

Special Events for Retail Investors

Targeting the Retail Investor

BetterInvesting understands that institutional investors represent a significant focus for investor relations professionals. However, we also urge you not to forget the power of the retail investor! Retail investors can assist your company in creating a more balanced and diverse shareholder base. Their awareness and support can engender stability, promote liquidity and provoke upside pressure to your company's stock.

You can reach the retail investor by attending one of our special events. Conferences for investment education on a local, regional and national scale bring retail investors together for company investor presentations, investment education, knowledge sharing and networking. The events are **completely run by passionate retail investors** who are looking forward to meeting new companies, new faces, spreading the word about the importance of investment education and the mission and principles of the BetterInvesting organization.

Special Events Include:

- **BetterInvesting National Convention (BINC)**
- **BetterInvesting Regional Conventions (BIRCs)**
- **BetterInvesting Local Investors Fairs**