



WOMEN'S ALTERNATIVE
INVESTMENT SUMMIT

December 1 & 2, 2009

Press Coverage Protocol

Conference Rules for Media

The Women's Alternative Investment Summit is a private conference featuring senior-level executives at the nation's top financial organizations. We allow select journalists who meet certain criteria (see below) to cover this private event only if they agree to the following rules:

- No speaker (including keynoters, panelists, and conference organizers) can be quoted by name or company; all information presented during the conference is not for attribution.
- Each speaker must give the reporter her express approval to be quoted during one-on-one conversations.

Press Credentials

The Summit producers welcome representatives from qualified print, broadcast, and online media to cover the conference only on **Wednesday, December 2**. No member of the press will be admitted to the kick-off evening reception on December 1.

One press pass will be issued to each media organization; additional passes may be issued upon request. You are not permitted bring friends or relatives with you to the Women's Alternative Investment Summit.

To be eligible for press passes, media representatives must present credentials from an approved media outlet. We reserve the right to refuse anyone a press badge, at any time and for any purpose.

To qualify for a press badge:

- Media representatives must present current press identification. This includes a business card (with individual's name and title and the name of an approved media outlet)
- Freelance writers and photographers must present a letter of assignment from an approved publication to be granted a press badge. Freelance writers or columnists not on an assignment must provide a copy of an industry-relevant by-lined article, published within the past six months in an approved media outlet
- Electronic media representatives, including editors of websites, must present proof of an existing site with relevant editorial content

Credential Requests

To be considered for press credentials for the Women's Alternative Investment Summit, please email your request by November 23, 2009 to Lisa Fruitt at lisa@frUITTcomm.com.

Please Include:

- Name
- Title
- Company/Publication/Web site

Registration/Credentials Pick Up

Media can register and pick up their credentials and a press kit on Wednesday, December 2 at the Press Table outside the Summit's main Conference Room. For more information contact Lisa Fruitt at 617-512-1613 or lisa@frUITTcomm.com. Lisa will be staffing the Press Table at the Summit.