



## About the Retirement Advisor Council

Since 2008, the Retirement Advisor Council has been bringing leaders in the retirement industry together to advocate for successful retirement outcomes for participants and their providers. Through the collaborative efforts of qualified retirement plan advisors, investment firms, asset managers and defined contribution plan service providers, the Council to promotes idea exchanges that lead to change in the industry.

- 120 Elite Retirement Plan Advisors
- 17 Advisory Firm Retirement Practice Leaders
- 19 Retirement Plan Service Providers
- 15 Investment Management firms
- 3 Associate Members

Learn more at [www.retirementadvisor.us](http://www.retirementadvisor.us)

## About the 2018 Annual Meeting

Expected attendance is 100-120

May 21 - 23, 2018 St. Paul, Minnesota

Hosted by SECURIAN Retirement

Theme: Revisiting Scope and Essential Functions of the Retirement Plan Advisor Profession

[Click here for agenda and speakers](#)

The 2018 Annual Meeting focuses on the scope and essential functions of the retirement plan advisor profession. During the meeting we will explore the disconnect between how advisors see their role evolving through changes in the market and legislative initiatives and what their plan sponsor clients require. Because of the unique makeup of the council we believe the dialogue will be robust and eye opening while maintaining a collaborative and respectful environment for friendly exchanges of opinions!

## Sponsorship Benefits

Sponsorships provide an opportunity to increase your brand awareness among member advisors, retirement practice leaders, service providers and investment managers. Benefits include:

- Aided and unaided awareness of your brand in the Professional Retirement Plan Advisor community
- Recognition of your firm as a contributing member of the Retirement Plan industry
- Image of your firm as a partner of Professional Retirement Plan Advisors



## Sponsorship Opportunities

All sponsors receive the following benefits, in addition to those described above:

- Recognition in the event program
- Recognition on the event website
- On-site signage throughout the venue
- Social Media exposure before, during and after the event

### **RHODIUM SPONSORSHIP – TECHNOLOGY FOR ALL – EXCLUSIVE.....\$6,000**

Your logo on the home page of the **Conference App** that attendees use to navigate the agenda, access handouts, floor plan, alerts, polls, and social media posts, on their mobile devices.

### **PLATINUM SPONSORSHIP – IDENTITY EXPOSURE - EXCLUSIVE .....\$5,000**

Increase the optics of your brand by putting it in front of everyone throughout the event. Your logo on each **Hotel Room Key Card and Name Badge** worn by attendees at all conference sessions.

### **GOLD SPONSORSHIP – DINNER AND A HELPING HAND - MAXIMUM 5 .....\$4,000**

Your logo on the **Souvenir T-shirt** that attendees take home. Recognition of your sponsorship at the **Pre-event Volunteer Activity** with the [Feed My Starving Children](#), **Transportation**, and **Pre-event Dinner**. Signage onsite and in the app.

### **SILVER SPONSORSHIP- SMILE FOR THE CAMERA – EXCLUSIVE.....\$3,000**

Your banner ad and logo on the **picture gallery of the meeting** to live on the Council website.

### **BRONZE SPONSORSHIP – HYDRATE US - EXCLUSIVE.....\$2,000**

Your logo on **personalized disposable bottles of water** distributed throughout the event in the meeting rooms and during breaks.

### **SPORTS SPONSORSHIP – DINNER AND A BALL GAME – MAXIMUM 10 .....\$1,500**

Play ball and grab a beverage! Signage at the **event dinner and game at CHS Field**. We'll be dining in the [Securian Suite at CHS Field](#) before the St. Paul Saints Vs. the Chicago Dogs baseball game.



## 2018 Annual Meeting Sponsorship Agreement Form

Yes, our firm will participate in the 2018 Annual Meeting of the following levels (*check all that apply*)

- RHODIUM Sponsor (Technology for All) \$6,000
- PLATINUM Sponsor (Identity Exposure) \$5,000
- GOLD Sponsor (Dinner and a Helping Hand) \$4,000
- SILVER Sponsor (Smile for the camera) \$3,000
- BRONZE Sponsor (Hydrate us) \$2,000
- SPORTS Sponsor (Dinner and a Ball Game) \$1,500

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**PLEASE FAX COMPLETED FORM TO 860-838-2830**