



The ASPPA 401(k) SUMMIT

New Orleans, LA
Morial Convention Center
March 18-20, 2012

www.asppa.org/summit

The Big Show in the Big Easy!

Tax Reform Cometh!

Don't Let Congress
Take Away Our 401(k)!

Join us for a special *Washington Report*.
Learn what you can do to influence policy!



Conference Highlights

Get the latest legal and regulatory
developments right from the source.
Experience the best educational sessions
in the business.
Network with the top professionals in the
industry at exclusive events.

Official Marketing Sponsor:
MORNINGSTAR

 **ASPPA**[®]
WORKING FOR AMERICA'S RETIREMENT

Official Publication Sponsor:
 **SourceMedia**

The ASPPA 401(k) SUMMIT

Sponsorship and Exhibit Opportunities

March 18-20, 2012

Morial Convention Center, New Orleans, LA

Started in 2001, The ASPPA 401(k) SUMMIT is the largest and longest running event of its kind! It is a great opportunity to prospect for new clients and network with existing ones. Held in New Orleans, LA, attendees of this conference share quality time with financial representatives from every aspect of the retirement plan industry. This is a 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.



HOTEL INFORMATION

Morial Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130
504-582-3000
<http://www.mccno.com>

Rate: \$232/night until January 1st, 2012

BE SURE TO BOOK EARLY AS OUR ROOM BLOCK FILLS QUICKLY

Exhibit Hall Location

Forum Ballroom – Pool Level
Enter at North Promenade

CONTACT INFORMATION

Fred Ullman

Director of Sales
fullman@asppa.org
Phone: 703.516.9300 ext. 113
Fax: 703.516.9308
www.asppa.org/summit

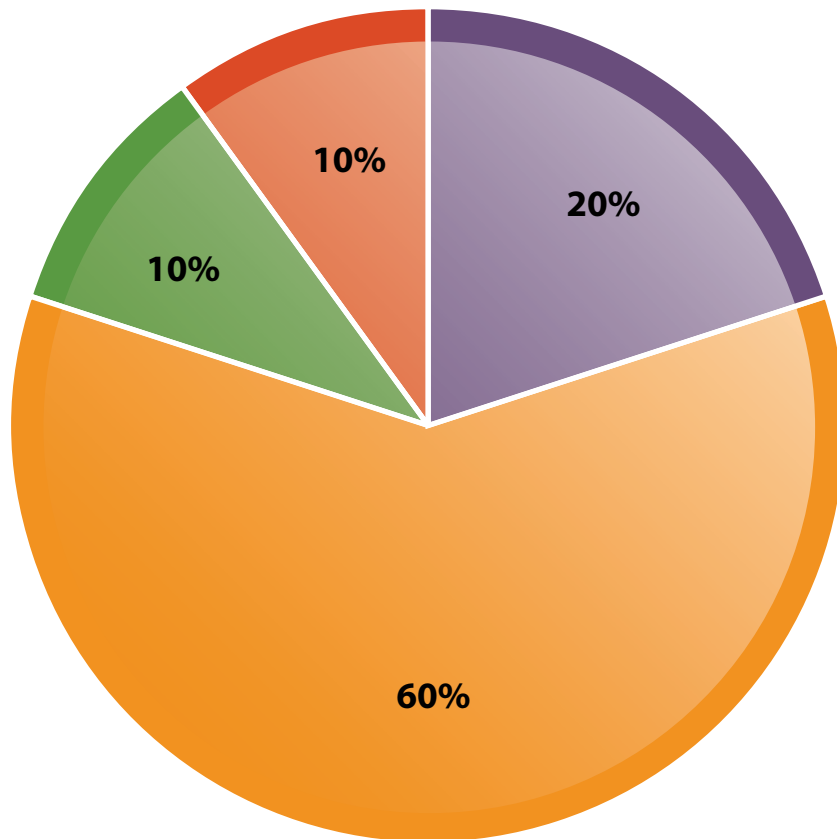
ASPPA

4245 North Fairfax Drive
Suite 750
Arlington, VA 22203

BENEFITS OF SPONSORING AND EXHIBITING

- Obtain valuable leads through conference attendee lists and onsite.
- Showcase your company to the best in the industry.
- Promote your company to all attendees through extensive marketing opportunities throughout the conference, including breakfast, beverage breaks, lunch and networking receptions all in the exhibit hall.

WHO ATTENDS



Financial Advisors



Registered Investment Advisors



Brokers/Dealers



Producing TPAS

HAVE A GREAT IDEA TO BRAND AND PROMOTE YOUR COMPANY THAT IS NOT LISTED HERE?

We are open to suggestions; please contact Fred Ullman at 703-516-9300 extension 113. fullman@asppa.org

OPPORTUNITIES AT-A-GLANCE

	Platinum \$27,000	Gold \$20,000	Silver \$15,000	Exhibit-only \$5,250
Number of 10x 10 Exhibit Booth(s)	Two	One	One	One
First Selection of Booth space	First Round	Second Round	Third Round	Final Round
Advertising Space in Official Conference Directory	Full Page	Half Page	Quarter Page	
50-minute Sponsor Workshop (available on a first-come, first-served basis)	●	●		
Pre-conference promotion on the ASPPA Website and in email messages to registered attendees	●	●	●	
Company description in Official Conference Directory	100-words	75-words	50-words	Listing Only
Company Logo included in slide show played at General Session	●	●	●	
Company Logo on sponsored item	●	●	●	
Company Logo on event signage	●	●	●	
Pre- and post-conference attendee lists	●	●	●	●
Ability to submit promotional insert in conference attendee tote bag	●	●	●	Optional
Registrations	Four	Three	Two	Two
Right of first refusal for 2013	●	●	●	
Company promoted in 2013 event promotions	●	●	●	

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SPONSORSHIP MARKETING AND BRANDING BEFORE, DURING AND AFTER SUMMIT

Pre-Conference	Onsite	Post-Conference
Pre-conference promotion in email messages to registered attendees		Right of first-refusal for same sponsorship in 2013
	Company logo on sponsored item as well as your company name listed on signage at event	Company promoted through mobile phone application to all attendees 30-days after the conference ends
Early choice of booth space in the exhibit hall	Company logo and description included in the Official Conference Directory (see sponsorship listing for details)	Company name listed in the Spring 2012 issue of <i>The ASPPA Journal</i> , ASPPA's official quarterly publication reaching more than 7,500 members
Pre-conference attendee list in an Excel format	Company name and logo included in slide show played at general sessions	Company promoted as a sponsor in The ASPPA 401(k) SUMMIT 2013 promotional materials
Ability to submit promotional insert in conference attendee tote bag	Conference registrations (see individual sponsorship listing for details)	



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PLATINUM SPONSORSHIP OPPORTUNITIES \$27,000 EACH

Includes all Sponsorship Features, plus

- Two 10'x10' exhibit booth
- Four full conference registrations
- 100-word company description, logo and sponsor notation in conference materials
- Full Page Ad in the Conference Directory

Hotel Room Key Card

Every attendee registered at the hotel will receive a room key card with your artwork and booth number on the front. The abbreviated agenda on the back of the card will provide attendees a convenient reference during the conference.

Premium Conference Padfolio

This sleek and modern leatherette Padfolio will contain all conference materials and offers a convenient way to maintain conference notes. Your company logo will appear prominently on the front for each attendee to see every time they use it during and after the conference.

Relaxation Stations | 2 available

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

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. In addition, tote bags will be provided to you as a booth giveaway.

Sunday Night Welcome Reception

What better way to network at the conference than to be associated with the opening night event. Make a huge impression with the attendees as they network throughout the exhibit hall opening night. Your logo and company name will be embossed on cocktail napkins and printed on cups provided during the event. Your logo will also appear on event signage as well as tent cards at each table in the exhibit hall. Extra drink tickets will be provided to you to giveaway.

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Premium Conference Signage

Conference signage gives your company maximum exposure when conference attendees see your company logo on all registration and directional signage used during the conference. Large signage with your company logo is used in the design of the conference registration booths and pointing the way to sessions and workshops during the conference.

Smart Phone Mobile App

Promote your company to SUMMIT attendees through their smart phone. Pre-conference, onsite and post-conference opportunities are available. Attendees will personalize their conference experience by downloading the app and saving their workshop schedule to their phone calendar, receive social media updates, review things-to-see and do in New Orleans, and stay connected of event changes through the mobile app alerts which can be vendor branded.

GOLD SPONSORSHIP OPPORTUNITIES \$20,000 EACH

Includes all Sponsorship Features, plus

- One 10' x 10' exhibit booth
- Three full conference registrations
- 75-word description, logo and a sponsor notation in conference materials
- Half Page Ad in the Conference Directory

Official Conference Directory

Every conference attendee will receive the Official Conference Directory that will contain detailed information about the conference workshops, daily networking opportunities, exhibit hall map, attendee listing and sponsor/exhibitor listing. Your full page advertisement will be placed on the back cover of the directory and your logo printed on the cover.

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.

Official Conference Pen

Your company will have its name and logo on the official conference pen which will be given to every attendee at registration. Your brand will be seen over and over again as attendees take notes at the conference and when they take the pen back to their homes and offices.

Water Bottle/ Hydration Stations

Want to help the environment while promoting your company to attendees? Then this sponsorship is for you! As each attendee collects their registration packet, they will receive a reusable rated 5 water bottle, which will have your company logo prominently displayed. Water coolers will be placed by the workshop rooms and throughout the exhibit hall for easy refilling while signage promotes your company as the sponsor. Your company will continue to benefit from the exposure even after the conference ends when attendees use the water bottle after the conference.

Internet Stations

Every attendee depends on the ability to utilize free internet access during a conference, so why not be the one to provide them with this service? Your company name and logo will appear on signage at the Internet Station, indicating that 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 walk up to the computer.

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 event signage, and tent cards indicating your sponsorship. An upgraded continental breakfast will be served.

Sunday Box Lunch in the Exhibit Hall

Signage and tent cards will appear at each lunch pick-up station highlighting your company's name and logo; large labels with your company's logo will also appear on each boxed lunch as well as on cups and napkins.

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fullman@asppa.org

Monday Buffet Lunch in the Exhibit Hall

Your company's logo will appear on tent cards at each table, as well as on cups or napkins used during the event. Signage will also appear with your company's name and logo at the entrance to the event.

SILVER SPONSORSHIP OPPORTUNITIES

\$15,000 EACH

Includes all Sponsorship Features, plus

- One 10' x 10' exhibit booth
- Two full conference registrations
- 50-word description, logo and a sponsor notation in conference materials
- Quarter Page Ad in the Conference Directory

New Orleans Area Guide

Attendees will appreciate knowing where the sites and sounds are in New Orleans. As the sponsor of the Area Guide, you will benefit from having your advertisement on the cover of the guide. Each attendee will receive the guide in their conference tote bag and your company will be promoted as the sponsor on the ASPPA Web site.

Conference 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 with advertisement space on the back, allowing attendees to see your company name with every use.

Networking Breaks | 4 available as co-sponsorships

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

Conference Message Boards & Social Networking

Conference attendees rely on the large LCD message boards located inside and outside of the exhibit hall for event updates, schedule changes and event highlights as well as messages from colleagues and exhibitor prize giveaways. As attendees and committee members tweet #asppaconf attendees will connect with ASPPA as well as each other. Your company logo and booth number will be part of the looping message on the Message Boards as well as your logo printed on the message request forms, on the exhibit hall entrance unit and in all conference materials where sponsors are noted.

EXHIBIT-ONLY OPPORTUNITY | \$5,250

Includes:

- One 10' x 10' exhibit booth
- Two full conference registrations
- Company listed as an exhibitor in conference materials
- Pre- and post-conference attendee lists

ADDITIONAL BRANDING OPPORTUNITIES

Print Advertising

The Official Conference Directory for The ASPPA 401(k) SUMMIT 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*

Full Page or ½ page spread
 ½ Page
 ¼ Page

Pricing

\$2,500
 \$1,750
 \$1,000

*Contact our sales department at 703.516.9300 ext. 113 or sales@asppa.org for artwork specifications.

Tote Bag Promotional Insert | \$1,500 (10 available)

Promote your company to attendees! Submit a promotional item to be inserted into the conference attendee tote bag for every registered attendee to receive. The item is subject to approval by ASPPA.

Note: A tote bag insert is included in all sponsorships

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Target 401(k) Advisors

ASPPA 2012 Sponsorship, Exhibiting and Advertising

Master Order Form

Conferences *(See offerings on Rate Sheets)*

Conference Name	Sponsorship Level/ Exhibit Only	Sponsorship Item Requested	Price
401K SUMMIT	GOLD	WATER BOTTLE/HYDRATION STATIONS	\$22,000

Printed Magazines *(See offerings on Rate Sheets)*

Magazine	Issue Dates	Ad Size	Position Requested	Unit Price	Frequency	Total Price

ENewsletters *(See offerings on Rate Sheets)*

Enewsletter	Issue Dates	Ad Size	Position Requested	Unit Price	Frequency	Total Price
ADVISOR UPDATE	JAN – DEC (6X)	125 X 400	FIRST SKYSCRAPER	\$4,000	6	\$24,000

Online Media *(See offerings on Rate Sheets)*

E-Magazine, Webcast, Website	Schedule	Ad Size	Position Requested	Unit Price	Frequency	Total Price
ADVISOR WEBCAST SERIES	JAN – DEC (4X)			\$2,000/webcast	4 months	\$8,000
NAPA WEBSITE	JAN – DEC (12X)	125 X 400	MAIN PAGE	\$500/month	12 months	\$6,000

With my signature below, I indicate that I have read and agree to the enclosed Terms and Conditions and authorize ASPPA to reserve the above listed sponsorship, exhibiting and/or advertising opportunities and invoice the "Total Price" to the Billing Contact.

Subtotal: _____

Minus Deposit: _____

Minus Integrated Package Savings: _____

TOTAL PRICE: _____

Signature: _____ Title: _____

Printed Name: _____ Date: _____

Primary Contact

Name: _____

Company: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail Address: _____

Website: _____

Type of Business/Services: _____

Billing Contact

Same as Primary Contact

Name: _____

Company: _____

Billing Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail Address: _____

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Subtotal: _____
 Minus Deposit: _____
 Minus Integrated Package Savings: _____
 TOTAL PRICE: _____

Signature: _____ Title: _____
 Printed Name: _____ Date: _____

Primary Contact

Name: _____
 Company: _____
 Address: _____
 City: _____
 State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 E-mail Address: _____
 Website: _____
 Type of Business/Services: _____

Billing Contact

Same as Primary Contact

Name: _____
 Company: _____
 Billing Address: _____
 City: _____
 State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 E-mail Address: _____

Contract Rules and Regulations for The ASPPA 401(k) SUMMIT 2012

A. Space Rental 1. Contract for Space. Application for exhibit space releases the American Society of Pension Professional & Actuaries (ASPPA) and the event location from any and all liabilities to applicant, its agents, licensees, or employees that may arise as a result of submission of an application or participation in this exhibition. ASPPA determines the eligibility of any company or product for exhibit. Employment recruitment firms or companies who give the appearance there is intent to recruit, subject to ASPPA's interpretation, are not eligible to exhibit at any ASPPA or ASPPA co-sponsored event. Acceptance of an application does not imply endorsement by ASPPA of the applicant's products or services, nor does rejection imply lack of merit of same. Exhibit space/sponsorships must be paid in full 25 days prior to the first scheduled day of the event. Failure to do so will result in the forfeiture of exhibit space/sponsorship. ASPPA reserves the right to rent or use forfeited space without obligation or refund for funds paid up to that point. **2. Refunds.** No refund may be made for space that is unused at any time during the exhibition. If space is unused at the opening of the exhibition, ASPPA may rent or use it without obligation or refund. **B. Cancellation of Sponsor/Exhibitor Contract. 1. Cancellation Policy.** Cancellations refer to the sponsor/exhibitor fee only. All cancellations must be submitted in writing to the exhibits manager. A \$100 administrative fee will be charged per sponsorship/exhibit space if the sponsorship/exhibit space is downgraded or cancelled anytime after the contract for sponsorship and/or exhibit space has been received by ASPPA. In addition, based upon the date that written notice is received at the ASPPA office, the following liquidated damages will be charged per exhibit space and/or per sponsor/exhibitor for any downgrades or cancellations within the following time periods:

Time Period: Liquidated Damages:

120-90 days prior to set-up date: 50% of sponsorship/exhibit fees

89-60 days prior to set-up date: 75% of sponsorship/exhibit fees

59 days or less prior to set-up date: 100% of sponsor/exhibit fees (No refund)

Failure to cancel or downgrade in writing, to set up the exhibit booth and/or to staff the exhibit booth will result in no refund and exhibitor will be billed at full exhibit booth rate plus penalties as stated herein. THERE ARE NO REFUNDS ON DEPOSITS. **C. Construction, Installation and Use of Exhibits 1. Arrangements of Exhibits.** The space provided will be shown on the floor plan insofar as possible but ASPPA reserves the right to make changes at any time in the locations, size and display limits of any booth if this is in the best interest of the show. **2. Use and Purpose of Exhibit Space.** The purpose of the exhibit is to inform and educate attendees regarding products and services of the sponsors/exhibitors. At no time during exhibit hall hours will recruiting tactics be allowed. Recruiting tactics include: written, verbal, technological or displayed methods of recruiting. **3. Restrictions.** In its exhibit area, ASPPA endeavors to arrange for a representative group of displays that will provide cross-sectional appeal to the varied interests of all segments of its membership. Accordingly, it is understood and agreed that ASPPA reserves the right to make such selections from the applications received that will, in its judgment, most effectively contribute to the achievement of the foregoing objective. Distribution of souvenirs and samples is permitted from the assigned booth space provided there is no interference with other exhibits. Exhibit banners, materials or any other items which reference your organization may not be placed, without written permission by ASPPA, outside of your assigned booth space. ASPPA may withdraw permission if they find the material objectionable under the criteria established above; your items may be removed or your exhibit booth dismantled. **No exhibitor/sponsor may schedule a conflicting event during conference hours. 4. Construction of Exhibits.** Sponsor/exhibitors using low side rails must coordinate plans with neighboring exhibits. No materials may be posted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that might deface the premises or booth equipment and furniture. Any damage is payable by the sponsor/exhibitor. **5. Decoration of the Exhibit.** An exhibitor kit will be provided at least 6 weeks before the conference, and will include information on labor, drayage of furniture, carpeting, lighting, internet connectivity, telephones and electricity. It is the responsibility of the sponsor/exhibitor to abide by the regulations and deadlines contained therein. All shipments to the conference should be marked with your name, company name, booth number, address, phone number, the title of the ASPPA conference and be shipped to address listed in your exhibitor kit. Delivery of your items should coordinate with the set-up schedule of the event. Deliveries made far in advance of this schedule may be rejected. ASPPA bears no responsibility for any shipments to or from the event at any time. **6. Installation and Dismantling of Exhibits.** Information on set-up and dismantling of exhibits will be forwarded in the exhibitor kit. No one will be allowed in the hall after these designated hours. **All exhibits must be completed and in place by the time designated in the exhibitor kit and remain in place until close of show. Fines up to \$1,250 may be levied to those sponsors/exhibitors who do not comply.** The exhibit area must be cleared by the time designated in the exhibitor kit. **7. Fire and Electrical Regulations.** All local regulations will be strictly enforced and the sponsor/exhibitor assumes responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed to meet the requirements of the Fire Marshall. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the Fire Marshall electrical code for the city in which the conference is hosted. **8. Union Labor.** Sponsor/exhibitors are required to observe all union contracts in effect between ASPPA, the official contractors, the event center and various labor organizations in accordance with union regulations of the city in which the event takes place. **9. Selling Restrictions.** Selling on the exhibit floor involving the exchange of cash or contracts is strictly prohibited. **D. Liability 1. Insurance.** Sponsor/Exhibitor must carry all-risk Insurance covering your materials and personnel against damage, loss and all other hazards from the start of set-up to the end of tear-down for the show. This can generally be done by adding a "rider" to existing insurance policies. It is understood that ASPPA and the exposition services contractor is not an insurer and that insurance shall be obtained by the sponsor/exhibitor. Sponsor/Exhibitor agrees to provide ASPPA proof of this coverage. **2. Security.** ASPPA will provide guard service and will take reasonable precautions to safeguard sponsor/exhibitor's property. However, the provision of this service shall not be construed as an assumption of obligations or duty with respect to the protections of the sponsor/exhibitor's property. Sponsor/exhibitor shall not hold ASPPA liable for any loss, damage, theft or destruction of sponsor/exhibitor's property and further, sponsor/exhibitor shall indemnify ASPPA and facility in which the event takes place against and hold them harmless resulting from the negligence of the sponsor/exhibitor in connection with the sponsor/exhibitor use of space. **3. Inability to Perform.** Should any contingency prevent holding of the Conference of Exhibition, then ASPPA shall not be held liable for any expenses incurred by the sponsor/exhibitor. **4. Interpretation and Arbitration.** These regulations are incorporated as part of the agreement between the sponsor/exhibitor and ASPPA. ASPPA has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered by these regulations are subject to the decision of ASPPA and shall be binding on all parties affected by them. Sponsor/exhibitor or their representatives, who fail to observe these conditions, or conduct themselves unethically, may be dismissed without refund or other appeal. The parties agree that in the event of any claim or dispute concerning questions of fact or law arising out of or relating to this contract, its performance or alleged breach shall be submitted to the arbitration of two disinterested and competent persons, mutually chosen, who shall select a third, whose award, pursuant to the rules of the American Arbitration Association, shall be conclusive and binding on both parties. Sponsor/exhibitor agree to protect, save and hold harmless ASPPA, the facility in which the event takes place, the city in which the event takes place, and all affiliates, agents, servants and employees thereof, hereinafter collectively referred to as Indemnitees, for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the sponsor/exhibitors or those holding under the sponsor/exhibitor and further, sponsor/exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to sponsor/exhibitor's displays, equipment and other property brought upon the premises of the facility at which the event takes place and further shall at all times protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs (including attorney fees), damage, liability, or expenses arising from, or out of, or by reason of any accident or bodily injury or other occurrence to any person or persons, including the sponsor/exhibitor, its agents, employees, and business invitees, that arises from, or out of, or by reason of said sponsor/exhibitor's occupancy and use of the exhibition premises or a part thereof. **E. Acceptance of Terms and Conditions.** Sponsors/Exhibitors, if invited to participate in the ASPPA conference, and as evidenced by the authorized signature, agrees to abide by all terms and conditions contained in these policies and procedures.

The ASPPA 401(k) SUMMIT

New Orleans, LA | Morial Convention Center | March 18-20, 2012

Artwork Specifications

Area Guide

Artwork: High resolution .pdf and vector .eps formats

Size: 6" wide x 4" high

Conference CD (back cover)

Artwork: High resolution .pdf and vector .eps formats

Size: 5.45" wide x 4.66" high

At-a-Glance

Artwork: High resolution .pdf and vector .eps formats

Size: 5.5" wide x 8" high

Official Conference Directory

Artwork: High resolution .pdf and vector .eps formats

Size: 8.5" wide x 11" high

Official Conference Directory advertising space

Artwork: High resolution .pdf and vector .eps formats

Size	Width	Depth
Trim Size	8-1/2"	11"
Full page with bleed	8-1/2"	11"
Full page no bleed	7-1/4"	10"
1/2 Page	8-1/2"	6"
1/4 Page	4-1/4"	4-1/8"

4 color

Logos

High resolution .pdf and vector .eps formats

4 Color and Black/White