

2010 **MARKETING KIT**

www.asppa.org



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ABOUT ASPPA

The American Society of Pension Professionals & Actuaries (ASPPA) is the premier national 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 6,500 retirement professionals who have chosen to be among the most dedicated in the profession and who take on retirement plan work as a career.

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

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
- vBusiness Owners

ASPPA is the only organization in the pension industry that offers so many opportunities to promote your company directly to pension, benefits professionals and small business owners; from premier conference opportunities with high energy networking events to The ASPPA Journal, Webcasts and the Web site at www.asppa.org.

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

Sponsorship-Only Conference 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!

Become a sponsor and promote your organization in four easy steps!

1. Select the event(s) that best match your marketing strategy
2. Pick the sponsorship level that will best promote your brand
3. Complete the contract at the end of this document and submit to ASPPA
4. E-mail your company logo and description to be included in the conference materials (submission form available at the end of this document).

Available Events

Benefits Conference of the South

Conference Date:	May 13-14, 2010
Location:	Atlanta, GA
Opportunity Type:	Sponsorships only
Target Audience:	Retirement and Employee Benefit Industry professionals located in the Southern Atlantic region
Estimated Attendance:	200+

Mid-Atlantic Benefits Conference

Conference Date:	May 24-25, 2010
Location:	Philadelphia, PA
Opportunity Type:	Sponsorships only
Target Audience:	Retirement and Employee Benefit Industry professionals located in the Mid-Atlantic region
Estimated Attendance:	100+

Advanced Actuarial Conference

Conference Date:	June 10-11, 2010
Location:	Chicago, IL
Opportunity Type:	Sponsorships only
Target Audience:	Practicing Pension Actuaries
Estimated Attendance:	100+

ERPA Conference

Conference Date:	June 17-18, 2010
Location:	Chicago, IL
Opportunity Type:	Sponsorships only
Target Audience:	National Retirement and Employee Benefit Industry professionals
Estimated Attendance:	100+

Sponsorship Pricing for Each Event

General Conference Sponsor - \$1,100
Conference Folder - \$3,100
Conference Tote Bag - \$3,100
Conference Lanyard/Badge holder - \$1,600
Conference Pen - \$1,600
Breakfast, Lunch or Break - \$1,600
Cocktail Reception (where offered) - \$3,100

Inclusions

- Ability to submit an item for the conference tote bag (if a tote bag is provided to attendees)
- Ability to place your company marketing materials at attendee registration desk
- Company logo on signage for all sponsorships
- Company logo on cups, napkins, tent cards and signage for food & beverage sponsorships
- 100-word company description in conference materials
- Pre- and post-conference attendee lists in an Excel format

Logo Format

Please provide your company logo in a vector .eps format and high resolution .pdf – in color and black/white and submit via e-mail to sales@asppa.org.

Available Events (cont.)

Northeast Area Benefits Conference (one-day only events)

Conference Date: July 12-13, 2010
Location: Omni Park House Hotel | Boston, MA
Millennium Hotel Broadway | New York, NY
Opportunity Type: Sponsorships only
Target Audience: Retirement and Employee Benefit Industry professionals located in the Northeast
Estimated Attendance: 175+

ACOPA Actuarial Symposium

Conference Date: August 12-14, 2010
Location: Las Vegas, NV
Opportunity Type: Sponsorships only
Target Audience: Practicing Pension Actuaries
Estimated Attendance: 100+

DOL Speaks: The 2008 Employee Benefits Conference

Conference Date: September 2010
Location: Washington, DC
Opportunity Type: Sponsorships only
Target Audience: Retirement industry professionals focused exclusively on ERISA Title I Issues
Estimated Attendance: 200+

Company Description Submission Form

Dear Sponsor,

Thank you again for your support of ASPPA!

Included in your sponsorship package is the ability to submit your company information and logo for inclusion in the conference materials.

Please complete the table below its entirety and e-mail this form and your company logo to sales@asppa.org at your earliest convenience.

PLEASE NOTE

Logos must be in a high resolution .pdf and vector .eps file format in color and black/white.

Your description will be kept on file to be used for each conference in which you participate. If any information changes between conferences or your level of participation changes, please submit a new form.



100-word limit

Company Name: _____

Telephone: _____

Fax: _____

Web URL: _____

Main Product/Service: _____

Company Description: _____

Please e-mail sales@asppa.org with questions or if you need additional information.

ASPPA's conferences team looks forward to working with you to make the most of your marketing plan. Please feel free to contact Dawn Frappollo, CEM by phone at 703.516.9300 ext. 113 or e-mail at sales@asppa.org with any questions about opportunities through ASPPA to promote your organization to its fullest potential!

