



# Powerful INSIGHTS

## into the Future of Retirement Income

### 2009 RIIA ANNUAL MEETING AND AWARDS DINNER

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#### A UNIQUE SPONSORSHIP OPPORTUNITY TO GET IN FRONT OF INDUSTRY LEADERS

October 5 – 6, 2009

Hyatt Harborside, Boston

#### Traditional Retirement Planning Failed; Why Will a New Approach Work?

When the bottom dropped out of our economy last fall, it became clear that traditional retirement planning didn't work. Recent events have now shown that the planning approach was overly focused on a single aspect of the advisory process.

A new cutting edge paradigm is being built for long term success. At RIIA's Annual Meeting and Awards Dinner, participants will have a one-of-a-kind opportunity to preview, review and discuss the new RIIA Advisory Process. This unique "Across the Silos" advisory approach provides a broader, more comprehensive process for advisors and companies to follow in helping investors through the "new normal" of today's retirement income and management challenges.

As this intimate two day meeting, attendees will discuss:

- New retirement income business models and skill sets
- Training and Certification for two new designations
- A suitability-focused designation: The Retirement Management Analyst (RMA)
- A fiduciary-focused designation that will be named pending the results of a naming competition that will conclude during the Annual Meeting.
- Innovative product tools, software, research and services
- And More!

#### Sponsor Benefits and Premium Recognition

This event always attracts some of the most well-known thought leaders across the industry. Both RIIA members and non-members join together to address the critical issues facing the industry today. Plus, top trade media will recognize those companies who are leaders and innovators in advertising, promotions and communications excellence at the high profile Awards Dinner.

#### Sponsors receive:

- Prominent promotion in event advertising and press releases
- Special recognition during the event
- Networking opportunities with advisors, researchers, corporate executives, and academics
- Signage
- Guest passes

**NEW** Portions of the Annual Meeting will be available virtually with additional advertising opportunities to reach a wider audience.

#### Contact RIIA to sponsor this event:

[www.RIIA-USA.org](http://www.RIIA-USA.org)

101 Federal Street, Suite 1900  
 Boston, MA 02110

617.342.7390

Fax: 617.342.7080

Email: [staff@riia-usa.org](mailto:staff@riia-usa.org)

**NEW** In addition, each registered attendee will receive a copy of the new book by Francois Gadenne and Mike Zwecher which lays out the details of the RIIA Advisory Process.

(see back for sponsorship details)

# SPONSORSHIP OPPORTUNITIES

<b>Benefits of Sponsorship: Event &amp; Promotional Opportunities</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>ASSOCIATE</b>
	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$2,000</b>
Premiere Seating for you and your guests	4 guests	3 guests	2 guests	1 guest
Pre-Conference Workshop recognition and signage	YES	YES	NO	NO
Special recognition during events	YES	YES	YES	YES
Signage at Annual Meeting	YES	YES	YES	YES
Signage at Awards Dinner	YES	YES	NO	NO
Company logo displayed in all print and e-materials	YES "Gold sponsor"	YES "Silver sponsor"	YES "Bronze sponsor"	NO
Advertising	YES Full page on RIIA website & conference brochure	YES Half page on RIIA website & conference brochure	YES Quarter page on RIIA website & conference brochure	NO
Inclusion in RIIA's press releases	YES	YES	NO	NO
Sponsor of event function	Dinner OR Luncheon & Speaker	Dessert Buffet OR After-Dinner Drinks	Cocktail Hour OR Morning Network Break	Breakfast
Virtual Conference Advertising	YES Live & recorded	YES Live & recorded	YES Live only	NO

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