



SPONSORSHIP OPPORTUNITIES

ANNUAL RIIA MEETING AND AWARDS DINNER

A UNIQUE SPONSORSHIP OPPORTUNITY FOR RETIREMENT INDUSTRY LEADERS

October 4 - 5, 2010

Hyatt Harborside, Boston

MAKING POWERFUL CONNECTIONS TO ADVANCE RETIREMENT SECURITY

In just a few years, RIIA has become a leading force in shaping the future of retirement income planning and a key player in creating the standards that drive retirement security.

Our emphasis on **EDUCATION** and **ACCESS** creates a **powerful combination for our members.**

Our unique view *Across the Silos* allows for the kind of dynamic interaction between advisors, scholars, researchers, and product innovators that generates new knowledge, planning ideas, and product solutions to address the evolving needs of consumers and keep our members in the forefront of change.

For Advisors: The new Retirement Management AnalystSM designation –RMA -- gives financial advisors the critical edge that they need to provide meaningful solutions for their clients through advanced knowledge, skills training, and ongoing education.

For Policy Makers & Regulators: RIIA has become the “go to” resource for Washington updates, testimony, in-person meetings, and the DOL’s Request for Information responses.

For Institutions: RIIA offers access to the latest research, trends and thought leadership from innovators, academics and the media. Plus, an option to incorporate the RMASM firm-wide.

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. And advisors who have earned the RMASM will be on hand to share their business successes.

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



Speaking opportunities for Gold Sponsors

NEW Each registered attendee will receive a copy of the new Retirement Management Journal – the official journal of the Retirement Income Industry

Contact RIIA to sponsor this event:

www.RIIA-USA.org

101 Federal Street, Suite 1900

Boston, MA 02110

617.342.7390

Fax: 617.342.7080

Email: staff@riia-usa.org

(see back for sponsorship details)

SPONSOR PACKAGES: Event and Promotional Opportunities

Same pricing as last year!

Benefits of Sponsorship:	GOLD	SILVER	BRONZE	ASSOCIATE
	\$7,500	\$5,000	\$3,500	\$2,000
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
Speaker Slot	YES	NO	NO	NO
Special recognition during events	YES	YES	YES	YES
Signage at Annual Meeting	YES	YES	YES	YES
Signage at Awards Dinner	YES	NO	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 in conference brochure	YES Half page in conference brochure	YES Quarter page in 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
Ad in Inaugural edition of <i>The Retirement Management Journal</i> (Oct premier edition)	YES Full page	YES Half page	NO	NO

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AGENDA

Monday, October 4, 2010

5:00	Cocktails <sponsored by >
6:00	Gold Sponsor Speaker
6:30	RIIA AWARDS DINNER <sponsored by > Awards Sponsored by RIIA's Media Sponsors: InvestmentNews, Source Media, PlanSponsor, InvestmentWires

MONDAY, October 4:
RMASM Review Class and Exam
8:00 – 4:00

Tuesday, October 5, 2010

7:30 – 8:00	Continental Breakfast & Registration	Deborah Burkholder
8:00 – 8:30	Welcome Address and Opening Remarks	Francois Gadenne
8:30 – 9:30	RIIA Education Committee Exciting progress since the launch of the RMA SM Joining forces with Boston University and the launch of BU's Certificate Program Winning new retirement business in the field: Hear from Financial Advisors who earned the RMA SM	Bob Powell Ruth Ann Murray Chuck Robinson moderates w/FAs
9:30 – 10:00	SPONSOR SPEAKER	
10:00 – 10:30	NETWORKING BREAK	
10:30 – 10:50	RIIA Benchmarking Committee Companies have become innovative in their approach to supporting retirement income planning. Hear the latest trends and best practices.	Elvin Turner
10:50 – 11:00	Research Magazine's Award for <i>Achievement in Applied Retirement Research</i>	Gil Weinreich
11:00 – 11:30	RIIA Committees Updates Hear what's behind our Membership drive; how we're enhancing communications with our members and leveraging connections between members, and building the RIIA library with celebrity Noted Authors	David Macchia, Carol Hartman Marcia Mantell, Kazi Ariff Greg Cherry
11:30 – 12:00	RIIA Thought Leadership Award Winner Presentation	Winner: to be announced
12:00 – 1:00	Lunch w/ Keynote Speaker Sponsored by <_____>	Marsh Carter
1:00 – 1:30	NETWORKING BREAK	
1:30 – 2:00	RIIA Retirement Plan and IRA Committee This new committee has been at the forefront of the legislative initiatives and policy activities. Hear all the details from our new committee chairs	Steve Saxon, Fred Reish
2:00 – 2:30	SPONSOR SPEAKER	
2:30 – 2:45	RIIA Resources Committee This committee has made it possible for all RIIA members to hear the most current retirement research directly from the experts	Judy Zaiken
2:45 – 3:00	RIIA Research Committee With RFPs issued and new research in the works, you'll hear what's coming in time for RIIA's 5 th anniversary	Elvin Turner
3:00 – 3:30	COO's Report Expect a major announcement about a new RIIA Retirement Income Index and the partner who will help shape the model	Steve Mitchell
3:30	MEETING ADJOURNS	