

# 2009 PSCA Sponsorship Package

## Why should my company sponsor a PSCA event?

Since 1947, PSCA has been the only association exclusively dedicated to working with Washington policy makers to represent the interests of profit sharing/401(k) plan sponsors and participants. PSCA has conducted informative conferences for 61 years to provide plan sponsors and retirement professionals with an outstanding source of continuing education, networking, and the ability to interface with government and industry leaders. PSCA provides the only profit sharing/401(k) conference created for and by plan sponsors.

Working collaboratively, PSCA and the event sponsors will deliver detailed and up-to-date information concerning defined contribution compliance and best practices to PSCA members. Also, attendees will receive expert-level information and guidance on the new rules, business strategies, and solutions needed in today's changing world.

## How can my company sponsor a PSCA event?

PSCA offers several options to its members to sponsor an event. Exhibit and sponsorship packages and the benefits of each are included in this packet for review. For more information concerning sponsorship opportunities, please contact Bob Benish, Vice President of Membership and Operations. E-mail: [bob.benish@psca.org](mailto:bob.benish@psca.org)

### Contact PSCA

Attn: Bob Benish  
Profit Sharing/401k Council of America  
20 N. Wacker Dr.  
Suite 3700  
Chicago, IL 60606  
(p): 312.419.1863  
(f): 312.419.1864  
[psca@psca.org](mailto:psca@psca.org)

## Table of Contents

---

1	Sponsorship Rates At-A-Glance
2	National Conference Information
3	Conference rate information
4	Registration Form
5	Midwest Conference Information
5	Conference rate information
6	Registration Form
7	401(k) Day Information
7	Event rate information
8	Registration Forms
9	PSCA Officer Speaking Information

# 2009 Rates at a Glance

PSCA members are vital to the success of this organization. Due to the tremendous support and participation of our members, PSCA would like to offer discounts to PSCA provider members who sponsor multiple PSCA events.

- National Conference sponsors for 2008 will get a 10 percent discount to sponsor the 2009 National Conference.
- 401(k) Day sponsors in 2008 will get a 10 percent discount to sponsor in 2009.
- PSCA will offer a 10 percent discount to National Conference sponsors for Midwest Regional Conference sponsorship.

## Listed below are the 2009 sponsorship rates:

- |   |                   |
|---|-------------------|
| • National Conference Sponsorship         | \$20,000          |
| • National Conference Exhibition          | \$ 6,000          |
| • National Conference Event Sponsorship   | \$ 2,500-\$12,000 |
| • Midwest Regional Conference Sponsorship | \$ 7,500          |
| • 401(k) Day Sponsorship                  | \$10,000          |

For further details about each event, please see the event fact sheets in this packet. Also, to answer any questions you may have concerning these events or sponsorship, you may contact:

Bob Benish, Vice President, Membership and Operations  
(p): 312-419-1863  
(f): 312-419-1864  
bob.benish@psca.org

# 62nd National Profit Sharing/401(k) Conference and Exhibition

PSCA's 62nd National Conference is geared exclusively toward the defined contribution plan sponsor community. PSCA Celebrates its 62nd year as the oldest and most-respected best practices conference for plan sponsors. Our conferences continue to be ranked among the best in the defined contribution industry. On a five-point scale, PSCA conferences consistently receive ratings of 4.5 and higher.

Our National Conference is designed to allow key plan sponsor decision makers to meet leading industry providers while receiving the most up-to-date and professional training in the country. You will be able to develop important face-to-face business relationships while providing an excellent opportunity to market your products and services to the hundreds of companies that will be in attendance.

There is no substitute for the marketing value provided by this conference. Since 2002, space has sold out early! Space is limited, so reserve your spot now!

## Why do plan sponsors attend?

- Fiduciary strategies to avoid litigation
- New research and survey data
- Tools to help plan sponsors' bottom line
- Trends to keep plans competitive
- Retirement technology solutions that provide tomorrow's answers today
- Plan design ideas to work smarter, not harder
- Networking with colleagues

## Benefits to Your Organization:

- Contact new prospects and generate leads
- Maximize market exposure
- Discuss client needs and demonstrate the solutions offered by your company
- Research competition and develop ways to differentiate your company

# 62nd National Conference Rate Information

## National Conference Sponsorship Package Contribution: \$20,000

### Benefits:

- Exhibition space for a floor display
  - Participation in program development
  - Speaking role at event subject to approval of conference planning committee
  - Cooperative direct marketing campaign
  - Firm and solutions logos in pre-event marketing materials
  - Firm and solutions descriptions in event materials
  - Complimentary conference registration passes (2)
  - V.I.P. discounted invitations to clients and prospective clients (upon request)
  - PSCA Web site linkage before and after the event
  - On-site signage and announcement at podium
  - On-site sponsor handouts
  - Confidential full listing of attendees prior to conference
  - Literature and display at exhibit table
- 

## National Conference Exhibitor Package Contribution: \$6,000

### Benefits:

- Exhibition table - table top display
  - Firm and solutions description in event materials
  - Complimentary conference registration pass (1)
  - Corporate listing on PSCA event website
  - Confidential full listing of attendees and speakers at event
  - Co-branded marketing for event
  - Co-branding of materials and program
  - Discount admission for V.I.P. guests (upon requested)
- 

## National Conference Event/Meal Sponsorship Package

- |                                 |   |
|---------------------------------|---|
| • Breaks:                       | \$2,750                                       |
| • Breakfast:                    | \$3,500                                       |
| • Lunch:                        | \$5,000                                       |
| • Tuesday reception:            | \$7,500                                       |
| • Wednesday Night Reception:    | \$7,500                                       |
| • Thursday Night Entertainment: | \$5,000                                       |
| • Special Dinner Event:         | \$2,500 - \$10,000 (National Conference Only) |
| • Signage Sponsorship           | \$3,500                                       |
| • Key Card Sponsorship          | \$3,000                                       |
| • Lanyard Sponsorship           | \$3,000                                       |
| • Miscellaneous:                | \$2,500-\$10,000                              |

### Benefits:

- Firm and solutions description in event materials
- Corporate listing on PSCA event Web site
- Confidential full listing of attendees and speakers at event
- Co-branded marketing for event
- Co-branding of materials and program
- Discount admission for V.I.P. guests (upon request)
- 60-day Web site linkage after the event.

# 62nd National Conference Registration Form

PSCA's 62nd National Conference  
Monday, Sept. 21-Thursdays, Sept. 24, 2009  
(Reception Monday 9/21/2009)  
Fairmont Scottsdale Princess  
Scottsdale, Arizona  
Sponsor/Exhibitor/Event Sponsor Registration

## Company Information:

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Web site: \_\_\_\_\_

## Pre-Event Contact Information:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

In order to secure your sponsorship, exhibit space, or event sponsorship, payment should accompany the completed form. If your company requires an original invoice before processing a check, please check the appropriate box below, and PSCA will issue an invoice. Payment must be received within 30 days of the date of the invoice or the reserved sponsorship, exhibit space, or event will be released. **Receipt of this form by PSCA is your commitment to PSCA for 2009's event. You will be responsible for payment. If completing prior to 1/1/08 you will be invoiced after 1/1/08.** A completed registration form, payment, company logo, and company description must be received by June 1, 2009 to be included in the first conference brochure.

### Please reserve the following sponsorship, exhibit space, and/or event at PSCA's 62nd National Profit Sharing/401(k) Conference.

- Conference Sponsorship for \$20,000 (10% discount if a National Conference sponsor in 2008)
  - Exhibit for \$6,000
  - Breakfast Sponsorship for \$3,500
  - Lunch Sponsorship for \$5,000
  - Break Sponsorship for \$2,750
  - Tuesday reception for \$7,500
  - Wednesday Reception Sponsorship \$7,500
  - Thursday Night Entertainment for \$5,000
  - Special Event Sponsorship for \$2,500 - \$10,000
  - Interested in Miscellaneous Sponsorships: \_\_\_\_\_
- Payment of \_\_\_\_\_ is enclosed.  
 Please invoice me.

Fax the completed form to 312-419-1864, Attn: Bob Benish and mail check to:  
PSCA, Attn: Bob Benish, 20 North Wacker Drive, Suite 3700, Chicago, IL 60606

# PSCA Midwest Regional Conference

## Introduction

PSCA's Midwest Regional Conference is geared exclusively toward the defined contribution plan sponsor community and promises to be a valuable event for your company. Our Midwest Regional Conference is designed to enable plan sponsors the ability to find practical solutions in PSCA's hands-on workshops and to gather information on today's most pressing profit sharing and 401(k) challenges. You can learn how to make your job more effective and your plan more efficient. Also, you will be provided the latest legislative updates. Plan sponsors tell us, "this is one day that my company benefits from all year long." There is no substitute for the marketing value provided by this conference. Since 2002, this has been a completely sold-out event. Space is very limited, so reserve your spot now to receive 2008 prices!\*

## Why do plan sponsors attend?

- Fiduciary strategies to avoid litigation
- New research and survey data including plan design and investment application
- Tools to help the bottom line
- Trends to keep plans competitive
- Communication programs that work
- Plan design ideas to work smarter, not harder

## Benefits to You:

- Contact new prospects and generate leads
- Maximize market exposure
- Discuss client needs and demonstrate the solutions offered by your company
- Research competition and develop ways to differentiate your company

\* Prices subject to change after 12/31/08.

---

## Midwest Regional Conference Rate Information

### Midwest Regional Conference Sponsorship Package

**Contribution: \$7,500**

#### Benefits:

- Exhibit table
- Participation in program development (where possible)
- Speaking role at event (based on space available)
- Cooperative direct marketing campaign
- Firm and solutions logos in pre-event marketing materials
- Firm and solutions descriptions in event materials
- Complimentary conference registration passes (2)
- V.I.P. discounted invitations to clients and prospective clients (upon request)
- PSCA 60-day Web site linkage after the event.
- On-site signage and announcement at podium
- On-site sponsor handouts
- Confidential full listing of attendees
- Literature and display at exhibit table

**Breakfast Sponsorship Contribution: \$3,500**

**Break Sponsorship Contribution: \$2,750**

**Signage Sponsorship Contribution: \$3,500**

# 2008 Midwest Regional Conference Registration Form

PSCA's 2009 Midwest Regional Conference  
March 25, 2009  
Chicago, Illinois  
University of Chicago Gleacher Center  
Sponsor/Event Sponsor Registration

## Company Information:

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Web site: \_\_\_\_\_

## Pre-Event Contact Information:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

In order to secure your Sponsorship or Event Sponsorship, payment should accompany the completed form. If your company requires an original invoice before processing a check, please check the appropriate box below and PSCA will issue an invoice. Payment must be received within 30 days of the date of the invoice or the reserved sponsorship, exhibit space or event will be released. **Receipt of this Form by PSCA is your commitment to PSCA for 2009's event. You will be responsible for payment. If completing prior to 1/1/09 you will be invoiced after 1/1/09.** A completed registration form, payment, company logo and company description should accompany this registration form to be listed on PSCA's Web site and any pre-conference marketing.

### Please reserve the following sponsorship, exhibit space, and/or event at PSCA's 2009 Midwest Regional Conference

- Conference Sponsorship for \$7,500 (10 percent discount if a national conference sponsor in 2007)
- Breakfast Sponsorship \$3,500
- Break Sponsorship \$2,750
  
- Payment of \_\_\_\_\_ is enclosed.
- Please invoice me.

Contact Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Fax the completed form to 312-419-1864, Attn: Bob Benish and mail check to:  
PSCA, Attn: Bob Benish, 20 North Wacker Drive, Suite 3700, Chicago, IL 60606**

# 401(k) Day Sponsorship

## What is 401(k) Day?

401(k) Day is an annual celebration spotlighting the importance of employer-sponsored profit sharing and 401(k) plans. As retirement follows work, 401(k) Day 2009 will officially fall on the Friday after Labor Day. Sponsors may choose another date that is more convenient for their work force.

## Benefit to 401(k) Day Sponsorship

Because PSCA seeks to partner with only a few top-quality providers to host their events, 401(k) Day Sponsors receive tremendous visibility for their sponsorship. All corporate sponsors are prominently listed on the materials as they are downloaded from the PSCA Web site. Materials for 401(k) Day are used by hundreds of plan sponsors all across the country.

Numerous press releases announcing 401(k) Day are distributed prior to the official date. A direct automatic media link is available for plan sponsors on PSCA's Web site for local media attention.

Your sponsorship allows PSCA to fund the costs for design and implementation of the program. All 401(k) Day communication materials are available for download and/or reproduction by you and your clients for the campaign. Some materials are available in Spanish for PSCA members.

401(k) Day is an excellent opportunity for plan sponsors to provide a reminder of the many benefits of their 401(k) plan. Sponsoring companies demonstrate their commitment to the plan sponsor community and the plan sponsors commitment to their employees' futures.

---

## 401(k) Day Sponsorship Rate Information

### 401(k) Day Sponsorship Package

**Contribution: \$10,000**

#### **Benefits:**

- Listing on the event mailers
- Full-color mailer to more than 1,200 plan sponsor companies promoting 401(k) Day benefits listing 401(k) Day Sponsors
- Additional advertisement of 401(k) Day is provided on BenefitsLink, *Benefits and Compensation Solutions* magazine, and in PSCA publications
- Promoted and recognized during the National Conference during General Session presentation
- Recognized in PSCA's Signature Awards Publication
- Press releases announcing 401(k) Day are distributed before and after the official date
- PSCA partners with sponsoring companies to give quotes on 401(k) activities in press releases (when possible)
- Direct media link is available on PSCA's Web site for local media attention
- 457 Day Sponsorship included in 401(k) Day Sponsorship

# 401(k) Day Sponsorship Registration Form

September 11, 2009

## Company Information:

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Web site: \_\_\_\_\_

## Pre-Event Contact Information:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

In order to secure your Sponsorship, payment should accompany the completed form.

If your company requires an original invoice before processing a check, please check the appropriate box below and PSCA will issue an invoice. Payment must be received within 30 days of the date of the invoice or the reserved sponsorship, exhibit space or event will be released. **Receipt of this Form by PSCA is your commitment to PSCA for 2009's event. You will be responsible for payment. If completing prior to 1/1/09 you will be invoiced after 1/1/09.** A completed registration form, payment, company logo and company description should accompany this registration form to be listed on PSCA's Web site and any pre- and post-event marketing.

**Please reserve the following sponsorship, exhibit space, and/or event at  
401(k) Day 2009**

- 401(k) Day Sponsorship for \$10,000
- Payment of \_\_\_\_\_ is enclosed.
- Please invoice me.

Contact Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Fax the completed form to 312-419-1864, Attn: Bob Benish and mail check to:  
PSCA, Attn: Bob Benish, 20 North Wacker Drive, Suite 3700, Chicago, IL 60606**

# PSCA Officer Speaking Information

## **Why would we want a PSCA employee to speak at our plan sponsor events?**

PSCA speakers have valuable, unbiased information and expertise that would prove beneficial to attendees of your plan sponsor event. With PSCA as the authoritative source on profit sharing and 401(k) plans, companies partnering with PSCA enjoy increased credibility and increased attendance at their events.

## **What does PSCA charge for this service?**

PSCA requests a \$4,000 minimum donation plus expenses for an officer of PSCA to speak at your event. The honorarium for David Wray is \$6,000 plus expenses.

## **What other benefits are available for this service?**

As a special offer to a provider who invites PSCA speakers to present at their events, PSCA will allow plan sponsors to apply the speaker donation (\$4,000 minimum) toward sponsored memberships for their plan sponsor clients. NOTE: PSCA Sponsored memberships are not available for current PSCA members. Travel expenses must be reimbursed separately. Please contact Bob Benish (p.) 312-419-1863 (f.) 312-419-1864 (e.) [bob.benish@psca.org](mailto:bob.benish@psca.org) for more information about sponsored memberships and speaking arrangements.