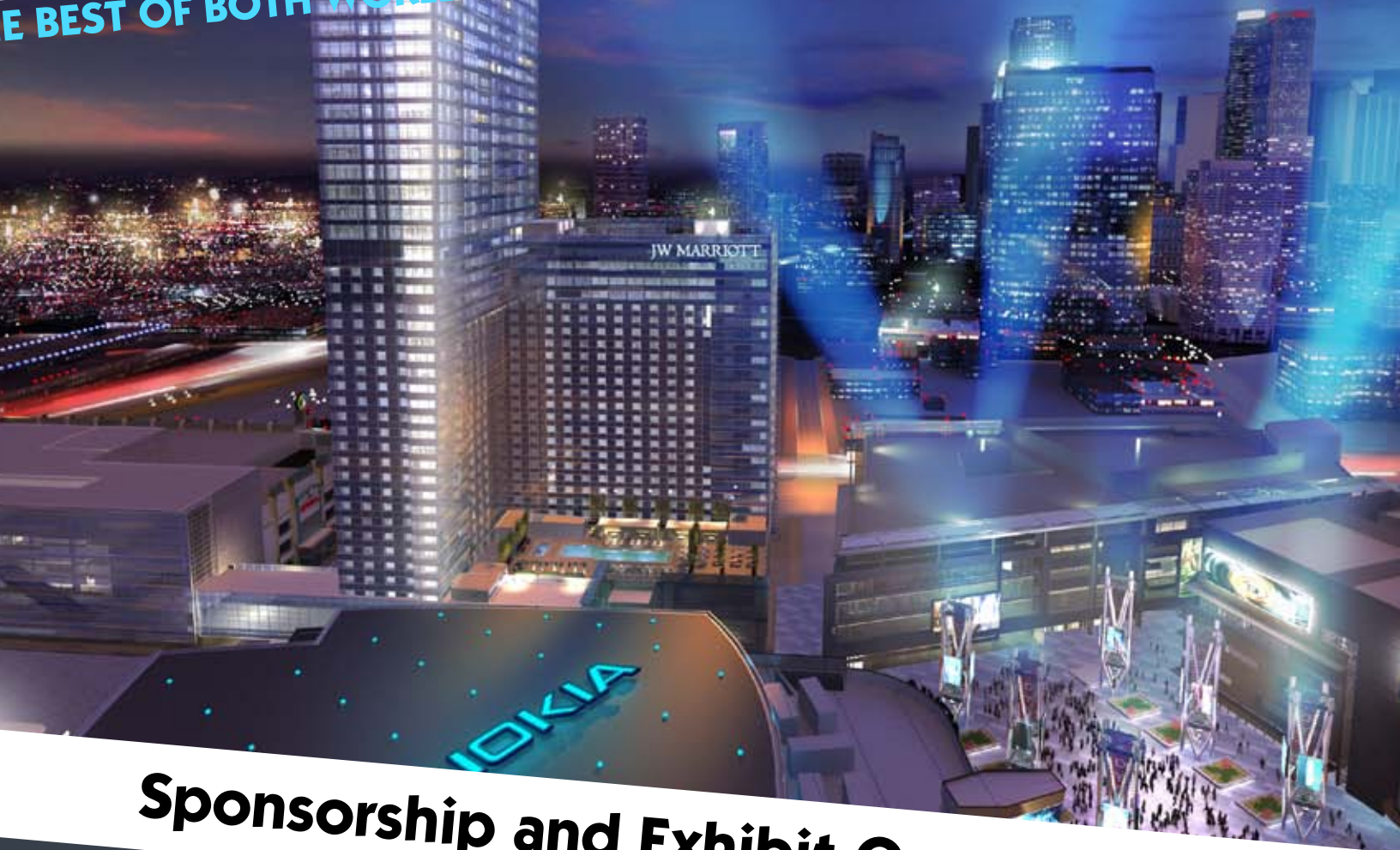


Western Benefits Conference

The Best of Both Worlds

July 18-21, 2010

THE BEST OF BOTH WORLDS • THE BEST OF BOTH WORLDS • THE BEST OF BOTH WORLDS



Sponsorship and Exhibit Opportunities

JW Marriott Los Angeles, L.A. LIVE
Los Angeles, CA

JULY 18-20, 2010

LOCATION

2010 Western Benefits Conference
JW Marriott Hotel Los Angeles at L.A. LIVE
900 West Olympic Boulevard
Los Angeles, CA 90015 USA

Phone: TBD

www.lalivemarriott.com

Room Rates: \$219/night single/double
Reservation Cut-off Date: June 17, 2010

Reserve early as the block may sell out prior to the cut-off date!

CONTACT

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www.westernpension.org



WHAT MAKES THIS CONFERENCE DIFFERENT

The Western Benefits Conference is a joint conference, combining the ASPPA Summer and Western Pension & Benefits Conference Annual Meetings to provide two great conferences in one! Meet one-on-one with influential benefits professionals, including plan sponsors and trustees, third party administrators, attorneys, actuaries, accountants and investment professionals at the Western Benefits Conference. Gain the attention of decision makers, find new customers, solidify existing relationships and optimize your marketing budget. Over 900 professionals and more than 40 vendors will be participating. You won't want to miss this one!



WHO ATTENDS

- Business Owners
- Plan Sponsors
- Actuaries
- Attorneys
- TPAs
- Consultants
- Financial Advisors

BENEFITS OF PARTICIPATING

- Once-a-year opportunity for your company to come face-to-face with the largest contingent of your target audience while keeping an eye on your competition
- Two full days of face-to-face networking opportunities with buyers and decision-makers in your target market
- Strategic marketing opportunities directed at your target audience through pre-conference promotion and on-site promotion
- Opportunity to meet and network with strategic partners influential in the retirement industry

PROSPECTS

Over 900 TPAs, CPAs, Financial Advisors, Plan Sponsors, Actuaries, Health and Welfare practitioners and other pension practitioners will be in attendance; all decision-makers in their field.

PARTNERSHIP

The exhibit hall is an integral part of the conference and your participation adds to the overall conference experience for attendees. Decision-makers attend the conference not only for education and networking opportunities, but also to find new products and services to keep ahead of the curve.

RECOGNITION

As a conference sponsor, your company will benefit from extra exposure. Attendees will see your name everywhere – from your company name listed on the entry signage, to your logo and description included in the conference directory, to your company logo on your sponsorship item!



SPONSORSHIP FEATURES

- First choice of booth space in the exhibit hall
- Right of first-refusal for same sponsorship in 2011
- Company logo on item sponsored and company name listed on signage at event
- Company logo and description included in the Official Conference Directory
- Pre- and post-conference attendee lists in an Excel format
- Ability to submit promotional insert for conference tote bag
- Company name included in slide show played for attendees prior to general sessions
- Conference registrations (see sponsorship listings for details)
- Company recognized in the Winter 2011 issue of *The ASPPA Journal*

Platinum Sponsorship Opportunities | \$10,000

Select from one of the sponsorships available below; includes all Sponsorship features, plus:

- Two 8'x10' exhibit booths
- Four full conference registrations
- Ability to add additional booth personnel registrations at a discount (limits apply)
- 150-word company description, logo and sponsorship notation in conference materials

Hotel Room Key Card

Your artwork on the front of the room key card with your booth number and an abbreviated agenda on the back of the card will keep your company on attendees' minds throughout the conference.

Daily Wall Street Journal Room Delivery or Nightly Turn Down Service

Daily USAToday Newspaper Room Delivery
Attendees registered at the hotel will be greeted in the morning with a complimentary copy of the USAToday delivered to their room. A large label on the front of the paper will read "Compliments of [YOUR COMPANY NAME]".

Nightly Turn Down Service
Every attendee registered at the hotel will appreciate this extra special touch when they turn-in at night. Your company's logo will appear on beautifully wrapped gourmet chocolates placed on their pillow each night of the conference.

Conference CD

Every registered attendee will be provided with a complimentary conference CD after the conference, which will contain all of the conference materials; audio presentations and handouts. As the CD sponsor, you will enjoy having a captured audience who will see your company ad while viewing the CD; and your ad will be placed on the back cover of the CD.

Lanyard/Badge Holder

Every attendee will use a lanyard to hang the conference badge around their neck. Your company logo will be prominently displayed on the lanyard for everybody to see. Because lanyards are used after the conference too, your company name will continue to gain the exposure of this sponsorship long after the conference ends.

Relaxation Station

Be the envy of all with the most "relaxed" booth around. Attendees will seek out your booth to be pampered between sessions having two therapists massage away the cares of the world. An extra booth comes with this sponsorship to accommodate the therapists.

Gold Sponsorship Opportunities | \$8,750

Select from one of the sponsorships below; includes all Sponsorship features, plus:

- One 8' x 10' exhibit booth
- Three full conference registrations
- Ability to add additional booth personnel registrations at a discount (limits apply)
- 75-word company description, logo and sponsor notation in conference materials

Internet Café

Every attendee depends on the ability to utilize free Internet access during the conference, so why not be the one to provide them with this service? Your company name and logo will appear on the signage at the café, indicating you are the sponsor. You may also submit a screensaver with your company's name and logo that will be installed on each computer for every attendee to see as they use it.

Conference Signage

With this sponsorship, signs with your company's logo on them will greet conference attendees as they visit the registration area or help them find their way to sessions and workshops during the conference. Your company logo will appear on all conference and directional signage used during the conference.

Conference Folder

All conference materials will be placed in a sleek, modern, expandable folder. Every attendee will enjoy the convenience of this lightweight folder that will hold all of their conference materials and easily fit into their conference tote bag or briefcase. Each sponsor's logo will appear in equal billing on the front of the folder.

Conference Tote Bag

Your company logo will be the first thing attendees see as they register for the conference and are handed the conference tote bag. Your company name and logo will appear prominently on the front of the tote bag and will be seen over and over again as attendees use it during and after the conference.

Silver Sponsorship Opportunities | \$6,500

Select from one of the sponsorships below; includes all Sponsorship Features, plus:

- One 8' x 10' exhibit booth
- Two full conference registrations
- Ability to add additional booth personnel registrations at a discount (limits apply)
- 50-word company description, logo and sponsor notation in conference materials

Official Conference Directory

All conference attendee will receive the Official Conference Directory that will contain detailed information about the conference workshops, daily networking opportunities, exhibit hall map and vendor listing. You will be able to place a full-page advertisement on the back cover of the directory and have your logo printed on the cover.

Area Guide

Attendees will appreciate knowing where the sites and sounds are in Los Angeles, CA. As the sponsor of the Area Guide, you will benefit from having your advertisement on the cover of this guide, as well as a link to your company's Web site posted on the conference page of the Western Benefits Conference Web site.

Conference Padfolio

A fantastic accompaniment to the Conference Folder, the Padfolio offers a convenient way to maintain conference notes. Your company logo will appear prominently on the front of the padfolio for each attendee to see every time they use it during and after the conference.

Luncheons 2 available

Monday Luncheon

With the tent cards on every table showcasing your firm's logo, a large signature sign at the entrance and a guest speaker, lunch on Monday, the first day of the conference, is a noteworthy opportunity.

Tuesday Luncheon

This luncheon will hold everyone's attention with your firm's name on signage located at the entrance and on tent cards on every table showcasing your firm's logo. Dessert will be served in the exhibit hall for additional networking opportunities.

Networking Receptions 2 available

Opening Night Reception

Make your firm's name known as the conference opens with a bang! Enjoy ample signage, embossed napkins and cups imprinted with your firm's name and/or logo prominently displayed.

Monday Night Networking Reception

The exhibit hall will be abuzz with ample food and beverages for everyone to enjoy while they socialize and network. Your company logo will appear on cups and napkins used during the event as well as on the event signage indicating you are the reception sponsor.

Bronze Sponsorship Opportunities | \$5,500

Select from one of the sponsorships below; includes all Sponsorship Features, plus:

- One 8' x 10' exhibit booth
- Two full conference registrations
- Ability to add additional booth personnel registrations at a discount (limits apply)
- 25-word company description, logo and sponsor notation in conference materials

At-A-Glance Program

Give all the attendees a handy way to know what is scheduled each day of the conference with this conveniently-sized agenda. Your company logo will be prominently displayed on the cover of the agenda, which they will see with every use.

Electronic Message Boards

Every conference attendee will be able to post and pick-up messages from the easy-to-read electronic message boards located conspicuously at the entrance of the exhibit hall. Your company name and logo will appear prominently on signage beside each message board.

Breakfasts 2 available

Start the morning off on the right foot with attendees seeing your company logo on cups or napkins used during breakfast, as well as on signage during the event indicating your sponsorship. A continental breakfast will be service.

Beverage Breaks 5 available

Attendees flock to the exhibit hall for much deserved refreshments between sessions and will see your company logo on cups or napkins used during the break, as well as on signage during the event to indicate your sponsorship.

EXHIBIT-ONLY Opportunities | \$2,900

- One 10' x 10' exhibit booth
- Two full conference registrations
- Ability to add additional booth registration at a discount (limits apply)
- Company listed as an exhibitor in conference materials
- Pre- and post-conference attendee lists in an Excel format
- Company name listed in *The ASPPA Journal*



ADDITIONAL MARKETING Opportunities

Official Conference Directory

The Official Conference Directory combines pertinent conference materials into one glossy magazine that includes advertising space for sponsors and exhibitors. Advertising during the conference helps to draw more attendees to your booth and keeps your name on their minds throughout the conference and beyond. The advertising space is limited, so contact us today to reserve your spot!

Ad Size*	Pricing
Full Page	\$1,500
½ Page	\$1,000
¼ Page	\$ 500

*Contact the sales department at 703.516.9300 extension 113 or sales@asppa.org for artwork specifications.

Supporter Sponsor | \$2,500

You can garner more exposure for your company while supporting the conference with this budget-minded sponsorship – a great add-on to an exhibit-only opportunity!

Inclusions:

- Your company name will appear on conference signage and in all conference materials as a Supporting Sponsor
- Your company will be able to submit an item for the conference tote bag

Tote Bag Promotional Insert | \$500

Submit a promotional item to be inserted into the conference tote bag for every registered attendee to receive. The item is subject to approval by the Western Benefits Conference. Quantity to be determined. Exclusive to Sponsors and Exhibitors.

The ASPPA Journal and Western Benefits Conference Web site Advertising

Make the most of your pre- and post-conference marketing through *The ASPPA Journal* or the Western Benefits Conference Web site.

The ASPPA Journal is a leading quarterly publication provided to over 6,500 ASPPA members. It offers articles by renowned pension and financial professionals and is a “must read” for anyone in the retirement plan profession. Contact the ASPPA Sales Department for rates and submission specifications.

Visit www.westernbenefits.org to view current advertisers’ tile ads. Your company will experience maximum exposure to all our members plus thousands of other inquiring at the site. Contact the Sales Department for current rates and availability.

I Want to Participate! What Are the Next Steps?

- **Contact Dawn Frappollo at 703.516.9300 extension 113 or by e-mail at dfrappollo@asppa.org and confirm availability.**
- **Once availability is verified, please complete the contract in its entirety, sign and return to ASPPA by fax 703.516.9308 or e-mail to dfrappollo@asppa.org.**
- **Select your booth space**
 - After selecting your participation level and submitting your signed contract, you will be provided with a floor plan from which to select your top three booth choices. Booth selection is determined by level of participation and seniority (i.e. highest level sponsors select from premium spaces in the hall by seniority then availability is opened to the next level and so on through to the exhibitor level by seniority).

■ Other Exhibitor Documentation

- Brede (Breed-e), our General Services Contractor, will forward an Exhibitor Manual to you via e-mail. This document contains information VITAL to your participation in the conference. Some of the information included in this document refers to the items included with your booth, exhibit hall schedule, shipping information and rates, and utility services order forms. **It is very important for your group to read this information and note the deadlines as soon as you receive the document.**
- Booth worker registration forms
 - Registration forms for your booth workers are different forms than a regular attendee registration form. In order to register the employees working in your booth (and also possibly attending sessions) these forms must be completed instead of a regular registration form. Look for an e-mail from the WBC approximately two months in advance of the start date of the conference which will include these forms and instructions for completing them.
 - The deadline for submitting these forms for the Western Benefits Conference is TBD.

Please note: all of these forms and documents are available at www.westernbenefits.org.

