



Welcome to the UBM 401(k) Plan!

Dear Colleague:

We have some good news to share about the future of your retirement savings options! As a result of Advanstar joining the UBM family, the Advanstar Employees' 401(k) Plan with Securian will be ceasing operations, and you will soon be eligible to participate in UBM's 401(k) Plan at Great-West Financial (soon to be Empower™ Retirement). You'll enjoy a number of enhancements under the UBM 401(k) Plan such as:

- Higher matching formula (3%) and a true-up provision that maximizes your match opportunity
- More investment choices and lower overall plan fees
- Access to more robust retirement planning tools
- Preserved prior service credits for vesting purposes

There are no plans at this time to make changes to your existing health and welfare benefits.

About Empower Retirement

Empower is committed to helping individuals take charge of their own retirement future by securely replacing—for life—the income they earned while working. Empower was created by combining the retirement businesses of Great-West Financial, Putnam Investments, and Great-West Financial Retirement Plan Services (formerly J.P. Morgan Retirement Plan Services), the record-keeper of the UBM 401(k) Plan since 2006.

What will happen next and what will I need to do in order to enroll in the UBM 401(k) Plan?

Date	Event
December 12, 2014	Your last 401(k) payroll deferral under the Advanstar Plan.
December 16, 2014	The Advanstar Employees' 401(k) Plan with Securian ceased operations. No further contributions may be made into the Plan beyond the December 12 payroll; however, loan payments will continue with Securian for a limited time.
Week of December 29, 2014	You will receive an Enrollment Packet from Great-West Financial at home. Your packet will include details such as plan features, investment option information, and important notices.
February 1, 2015	Participation in the UBM 401(k) Plan begins.* Your current pretax and/ or Roth deferral rate will transfer to the UBM 401(k) Plan unless you notify Retirement Plan Services otherwise. Any elections you make prior to this date will pend and become effective on February 1.
February 6, 2015	Beginning with this payroll cycle, new deferrals will be directed to the UBM 401(k) Plan.

Important Note Regarding the UBM True Up Provision Feature

*Although there will be a gap between your final deferral to the Advanstar 401(k) Plan and your first deferral in the UBM 401(k) Plan, the UBM plan is designed to maximize your matching opportunity through a true-up provision. Your total contributions, eligible compensation and company matching contributions are analyzed after year-end, and you receive additional matching contributions in the following year, if applicable. Please see the attached FAQ for an example.

Investment Elections in the UBM 401(k) Plan

The UBM 401(k) plan is flexible and you can change your deferral rate and investment options at any time. Any new monies being deferred to the UBM 401(k) Plan will be invested according to your new investment elections. If you do not make specific investment elections for your future contributions to the UBM 401(k) Plan, your payroll deferrals will be invested in the American Century One Choice Portfolio dated closest to the year in which you turn 65. Generally, the asset allocation of each target date fund will change on an annual basis with the asset allocation becoming more

conservative as the fund nears the target retirement date. Specific fund information will be included in the welcome packet that you will receive at home during the week of December 29.

How do I rollover my Advanstar 401(k) Account?

Date	Event
February 20, 2015	<p>Since the Advanstar 401(k) Plan will cease operations, Securian must receive your completed rollover form by February 20, 2015. You will receive a distribution packet in your home mail with important information and directions in order to roll over your retirement funds to the UBM 401(k) Plan or another institution of your choice, (e.g., a personal IRA).</p> <ul style="list-style-type: none"> • If Securian does not receive a form from you, your Advanstar 401(k) Plan account will be liquidated and proceeds will automatically be invested in your UBM 401(k) Plan account according to your new investment elections. • All rollovers to the UBM 401(k) Plan, including rollovers of loan balances, will be processed at one time within 10 days of the February 20 deadline. • If you choose to roll into an account other than the UBM 401(k) Plan or elect to receive a distribution, your request will be processed by Securian as soon as administratively feasible once your form is received.
Week of February 22, 2015	All remaining balances in the Advanstar 401(k) Plan will be liquidated and processed according to direction provided by participants' on the forms returned to Securian. If no form is received, your Advanstar 401(k) Plan account will be liquidated and proceeds will be invested in your UBM 401(k) Plan account.
Week of February 28, 2015	Account balances (and loan balances, if applicable) rolled from the Advanstar 401(k) Plan will be available in the UBM 401(k) Plan.

Loans

February 20, 2015 is last payroll cycle from which loan repayments will be directed to the Advanstar 401(k) Plan. During the week of February 28, loan repayments will be directed to the UBM 401(k) Plan. Also during the week of February 28, you may initiate a new loan from your Advanstar 401(k) Plan balance if you roll it to the UBM 401(k) Plan.

Education Meetings

Financial Retirement representatives will be presenting onsite meetings in January at various Advanstar office locations. Further details will be provided to you shortly. During these meetings, you'll learn more about the UBM 401(k) Plan and the helpful tools and services available to you. You'll also get an overview of the upcoming opportunity to roll over your Advanstar 401(k) Plan account, including any outstanding loan, into the UBM 401(k) Plan. If you can't attend one of the live meetings, a recording of the presentation will be available on www.retireonline.com under "Plan News" by January 9, 2015.

Questions

Please review the attached FAQ. In addition, please visit www.retireonline.com or call **Retirement Plan Services at 800-345-2345** for information. Representatives are available weekdays between 8 a.m. and 9 p.m. Eastern Time (between 5 a.m. and 6 p.m. Pacific Time). The TTY number for the hearing impaired is 800-345-1833.

Once again, welcome to the UBM family! We look forward to working with you to help achieve a bright path toward retirement!

Best regards,



Gwen Deutsch
 Vice President, US Benefits
 UBM Inc.

