



Insured Retirement Institute

2010 GOVERNMENT, REGULATORY & COMPLIANCE CONFERENCE



APRIL 28-30

RENAISSANCE MAYFLOWER HOTEL | WASHINGTON, DC
SPONSORSHIP OPPORTUNITIES

IRI's 2010 Government, Regulatory & Compliance Conference is quickly approaching and there are incredible opportunities to be seen and gain exposure among leading legal, regulatory, compliance and government affairs professionals. In fact, FINRA CEO Richard Ketchum and SEC Division Director Carlo DiFlorio are keynoting this event, and senior staff from the SEC and FINRA will be present throughout the conference, as will state insurance commissioners and staff, NAIC staff and more.

Much like the successful, revamped IRI Annual Meeting and Marketing Conference, the Government, Regulatory & Compliance Conference is a "must attend event" for both industry leaders as well as regulators.

IRI can help you elevate your presence with this critical audience through our sponsorship offerings. Pick from one of our existing sponsorship opportunities or contact us to design a tailored package to meet your unique needs.

Secure your sponsorship opportunity today! Sponsorships are offered on a first-come, first-served basis, so call Cindy Smith, CMP, at 202-469-3016, or email csmith@irionline.org.

SPONSORSHIPS INCLUDE:

- Signage and recognition at the conference
- Logo in the meeting program
- Logo on IRI website
- One time use of conference attendee list

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SESSION & NETWORKING FUNCTIONS

These sponsorships provide your company the opportunity to create a value-added experience for attendees. All program and networking function sponsorships include:

Rates per Session	Sponsor Cost
■ Receptions – Wednesday and Thursday	\$ 5,000
■ Continental Breakfasts – Thursday and Friday	\$ 2,500
■ Keynote Speakers – Including introduction	\$ 6,000
■ Morning Coffee Breaks – Thursday and Friday	\$ 1,500
■ Luncheon – Thursday	\$ 7,500
■ Elective Sessions – Thursday (<i>nine available</i>)	\$ 1,000

CONFERENCE MATERIALS SPONSORSHIPS

Have your company name and logo in the hands of every attendee to maximize your exposure at the conference. All conference materials will include the sponsor's company logo on the item.

Conference Materials	Sponsor Cost
■ Hotel Keycards	\$ 8,000
■ Room Drop	\$ 4,000
■ Padfolios	\$ 3,000
■ Bottled Water	\$ 3,000
■ Badge Lanyards	\$ 1,250
■ Pens	\$ 1,000
■ Literature Stand Slot	\$ 500

IRI is offering a 20% discount to those with more than one sponsorship.

ADVERTISING RATES FOR CONFERENCE PROGRAM

To run an advertisement in the conference program has lasting shelf life and pass along value for any sponsor.

Ad Placement	Ad Rate*
■ Outside Back Cover <i>(Final program only)</i>	\$1,500
■ Inside Front Cover	\$1,000
■ Inside Back Cover	\$1,000
■ Program Page <i>(placement at IRI's discretion)</i>	\$ 500

See page 5 for details.

EXHIBIT OPPORTUNITIES

We will have table top exhibits located at the venues where the attendees will be present for networking opportunities, giving them time to review information about the products and services your company has to offer.

	Exhibit Cost *
■ Table Tops during the Conference	\$1,500
■ Table Tops during the Receptions	\$1,500

See page 6 for details.

(*) Prices reflect IRI membership discounts. Non-members should add a 30% premium. In addition, IRI is offering a 20% discount to those with more than one sponsorship.

FOR ALL SPONSORS — *to be recognized as IRI Sponsor*

All advertisers, sponsors and exhibitors are recognized in the final program, at the conference and on the IRI website. Each company needs to submit their logo in two formats by April 1:

- A 300 DPI .eps or vector art file, with PMS numbers supplied.
- A 200 x 200 pixels logo in an .eps, .jpg. or .png art file.

PROGRAM ADVERTISING ARTWORK INFORMATION

Final program advertisers have the option to have an ad in the preliminary program for an additional \$250. Deadline for placement of ads in the preliminary program is receipt of payment and artwork by March 12. Deadline for placement of ads in the final program is April 1.

AD SPECIFICATIONS

- Size: trim, 8.5" x 11"; live area, 7.5" x 10" (no text outside live area, bleeding pictures are acceptable)
- Please include 1/8" bleeds on all 4 sides of document if artwork spans to trim edge
- Programs: Quark XPress v. 7.0 (preferred) plus copies of Xtensions, Fonts and all images and Illustrations, Adobe Indesign CS2, Adobe Illustrator CS2, Adobe Photoshop CS2 CMYK ONLY, no spot colors; (in the case that RGB color mode or spot colors are used, color distortion will occur) scanned images must be 300 dpi resolution at reproduction size.
- Copy of ALL parts of file: document file(s), fonts (screen & printer), Graphics (include embedded and nested images), Photos/Scans.

ELECTRONIC SUBMISSIONS FOR ADS

- Any of the above program types are acceptable (i.e.: .qxd, .tiff, .ia, .eps, .indd) in a compressed collected or packaged document folder. Please include a low resolution PDF in your document folder for visual purposes.
- A hi-resolution PDF may be submitted in substitution of a collected/packaged document folder. PDF must be at least 300 dpi and include 1/8" bleeds in document if applicable.
- Any files over 10 MB in size must be sent through a file sharing site such as YouSendIt.com.

For the first time, we are offering the opportunity for companies to exhibit before this audience of regulators and industry attendees. We will have table top exhibits located at the venues where the attendees will be present for networking opportunities, giving them time to review the content of your exhibit. Exhibiting organizations will have a write-up including contact information in the final program.

TABLE TOP PACKAGE

- 6' draped table
- One chair
- One (1) full conference registration

LOCATION OPTIONS

- Grand Ballroom Foyer (six available)
- Grand Ballroom (six available)
- Reception area (10 available)

EXHIBIT TIMES — *Please note this schedule is subject to change*

Wednesday, April 28

Reception 5:00 – 7:00 pm

Thursday, April 29

Continental Breakfast 7:30 – 8:00 am

Coffee Break 10:30 – 11:00 am

Luncheon 12:15 – 1:30 pm

Reception 5:00 – 6:30 pm

Friday, April 30

Continental Breakfast 8:30 – 9:00 am

Coffee Break 10:45 – 11:15 am

EXHIBIT INFORMATION

Each company may bring a display board and literature that does not exceed the confines of the six-foot display table. While we are in negotiations with the hotel to allow for exhibits to remain in place overnight, the material may need to be moved for storage overnight in the IRI storage area on the second floor of the hotel. In addition to sponsorship logos referenced in the section above, each company needs to submit a company description of 100-words or less, including the company's contact person, address, phone, and email address. This description will appear in the final conference program.

ACCOMMODATIONS & TRAVEL

Renaissance Mayflower Hotel
1127 Connecticut Avenue NW
Washington, DC 20036
Reservations: 800-266-9432 • Group Code IRI
Special IRI Rate: \$289 per night
General Information: 202-347-3000

The Renaissance Mayflower Hotel is a four diamond luxury property in the heart of downtown Washington. Our meeting will be held in the Grand Ballroom that has served as the backdrop for every Presidential Inaugural Ball from Coolidge through Reagan.

A block of rooms has been reserved at the Mayflower at the discounted rate of \$289.00 per night plus tax. You may make your reservation online through the IRI website at www.irionline.org or by calling 800-266-9432 and letting the reservation agent know you are attending the "IRI" conference. The discounted rate is only available until April 5, 2010, so do not delay in making your reservation.

IRI MEMBER DISCOUNTS/RATES

To qualify for the member rate on sponsorships for the IRI Government, Regulatory & Compliance Conference, companies must be a member, in good standing, for the 2010 fiscal year at the time of the conference.

IRI POINT OF CONTACT

Please call Cindy Smith, CMP at (202) 469-3016 or email csmith@irionline.org for questions or details about any of the opportunities listed in this prospectus.

Company Name: _____

Pre-Conference Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

SPONSORSHIPS:

SPONSOR PRICE

- Reception – Wednesday \$ 5,000
- Reception – Thursday \$ 5,000
- Continental Breakfast – Thursday **SOLD** \$ 2,500
- Continental Breakfast – Friday **SOLD** \$ 2,500
- Keynote Speaker – Thursday \$ 6,000
- Keynote Speaker – Friday \$ 6,000
- Morning Coffee Break – Thursday **SOLD** \$ 1,500
- Morning Coffee Break – Friday \$ 1,500
- Luncheon – Thursday \$ 7,500
- Elective Sessions \$ 1,000

CONFERENCE MATERIALS:

SPONSOR PRICE

- Hotel Keycards \$ 8,000
- Room Drop \$ 4,000
- Padfolios \$ 3,000
- Bottled Water \$ 3,000
- Badge Lanyards \$ 1,250
- Pens \$ 1,000
- Literature Stand Slot \$ 500

ADVERTISING:

- Outside Back Cover (*Final program only*) **SOLD**
- Inside Front Cover
- Inside Back Cover
- Program Page (*placement at IRI's discretion*)
- Additional Preliminary Program Ad
(must purchase ad in final program to qualify)

MEMBERS

- \$1,500
- \$1,000
- \$1,000
- \$ 500
- \$ 250

NONMEMBERS

- \$1,950
- \$1,300
- \$1,300
- \$ 650
- \$ 325

EXHIBITS OPPORTUNITIES:

- Table Top Display (includes one registration) \$ 1,500 \$ 1,950

PAYMENT INFORMATION:

TOTAL AMOUNT DUE: \$ _____

Please indicate appropriate method of payment. Check Enclosed Credit Card

Card Number: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

No refunds will be given for cancellation of sponsorships. I understand my credit card will be charged for the items I have selected, according to my membership status. By signing this form, I authorize IRI to charge my credit card for the appropriate fee based on my member status and the date of submission, as set forth above.

Return this form with payment to:
 IRI • 1331 L Street, Suite 310 • Washington DC 20005 or fax to (202) 898-5786
 Attention: Cindy Smith, CMP
 Checks should be made payable to the Insured Retirement Institute.

<u>Office Use Only</u> Date Rec'd: _____ Date Payment Rec'd: _____
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