



2008
ASPPA ANNUAL CONFERENCE ★ ★ ★ ★ ★

October 19-22, 2008 | Hilton Washington | Washington, DC

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

2008 ASPPA ANNUAL CONFERENCE

LOCATION

Hilton Washington
1919 Connecticut Avenue, NW
Washington, DC 20009
Phone: 202.483.3000
Fax: 202.232.0438

\$249 single/\$274 double
Cut-off Date: Friday, September 26, 2008

**BE SURE TO BOOK EARLY AS OUR
ROOM BLOCK FILLS QUICKLY**

CONTACT

Dawn Bancroft, Sales Manager
dbancroft@asppa.org
Phone: 703.516.9300 extension 113
Fax: 703.516.9308
www.asppa.org/annual

4245 North Fairfax Drive, Suite 750
Arlington, VA 22203

WHY YOU WANT TO PARTICIPATE

The ASPPA Annual Conference is a great opportunity to prospect for new clients and network with existing ones. Held in Washington, DC, attendees of this conference share quality time with representatives from every aspect of the retirement plan industry. This is an awesome learning opportunity attended by over 1,600 of the industries' decision-makers and practitioners. This is a once-a-year opportunity for your company to come face-to-face with the largest contingent of your target audience while keeping an eye on your competition.

WHY ATTENDEES WILL BE THERE

The 2008 ASPPA Annual Conference offers an unbeatable learning opportunity for those in the retirement field. Each year, there are new regulations and legislation to understand, new products and services on the market and new opportunities to increase professional knowledge, enhance business services and products, meet new friends and network with old ones.

WHAT MAKES OUR CONFERENCE DIFFERENT

The ASPPA Annual Conference is the largest pension industry conference of its kind. No other conference combines the most up-to-date educational experience coupled with top vendor partners showcasing premiere industry products and services. Consultants, TPAs, Attorneys, CPAs, Financial Advisors, Plan Sponsors, Actuaries and other pension practitioners rely on the ASPPA Annual Conference for the latest legislative news, education, networking opportunities and cutting-edge products and services.



2008 ASPPA ANNUAL CONFERENCE

YOU GAIN TOP-QUALITY LEADS

Over 1,600 TPAs, CPAs, Financial Advisors, Plan Sponsors, Actuaries and other pension practitioners will be in attendance; all decision-makers in their field.

YOU ARE A VALUED PARTNER

The exhibit hall is an integral part of the conference and your participation adds to the overall conference experience for attendees. Decision-makers attend the conference not only for education and networking opportunities, but also to find new products and services to keep ahead of the curve.

STAND-OUT IN THE CROWD AS A SPONSOR

As a conference sponsor, your company will benefit from extra exposure. Attendees will see your name everywhere from your company name listed on the entry signage, to your logo and description included in the conference directory, to your company logo on your sponsorship item!

SPONSORSHIP BENEFITS

- ★ First choice of booth space in the exhibit hall
- ★ Right of first-refusal for same sponsorship in 2009
- ★ Company logo on item sponsored and company name listed on signage at event
- ★ Company logo and description included in the Official Conference Directory
- ★ Pre- and post-conference attendee lists in an Excel format
- ★ Ability to submit promotional insert for conference tote bag
- ★ Company name included in slide show played for attendees prior to general sessions
- ★ Conference registrations (see sponsorship listing for details)



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GOLD SPONSORSHIP OPPORTUNITIES

Room Key Card | \$20,000 | **SOLD: ING**

Your artwork on the front of the room key card with your booth number and an abbreviated agenda on the back of the card will keep your company on attendees' minds throughout the conference.

Nightly Turn Down Service | \$20,000

Every attendee registered at the hotel will appreciate this extra special touch when they turn-in at night. Your company's logo will appear on beautifully wrapped gourmet chocolates placed on their pillow each night of the conference.

Daily USA Today Newspaper Room Delivery | \$20,000

Attendees registered at the hotel will be greeted in the morning with a complimentary copy of USA Today delivered to their room. A large label on the front of the paper will read, "Compliments of [YOUR COMPANY NAME]".

Conference CD | \$20,000

Every registered attendee will be provided with a complimentary conference CD after the conference, which will contain all of the conference materials, audio presentations and handouts. As the CD sponsor you will enjoy having a captured audience who will see your company ad while viewing the CD; and your ad will be placed on the back cover of the CD.

Official Conference Directory | \$20,000

Every conference attendee will receive the Official Conference Directory that will contain detailed information about the conference workshops, daily networking opportunities, exhibit hall map and vendor listing. You will be able to place a full page advertisement on the back cover of the directory as well as have your logo printed on the cover.

Lanyard/Badge Holder | \$15,000 | **SOLD: Nationwide**

Every attendee will use a lanyard to hang the conference badge around their neck. Your company logo will be prominently displayed on the lanyard for everybody to see. Because lanyards are used after the conference too, your company name will continue to gain exposure long after the conference ends.

Tote Bag | \$15,000 | **SOLD: Transamerica**

Your company logo will be the first thing attendees see as they register for the conference and are handed the conference tote bag. Your company name and logo will appear prominently on the front of the tote bag and will be seen over and over again as attendees use it during and after the conference.

GOLD SPONSORSHIP INCLUDES ALL SPONSORSHIP BENEFITS, PLUS:

- ★ Two 8' x 10' exhibit booths
- ★ Four full conference registrations
- ★ 100-word description, logo and a sponsor notation in conference materials
- ★ Advertisement on ASPPA Web Site for 60 consecutive days

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SILVER SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP INCLUDES ALL SPONSORSHIP BENEFITS PLUS:

- ★ One 8' x 10' exhibit booth
- ★ Three full conference registrations
- ★ Ability to add one additional full conference registration at a discount
- ★ 50-word description, logo and a sponsor notation in conference materials

President's Welcome Reception | \$14,500

What better way to start the conference off with a bang than to be associated with its signature event. The President's Welcome Reception always draws a huge crowd as we "change the guard" at ASPPA. The exhibit hall will be abuzz with conference attendees visiting the exhibitors, socializing and networking, while enjoying ample food and beverages. Your company logo will appear on cups and napkins used during the event, as well as on the event signage indicating you are the reception sponsor. Extra drink tickets included.

Cyber Café | \$14,000 | SOLD: ASC

Every attendee depends on the ability to utilize free internet access during a conference, so why not be the one to provide them this service? Your company name and logo will appear on signage at the café, indicating you are the sponsor. You may also submit a screensaver with your company's name and logo, that will be installed on each computer for every attendee to see as they use it.

Conference Folder | \$13,000 | 2 available as co-sponsorship or \$20,000 for exclusive sponsorship

All conference materials will be placed in a sleek, modern, expandable folder. Every attendee will enjoy the convenience of this lightweight folder that will hold all of their conference materials and easily fit into their conference tote bag or briefcase. Each sponsor's logo will appear in equal billing on the front of the folder.

Relaxation Station | \$12,750 | SOLD: Newkirk/McKay Hockman

Be the envy of all with the most "relaxed" booth around. Attendees will seek out your booth to be pampered between sessions by having two therapists massage away the cares of the world. An extra booth comes with this sponsorship to accommodate the therapists.

Conference Padfolio | \$12,000 | SOLD: Reish Luftman Reicher & Cohen

A fantastic accompaniment to the Conference Folder, the padfolio offers a convenient way to maintain conference notes. Your company logo will appear prominently on the front of the pad folio for each attendee to see every time they use it during and after the conference.



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BRONZE SPONSORSHIP OPPORTUNITIES

Lunch | \$9,700 | 2 available | **SOLD MONDAY LUNCH: The Hartford**
Monday and Tuesday's luncheons will be sit-down service in the International Ballroom. The Exhibit Hall will be closed during this time so vendors will have another opportunity to network with attendees. There will be a brief Awards Ceremony at the Monday luncheon and a fun game of Trivial Pursuit will take place during the Tuesday luncheon.

Breakfast | \$8,000 | 2 available

Start the morning off on the right foot with attendees seeing your company logo on cups or napkins used during breakfast, as well as on signage during the event indicating your sponsorship. A continental breakfast will be served.

Beverage Breaks | \$7,600 | 5 available

Attendees will flock to the exhibit hall for a much deserved refreshment between sessions and will see your company logo on cups or napkins used during the break, as well as on signage during the event indicating your sponsorship.

Conference Signage | \$7,500 | **SOLD: Great-West Retirement Services**

Signs with your company's log on them will greet conference attendees as they visit the registration area or help them find their way to sessions and workshops during the conference with this sponsorship. Your company logo will appear on all conference and directional signage used during the conference.

Electronic Message Boards | \$6,000

Every conference attendee will be able to post and pick-up messages from the easy-to-read electronic message boards located conspicuously at the entrance of the exhibit hall. Your company name and logo will appear prominently on signage placed beside each message board.

At-a-Glance Program | \$6,000 | **SOLD: Dorsa Consulting**

Give all the attendees a handy way to know what is scheduled each day of the conference with this conveniently-sized agenda. Your company logo will be prominently displayed on the cover of the agenda, which they will see with every use.

Area Guide | \$5,300 | **SOLD: BPAH**

Attendees will appreciate knowing where the sites and sounds are in Washington, DC. As the sponsor of the Area Guide, you will benefit from having your logo on the cover of the guide, as well as an advertisement on the back cover.

BRONZE SPONSORSHIP INCLUDES ALL SPONSORSHIP BENEFITS, PLUS:

- ★ One 8' x 10' exhibit booth
- ★ Two full conference registrations
- ★ Ability to add two additional full conference registrations at a discount
- ★ 25-word description, logo and a sponsor notation in conference materials

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EXHIBIT OPPORTUNITY

Exhibit-Only | \$ 3,850

- ★ One 8' x 10' exhibit booth
- ★ Two full conference registrations
- ★ Ability to add two additional full conference registrations at a discount
- ★ Company listed as an exhibitor in conference materials
- ★ Pre- and post-conference attendee lists in an Excel format

ADDITIONAL MARKETING OPPORTUNITIES

NEW FOR 2008!

Beginning in 2008, the ASPPA Annual Conference has combined pertinent conference materials into one Official Conference Directory that will include advertising space for sponsors and exhibitors. Advertising during the conference helps to draw more attendees to your booth and keeps your name on their minds throughout the conference. The advertising space is limited, so contact us today to reserve your spot!

Ad Size*	Pricing
Full Page or ½ page spread	\$1,550
½ Page	\$1,000
¼ Page	\$ 500

*Contact the sales department at 703.516.9300 extension 113 for artwork specifications.

Supporter | \$2,500

You can garner more exposure for your company while supporting the conference with this budget-minded sponsorship – a great add-on to an exhibit-only opportunity! Your company name will appear on conference signage and in all conference materials as Supporting Sponsor and you may submit a promotional item for the conference tote bag.

Tote Bag Promotional Insert | \$500

Submit a promotional item to be inserted into the conference attendee tote bag for every registered attendee to receive. The item is subject to approval by ASPPA. Quantity to be determined.

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EXHIBIT HALL SCHEDULE

EXHIBITOR SET-UP

SUNDAY, OCTOBER 19
7:00 a.m. – 3:30 p.m.

EXHIBITOR TEAR-DOWN

TUESDAY, OCTOBER 21
4:00 p.m. – 9:00 p.m.

SUNDAY, OCTOBER 19

EXHIBIT HALL HOURS

5:45 p.m. – 7:00 p.m.

PRESIDENTS WELCOME RECEPTION

5:45 p.m. – 7:00 p.m.

MONDAY, OCTOBER 20

EXHIBIT HALL HOURS

7:15 a.m. – 1:00 p.m. and
2:15 p.m. – 4:15 p.m.

NETWORKING EVENTS IN THE HALL BREAKFAST

7:15 a.m. – 8:00 a.m.

BEVERAGE BREAK

9:15 a.m. – 9:45 a.m.

BEVERAGE BREAK

3:45 p.m. – 4:15 p.m.

TUESDAY, OCTOBER 21

EXHIBIT HALL HOURS

7:15 a.m. – 12:00 p.m. and
1:30 p.m. – 4:00 p.m.

NETWORKING EVENTS IN THE HALL BREAKFAST

7:30 a.m. – 8:30 a.m.

BEVERAGE BREAK

10:00 a.m. – 10:30 a.m.

BEVERAGE BREAK

3:30 p.m. – 4:00 p.m.



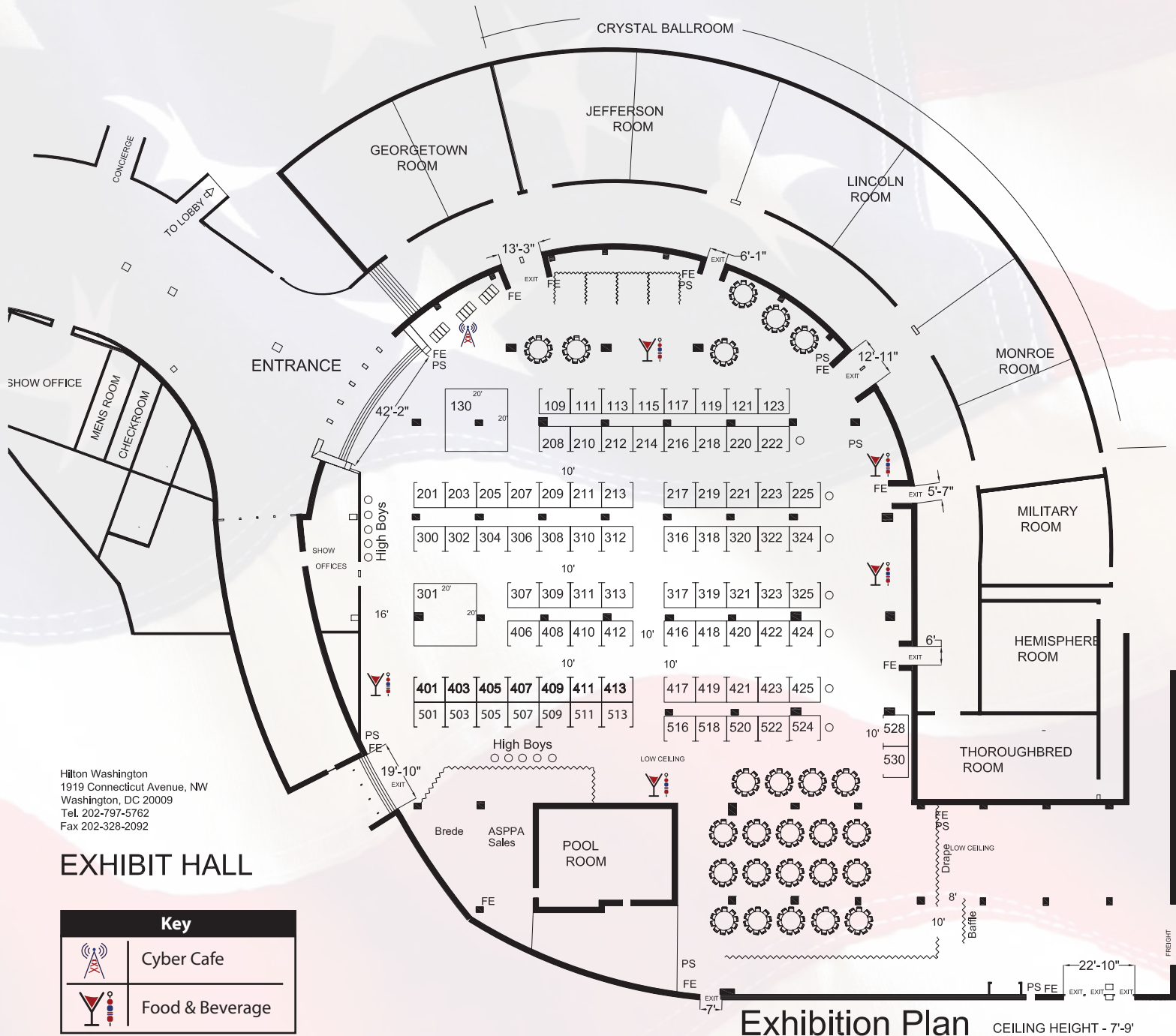
EXHIBIT HALL FLOOR PLAN

Please contact Dawn Bancroft, Sales Manager at ASPPA at 703.516.9300, extension 113 with any questions related to sponsorships/exhibits at this or any ASPPA conference.

If you would like to see a sponsorship offered that is not listed here, please contact Dawn Bancroft.

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EXHIBIT HALL FLOOR PLAN (cont.)



**American Society of Pension Professionals & Actuaries
Sponsor/Exhibitor Contract**

For _____ (Sponsor/Exhibitor)
(Company Name)

This application becomes a contract when signed on both pages by the sponsor/exhibitor and accepted by the American Society of Pension Professionals & Actuaries (ASPPA). This contract is subject to provisions within and the Sponsor/Exhibitor Contract Rules and Regulations.

Company Name: _____
(to be listed in conference materials)

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Web site: _____

Type of business/services: _____

Contact Name/Title: _____

Signature: _____ Date: _____
Unless otherwise indicated, all correspondence, including billing, will be conducted with the individual listed here.

This contract is for the following conference (please refer to the conference sponsorship/exhibitor prospectus for booth size, quantity and other items included with this sponsorship):

<u>Conference Title</u>	<u>Level</u>	<u>Sponsorship</u>	<u># of Booths*</u>	<u>Cost</u>	<u>Balance</u>
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Please do not place our booth next to: _____

Please place our booth next to: _____

Summary of Fees

		Sales & Marketing Opportunities:	
Exhibit-only:		Pre-conference list	Complimentary
Sponsorship and exhibit booth:		Post-conference list	Complimentary
At-large Sponsorship:		Promotional insert in conference tote bag	\$500 <input type="checkbox"/>
Sales & Marketing Opportunities:		Directory Ad space: Full page	\$1,550 <input type="checkbox"/>
		½ page	\$1,000 <input type="checkbox"/>
**Total Due:		¼ page	\$ 500 <input type="checkbox"/>
Amount to be paid today:			

Credit Card Payment

Visa/MC/American Express/Discover #:		Exp. Date:	
Print Name:		Signature:	
		Date:	

Please fax completed contract (pages 1 and 2) to Dawn Bancroft, Sales Manager, ASPPA at 703-516-9308.

REMITTANCE:

Please make checks payable to ASPPA and mail with copy of invoice to: P.O. Box 34725, Alexandria, VA 22334-0725.

Payments by credit card please complete form and fax.

*Booth location will be selected when floor plan becomes available.
**Subject to change

For ASPPA Use Only	Prepared by: _____	Date Prepared: _____
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For (Company Name) _____ Conference Title _____

A. Space Rental 1. Contract for Space. Application for exhibit space releases the American Society of Pension Professional & Actuaries (ASPPA) and the event location from any and all liabilities to applicant, its agents, licensees, or employees that may arise as a result of submission of an application or participation in this exhibition. ASPPA determines the eligibility of any company or product for exhibit. Acceptance of an application does not imply endorsement by ASPPA of the applicant's products or services, nor does rejection imply lack of merit of same. Exhibit space/sponsorships must be paid in full 25 days prior to the first scheduled day of the event. Failure to do so will result in the forfeiture of exhibit space/sponsorship. ASPPA reserves the right to rent or use forfeited space without obligation or refund for funds paid up to that point. **2. Refunds.** No refund may be made for space that is unused at any time during the exhibition. If space is unused at the opening of the exhibition, ASPPA may rent or use it without obligation or refund. **B. Cancellation of Sponsor/Exhibitor Contract. 1. Cancellation Policy.** Cancellations refer to the sponsor/exhibitor fee only. All cancellations must be submitted in writing. Assignments not rejected by the sponsor/exhibitor within 14 days of notification of space assignment will be considered accepted by the sponsor/exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the Exhibit Manager. A written cancellation received on or before 90 days prior to the first scheduled day of the event will be refunded at 50%. There will be no refunds after this timeframe. **THERE ARE NO REFUNDS ON DEPOSITS. C. Construction, Installation and Use of Exhibits 1. Arrangements of Exhibits.** The space provided will be shown on the floor plan insofar as possible but ASPPA reserves the right to make changes at any time in the locations, size and display limits of any booth if this is in the best interest of the show. **2. Use and Purpose of Exhibit Space.** The purpose of the exhibit is to inform and educate attendees regarding products and services of the sponsors/exhibitors. At no time during exhibit hall hours will recruiting tactics be allowed. Recruiting tactics include: written, verbal, technological or displayed methods of recruiting. **3. Restrictions.** In its exhibit area, ASPPA endeavors to arrange for a representative group of displays that will provide cross-sectional appeal to the varied interests of all segments of its membership. Accordingly, it is understood and agreed that ASPPA reserves the right to make such selections from the applications received that will, in its judgment, most effectively contribute to the achievement of the foregoing objective. Distribution of souvenirs and samples is permitted from the assigned booth space provided there is no interference with other exhibits. Exhibit banners, materials or any other items which reference your organization may not be placed, without written permission by ASPPA, outside of your assigned booth space. ASPPA may withdraw permission if they find the material objectionable under the criteria established above; your items may be removed or your exhibit booth dismantled. **No exhibitor/sponsor may schedule a conflicting event during conference hours. 4. Construction of Exhibits.** Sponsor/exhibitors using low side rails must coordinate plans with neighboring exhibits. No materials may be posted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that might deface the premises or booth equipment and furniture. Any damage is payable by the sponsor/exhibitor. **5. Decoration of the Exhibit.** An exhibitor kit will be provided at least 6 weeks before the conference, and will include information on labor, drayage of furniture, carpeting, lighting, internet connectivity, telephones and electricity. It is the responsibility of the sponsor/exhibitor to abide by the regulations and deadlines contained therein. All shipments to the conference should be marked with your name, company name, booth number, address, phone number, the title of the ASPPA conference and be shipped to address listed in your exhibitor kit. Delivery of your items should coordinate with the set-up schedule of the event. Deliveries made far in advance of this schedule may be rejected. ASPPA bears no responsibility for any shipments to or from the event at any time. **6. Installation and Dismantling of Exhibits.** Information on set-up and dismantling of exhibits will be forwarded in the exhibitor kit. No one will be allowed in the hall after these designated hours. All exhibits must be completed and in place by the time designated in the exhibitor kit and remain in place until close of show. Fines up to \$1,250 may be levied to those sponsors/exhibitors who do not comply. The exhibit area must be cleared by the time designated in the exhibitor kit. **7. Fire and Electrical Regulations.** All local regulations will be strictly enforced and the sponsor/exhibitor assumes responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed to meet the requirements of the Fire Marshall. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the Fire Marshall electrical code for the city in which the conference is hosted. **8. Union Labor.** Sponsor/exhibitors are required to observe all union contracts in effect between ASPPA, the official contractors, the event center and various labor organizations in accordance with union regulations of the city in which the event takes place. **9. Selling Restrictions.** Selling on the exhibit floor involving the exchange of cash or contracts is strictly prohibited. **D. Liability 1. Insurance.** Sponsor/Exhibitor must carry all-risk Insurance covering your materials and personnel against damage, loss and all other hazards from the start of set-up to the end of tear-down for the show. This can generally be done by adding a "rider" to existing insurance policies. It is understood that ASPPA and the exposition services contractor is not an insurer and that insurance shall be obtained by the sponsor/exhibitor. Sponsor/Exhibitor agrees to provide ASPPA proof of this coverage. **2. Security.** ASPPA will provide guard service and will take reasonable precautions to safeguard sponsor/exhibitor's property. However, the provision of this service shall not be construed as an assumption of obligations or duty with respect to the protections of the sponsor/exhibitor's property. Sponsor/exhibitor shall not hold ASPPA liable for any loss, damage, theft or destruction of sponsor/exhibitor's property and further, sponsor/exhibitor shall indemnify ASPPA and facility in which the event takes place against and hold them harmless resulting from the negligence of the sponsor/exhibitor in connection with the sponsor/exhibitor use of space. **3. Inability to Perform.** Should any contingency prevent holding of the Conference of Exhibition, then ASPPA shall not be held liable for any expenses incurred by the sponsor/exhibitor. **4. Interpretation and Arbitration.** These regulations are incorporated as part of the agreement between the sponsor/exhibitor and ASPPA. ASPPA has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered by these regulations are subject to the decision of ASPPA and shall be binding on all parties affected by them. Sponsor/exhibitor or their representatives, who fail to observe these conditions, or conduct themselves unethically, may be dismissed without refund or other appeal. The parties agree that in the event of any claim or dispute concerning questions of fact or law arising out of or relating to this contract, its performance or alleged breach shall be submitted to the arbitration of two disinterested and competent persons, mutually chosen, who shall select a third, whose award, pursuant to the rules of the American Arbitration Association, shall be conclusive and binding on both parties. Sponsor/exhibitor agree to protect, save and hold harmless ASPPA, the facility in which the event takes place, the city in which the event takes place, and all affiliates, agents, servants and employees thereof, hereinafter collectively referred to as Indemnitees, for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the sponsor/exhibitors or those holding under the sponsor/exhibitor and further, sponsor/exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to sponsor/exhibitor's displays, equipment and other property brought upon the premises of the facility at which the event takes place and further shall at all times protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs (including attorney fees), damage, liability, or expenses arising from, or out of, or by reason of any accident or bodily injury or other occurrence to any person or persons, including the sponsor/exhibitor, its agents, employees, and business invitees, that arises from, or out of, or by reason of said sponsor/exhibitor's occupancy and use of the exhibition premises or a part thereof. **E. Acceptance of Terms and Conditions.** Sponsors/Exhibitors, if invited to participate in the ASPPA conference, and as evidenced by the authorized signature on the contract opposite, agrees to abide by all terms and conditions contained in these policies and procedures.