

Plan Sponsor Council of America 65th Annual National Conference

September 11-14, 2012
The Roosevelt Hotel
New Orleans, Louisiana

PSCA's National Conference is the preeminent retirement industry conference for Plan Sponsors with employer-sponsored retirement plans. As the longest running National Conference exclusively focused on the retirement industry, PSCA's National Conference is ranked among the best in the defined contribution industry.

The National Conference was designed to promote interaction between Plan Sponsors and financial service providers in workshops, roundtables, receptions, and breaks. Providers and Plan Sponsors meet face-to-face and engage in dialogues in a world-class setting to collaboratively seek solutions to the industry's issues.

National Conference Sponsorship Package: \$20,000

Benefits Include:

- Prime location for exhibit space.
- Participation in program development.
- Speaking role for a general session (with approval of National Conference Committee).
- Comprehensive marketing program: pre-conference, on-site, and post-conference.
- Co-branding on all print and online conference materials.
- Complimentary conference registrations for two.
- VIP discounts for clients and prospects.
- PSCA link – pre-conference and for 90 days post-conference.
- On-site signage and recognition.
- Confidential full listing of attendees prior to conference.
- Pre-conference webcast.
- Assistance with special conference Plan Sponsor-Provider events.
- Post-conference webcast/Podcast and/or live conference review for firm.
- Private meeting with your clients with PSCA Senior Staff member of your choice (David Wray, President; Bob Benish, Chief Operating Officer and Vice President, Membership; or Ed Ferrigno, Vice President, Washington Affairs).

National Conference Exhibitor Package: \$7,500

Benefits Include:

- Strategic exhibition space.
- Co-branding on all printed and online conference materials.
- Complimentary conference registration.
- Discounts for clients and prospects.
- PSCA link – pre-conference and for 60 days post-conference.
- Assistance with special conference Plan Sponsor-Provider events.
- Confidential full listing of attendees at the conference.

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National Conference Event Sponsorship: Tier 1 Events

• Lunch (on Wed., Sept. 12 or Thurs., Sept. 13)	\$10,000
• Signature Awards Reception (on Wed., Sept. 12)	\$7,500-\$10,000
• Welcome Reception (on Tues., Sept. 11)	\$7,500-\$10,000
• Special Dinner/Event (on Thurs., Sept. 13)	\$5,000-\$20,000
• Miscellaneous/Custom	\$2,500-\$10,000
• Dine Around Packages	\$5,000-\$10,000
• Audio/Visual	\$10,000

Tier 1 Benefits Include:

- Co-branding on all print and online conference materials.
- Two complimentary conference registrations.
- Discounts for clients and prospects.
- PSCA link – pre-conference and for 60 days post-conference.
- On-site signage and recognition.

National Conference Event Sponsorship: Tier 2 Events

• Conference Magazine	\$10,000
• Flash Drive	\$8,500
• Padfolios	\$8,500
• Key Card Sponsorship	\$7,500
• Lanyard Sponsorship	\$7,500

Tier 2 Benefits Include:

- Co-branding on all print and online conference materials.
- One complimentary conference registration.
- PSCA link – pre-conference and for 45 days post-conference.
- On-site signage and recognition.

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National Conference Event Sponsorship: Tier 3 Events

- **Breakfast** (Wed., Sept. 12; Thurs., Sept. 13; or Fri., Sept. 14) **\$5,000**
- **Networking Break** **\$3,500**
(Wed., Sept. 12: a.m. or p.m.; Thurs., Sept. 13: a.m. or p.m.; and Fri., Sept. 14: a.m.)
- **Conference Registration** (on Tues., Sept. 11) **\$3,500**
- **Pocket Agenda** **\$3,500**
- **Conference Magazine Ads**
 - Full Page** **\$500**
 - Half Page** **\$250**
- **Website Ads** (Call Jen Rogers at (860) 919-3414 for details and pricing information.)

Tier 3 Benefits Include:

- Co-branding on all print and online conference materials.
- PSCA link – pre-conference and for 30 days post-conference.
- On-site signage and recognition.

Additional Sponsorship Opportunities

In addition to the sponsorship options listed above, PSCA would be happy to price out a custom sponsorship of your choice, including, but not limited to, water bottles, ancillary items, room drops/chair drops, and relaxation stations. Contact Jen Rogers at (860) 919-3414 or jennifer.rogers@psca.org or Bob Benish at (312) 419-1863 x207 for details.

Please Note:

Printing specifications and deadlines apply for some National Conference sponsorship opportunities. Please contact Jen Rogers at (860) 919-3414 or jennifer.rogers@psca.org for information.

65th Annual National Conference Registration Form - Page 1 of 3

PSCA's 65th National Conference • September 11-14, 2012
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Sponsor/Exhibitor/Event Sponsor Registration

Company Information:

Company: _____

Address: _____

Website: _____

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 2012's event. You will be responsible for payment.**

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Sponsor/Exhibitor/Event Sponsor Registration

Please reserve the following sponsorship, exhibit space, and/or event at
PSCA's 65th Annual National Conference.

Conference Sponsorship for \$20,000

Exhibit for \$7,500

Tier 1 Event:

Lunch: \$10,000

Wed., Sept. 12 Thurs., Sept. 13

Signature Awards Reception:
\$7,500-\$10,000

Welcome Reception: \$7,500-\$10,000

Special Dinner/Event: \$5,000-\$20,000

Miscellaneous/Custom: \$2,500-\$10,000

Dine Around Package:
\$5,000-\$10,000

Audio/Visual: \$10,000

Other: \$ _____

Tier 2 Event:

Conference Magazine: \$10,000

Flash Drive: \$8,500

Padfolios: \$8,500

Key Card Sponsorship: \$7,500

Lanyard Sponsorship: \$7,500

Other: \$ _____

Tier 3 Event:

Breakfast: \$5,000

Wed., Sept. 12

Thurs., Sept. 13 Fri., Sept. 14

Networking Break: \$3,500

Wed., Sept. 12: a.m. or p.m.

Thurs., Sept. 13: a.m. or p.m.

Fri., Sept. 14: a.m.

Conference Registration: \$3,500

Pocket Agenda: \$3,500

Conference Magazine Ads

Full Page: \$500

Half Page: \$250

Payment Information

Total Sponsor/Exhibitor Fees: \$ _____

Total Attendee Registration Fees: \$ _____
(From Page 3 of Registration Form)

Total Fees for National Conference: \$ _____

Payment of \$ _____ is enclosed. (Please make checks payable to PSCA.)

Please invoice me.

Fax the completed form to 312-419-1864, Attn.: Bob Benish or e-mail bob.benish@psca.org.

Mail check to:

PSCA, Attn.: Bob Benish, 20 North Wacker Drive, Suite 3700, Chicago, IL 60606

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Many of the PSCA sponsorship and exhibitor packages include complimentary registrations. Any additional attendees must pay the full conference registration fee.

National Conference Registration Fees

Members:

- **On or before July 6, 2012:**
 - 1st Registrant: \$995
 - 2nd Registrant: \$795
 - Each Additional Registrant: \$595
- **After July 6, 2012:**
 - 1st Registrant: \$1,195
 - 2nd Registrant: \$995
 - Each Additional Registrant: \$795

Non-Members

- **On or before July 6, 2012:**
 - 1st Registrant: \$1,395
 - 2nd Registrant: \$1,195
 - Each Additional Registrant: \$995
 - **After July 6, 2012:**
 - 1st Registrant: \$1,595
 - 2nd Registrant: \$1,395
 - Each Additional Registrant: \$1,195
-

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____