

THE TIME IS NOW!

EXECUTE & ACCOMPLISH...

AIMSE

**33RD ANNUAL
MARKETING & SALES
CONFERENCE**

April 25-27, 2010 The Fairmont Turnberry Isle
Aventura, Florida Resort & Club

PRELIMINARY PROGRAM

AIMSE



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Dear AIMSE Colleagues:

Welcome to the 33rd Annual AIMSE Marketing & Sales Conference.

The markets of the last year and a half have provided all of us with a wide array of challenges. Over the last year, much analysis has been done and preparations have been made to help position client's portfolios for success and take advantage of opportunities that have arisen. The Planning is done, The Time is NOW! As we all begin to Implement & Execute, AIMSE is here to provide the Education, Access and Support to help each of us, our firms and our clients be more successful.

Hosted at the Fairmont Turnberry Isle, the 33rd AIMSE Annual Conference has been developed by a well-connected cross-section of industry leaders representing world-class asset management firms with these goals and your success in mind. AIMSE continues to provide an unparalleled forum for education, access and mentoring to promote the success of sales professionals. We've developed a power packed agenda including:

- One of a kind sessions with Callan Associates and Wilshire Associates to provide an in-depth look at their research organizations and changes that have occurred in the last year
- The exclusive Roundtable Sessions which provide intimate access and keen intelligence on a stellar line-up of Consultants & Plan Sponsors representing all distribution channels

- Information and a blueprint to target new distribution channels and prospects for your firm – identify where opportunity is, the requirements for success and the most direct route to access
- Industry Leaders will provide insight and strategic advice on how to make the most of the current environment, position for success and create value for you and your firm.

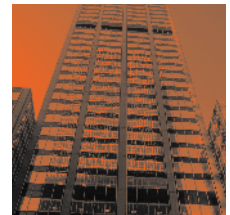
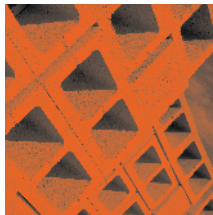
On behalf of the AIMSE Board of Directors, we welcome your participation and ask you to join us on April 25 - 27 in Florida. We've assembled a conference agenda that provides the information, access and advice that is so crucial to driving your success in the current markets and beyond.

We look forward to seeing you in April!

Best regards,

Christopher Krein, WisdomTree Asset Management
Conference Chair

Tony Wilkins, Northern Trust Global Investments
Conference Co-Chair



SCHEDULE AT A GLANCE

SUNDAY, APRIL 25, 2010

7:30 am Golf Registration and Breakfast
8:30 am Tournament Begins
1:00 – 2:30 pm Golf Tournament Lunch
6:30 – 7:30 pm Newcomer / Mentor Reception
7:30 – 9:30 pm Welcome & Exhibitor Reception
(heavy hors d'oeuvres will be served)

Monday, April 26, 2010

7:00 – 8:00 am Registration & Exhibitor Roundtable Breakfast
8:00 – 8:15 am Welcome and AIMSE President's Address
8:15 – 9:15 am Keynote Presentation: David Bauer, Casey, Quirk and Associates
9:15 – 9:45 am Refreshment Break with Exhibitors
9:45 – 10:45 am Consultant Overview – Ron Peyton, Callan Associates
11:00 – 12:00 noon Concurrent Workshops
Workshop #1 The Relationship Between Plan Sponsors, Consultants & Investment Managers
Workshop #2 Capitalize on the Sub-Advisory Market
Workshop #3 Selling in a New Compliance & Regulatory Environment
Noon – 1:15 pm Lunch with the Exhibitors
1:15 – 2:45 pm Plan Sponsor Roundtables
2:45 – 3:00 pm Refreshment Break with Exhibitors

3:00 – 4:00 pm Concurrent Workshops
Workshop #4 Family Offices – Exploring the Dynamics Between the Family and Their Gatekeeper
Workshop #5 Outsource CIO
Workshop #6 Forming Meaningful Bonds

Optional Outdoor Activities

4:30 – 6:30 pm Volleyball Tournament
4:45 – 6:30 pm Tennis Tournament
7:30 pm Reception & Dinner
AIMSE Richard A. Lothrop Award Presentation

Tuesday, April 27, 2010

7:15 – 8:15 am Registration & Exhibitor Roundtable Breakfast
8:15 – 9:15 am Global Distribution Survey Results – Fernand Schoppig, FS Associates
9:15 – 10:15 am Consultant Overview – Luke O'Neill, Wilshire Associates
10:15-10:45 am – Refreshment Break with Exhibitors
10:45-12:00 noon – Concurrent Workshops
Workshop #7 Endowments & Foundations – Communications: Key Ingredients For Success
Workshop # 8 Olympic – Athlete Primed and Ready to Perform, Now
12:00 noon – 1:00 pm – Lunch with the Exhibitors
1:00 – 2:30 pm – Consultant Roundtables
2:30 – 3:00 pm – AIMSE Annual Business Meeting
3:00 pm Conference Concludes

* Program is subject to change. Please check <http://www.aimse.org> often for updates.

WORKSHOPS & ROUNDTABLES

Monday, April 26, 2010

8:15 – 9:15 am Keynote Presentation

David Bauer, Casey, Quirk and Associates

9:45 – 10:45 am General Session – Consultant Overview

Speaker: Ron Peyton, Callan Associates

Description: Ron Peyton will provide an in-depth overview of the Research & Consulting effort at Callan Associates. His insight will be a valuable asset to everyone who works with Callan and their clients or is looking for the most efficient way to present their products to the right people there.

11:00 am – 12:00 noon Concurrent Workshops

Workshop 1: The Relationship Between Plan Sponsors, Consultants & Investment Managers

Moderator: Jonathan Cangalosi, Golden Capital Management LLC

Panelist: David Hyman, CFA, Evaluation Associates, Brian Wright, Ashland Inc, Chris Davis, CFA, United Methodist Foundation of Western North Carolina

Description: This session will focus on how sales professionals should work with both the plan sponsor and their consultant. What are the optimal and most efficient ways to reach plan sponsors (pre-sale and post-sale), and how to do this in conjunction with the consultant (everyone reading from the same page).

Workshop 2: Capitalize on the Sub-Advisory Market

Moderator: Scott Kearney, Turner Investment Partners

Panelists: Christopher Vella, CFA, Northern Trust, Jeff Margolis, Margolis Advisory Group, Brian Ahrens, Prudential Investment Management, and George Riedel, T. Rowe Price

Description: Hear from some of the largest allocators in the sub-advisory market. As this market becomes more institutionalized and undergoes significant change, learn how to capitalize on the current trends from the leaders in this distribution channel.

Workshop 3: Selling in a New Compliance & Regulatory Environment

Moderator: Steve Kneeleay, Ardmore Partners, LLC

Panelists: Todd Cipperman, Cipperman and Company, David Tittsworth, Investment Adviser Association

Description: This session will cover trends and new requirements to asset management firms in compliance and regulatory matters. In addition, the panel will discuss the ongoing relationship between distribution and compliance within the asset management firm.

1:15 – 2:45 pm Plan Sponsor Roundtables

Moderator: Martha Delgado Gomez, Atlantic Asset Management

Panelists: Ryan Bailey, Meadows Foundation, Inc., WJale Adeosun, Rensselaer Polytechnic Institute, Ed Hetherington, UPS Investments Group, Robert Hering, Rutgers University, Patrick Baumann, Harris Corporation, Bob Whitaker, DHL, Joe Thomas, BJC Healthcare, John Keane, Jacksonville Fire and Police, John Girard, Boca Raton Police and Fire Retirement System, and Mark Kelliher, Deluxe Corporation

Description: Don't miss this rare opportunity to meet top plan sponsors in an intimate roundtable setting. Ask them the questions you've always wanted to and learn how to gain access and in-sight into meeting their needs. Each plan sponsor will join you at your table for an open discussion where you will learn what it takes to get your firm positioned for future success.

WORKSHOPS & ROUNDTABLES

3:00 – 4:00 pm Concurrent Workshops

Workshop 4: Family Offices – Exploring the Dynamics Between the Family and Their Gatekeepers

Moderator: Matt Lugar, Gruss & Co.

Panelists: Ben Alimansky, Glenmede Investment and Wealth Management, David Kupperman, Alternative Investment Management, Bruce Simon, Ballentine, Finn, and Jay Weber, Laurel Capital

Description: This session will discuss the intricacies between the family members in control of the capital and their trusted advisors. Learn how to effectively build a complete relationship without alienating anyone.

Workshop 5: Outsource CIO's

Moderator: Kerry Dempsey, Capital Guardian Trust Company

Panelists: Stephanie Lynch, Global Endowment Management LP, Jeffrey Nipp, BlackRock and Philip Schneider, Watson Wyatt Investment Consulting

Description: More and more institutional investors are delegating the management of their portfolios to outsourcing providers. Our panel represents outsourced CIO's from several successful business models. We will discuss their level of discretion with client assets, how they structure client plans, and how they select investment managers. Learn how to work with outsourced CIO's, and how to effectively position your firm.

Workshop 6: Forming Meaningful Bonds – Developing Solid Relationships

Moderator: Kurt Wood, DePrince, Race & Zollo, Inc.

Panelists: Jack Gastler, Acadian Asset Management, Joanne Hickman, Northern Trust Global Investments and Obie McKenzie, BlackRock

Description: As sales professionals, we are the front door and the face of our respective firms. We have to be able to relate to people; they have to be satisfied with our personality to be able to do business with us and to build a relationship of mutual trust. In this session, you will hear from experienced, successful investment sales professionals on how they break down barriers and how they develop lasting relationships with consultants and plan sponsors.

Tuesday, April 27, 2010

8:15 – 9:15 am General Session: Global Distribution Survey Results

Speaker: Speaker: Fernand Schoppig, FS Associates

Description: In conjunction with AIMSE, Fernand and his team conducted a robust survey of the Global Distribution landscape. Hear from FS Associates the results of the survey, the most effective Global distribution strategies and what it takes to succeed as you look to take your product abroad.

9:15 – 10:15 am General Session: Consultant Overview

Speaker: Luke O'Neill, Wilshire Associates

Description: Take in-depth view of Wilshire Associates and get the latest information from Luke O'Neill on their Research department. Learn the most effective way to work with one of our valuable Consulting partners.

WORKSHOPS & ROUNDTABLES

10:45 am – 12:15 pm

Concurrent Workshops

Workshop 7: Endowments and Foundations – Communications: Key Ingredients For Success

Moderator: Matt Crowe, Anchor Point Capital, LLC

Panelists: Robert Hering, Rutgers University, and Ryan Bailey, Meadows Foundation, Inc.

Description: Participate in an interactive discussion with senior investment officers from leading endowments and foundations that will explore how marketers can more effectively communicate their message. Hear firsthand about the key ingredients required to build successful relationships with this highly sought after investor group. Bring your questions, bring your best ideas, but most importantly, bring an open mind.

Workshop 8: Olympic-Athlete Primed and Ready to Perform, Now

Speaker: Sally Stalcup, Stalcup Consulting

Panelists: Kathleen Powers Dunlap, Barclays Capital, Laura Esposito, First Eagle Investment Management, and Christopher Paoletta, Perimeter Capital Management

Description: Competing in an Olympic event is about performing at the top of your game. Athletes use a process of setting target goals, creating disciplines, training alone and with their team to remain strong, focused and ready to compete. Competing as a sales and marketing professional in the investment management industry is also about performing to the best of your abilities. Our AIMSE "athletes" will compete, explore and discuss tips, techniques and disciplines practiced that demonstrate how they stay on top of their presenting game.

1:00 – 2:30 pm

Consultant Roundtables

Moderator: Matt Crowe, Anchor Point Capital, LLC

Panelists: Fran Coopersmith, Asset Strategy Consultants, Bryan Decker, Evaluation Associates, Erik Knutzen, New England Pension Consultants, Alan Kosan, Rogerscasey, Liana Magner, CFA, Mercer Investments, Julie Moore, Rocaton Investment Advisors, LLC, Matthew Shirilla, Callan Associates, Weston Tompkins, CFA, Watson Wyatt Investment Consulting, Keith Berlin, Fund Evaluation Group, Nate Krogman, CFA, Hewitt Associates, Mike Welker, CFA, The Bogdahn Group and Tracey Nykiel, Ennis, Knupp & Associates

Description: Always one of our most popular forums. Get ready to roll up your sleeves, ask questions and listen to top consultants share their insights as to which asset classes are hot, and which are not. There's no formality and no audience—just you and your fellow marketers discussing manager search activity, organizational updates, how best to communicate with these influential consultants and more. You'll gain great insights into top consulting firms and begin the process of building relationships with these key people in an intimate and interactive setting.

* Please refer to page 4 for the full program agenda.

HOTEL INFORMATION

ROOM RESERVATIONS

The deadline for securing the AIMSE group rate is March 23, 2010. All sleeping room reservations for the AIMSE Conference must be made directly with the Fairmont Turnberry Resort & Club. To make reservations, please call the hotel at 1-800-327-7028 by March 23. AIMSE has contracted special room rates for the AIMSE conference. Please make your reservations today, as hotel rooms are reserved on a first come, first served basis. Be sure to indicate that you are attending the Association of Investment Management Sales Executives Conference when making reservations. Hotel check-in is 4:00 pm and Check-out is 12:00 noon.

ROOM RATES & RESORT FEES

The negotiated AIMSE room rate is \$299/day for single or double occupancy. There is an additional \$12/day resort fee posted to each room charge. The Resort Fee sponsors gratuities for luggage handling, local and toll free calls, round trip transportation to the Aventura Mall, daily newspaper delivered to guest room, and access to the fitness center at The Willow Stream Spa.

NO SMOKING POLICY

Smoking is not permitted during any conference activity.

PRIVATE PARTY POLICY

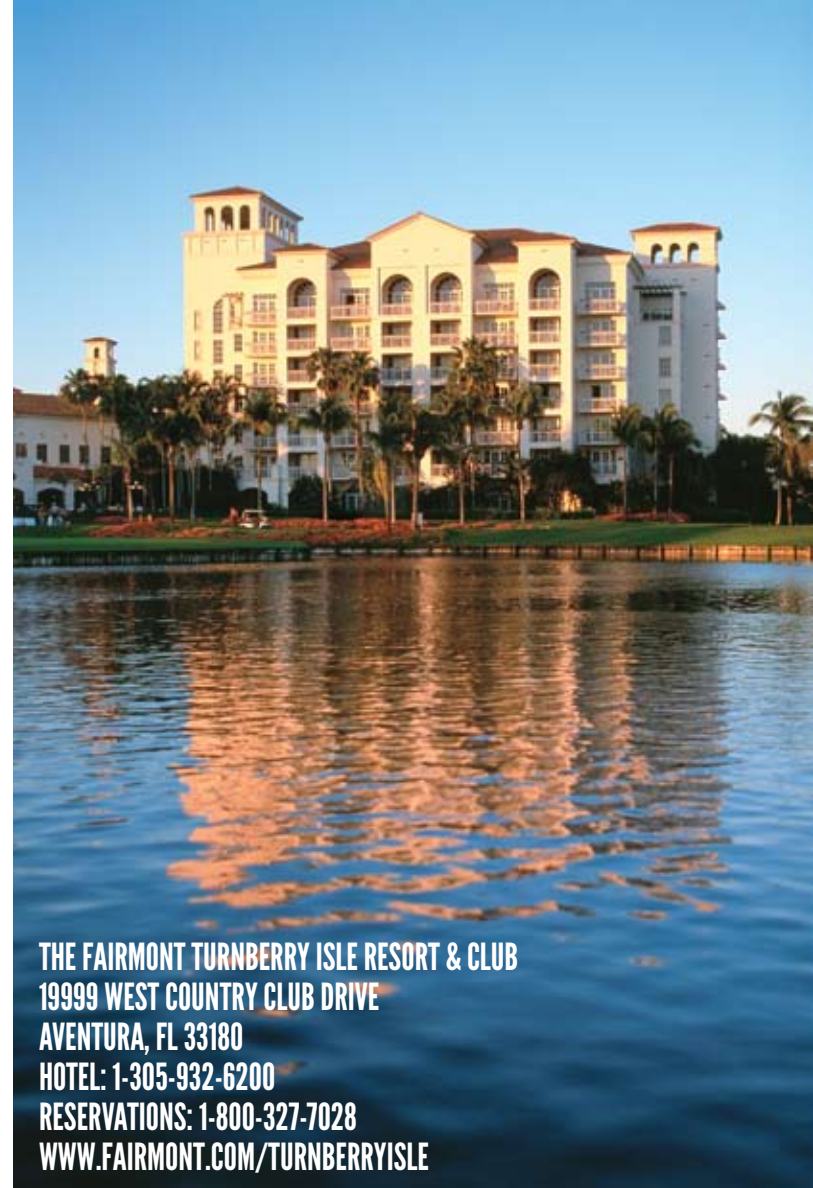
Hosted parties in which attendance is restricted to either verbal or written invitations are not permitted at any AIMSE Conference.

ROOM DELIVERIES POLICY

Only exhibiting companies are permitted to conduct deliveries of promotional materials to AIMSE Conference attendees' rooms.

RECOMMENDED DRESS

All sessions and events are business casual.



THE FAIRMONT TURNBERRY ISLE RESORT & CLUB
19999 WEST COUNTRY CLUB DRIVE
AVENTURA, FL 33180
HOTEL: 1-305-932-6200
RESERVATIONS: 1-800-327-7028
WWW.FAIRMONT.COM/TURNBERRYISLE

Directions

TO THE FAIRMONT TURNBERRY ISLE RESORT & CLUB

DRIVING DIRECTIONS FROM MIAMI INTERNATIONAL AIRPORT

The drive from Miami International Airport takes approximately 35 minutes.

Exit the airport and follow the signs to I-95 North.

Take I-95 North to Ives Dairy Road, exit 16 (also called NE 203 Street).

Go East on Ives Dairy Road to US1 (also called Biscayne Blvd).

Turn right on Biscayne Blvd and immediately make first left at the traffic light onto Aventura Blvd (NE 199 Street).

Continue to the end and turn right on West Country Club Drive. The resort's main entrance is on your left.

Please Note: There is a \$1.25 toll on expressway 112.

DRIVING DIRECTIONS FROM FORT LAUDERDALE INTERNATIONAL AIRPORT

The drive from the Fort Lauderdale Airport takes approximately 20 minutes. Exit the Airport and follow signs to I-95 South.

Take I-95 South to Ives Dairy Road, exit 16 (also called NE 203 Street).

Go East on Ives Dairy Road to US1 (also called Biscayne Blvd).

Turn right on Biscayne Blvd and immediately make the first left at the traffic light onto Aventura Blvd (NE 199 Street).

Continue to the end and turn right on West Country Club Drive.

The resort's main entrance is on your left.

RENTAL CARS

The Fairmont Turnberry Isle Resort & Club is pleased to offer special service from Hertz Car Rental.

TAXIS

Taxis are available at the airport 24-hours a day.

LIMOUSINE

Limousine services provide by USA Transportation. Please contact concierge for details.

PARKING

There is valet parking at the hotel at a cost of \$30 per night. Daily parking is available at a cost of \$15 per day and Ballroom function parking at \$15 per day.

Registration Information

WHO CAN ATTEND

Only current paid AIMSE members are eligible to attend the AIMSE Annual Conference. Please call the AIMSE office at 703-234-4098, if you are not sure about your membership status or to request a membership application. Executive recruiters, consultants and members of the "working press" are not eligible for AIMSE membership and are therefore ineligible to attend the AIMSE Conference.

AIMSE MEDIA POLICY

AIMSE does not issue media passes to any AIMSE conference or event. All media representatives must be current Associate members and pay registration fees. All attendees must read and adhere to the AIMSE media policy that is stated at www.aimse.org. Exhibitor representatives must sign the Policy Agreement Form.

ON-SITE REGISTRATION HOURS

Saturday, April 24	2:00 pm – 5:00 pm
Sunday, April 25	4:00 pm – 8:00 pm.
Monday, April 26	7:00 am – 4:00 pm
Tuesday, April 27	7:00 am – 3:00 pm

WORKSHOP/ROUNDTABLE REGISTRATION

Conference Workshops and Roundtables are limited in size and will be assigned on a first-come, first-served basis. Complete registration is essential to reserve your space to selected workshops/roundtables.

SPOUSE/GUEST REGISTRATION

The spouse/guest category is reserved for individuals who do not qualify for membership. All spouses/guests attending any AIMSE Annual Conference event must register. Workshop assignments will be handled on-site based on availability. Spouse/guest on site registration is \$395.

EXHIBITOR REGISTRATION

Please refer to the Sponsor & Exhibitor Handbook for specific policies. All individuals attending the Conference as exhibitors must send in registration forms and fees together. Exhibit fees allow each exhibiting company to send four individuals to attend the AIMSE Conference and participate in all activities except sports events at no additional cost. Exhibitors wishing to participate in sports events must pre-register for these events and pay applicable fees. Additional exhibit staff members wishing to attend the Conference must pay the Extra Exhibitor Fee plus any sports or spouse/guest fees. These individuals must be current AIMSE members.

GOLF TOURNAMENT REGISTRATION

Attendees registered for the tournament will check in at the Golf registration desk. Please note - the tournament fills up quickly. Please send your forms and fees immediately to reserve your space.

NAME BADGES

Badges are required for admittance to all Conference General Sessions, Workshops/Roundtables and Social Functions.

GROUP DISCOUNTS

To receive the Group Registration Discount for three or more members attending from the same firm, all payments and completed forms for each individual must be sent to AIMSE together. Please use a separate form for each registrant.

DEADLINES

HOTEL ROOM RESERVATIONS March 23rd
(Call the The Fairmont Turnberry Isle Resort & Club at 800-327-7028.)

CONFERENCE REGISTRATION FEE DISCOUNT April 5

CANCELLATION REFUND REQUESTS April 5

REGISTRATION DEADLINE FOR INCLUSION IN LIST OF ATTENDEES
April 5

REGISTER EARLY!

REFUNDS

The deadline for refund requests is April 5, 2010. All requests for refunds must be in writing. An administrative fee of \$250 will be assessed to all refunds of \$500 or more. No refunds will be granted after April 5, but another AIMSE member from your firm may attend in your place.

ATTENDEES LIST

Your registration must be received by April 5 for your name to be listed in the printed Conference Attendees list. No attendees lists will be distributed prior to the conference.

ONLINE REGISTRATION

Register Online at www.aimse.org

*For clarification on registration policies, call AIMSE at 703-234-4098.

AIMSE

33RD ANNUAL MARKETING & SALES CONFERENCE REGISTRATION FORM

- Please use a separate form for each registrant.
- Firms sending 3 or more members must send all forms and fees together to receive discounts.
- All exhibitors must pre-register.

**Please type or print your information.
Use a separate form for each registrant.**

Full Name _____
Title _____
Badge/Nickname _____
Firm _____
Mailing Address _____
City _____ State/Province _____
Zip/PC _____ Country _____
Phone _____ Fax _____
E-Mail _____

Registrations Fees

AIMSE Member Registration

Early Bird Registration - Before April 5

- AIMSE Member Registration, each \$1595
- 2nd and each additional Member from the same firm \$1275

Regular Registration - After April 5

- AIMSE Member Registration, each \$1695
- 2nd and each additional Member from the same firm \$1375

On-site Registration

- AIMSE Member Registration, each \$1895
- 2nd and each additional Member from the same firm \$1475

Exhibitor Registration

Early Bird Registration - Before April 5th

- Exhibitor (If one of four booth reps.) \$0
- Additional Exhibitor Staff, each \$1250

Regular Registration - After April 5th

- Exhibitor (if one of four booth reps.) \$0
- Additional Exhibitor Staff, each \$1350

Membership Dues

Only current paid AIMSE Members are eligible to attend. If you are unsure of your membership status, please call the AIMSE office at 703-234-4098.

- Active Member Annual Dues \$250
- Associate Member Annual Dues \$350

Mentor Program

To assist newer AIMSE members attending the Conference, AIMSE is offering a mentoring program. If you would like a more experienced AIMSE member to share his/her insight at the Conference, please check the appropriate box. If you would like to serve as a mentor to someone at the Conference, please indicate by checking the appropriate box.

- I would like to be an AIMSE mentor
- I would like to have an AIMSE mentor
- I am attending my first AIMSE Annual Conference

***Newcomers and those wishing to participate in the mentor program will receive an invitation to attend the Newcomers/Mentors Reception on Sunday.

MONDAY, APRIL 26

Please do not register for more than one workshop or course per time period.

11:00 am – Noon Concurrent Workshops

- Workshop 1** The Relationship Between Plan Sponsors, Consultants & Investment Managers
- Workshop 2** Capitalize on the Sub-Advisory Market
- Workshop 3** Selling in a New Compliance & Regulatory Environment

3:00 – 4:00 pm Concurrent Workshops

- Family Offices** Exploring the Dynamics Between the Family and Their Gatekeeper
- Workshop 5** Outsource CIO
- Workshop 6** Forming Meaningful Bonds

TUESDAY, APRIL 27

10:45 am – 12:00 noon Concurrent Workshops

- Workshop 7** Endowments and Foundations – Communications: Key Ingredients For Success
- Workshop 8** Olympic – Athlete Primed and Ready to Perform, Now

SPOUSE/GUEST REGISTRATION

- \$295 before April 5
- \$395 After April 5

This is how your spouse/guest badge will read. Please type or print clearly. Spouses/guests must have a name badge to attend meal functions, general sessions, and workshops.

Spouse/Guest Full Name _____

Spouse/Guest Badge Name _____

Spouse/Guest of _____

- Spouse/Guest Fee: This fee includes all meal functions, all general sessions, and entry into available workshops.
- Any spouse/guest who does not pre-register and wishes to participate in any conference activity must pay an on-site fee of \$395.
- Please note that children are not encouraged to attend any AIMSE functions.

TOURNAMENT REGISTRATION

Golf | Sunday, April 25th | Course - Soffer

7:30 am Continental Breakfast and Registration

8:30 am Shotgun Start

\$270 per person

Your name _____

Handicap/Average Score _____

Team Member Request:

1 _____

2 _____

3 _____

All team members must register independently. Listing team members here does not register them to play in tournament. Space is limited. Please register immediately to assure your space. Golf Team assignments will be made according to handicap or average score unless you request a team assignment.

Rental Clubs: If you need to rent clubs, please contact the Golf Course Directly, they can be reached at 305 -933-6929.

Tennis Tournament

Monday, April 26th at 4:45 p.m.

\$85, per person

Volleyball Tournament

Monday, April 26th at 4:30 p.m.

\$65, per person

Send Registration Forms and Payment to:

AIMSE
12100 Sunset Hills Road
Suite 130
Reston, VA 20190
(p) 703.234.4098
(f) 703.435.4390

TOURNAMENT POLICIES

No registration will be made for any Sports Event until fees are paid. Refunds will not be made after April 5 for cancellations of Sports Events.

I agree and acknowledge that I am undertaking participation in AIMSE sports as my own free and intentional act and I am fully aware that physical injury might occur to me as a result of my participation in AIMSE sports. I give this acknowledgment freely and knowingly and I represent and warrant to you that I am physically and mentally fit and that I am, as a result, able to participate in AIMSE sports, and I do hereby assume responsibility for my own well-being. You must sign this agreement in order to be registered for any of the tournaments.

Signature _____

Print name _____ Date _____

Payment Information

Total enclosed (including tournament fees) \$ _____

Form of Payment

Check MC Visa AmEx

Card Number _____

Expiration Date _____

Signature _____

Payments must be made in US Dollars.

If you have a disability, have dietary needs or require special accommodations in order to participate, please specify:

