



Emerald Connect Announced as Petabyte Sponsor of TechLeaders 2013

FEBRUARY 6, 2013 – Irving, Texas. TechLeaders 2013 is pleased to welcome Emerald Connect as the exclusive Petabyte Sponsor of the event. Emerald Connect is the nation's leading financial website hosting company and through this sponsorship will gain premier access to TechLeaders' core audience of independent and regional Broker/Dealer business and technology decision-makers.

As the Petabyte Sponsor, Emerald Connect will receive optimal brand exposure on all TechLeaders marketing materials, deliver a keynote presentation at the 2013 event, and gain unfettered access to the event for its clients. The conference brings together top c-suite executives, tuned in to the latest business, operational, and technology issues, with cutting-edge solutions providers to discuss innovations and strategies with a highly relevant agenda, guided by its advisory board.

"I was impressed with the groundbreaking format of the TechLeaders Conference, which is the only event in this space that brings together the top Broker/Dealer technology providers and the Broker/Dealers that use them to collaboratively move forward the technology and business solutions available in the industry," said Paul Peterson, President of Emerald Connect, Inc. "After witnessing the success of last year's conference, it is apparent that the industry has needed a conference like this for some time, and we are thrilled to be a part of this year's event."

"Emerald Connect is a prominent player in the financial services industry, and the endorsement of this conference underscores what we are trying to achieve. TechLeaders brings together the leading product providers and Broker/Dealers enabling the industry to network new products to an interested and engaged audience," said Peter Montoya, Executive Producer of the TechLeaders Conference. "The conference is unique in that it places the spotlight on technology so attendees can evaluate and contribute to innovative solutions for today's most pressing market issues."

The TechLeaders Conference will be held March 13–15 at The Omni Mandalay Hotel at Las Colinas in Irving, Texas. There are still sponsorship opportunities available including Terabyte, Gigabyte, Megabyte, and Kilobyte level commitments. Other sponsors of the event include major industry leaders such as LaserApp, Redtail Technology, Quadron Data Solutions, and Salespage.

TechLeaders

TechLeaders, the annual broker-dealer technology conference, has an agenda unlike any other event that is dedicated only to presenting the technology solutions that best serve the needs of the financial services community—Broker/Dealers, in particular. The conference is designed to give attendees and sponsors exposure to the technology vendors that are solving the problems that Broker/Dealers and their Representatives are facing every day. TechLeaders is supported by discussion groups, online user forums, and direct access to the technology vendors, creating new solutions in direct response to user



need. For more information, visit www.techleadersconference.com or follow @techleadersconf on Twitter.

Emerald Connect, Inc.

For more than 25 years, Emerald Connect has been the premier provider of solutions-based marketing tools that assist financial professionals in prospecting for new business, retaining existing clients, and branding their practices. Our products include comprehensive workshops and dinner seminars, as well as direct-mail services. We offer a “Keep in Touch” content suite comprising a mix of educational newsletters, market commentaries, articles, surveys, greeting cards, and email marketing—all designed to maximize retention rates. Emerald Connect is also the leading provider of content-rich websites for financial professionals. All Emerald Connect materials are educational and FINRA reviewed.

Media Contact:

Diana Kearns

Aspectus PR

646-202-9845

Diana.kearns@aspectuspr.com