal		

Total Spent On Trading Expenses Excluding Commissions



*Source: The 2009 Traders Expo - New York attendee survey compiled by an independent research analyst. For a complete survey call 800/822-1134, ext. 279

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