



Find out who the real players in the market are!

The 9th Annual Best Trading Desk Awards and Casino Showdown

**Tuesday, May 23, 2006, 6:00 p.m.
Union League Club, 38 East 37th Street, New York, NY 10016**

Best Trading Desk Awards – An Industry Standard

Each year in March and April, the editors of *Credit Investment News* (formerly *Loan Market Week*) survey bank loan investors, including institutional money managers, CLO/CDO managers, loan funds, hedge funds and commercial banks to determine which trading desks are excelling in areas important to investors. The survey includes questions that go straight to the point of what is important to investors and the dealers that serve them. Trading desks receive points on a sliding scale to determine the top overall rankings in a number of service categories. Over the last nine years, these rankings have become an important performance benchmark for broker/dealers.

The top-ranked company in each category will be announced and awarded on May 23rd during a cocktail reception, ceremony and casino showdown at the Union League club in New York City. A complete ranking will be distributed to guests following the awards ceremony and will also be published in the May 27th issue of [Credit Investment News](#).

Custom Reports:

Finalists can order specialized reports to find out where their firm ranked in all categories relative to its peers; and to find out what the buy-side had to say about their firm. The report will include:

- ∞ A breakdown of how firms scored in terms of points in each category overall
- ∞ A comparison of how many points a firm amassed relative to its peers in each category and overall
- ∞ Commentary from the buy-side on why they like a certain firm. Which individuals serve them best and how?

2006 Categories will include:

- ∞ Best Overall Trading Group
- ∞ Best Par Desk
- ∞ Best Distressed Desk
- ∞ Most Improved (par/distressed)
- ∞ Market Maker
- ∞ Best Traders (par/distressed)
- ∞ Best Middle Market Coverage

New This Year!

Best Credit Default Swap Desk

Outstanding Contribution Award

The Outstanding Contribution Award is given to an individual or organization who has made a significant impact on the market. Last year's winner was the LSTA in recognition of their 10th Anniversary.

Casino Showdown and Silent Auction

Join in the fun as attendees compete for the **Player of the Year** trophy in the **Casino Showdown**. Get in on the action as you combine luck and skill at Black Jack, Craps and Roulette. The individual with the most chips at the end of the night will be named Player of the Year!

Bid on silent auction items with all proceeds to benefit **Habitat for Humanity**.

Scroll down for sponsorship packages



9th Annual Best Trading Desk Awards and Casino Showdown

Sponsorship Opportunities

Sponsoring the Best Trading Desk Awards and Casino Showdown is an excellent way for a company to strengthen its brand and relationship with the trading community. Following are available sponsorship opportunities.

Joint Event Sponsor

SOLD

- ∞ Twelve guests (clients or company representatives)
- ∞ Listing as a joint sponsor (with Institutional Investor News) for the event
- ∞ Corporate logo displayed with prominent positions in invitations, promotional materials, web page (with link to your site), etc.
- ∞ Recognition as joint event sponsor of the event through regional and national promotion, advertising and PR
- ∞ Logo displayed prominently in all day-of-the-event programs, signage, etc.
- ∞ Distribution of materials on general display table at event
- ∞ One copy of the Custom CIN Best Trading Desk Research Report (\$5,000 Value)
- ∞ One four-color advertisement in *Credit Investment News* issue of May 29, 2006 (issue where winners will be announced)

Outstanding Contribution Award Sponsor

SOLD

- ∞ Ten guests (clients or company representatives)
- ∞ Listing as Outstanding Contribution Award Sponsor
- ∞ Logo displayed in day-of-the-event program
- ∞ Distribution of materials on general display table at event
- ∞ One copy of the Custom CIN Best Trading Desk Research Report (\$5,000 Value)
- ∞ One four-color advertisement in *Credit Investment News* issue of May 29, 2006 (issue where winners will be announced)

Casino Showdown Sponsor

\$10,000 Net

- ∞ Ten guests (clients or company representatives)
- ∞ Opportunity to present Player of the Year Award to winner
- ∞ Listing as Casino Showdown Sponsor
- ∞ Logo displayed in day-of-the-event program
- ∞ Distribution of materials on general display table at event
- ∞ One copy of the Custom CIN Best Trading Desk Research Report (\$5,000 Value)
- ∞ One four-color advertisement in *Credit Investment News* issue of May 29, 2006 (issue where winners will be announced)

Silent Auction Sponsor

\$10,000 Net

- ∞ Ten guests (clients or company representatives)
- ∞ \$5,000 contribution to Habitat for Humanity made in your institution's name
- ∞ Listing as Silent Auction Sponsor
- ∞ Logo displayed in day-of-the-event program
- ∞ Distribution of materials on general display table at event
- ∞ One copy of the Custom CIN Best Trading Desk Research Report (\$5,000 Value)
- ∞ One four-color advertisement in *Credit Investment News* issue of May 29, 2006 (issue where winners will be announced)

Award Category Sponsor

\$8,000 Net

- ∞ Ten guests (clients or company representatives)
- ∞ Opportunity to present an award in the sponsored category
- ∞ Listing as Award Category Sponsor
- ∞ Logo displayed in day-of-the-event program
- ∞ Distribution of materials on general display table at event
- ∞ One four-color advertisement in *Credit Investment News* issue of May 29, 2006 (issue where winners will be announced)

Sponsor + Research Report

\$ 8,000 Net

- ∞ Ten guests (clients or company representatives)
- ∞ Logo displayed in day-of-the-event program
- ∞ Distribution of materials on general display table at event
- ∞ One copy of the Custom CIN Best Trading Desk Tailored Research Report (\$5,000 Value)
- ∞ One four-color advertisement in *Credit Investment News* issue of May 29, 2006 (issue where winners will be announced)

Sponsor + Advertisement in *Credit Investment News*

\$ 6,000 Net

- ∞ Ten guests (clients or company representatives)
- ∞ Logo displayed in day-of-the-event program
- ∞ Distribution of materials on general display table at event
- ∞ One four-color advertisement in *Credit Investment News* issue of May 29, 2006 (issue where winners will be announced)

Sponsor Only

\$ 4,000 Net

- ∞ Ten guests (clients or company representatives)
- ∞ Logo displayed in day-of-the-event program

9^h Annual Best Trading Desk Awards and Casino Showdown
Thursday, May 18, 2006, 6:00 p.m., Union League Club
Sponsorship Reservation Form
 Fax completed form to **+1 212-224-3811**

Type of Sponsorship _____ Total US\$ _____

Sponsoring Company's Name: _____
(as it should appear in all published promotional materials)

Primary Contact Name: _____
(the person who will coordinate sponsoring company's attendance at awards)

Primary Contact Title: _____

Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country: _____

Tel: _____ Fax: _____ Email: _____

Authorized signature for payment on reservation: _____

Please print name of authorized signatory: _____ Date: _____

Method of Payment: Check enclosed (payable to Institutional Investor)
 Charge the following credit card Send invoice

Name as it appears on credit card: _____ Credit card type: __MC __Visa __AMEX # _____ Expiration date: _____ Signature of Cardholder: _____	Send invoice to: (if different from above contact): Contact Name: _____ Company Name: _____ Address: _____ City: _____ State/Province: _____ Postal Code: _____ Country: _____
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The term of this non-cancelable agreement begins the date that it is signed by both parties and ends upon completion of the event – May 23, 2006.

Institutional Investor Contact: Tracey Redmond, Awards Director
redmond@iievents.com
 tel: 212-224-3239, fax: 212-224-3811

Authorized Institutional Investor
 Signature: _____

Upon execution of this contract, please email your company logo as a high-resolution file to Ronda DiMasi at rdimasi@iievents.com, 212-224-3569.