Partner with NIPA to grow your business with top TPA firms around the country
Grow Your Business with Top TPA Firms Around the Country

Drive your company’s TPA strategy forward with more energy and more focus. With a history spanning more than 30 years, the National Institute of Pension Administrators (NIPA) brings together more TPA business owners than any other association in the world, providing education, support and a strong sense of community for TPA business owners and their staff to deliver concrete business results.

NIPA’s Power of Partnership allows you to continue to build relationships with your current TPA customers and access a superior group of TPA business owners and top decision makers while maintaining visibility in the marketplace. Our members are not only at the top of their game, they’re at the top levels of decision-making in their firms. They’re dedicated to the retirement plan industry and value NIPA. They know what they’re doing. And they know what they need to succeed.

NIPA: Your One-Stop Shop for CPE

Complement your preferred TPA benefits and employee in-house training with NIPA’s year-round educational offerings. Available in a variety of learning formats, NIPA’s educational programs are suited for all individuals in the retirement plan industry and provide opportunities to earn continuing professional education (CPE) credits.

Offer these exclusive programs to your preferred TPA firms as a way to enhance their employees’ industry knowledge and to add value to your relationships with TPA business owners.

Online Certificate Courses
Available 24/7, NIPA offers online certificate courses in various industry concentrations. Upon successful completion of the course and comprehensive online exam, participants receive a certificate and continuing professional education credits. Topics include Distribution Administrator, Loan Administrator, Fundamentals of Qualified Plans, IRA Essentials and A Comprehensive Guide to 401(k) Plans.

Designation Programs
NIPA’s Accredited Pension Administrator (APA) and Accredited Pension Representative (APR) designation programs provide practical information and improve day-to-day performance necessary to achieve career advancement. These self-study courses can be taken individually to meet your company’s educational needs.

Webcasts
NIPA offers live and recorded webcasts that provide relevant, timely information in a convenient, flexible format. Purchase these for your employees or your preferred TPA partners and ensure they are receiving the most up-to-date industry knowledge.
Position Your Company Year-Round

Take your conference exhibit and sponsorship participation one step further and reach more than 1,100 NIPA members through NIPA’s year-round opportunities.

Select TWO of the year-round advertising and sponsorship opportunities below for only $3,000. Your company will receive maximum return on investment with NIPA’s year-round program!

**News from NIPA.org**

News from NIPA.org is NIPA’s bi-weekly e-newsletter, reaching roughly 6,500 retirement plan industry professionals – both NIPA members and prospective members. Each issue delivers practical, applicable retirement plan industry news, an array of NIPA’s educational offerings, direct industry resources, as well as association updates. Average open rate is 35% per issue.

Keep your products and services in front of our readers with ads that link directly to your own website.

Advertisement is for three (3) consecutive months; two (2) per month. Limited to four (4) sponsors.

**Technical Specifications:** 100 x 100

*(HTML banner ads with unique URLs are encouraged; border is also recommended.)*

**Banners on High-Traffic Web Pages**

Other pages on www.nipa.org featuring high web traffic include:
- Education landing page: www.nipa.org/education
- Business Management Conference page: www.nipa.org/bmc
- NIPA Annual Forum & Expo page: www.nipa.org/nafe

Advertisement is for one (1) full year. Limit four (4) per page.

**Technical Specifications:** 200 x 110

*(HTML banner ads with unique URLs are encouraged.)*

Contact NIPA sales at sales@nipa.org for à la carte options.

**Webcast sponsorship opportunities also available!**

Contact Steve Rabeor at srabeor@nipa.org to learn more.

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**1,100**

**BUSINESS OWNER, EXECUTIVE, AFFILIATE & STUDENT MEMBERS**

**TYPES OF BUSINESS**

- 49% TPA Firm
- 23% Insurance
- 14% Financial Institution
- 12% Other
- 2% Consulting Firm

**SIZE OF TPA FIRM, BASED ON NUMBER OF EMPLOYEES**

- 36% < 11
- 46% 11-25
- 10% 26-50
- 8% > 50

**NUMBER OF YEARS MEMBERS HAVE WORKED IN THE RETIREMENT INDUSTRY**

- 3% < 2 years
- 7% 2-5 years
- 11% 6-10 years
- 43% 11-20 years
- 36% > 20 years
2015 Business Management Conference (2015BMC)

January 7-9, 2015
Sanctuary on Camelback Mountain
Scottsdale, Arizona

Sponsorship Opportunities

BMC Contributing Sponsor
$10,500 or $9,000 if you also participate in the 2015NAFE at $5,000+
Sponsorship package includes:
• Recognition as the sponsor of one of the following events/items:
  • Saturday Afternoon Networking Break
  • Sunday Breakfast
  • Sunday Afternoon Networking Break
  • Monday Breakfast
  • Monday Box Lunch
  • Conference Binder
  • Conference Giveaway
• Company recognition and signage, including company logo, at sponsored event
• Opportunity to provide materials to attendees at sponsored event
• Recognition in the 2015BMC advance program distributed to more than 2,500 TPA business owners
• Pre- and post-conference attendee lists
• Website link on the BMC page of www.nipa.org
• Listing in onsite conference materials
• One (1) full conference registration ($975 value)

BMC Major Sponsor
$16,500 or $14,000 if you also participate in the 2015NAFE at $5,000+
Sponsorship package includes:
• Recognition as the sponsor of one of the following events:
  • General Session (Saturday, Sunday or Monday)
  • Saturday Dinner
  • Sunday Hot Lunch
  • Sunday Dinner
• Company recognition and signage, including company logo, at sponsored event
• Opportunity to provide materials to attendees at sponsored event
• Recognition in the 2015BMC advance program distributed to more than 2,500 TPA business owners
• Pre- and post-conference attendee lists
• Website link on the BMC page of www.nipa.org
• Listing in the onsite conference materials
• Exclusive to Major Sponsors:
  • Five (5) minute speaking opportunity during sponsored event
  • Two (2) full-conference registrations ($1,950 value)
  • BMC attendee demographic surveys

$500,000,000
AVERAGE TPA TOTAL PLAN ASSET VALUE BY ATTENDEES OF THE BMC
NIPA’s Business Management Conference attracts an exclusive group of business owners from top TPA firms across the country. This is the ideal opportunity to nurture relationships with more than 100 TPA business owners through one-to-one networking. Share your business solutions and foster new alliances with prominent TPA firm decision makers and purchasers.

**TOP SIX STATES REPRESENTING THE HIGHEST NUMBER OF TPA FIRMS**

1. CALIFORNIA  
2. IOWA  
3. COLORADO  
4. NEW HAMPSHIRE  
5. ARIZONA  
6. FLORIDA

**AVERAGE NUMBER OF PLANS ADMINISTERED BY TPAS ATTENDING THE BMC**

815

**TPA FIRMS ARE LOCATED IN**

49/50 STATES
2015 NIPA Annual Forum & Expo (2015NAFE)

Exhibit & Sponsorship Opportunities

Exhibit-Only Package: $3,450
First-time exhibitor rate: $2,500 (17% savings)

Package Includes:
- One (1) 10’ x 10’ booth with side rail and backdrop draping
- One (1) 6’ skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) identification sign
- Expo Hall Raffle
- Passport to Membership
- Two (2) full conference registrations ($1,650 value)
- Sponsor ribbons for all registered company personnel
- Exhibitor listing in the onsite conference materials and mobile app
- Company listing on NAFE section of website and mobile app
- Pre-conference attendee list

Bronze Package: $5,450
Includes Exhibit-Only Package plus:
- Sponsorship recognition and signage at the four (4) networking breaks in the Expo Hall
- Recognition in the 2015NAFE advance program distributed to more than 10,000 industry professionals (must submit contract by 12/15/14)
- Website link on the 2015NAFE page of www.nipa.org

Silver Package: $10,000
Includes Bronze Package plus:
- Sponsor logo recognition on signage at the Expo Hall entrance
- Recognition as the sponsor of one of the following events/items:
  - Internet Café
  - Monday General Session with five (5) minutes at the podium and a literature chair drop
  - Tuesday General Session with five (5) minutes at the podium and a literature chair drop
  - Tuesday Luncheon with five (5) minutes at the podium and a literature chair drop
  - Registration Bags

Gold Package: $15,000
Includes Bronze Package plus:
- Sponsor logo recognition on signage at the Expo Hall entrance
- Recognition as a sponsor of one of the following events/items:
  - Internet Café
  - Monday General Session with five (5) minutes at the podium and a literature chair drop
  - Tuesday General Session with five (5) minutes at the podium and a literature chair drop
  - Tuesday Luncheon with five (5) minutes at the podium and a literature chair drop
  - Registration Bags

Platinum Package: $20,000
Includes Bronze Package plus:
- Sponsor logo recognition on signage at the Expo Hall entrance
- Dedicated sponsor signage with company logo and booth number
- Recognition as the sponsor of the Night on the Town event (exclusive opportunity)

A variety of NAFE sponsorship opportunities are available. For more information contact Steve Rabeor at 800.999.6472 or srabeor@nipa.org.

Exhibit and Receive a Special Offer for Your VIP TPA Customers

NIPA will provide you with a sample email that you can send to your customers. The email includes a special registration code that gives your customers an additional 20% discount off the 2015NAFE full registration fee!

Please note that this registration code is only valid for first-time NAFE attendees or attendees who have not attended the conference in the past three years.

Some restrictions apply. Contact NIPA Headquarters at nipa@nipa.org for more details.
NIPA's annual event brings hundreds of retirement plan professionals together for four days of industry education and networking. Access a wealth of highly qualified retirement plan professionals in the industry who are armed with purchasing power and buying influence, during the 20+ hours of exhibit hall time. Take advantage of the annual opportunity to connect with current customers and develop business relationships with key prospects.

Conference Mobile App
Get a far-reaching, cost-effective way of advertising your brand in this unique technology with a mobile app distributed to all attendees for use before and during the event. Available for iPhone, iPad, Android, Blackberry and mobile web.

Primary Sponsor: $5,000 (Limit 1)
Receive maximum exposure across the mobile app:
• Ad placement included as a featured screen shot on the iTunes, Apple App Store and Android Play download pages
• Sponsorship of the app is valid for one year and all materials are available for viewing and download throughout the year
• Secondary launch page
• Weighted banner ad (shown the most often)
• Full screen app landing page
• Schedule page watermark
• Exhibitor directory row highlighting and enhanced exhibitor listing
• User metrics

Sponsor Banner Ad: $1,000 (Limit 6)
Rotating banner ad that clicks through to a full-page ad. Use this one-of-a-kind sponsorship as an invitation for attendees to visit your booth during the event or direct them back to your website!

55% of NAFE attendees make purchasing decisions/recommendations

97% of 2013NAFE attendees rated the exhibits as good or excellent

551 2013NAFE mobile app downloads

116 2013NAFE mobile app banner ad clicks
Align Yourself with NIPA’s Prestigious Professional Development

Partnership with NIPA is your direct connection to top TPA business owners and their firms. Align yourself with NIPA’s highly sought-after education and conference programs for rich and robust professional development. Provide year-round education, conference registrations or designation exams to your preferred TPA customers and prospects with NIPA’s partner packages.

Packages are available for the following:

- Business Owner Memberships
- Webcast Registrations
- NAFE Registrations
- BMC Registrations
- APA/APR Exams
- Certificate Courses

We understand that not all budgets are created equal. Connect with the NIPA community through multiple, year-round touch points according to your terms and your budget.

Call NIPA to discuss how we can provide a custom package that achieves your company’s objectives and provides a lasting impression within the NIPA community.