



masterinvestor

RESEARCH • ANALYSE • INVEST

UK'S LARGEST EVENT FOR PRIVATE INVESTORS

CONNECTING COMPANIES WITH INVESTORS

THE 15TH
ANNIVERSARY
EVENT!

"It's proven that investors value the ability to speak face-to-face with companies at executive level, which then plays a major part in their investment decision-making process. That's why Master Investor is such an effective tool for companies!"

SWEN LORENZ, CEO, MASTER INVESTOR LTD.



SATURDAY
March 25th 2017
9am - 5pm

HOSTED IN CENTRAL LONDON
EUROPE'S LEADING FINANCIAL CENTRE



MASTER INVESTOR PROVIDES A COMPREHENSIVE, TOTAL SOLUTION FOR THE MARKETING OF YOUR COMPANY!

- Our **15 year track record** allows us to attract the highest profile names from the UK finance industry.
- 37% of our attendees have a portfolio of >£250,000.
- The Business Design Centre in Islington is Central London's highest quality conference venue. A historic building turned into a **21st century conference facility**.
- Exhibitors can **meet a large number of potential investors in a single day**, giving you a high return on your marketing spend.
- **Networking opportunities** on several levels, e.g. we consistently hear from exhibitors that they also have made new business contacts.
- VIP lounge access allows you to arrange **one-to-one meetings** throughout the day.
- Master Investor Magazine is the UK's number one free online investment magazine. We can offer exhibitors a **package** that allows them to build a year-round engagement with our audience.

WHAT OUR EXHIBITORS SAY ABOUT US

“MASTER INVESTOR PROVIDES VALUABLE EXPOSURE FOR OUR COMPANY AND UNPARALLELED DIRECT ACCESS TO INVESTORS. THE EVENT HAS INTRODUCED NEW INVESTORS TO THE SHARE REGISTER AND PROVIDED A PLATFORM TO CONVEY OUR BUSINESS MODEL.”

Richard Wolanski

CFO, Avation PLC

Listed on the London Stock Exchange, “AVAP”

Market capitalisation: £90m



Avation has been attending Master Investor as exhibitor since 2014 and will be exhibiting for the 4th time in 2017 with an upgraded, bigger package!



PRODUCT OVERVIEW

Price List All prices excl. VAT

Product	Regular stand	Double stand	Breakfast Speaking Slot (10 min between 9am and 10am)	Regular Speaking Slot (10 min between 10am and 4pm)
Stand(s)	1	2	n/a	n/a
Ticket allowance	25	50	n/a	n/a
Brand display outside of the stand	n/a	n/a	On logo wall at the stage	On logo wall at the stage
Distribute flyers	At the stand	At the stand	On flyer stand at the stage, all day	On flyer stand at the stage, all day
Presence in MI Magazine	One full page ad in pre-show issue	Two full page ads in pre-show issues	Yes, 250 word profile in pre-show issue.	Yes, 500 word profile in pre-show issue.
Website of MI	Company profile (max 100 words); logo on website	Company profile (max 300 words); logo on website	Inclusion on speaker list (bio; max 150 words)	Inclusion on speaker list (bio; max 150 words)
Regular price	£4,000	£7,000	£2,500	£2,500

We offer three stages

Main Stage	Open for major sponsors; presentations that are thought leadership (i.e. strictly no corporate presentations).	3 slots available of 30 minutes each. Guided content.
Rising Stars Stage	In the Main Hall, benefiting from the buzz of the main part of the venue, which also means there is a degree of background noise.	The Rising Stars Stage and Gallery Suite offer roughly the same seating capacity, i.e. 180-200 seated. None of the speaking slots on the Rising Stars Stage and in the Gallery Suite overlap with the presentations on the main stage.
Gallery Suite	Enclosed room upstairs. Quieter, which also means it doesn't have the vibe of the Main Hall and instead is a more private setting.	

SPEAKING AT MASTER INVESTOR

Being on stage allows you to tell your story in a focussed way to those investors who are most interested in your company.

Combining an all-day stand presence with a speaking slot is a powerful way to get your message out to our audience of high net worth individuals, private investors, brokers and analysts. Here is how a speaking slot helps you to maximise your exposure:

A speaking slot automatically increases the interest of the audience in your company. All speaking sessions are advertised extensively in the on-line and email campaigns ahead of the show. They are also advertised on the day, featuring in the Show Guide, across event signage, and through direct reference from the event's comperes across our three stages. Quite simply, a speaking slot acts as a catalyst to increase people flow to your stand.



The ever-popular 10 minutes speaking slots each will give you the opportunity to speak to investors while maximising the attention you generate for your company and the number of new investor leads you generate on the day. Dedicated Master Investor social media staff will be on site to increase social media exposure for all speakers on the day.

Please note, these speaking slots can only be acquired in conjunction with an Exhibition Stand Package. See price list for further details.

The speaking slots are strictly limited and will be allocated on a first come first served basis. Book early to avoid disappointment.

**Please email
swen@masterinvestor.co.uk
to discuss this further.**

DEMOGRAPHICS

Unlike other, smaller event organisers, Master Investor can rely on its organically grown, internal mailing list to ensure the event is attended by a quality audience. Our finance website delivers unique, high quality content, enabling us to invite an audience that has a proven, serious interest in financial matters and investments.

THE FOLLOWING ARE STATISTICS FROM OUR 2014 AND 2015 EVENTS:

- **25%** of our readers have a portfolio between **£100,000** and **£250,000**;
- **12%** manage a portfolio between **£250,000** and **£500,000**;
- **13%** between **£500,000** and **£1m**; and
- **12%** above **£1m**.
- **58%** of our readers identify themselves as investors, **9%** as traders, and **33%** are both long-term investors and traders.
- **50%** of our attendees stay at the show for more than five hours.
- **90%** of our attendees rated their experience of visiting Master Investor as either “Excellent” or “Good”.
- **90%** of our attendees are likely to attend again.
- **50%** of our audience is in the age range of 55 to 74, and **39%** of our audience is in the age range of 25 to 44.
- **17%** of our attendees were from a Board of Directors level, **11%** were senior management level, **22%** are middle management level, **17%** were retired, and **17%** were self-employed.
- **48%** of our attendees live in London or the South-East,
- **Our show also attracts outliers.** Given our network, attendees of the 2015 event also included the founder of a fund management firm with **\$30bn in assets under management**, several entrepreneurs that have made triple-digit fortunes in venture capital as well as a whole number of other extraordinary individuals and public figures.

B2B networking: In previous years, we have had attendees from the following firms

Accenture, Barclays, Beaufort Securities, Bloomberg, BNP Paribas, Cantor, Capital Strategy LTD, Cerno Capital, City and Merchant, Excalibur Group, Global Mining Observer, HSBC, JP Morgan, Metro Bank, MoneyWise, Philip Capital, Prodigy Capital, Rothschild Advisors, Santander, Slater investments, St. Brides Partners, Stan Hill Capital, Thomson Reuters, Traders and Investors Club, Trading Central, VSA Capital, Waterbridge Capital, Wells Fargo, and many many more....

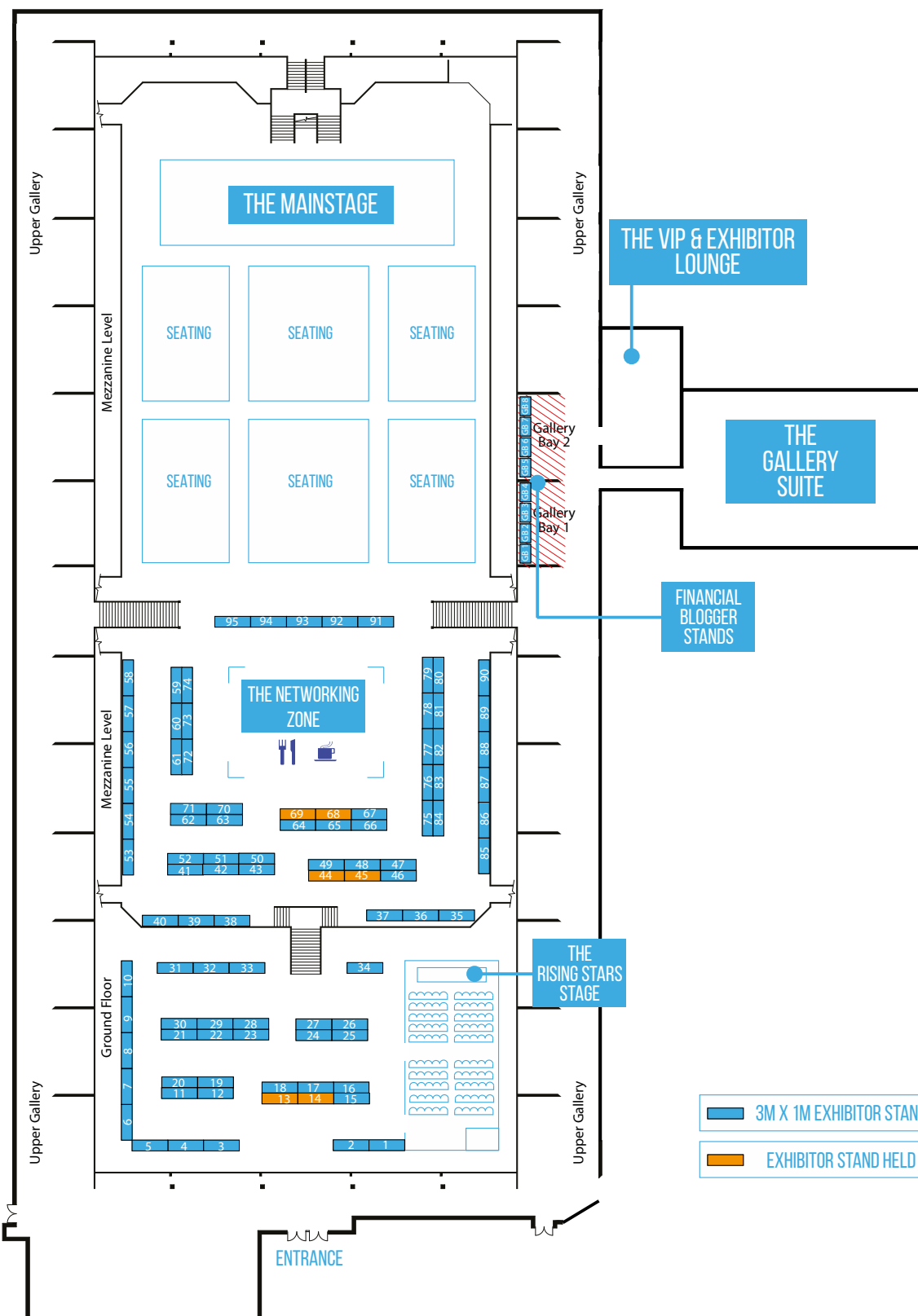


By partnering with Master Investor, you can get year-round exposure for your company to our audience of high-net worth individuals. Please email us for further information: swen@masterinvestor.co.uk



THE VENUE:

THE ENTIRE BUSINESS DESIGN CENTRE AT A GLANCE



SPEAKING SLOTS OVERVIEW - MI 2017

Please consult us about current availability of speaking times.

Time Slot	The Main Stage	The Gallery Suite	The Rising Stars Stage	
09:00	Show Opens	Show Opens	Show Opens	
09:05	Show Opens	Show Opens	Show Opens	
09:10				
09:15				
09:20		MI Breakfast 09:20 - 10:00 4 x 10 mins		
09:25				
09:30				
09:35				
09:40				
09:45				
09:50				
09:55				
10:00				
10:05	SPEAKER 1 - Sold 10:05 - 10:35 30 mins			
10:10				
10:15				
10:20				
10:25				
10:30				
10:35				
10:40				
10:45		GS - 1 10:40 - 10:50 (10 mins)	RSS - 1 10:40 - 10:50 (10 mins)	
10:50		GS - 2 10:50 - 11:00 (10 mins)	RSS - 2 10:50 - 11:00 (10 mins)	
10:55		GS - 3 11:00 - 11:10 (10 mins)	RSS - 3 11:00 - 11:10 (10 mins)	
11:00		GS - 4 11:10 - 11:20 (10 mins)	RSS - 4 11:10 - 11:20 (10 mins)	
11:05		GS - 5 11:20 - 11:30 (10 mins)	RSS - 5 11:20 - 11:30 (10 mins)	
11:10		GS - 6 11:30 - 11:40 (10 mins)	RSS - 6 11:30 - 11:40 (10 mins)	
11:15				
11:20				
11:25				
11:30				
11:35				
11:40				
11:45				
11:50	Jim Mellon 11:45 - 12:30 45 mins	No Presentations slots to be sold	No Presentations slots to be sold	
11:55		No Presentations slots to be sold	No Presentations slots to be sold	
12:00		No Presentations slots to be sold	No Presentations slots to be sold	
12:05		No Presentations slots to be sold	No Presentations slots to be sold	
12:10		No Presentations slots to be sold	No Presentations slots to be sold	
12:15		No Presentations slots to be sold	No Presentations slots to be sold	
12:20		No Presentations slots to be sold	No Presentations slots to be sold	
12:25		No Presentations slots to be sold	No Presentations slots to be sold	
12:30		No Presentations slots to be sold	No Presentations slots to be sold	
12:35				
12:40				
12:45				
12:50				
12:55				
13:00		GS - 7 13:00 - 13:10 (10 mins)	RSS - 7 13:00 - 13:10 (10 mins)	OR 13:00 - 13:30 30 mins Panel Debate
13:05		GS - 8 13:10 - 13:20 (10 mins)	RSS - 8 13:10 - 13:20 (10 mins)	
13:10				
13:15				
13:20				
13:25				
13:30				
13:35	SPEAKER 3 - Sold 13:30 - 14:00 30 mins			
13:40				
13:45				
13:50				
13:55				
14:00				
14:05		GS - 9 14:05 - 14:15 (10 mins)	RSS - 9 14:05 - 14:15 (10 mins)	
14:10		GS - 10 14:15 - 14:25 (10 mins)	RSS - 10 14:15 - 14:25 (10 mins)	
14:15		GS - 11 14:25 - 14:35 (10 mins)	RSS - 11 14:25 - 14:35 (10 mins)	
14:20				
14:25				
14:30				
14:35				
14:40				
14:45	SPEAKER 4 - Sold 14:45 - 15:15 30 mins			
14:50				
14:55				
15:00				
15:05				
15:10				
15:15		GS - 12 15:15 - 15:25 (10 mins)	RSS - 12 15:15 - 15:25 (10 mins)	
15:20		GS - 13 15:25 - 15:35 (10 mins)	RSS - 13 15:25 - 15:35 (10 mins)	
15:25		GS - 14 15:35 - 15:45 (10 mins)	RSS - 14 15:35 - 15:45 (10 mins)	
15:30		GS - 15 15:45 - 15:55 (10 mins)	RSS - 15 15:45 - 15:55 (10 mins)	
15:35		GS - 16 15:55 - 16:05 (10 mins)	RSS - 16 15:55 - 16:05 (10 mins)	
15:40				
15:45				
15:50				
15:55				
16:00				
16:05				
16:10				
16:15				
16:20				
16:25	SPEAKER 5 / MAINSTAGE PANEL DEBATE JIM MELLON + 2 SPEAKERS (TBD) 16:20 - 16:50 30 mins	No Presentations slots to be sold	No Presentations slots to be sold	
16:30		No Presentations slots to be sold	No Presentations slots to be sold	
16:35		No Presentations slots to be sold	No Presentations slots to be sold	
16:40		No Presentations slots to be sold	No Presentations slots to be sold	
16:45		No Presentations slots to be sold	No Presentations slots to be sold	
16:50		No Presentations slots to be sold	No Presentations slots to be sold	
16:55		No Presentations slots to be sold	No Presentations slots to be sold	
17:00		No Presentations slots to be sold	No Presentations slots to be sold	
17:05				
17:10				
17:15	Close	Close	Close	

The Main Stage
4 x 30 min slots
1 x 45(+) min slots

The Gallery Suite
1 x MI Breakfast
(4 x 10 min slots)
16 x 10 min slots

The Rising Stars Stage
16 x 10 min slots

Please Note:
If speakers require double or triple length speaking slots The Gallery Suite is best suited for the longer duration slots

For more information and to secure your stand, speaking slot or sponsorship, please contact us by email, phone or by arranging a personal meeting.

Swen Lorenz, CEO (London)

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James Faulkner (Sheffield)

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stefania@cassiopeia-ltd.com

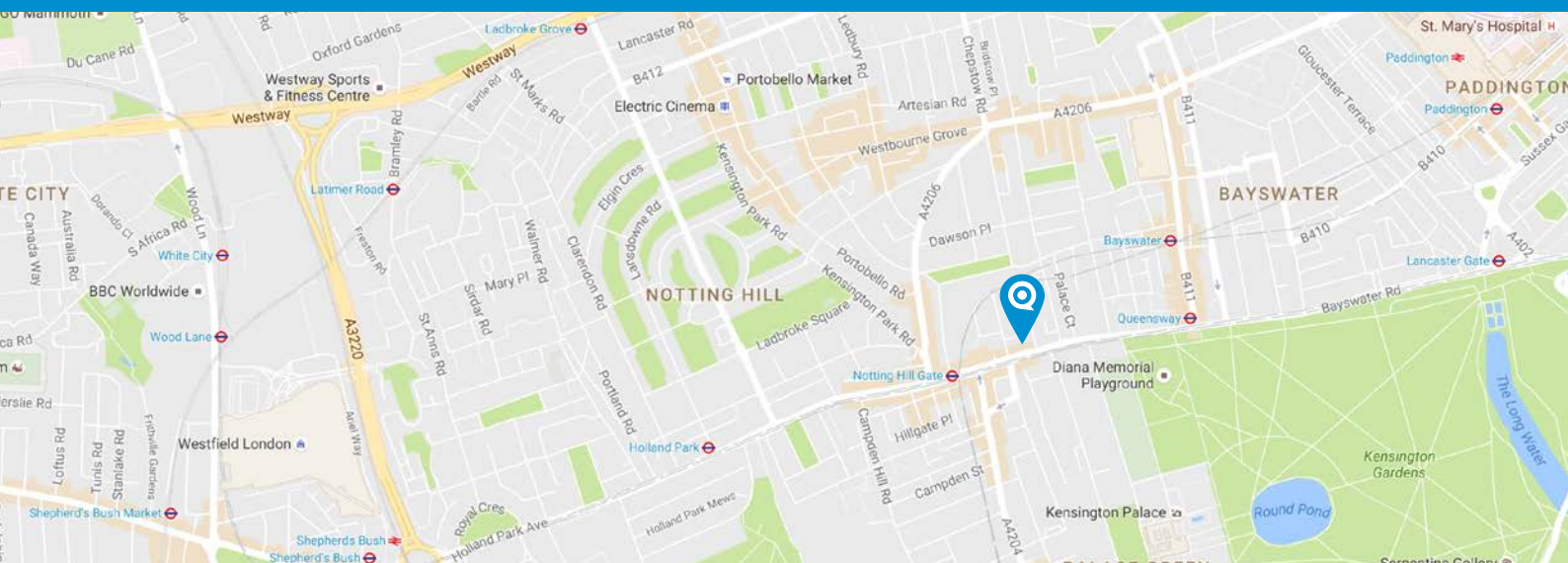
Phone: 07949690338

For a personal meeting:

Master Investor has its head office in Kensington, within a short walking distance from either Notting Hill Gate or Kensington High Street. Visit us if you'd like to meet the team and to personally discuss your requirements as exhibitors, or arrange for a meeting at your office in the London area. One of our team members is based in Sheffield.



WE ARE LOOKING FORWARD TO WORKING WITH YOU!



Master Investor Ltd.
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Disclaimer: All information published in this brochure was believed to be accurate at the time of publication.