



nipa
National Institute of
Pension Administrators

Moving TPA
Businesses Forward

NIPA Connects You to the Right TPAs

What is NIPA?

The National Institute of Pension Administrators (NIPA) is a national association, founded in 1983, as the voice of the retirement and employee benefit plan administration profession. NIPA is the only organization focused exclusively on providing resources for TPA business owners and their associates. It was founded with the idea of bringing together professional benefit administrators and other interested parties to encourage greater dialogue, cooperation and educational opportunities.

Why is NIPA Right for You?

At NIPA, we focus on ideas and practices proven to grow TPA businesses. Our members are owners and staff who are interested in bettering themselves and their organizations. We strive to provide the TPA business owner with tools, tips, techniques, experiences and approaches to increase revenue growth and professionalism. We believe that plan sponsors are better served by ***using the expertise of a TPA***. As a national provider of retirement plans and services, we know how critical it is to reach the right audience; how important differentiating yourself to those who will have a voice in provider selection can be; and how valuable having a local presence to work with plan sponsors, retirement advisors and participants can be in maximizing profitability of those plans.

NIPA can offer you two unique ways to target professional retirement plan TPAs with your messaging:

- NIPA memberships to industry providers so you can actively benefit from and participate in NIPA conferences, webinars and newsletters. Showcasing your expertise or capabilities by writing articles, facilitating webinars and offering white papers lets NIPA members know that you want to work with them and are willing to help them succeed.
- NIPA offers several ways for your organization to sponsor content and conferences that identify you as important partners who appreciate NIPA and its members. We know other associations also have conferences throughout the year and it is important for you to spend your resources and marketing budget responsibly. NIPA can be your most cost-effective choice. Why? Because directing your TPA messaging at an organization exclusively focused on retirement TPA professionals is efficient. Because NIPA sponsorships, speaking opportunities and distribution of your materials and messages are reasonably priced. And because NIPA members appreciate providers who offer them real value and support NIPA.

NIPA is Listening

As THE organization exclusively representing TPA business owners and members, you can target professional retirement TPAs collectively through NIPA content and individually at NIPA conferences. Our NIPA provider-members tell us that being able to arrange conversations with TPAs at our conferences and getting to network are one their best opportunities to tell their story. Look at just some of the ways NIPA can help you communicate with our TPA business owners and their associates:

- We host an annual **Business Management Conference** that many of our owner-members cite as one of the top benefits of NIPA membership and the best conference they attend all year. Attending the BMC Conference allows you to connect with the TPAs you want to work with.
- We publish a monthly newsletter, *Strictly Business*, focused on TPA business owners and their needs. Providing content sets you apart as a provider who wants to work with NIPA TPAs.
- NIPA also hosts a four day **Annual Forum and Expo** open to all NIPA members, including provider members, and provides opportunities for sponsorships, presentations and networking.

Visit www.NIPA.org and join in the TPA movement. We invite and encourage your participation – **join NIPA today!**

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