



EVENT & PROMOTIONAL OPPORTUNITIES	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Prominent logo promotion in all print, & electronic event ads, materials, & signage*	<b>YES</b> Platinum Sponsor	<b>YES</b> Gold Sponsor	<b>YES</b> Silver Sponsor	<b>YES</b> Bronze Sponsor
RIIA Press Release & communications to RIIA's media partners <b>(10,000+ impressions)</b>	<b>YES</b> Individual	<b>YES</b> Shared	<b>YES</b> Shared	NO
Retirement Management Journal ad <b>(5,000+ impressions)</b>	<b>YES</b> Back or inside back cover	<b>YES</b> Full Page	<b>YES</b> Half Page	NO
Pre- & Post-event promotion in eNews & on website** <b>(2,000+ impressions)</b>	<b>YES</b> Every	<b>YES</b> Often	<b>YES</b> Several	<b>YES</b> Once
Posts on RIIA's LinkedIn Group <b>(1,500+ impressions)</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Conference Brochure Ad <b>(150+ impressions)</b>	<b>YES</b> Back or inside cover	<b>YES</b> Full Page	<b>YES</b> Half Page	<b>YES</b> Quarter Page
Speaking Opportunity <b>(150+ impressions)</b>	<b>YES</b> Banquet Keynote	<b>YES</b> Program Keynote	<b>YES</b> Panel Session	NO
Special recognition from the podium during the events <b>(150+ impressions)</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Tabletop display space in the conference hall*** <b>(150+ impressions)</b>	<b>YES</b> Free-Large	<b>YES</b> Free-Medium	<b>YES</b> Free-Small	NO
Networking Opportunities <b>(150+ impressions)</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Retirement Management Journal, free additional printed copies	<b>YES</b> 75	<b>YES</b> 50	<b>YES</b> 25	NO
Additional free full individual RIIA membership	<b>YES</b> 20	<b>YES</b> 10	<b>YES</b> 5	NO 0
Guest Passes	<b>YES: 5</b>	<b>YES: 4</b>	<b>YES: 3</b>	<b>YES: 2</b>
Named scholarship to the RMA <sup>SM</sup> Program & Exam (BU or TTU)	<b>YES</b> 2	<b>YES</b> 1	NO	NO

\* The higher the sponsor level the larger and more prominent the placement of the sponsor logo in all event marketing.

\*\* Note: The earlier a sponsor signs on, the greater the opportunity for pre-event promotion.

\*\*\* If an exhibition is established, sponsors will also receive preferential fee discounts for booth space.



**Best Value: Become a 2012 Full-Year Sponsor**

Take advantage of discounted pricing to become a sponsor for both events. Enjoy a **25% discount** on the sponsor fee at any level when you commit to sponsor both 2012 conferences.

**To become a conference sponsor, contact Deborah Burkholder today at 617-342-7390 or by email at [deborah@riia-usa.org](mailto:deborah@riia-usa.org).**