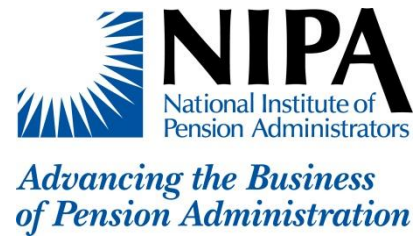


Media Guidelines for NIPA Education Events

Thank you for your interest in covering an upcoming NIPA education event! NIPA remains a leading provider of continuing education on the latest topics and practical information for retirement plan industry professionals.



Print and broadcast representatives (editorial staff only) can obtain complimentary media registration for NIPA education events by submitting a registration request. NIPA has developed media registration guidelines to ensure only those who qualify for media registration will be issued registration. The policy was developed to guarantee that the value of media credentials is maintained for qualified journalists.

Please read the following information before completing the registration form.

- Complimentary registration may be granted with the understanding that an article or press release by distributed within 30 days following the event. The published article or press release is to be forwarded to NIPA Headquarters at nipa@nipa.org.
- NIPA media registration is open to working journalists with commercial-news organizations only.
- NIPA reserves the right to refuse media credentials for publications that cannot be verified or that it deems not substantive in reach or content; all requests will be reviewed on a case-by-case basis.

To qualify for complimentary media registration, you must meet the following criteria:

Print Media:

- You must be a reporter, editor or publisher of a publication that regularly covers the retirement and/or employee benefit plan administration industry or targets a general audience relating to such topics.
- Specialty publications that cover other industries and do not have a regular focus on the retirement and/or employee benefit plan industry are not eligible for complimentary media registration.
- Only one publisher per publication title is eligible for media registration per education event.
- Freelance writers and sales/advertising reps covering NIPA education events as editorial staff must present a letter of assignment from a publisher, editor or producer (on letterhead) of an approved publication to receive media credentials.

Online Publications:

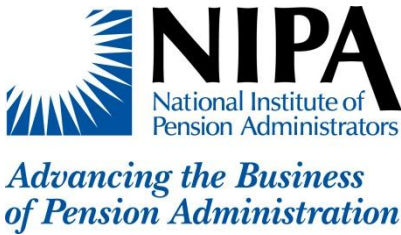
- Only journalists with news websites qualify for media badges. Sites that are primarily for business or sales purposes (i.e., B2C or B2B) do not qualify.
- Online journalists must have bylined articles onsite or business cards verifying their position/title.

Broadcast Media:

- Reporters must present a letter of assignment (on letterhead) from an approved outlet to receive media credentials.

Once the application has been submitted, NIPA may request that credentials be submitted before the application is approved. Credentials may include:

- A copy of your business card with name, editorial title and media outlet's logo;
- A copy of a current masthead, which clearly displays your name and editorial title, and/or;
- A bylined industry-related article written by you and published within the last 12 months



Media Registration Form

Media Registration Information

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email Address: _____

Publication Name: _____

Type of Publication: (Print, e-Newsletter, Website, etc): _____

Website/Blog URL: _____

Number of Subscribers: _____ Types of Subscribers: _____

Event Registration Information

NIPA Education Event Name: _____

Event Date: _____

Estimated publication date of article following NIPA event: _____

Note: Incomplete registration forms will not be accepted. Your applications will be evaluated based on a set of criteria established by NIPA and you will be contacted prior to the event to let you know status.

Return the completed registration form to NIPA Headquarters:

Email: nipa@nipa.org

Fax: 312.673.6609