



Knowledge • Advocacy • Credibility • Leadership

2009 Marketing Kit

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About ASPPA

The American Society of Pension Professionals & Actuaries (ASPPA) is the premier organization for career retirement plan professionals. ASPPA's membership is comprised of the many disciplines supporting retirement income management and benefits policy. ASPPA represents the most committed individuals of the profession – those who have made a career of retirement plan and pension policy work.

The purpose of ASPPA is twofold:

- To educate retirement plan and benefits professionals
- To preserve and enhance the private pension system

Since its inception in 1966, ASPPA has been integral in preserving, shaping and enhancing our nation's employer-sponsored retirement plan system. ASPPA membership is individual and encompasses a network of professionals dedicated to the security of the employer-sponsored plan system.

Through ASPPA's influential presence in Washington, DC, and its dynamic, yet intensive, credentialing and continuing education programs, ASPPA has earned the distinct reputation as the prominent voice for the retirement plan industry.

ASPPA is the only organization comprised exclusively of retirement plan professionals that actively advocates for legislative and regulatory changes to expand and improve the private pension system. ASPPA's elite membership has grown to over 6,000 retirement professionals who have chosen to be among the most dedicated in the profession and who take on retirement plan work as a career.

ASPPA event attendees, members, and visitors to the Web site include:

- Actuaries
- Attorneys
- CPAs
- Plan Sponsors
- Benefits Consultants
- Third-party Administrators
- Registered Investment Advisors
- Financial Advisors
- Broker/Dealers

If your organization is looking to reach **leaders and decision makers** in the pension industry then promoting your company through ASPPA should be an integral part of your marketing plan.

ASPPA is the only organization in the pension industry that offers so many opportunities to promote your company directly to pension benefit professionals; from premier conference opportunities with high energy networking events to *The ASPPA Journal*, Webcasts and the Internet.

Experience everything ASPPA can offer to promote your company by contacting Dawn Bancroft today. She can be reached by phone at 703.516.9300 extension 113 or by e-mail at sales@asppa.org. The mailing address for ASPPA is 4245 N. Fairfax Dr., Ste. 750, Arlington, VA 22203. Or visit ASPPA on the Web at www.asppa.org.

Information contained in this document is current as of October 1, 2008.

Print Advertising

THE ASPPA JOURNAL

The ASPPA Journal is a leading quarterly publication provided to 6,000 ASPPA members. It offers articles by renowned pension and financial professionals and is a “must read” for anyone in the retirement plan profession.

All advertising space is in full color.

2009 Rates

Size	1x	2x	4x
Full Page	\$3,225	\$2,900	\$2,600
½ Page	\$2,080	\$1,870	\$1,660
¼ Page	\$1,000	\$900	\$780
Inside Front Cover	N/A	N/A	\$2,900
Inside Back Cover	N/A	N/A	\$2,900
Back Cover	N/A	N/A	\$3,700

Specifications

Size	Width	Depth
Trim Size	8-½”	11”
Full page with bleed	8-½”	11”
Full page no bleed	7-¼”	10”
½ Page	8-½”	6”
¼ Page	4-¼”	4-1/8”

Formats required: high resolution .pdf or vector .eps

Full page with bleed



Full page with no bleed



½ page



¼ page



2009 Submission Deadlines

Issue	Submission Deadlines	Release Date	Conference Distribution	Center Spreads
Winter	October 17, 2008	January 12, 2009	The ASPPA 401(k) SUMMIT	ASPPA Annual Conference
Spring	January 30, 2009	April 10, 2009	Western Benefits Conference	The ASPPA 401(k) SUMMIT
Summer	April 27, 2009	July 10, 2009	ASPPA Annual Conference	N/A
Fall	July 27, 2009	October 13, 2009	N/A	Western Benefits Conference

ASPPA Web Advertising

ASPPA's Web site experiences tens of thousands of hits a day. ASPPA is pleased to offer placement on our homepage as well as on targeted pages. Visit www.asppa.org to view current advertisers' tile ads. Your company will experience maximum exposure to all our members plus the thousands of others inquiring at our site.

The 2009 fees for blocks of 30 consecutive day advertising space are:

Index Page: \$650
Targeted Page: \$400

Format Specifications

Size: 125x125 dps
File Type: .jpeg, .gif or animated
(scripts must be included in file)



ASPPA WEBCASTS

ASPPA Webcasts attract an average of 400 individual registrants per session. These Webcasts are filled with industry professionals and decision-makers looking to receive the most up-to-date education and legislative information.

Make an immediate impact by sponsoring a Webcast and receive the following benefits:

- Solo sponsorship of the Webcast
- Your logo and tagline included on all e-mails sent to participants (login info, JBEA quiz available, Q & A available)
- Your company mentioned as a sponsor at the beginning and the end of the Webcast
- Your logo and tagline appear on the "lobby" page (i.e. page shown to registrants)
- Your logo and tagline appear on the Webcast page of asppa.org

Format Specifications

Size: 125x125 dps
File Type: .jpeg or .gif (not animated)

2009 Sponsorship Fee: \$1,800

Conference Opportunities

ASPPA offers many conference opportunities for your organization to showcase itself to your target market. From sponsorship to exhibiting, your organization can meet face-to-face with new prospects and continue relationships with existing clients in high-energy networking environments through ASPPA.

Please refer to the individual conference prospectus for more details about what sponsorships and exhibit space are available for these events. The prospectuses can be found on the individual event page at www.asppa.org/conferences.

CONFERENCES THAT OFFER SPONSORSHIP AND EXHIBIT OPPORTUNITIES

The ASPPA 401(k) SUMMIT

Conference Date:	March 22-24, 2009		
Location:	San Diego, CA		
Opportunity Type:	Sponsorships and Exhibit Space		
Target Audience:	Financial Advisors, Registered Investment Advisors, Retirement Plan Sales Professionals and all other financial professionals in the retirement industry		
Estimated Attendance:	1500+		
Estimated Vendors:	150		
Sponsorship and Exhibit Investment:	Sponsorships		\$12,000-\$26,000
	Exhibit-only space		\$4,750
	Sales & Marketing Opportunites		\$500-\$3,300

Western Benefits Conference

(A joint conference with ASPPA and Western Pension & Benefits Conference)

Conference Date:	June 28-July 1, 2009		
Location:	Denver, CO		
Opportunity Type:	Sponsorships and Exhibit Space		
Target Audience:	Plan Sponsors, TPAs, Attorneys, CPAs, Consultants, Health & Welfare Professionals and other pension professionals		
Estimated Attendance:	900+		
Estimated Vendors:	50+		
Sponsorship and Exhibit Investment:	Sponsorships		\$5,500-\$10,000
	Exhibit-only space		\$2,900
	Sales & Marketing Opportunites		\$500-\$2,500

Conference Opportunities

ASPPA Annual Conference

Conference Date:	November 1-4, 2009	
Location:	Washington, DC; National Harbor	
Opportunity Type:	Sponsorships and Exhibit Space	
Target Audience:	Plan Sponsors, TPAs, Attorneys, CPAs, Consultants, Health & Welfare Professionals and other pension professionals	
Estimated Attendance:	1500+	
Estimated Vendors:	85	
Sponsorship and Exhibit Investment:	Sponsorships	\$6,000-\$20,000
	Exhibit-only space	\$3,995
	Sales & Marketing Opportunitites	\$500-\$2,500



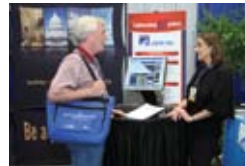
ASPPA Cincinnati Pension Conference

Conference Date:	November 19-20, 2009	
Location:	Cincinnati, OH	
Opportunity Type:	Sponsorships and Table-top displays	
Target Audience:	Retirement and Employee Benefit Industry Professionals located in the Ohio/Kentucky area	
Estimated Attendance:	75+	
Sponsorship and Exhibit Investment:	Sponsorships	\$1,600-\$3,100
	Table-top display	\$1,100

Conference Opportunities

Los Angeles Benefits Conference

Conference Date:	January 28-29, 2009	
Location:	Los Angeles, CA	
Opportunity Type:	Sponsorships and Table-top displays	
Target Audience:	Retirement and Employee Benefit Industry Professionals located west of the Mississippi River	
Estimated Attendance:	300+	
Estimated Vendors:	6	
Sponsorship and Exhibit Investment:	Sponsorships	\$1,800-\$3,100
	Table-top display	\$1,400



Great Lakes Benefits Conference

Conference Date:	April 20-21, 2009	
Location:	Chicago, IL	
Opportunity Type:	Sponsorships and Table-top displays	
Target Audience:	Retirement and Employee Benefit Industry Professionals located in the upper Midwest	
Estimated Attendance:	250+	
Estimated Vendors:	6	
Sponsorship and Exhibit Investment:	Sponsorships	\$1,800-\$3,100
	Exhibit-only space	\$1,400

Women Business Leaders Forum

Conference Date:	June 18-19, 2009	
Location:	Nashville, TN	
Opportunity Type:	Sponsorships and Table-top displays	
Target Audience:	Women Business Owners and Leaders of Third-Party Administration Firms	
Estimated Attendance:	65	
Estimated Vendors:	6	
Sponsorship and Exhibit Investment:	Sponsorships/Exhibit	\$10,000
	Additional Marketing Opportunities	\$5,000

Conference Opportunities

CONFERENCES THAT OFFER SPONSORSHIP-ONLY OPPORTUNITIES

ASPPA's regional conferences offer a captured audience for your organization to promote your products and services to local benefits professionals. If your target audience is located in cities where ASPPA offers these events, make them a part of your annual marketing plan and watch your sales grow!

The following conferences offer sponsorship-only opportunities ranging from \$1,100 to \$3,100.

Please refer to the individual conference prospectus for more details about the sponsorships available for these events. The prospectuses can be found on the individual event page at www.asppa.org/conferences.

DOL Speaks: The 2008 Employee Benefits Conference

Conference Date:	April 28-29, 2009
Location:	Washington, DC
Opportunity Type:	Sponsorships Only
Target Audience:	Retirement Industry Professionals focused exclusively on ERISA Title I Issues
Estimated Attendance:	200+

Advanced Actuarial Conference

Conference Date:	TBD
Location:	TBD
Opportunity Type:	Sponsorships Only
Target Audience:	Practicing Pension Actuaries
Estimated Attendance:	100+

Benefits Conference of the South

Conference Date:	January 15-16, 2009
Location:	Atlanta, GA
Opportunity Type:	Sponsorships Only
Target Audience:	Retirement and Employee Benefit Industry Professionals located in the Southern Atlantic region
Estimated Attendance:	100+

Conference Opportunities

Mid-Atlantic Benefits Conference

Conference Date:	April 30-May 1, 2009
Location:	Washington, DC
Opportunity Type:	Sponsorships Only
Target Audience:	Retirement and Employee Benefit Industry Professionals located in the Mid-Atlantic region
Estimated Attendance:	180+

Northeast Benefits Conference (one-day only events)

Conference Date:	June 15-16, 2009
Location:	Boston, MA New York, NY
Opportunity Type:	Sponsorships Only
Target Audience:	Retirement and Employee Benefit Industry Professionals located in the Northeast
Estimated Attendance:	175+

Please refer to the individual conference prospectus for more details about what sponsorships (and exhibit space) are available for these events. The prospectuses can be found on the individual event page at www.asppa.org/conferences.

ASPPA's sales team looks forward to working with you to make the most of your marketing plan. Please feel free to contact Dawn Bancroft at 703.516.9300 extension 113 with any questions about the opportunities ASPPA has to offer to promote your organization to its fullest potential.