



The ASPPA 401(k) SUMMIT

March 14-16, 2010 | Orlando, FL

**MEDIA
COMPLIMENTARY
REGISTRATION**
(subject to approval)

Registrant Information. Please register only one person per form. Type or print clearly.

Name: _____

Badge Nickname: _____

Title: _____ ASPPA Designation(s): _____

Company: _____

Street Address/PO Box: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Note: Information listed above for nickname, company, city and state will appear on your conference badge exactly as stated. Your name, address and phone number will also appear in the attendee list.

Non-ASPPA Designations (check all that apply)

- AIFA AIF CEBS ChFC CFA CFP CIMA CRPS PRP

Is this your preferred mailing address for all ASPPA correspondence?

- Yes No

If the address above is different from this brochure's mailing label, does this signify a change of address?

- Yes No

This is my first ASPPA 401(k) SUMMIT

Your Industry Role (Please check the MOST applicable description.)

- | | |
|---|---|
| <input type="radio"/> Accounting | <input type="radio"/> Registered Investment Advisor – Financial Advisor |
| <input type="radio"/> Administration Systems | <input type="radio"/> Registered Investment Advisor – Home Office |
| <input type="radio"/> Broker Dealer – Registered Representative | <input type="radio"/> Sales |
| <input type="radio"/> Broker Dealer – Home Office | <input type="radio"/> Third Party Administrator – Non-producing TPA |
| <input type="radio"/> Legal | <input type="radio"/> Third Party Administrator – Producing TPA |
| <input type="radio"/> Marketing | <input type="radio"/> Media |

If you require special needs or dietary requirements, please specify below:

- Kosher Vegetarian Other

2. Session/Workshop Registration

To help us place these sessions in the appropriate size conference room, please check the box next to the sessions/workshops you plan to attend.

Sunday, March 14

8:00 a.m. – 12:00 p.m.

- Sales & Marketing Workshops

4:00 p.m. – 4:30 p.m.

A Taste of Social Networking (Check only one)

- Creating Your LinkedIn Profile – How to Use LinkedIn to Market Your Business
- Social Media 101: Getting Your Business Found Online
- Critical Success Factor: Your Value Proposition
- Newsletters, Blogging: Getting Started
- Social Networking 2.0

4:45 p.m. – 5:15 p.m.

A Taste of Social Networking (Check only one)

- Creating Your LinkedIn Profile – How to Use LinkedIn to Market Your Business
- Social Media 101: Getting Your Business Found Online
- Critical Success Factor: Your Value Proposition
- Newsletters, Blogging: Getting Started
- Social Networking 2.0

Monday, March 15

Concurrent Workshops (Check only one per time slot)

10:00 a.m. – 11:00 a.m.

- Evaluating Stable Value Funds: The Four Things You Need to Know
- Plan Designs for the Age of Obama
- The Five Dysfunctions of a Team
- Benchmarking Your Practice
- Time Utilization Through Process Efficiencies
- How Do You Spell Compensation?
- Provider Workshop A: A Road Warrior Best Practices: How to Select and Implement Mobile Technology Solutions

3:00 p.m. – 4:00 p.m.

- Motivating the Decision Makers
- Shaping Your Practice
- Capturing 403(b) Opportunities: What You Need to Know
- Alternative Asset Classes
- The Next Generation of Funding Alternatives for Nonqualified Plans – PPVUL vs. Mutual Funds
- Social Media Marketing: Beyond the Basics
- Provider Workshop B: Provider Best Practices from Advisors' Perspective

4:30 p.m. – 5:30 p.m.

- Legal Update
- Retirement Income – From Concept to Reality

- Industry Surveys: Understanding the Methodology Behind Third-Party Provider Evaluations
- Tools for Categorizing and Analyzing Target Date Funds
- Hearing Every Word They Don't Say: A Guide to Non-Verbal Buying Signals
- Pension Risk Transfer: Give Plan Sponsors an Exit Strategy Now!
- Provider Workshop C: Silos, Politics & Turf Wars

Tuesday, March 16

Concurrent Workshops (Check only one)

9:30 a.m. – 10:30 a.m.

- I'm Paying What? The Forensic Analysis of Retirement Plan Fees at Point of Sale
- The Participant Education Hero, That's YOU!
- Successful Incorporation of Wealth Management into an Institutional Practice
- Inadvertent Fiduciary Status: Common Pitfalls for Service Providers and Opportunities for Acknowledged Fiduciaries (formerly Provider Warranties)
- Taking Back Control of Asset Allocation Models
- Hot Off The Press

3. Special Events Registration

To help us plan for the Conference, please indicate your intent to attend the following:

Sunday, March 14

12:00 p.m. – 12:45 p.m.

- Box Lunch in the Exhibit Hall

5:30 p.m. – 6:30 p.m.

- Welcome Reception

Monday, March 15

12:15 p.m. – 1:30 p.m.

Luncheon Options (Check only one)

- Networking Lunch for Financial Advisors Only - Smaller market (plan assets up to \$10 million)
- Networking Lunch for Financial Advisors Only -Mid/large market (plan assets over \$10 million)
- Networking Lunch for Third-party Administrator Only

OR

- Buffet Luncheon in the Exhibit Hall

5:30 p.m. – 6:45 p.m.

- Networking Reception

4. Marketing Outreach Information

How did you hear about The ASPPA 401(k) SUMMIT?

(Please check all that apply.)

- Previously attended a 401(k) SUMMIT
- ASPPA: Web site E-mail Pre-Conference Brochure
- Morningstar
- Financial Planning Magazine, On Wall Street, Bank Investment Consultant Magazines
- Registered Rep Magazine
- Matrix Partners
- Boomer Market Advisor
- Plan Sponsor Magazine
- Plan Advisor Magazine
- Defined Contribution Magazine
- 401kWire.com
- Investment Advisor Magazine
- Other: _____

5. Registration Fees. Check all fees that apply. Payment must be received by the dates indicated.

* To qualify for the additional member or non-member rate, registrations must be submitted together with payment by the early registration deadline of January 22, 2010.

** To qualify for the early registration fee, registration and payment must be received in the ASPPA office by January 22, 2010. The fee is calculated based on the receipt date of the registration form, not the postmark.

	Early (by 1/22)**	Regular (1/23 – 3/5)	On-Site (after 3/5)
ASPPA Member	<input type="radio"/> \$575	<input type="radio"/> \$675	<input type="radio"/> \$1100
Additional ASPPA Member*	<input type="radio"/> \$475	n/a	n/a
Non-member	<input type="radio"/> \$875	<input type="radio"/> \$975	<input type="radio"/> \$1375
Additional Non-member*	<input type="radio"/> \$775	n/a	n/a
Media	<input type="radio"/> complimentary		

GUEST Sunday Reception _____ x \$60 = _____

GUEST Monday Reception _____ x \$60 = _____

6. Payment

Registration Fee: \$ _____

Sunday Reception Guest Tickets: \$ _____

Monday Reception Guest Tickets: \$ _____

Total \$ _____

Please charge my: MasterCard Visa American Express Discover

Name as it appears on card: _____

Card No.: _____ Expiration Date: _____

Signature: _____

- Enclosed is a check or money order made payable to ASPPA.

Registration form and full payment must be received together by the deadline dates indicated.

Registrations will be accepted by the ASPPA office through March 5, 2010 at the regular registration rate. Any registrations received after this date will be charged the on-site registration fee.

To prevent duplication of payment, send your registration form only once. If you are mailing it, do not fax it and vice versa.