2018 Power of Partnership

Partner with NIPA to grow your business with top TPA firms around the country

Get Started
Drive your company’s TPA strategy forward with more energy and more focus. With a history of spanning more than 30 years, the National Institute of Pension Administrators (NIPA) brings together TPA business owners from all over, providing education, support and a strong sense of community for TPA business owners and their staff to deliver concrete business results.
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 employee’s industry knowledge and to add value to your relationship with TPA business owners.

- Online Certificate Courses
- Designation Programs
- Webcasts
Who is NIPA?

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
- 9% > 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
Position Your Company Year-Round

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

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

- News from NIPA.org
- Banner on Homepage of NIPA.org
- Banners on High-Traffic Web Pages
- Webcast Sponsorship Opportunities

1,000

BUSINESS OWNER, EXECUTIVE AFFILIATE & STUDENT MEMBERS

2018 POWER OF PARTNERSHIP
News from NIPA.org

News from NIPA.org is NIPA’s bi-weekly e-newsletter, reaching roughly 6,000 retirement plan industry professionals – both NIPA members and prospective members. 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)

Banner on Homepage of NIPA.org

A web banner place on the NIPA homepage (www.nipa.org) position your company’s message directly to more than 4,000 unique visitors a month. Link your banner ad directly to your company’s website to keep your products, services and solutions right before our readers’ eyes.

Advertisement is for one (1) full year. Limited to one (1) sponsors.

Technical Specifications: 250 X 160
(HTML banner ads with unique URLs are encouraged)
Year-Round Participation

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 to four (4) per page.

- Technical Specifications: 200 X 110
  (HTML banner ads with unique URLs are encouraged)

Webcast Sponsorship

- Contact Nicole Boland at nboland@nipa.org to learn more.

Contact Nicole Boland at nboland@nipa.org for a la carte options.
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.

Sponsorship Opportunities

- **Major Sponsor**
- **Contributing Sponsor**

$500,000,000

AVERAGE TPA TOTAL PLAN ASSET VALUE BY ATTENDEES OF THE BMC
BMC Major Sponsor
$17,500 or $15,000 if you also participate in the 2018NAFE at $5,000+

Sponsorship package includes:
- Recognition as the sponsor of one of the following events/items
  - General Session (Saturday, Sunday or Monday)
  - Saturday Dinner
  - Sunday Hot Lunch
  - Sunday Dinner
- Company recognition and signage, including company logo at sponsored event
- Recognition in the 2018BMC advance program distributed to more than 2,500 TPA business owners
- Opportunity to provide materials to attendees at sponsored event
- Pre- and post-conference attendee lists
- Website links 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 (a value up to $2,650) for company representatives
  - **NEW!** Two (2) full-conference registrations (a value up to $2,650) to give to TPA business owners who have never attended the conference or who haven’t attended in the last three years
2018BMC Contributing Sponsor

BMC Contributing Sponsor
$11,000 or $9,500 if you also participate in the 2018NAFE 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
- Opportunity to provide materials to attendees at sponsored event
- Company recognition and signage, including company logo at sponsored event
- Recognition in the 2018BMC 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 (a value up to $1,325) for a company representative
- NEW! One (1) full conference registration (a value up to $1,325) to give to a TPA business owner who has never attended the conference or who hasn’t attended in the last three years
Who Attends the BMC?

Average number of plans administered by TPAs attending the BMC:

- 815

TPA firms are located in:

- 34/50 states

Top six states representing the highest number of TPA firms:

1. California
2. Connecticut
3. Arizona
4. Michigan
5. Illinois
6. Massachusetts
2018 NIPA Annual Forum & Expo (2018NAFE)

May 21-24, 2018 | The Cosmopolitan of Las Vegas | Las Vegas, Nevada

NIPA’s annual event brings hundreds of retirement plan professionals together for four days of industry education and networking at the NAFE. 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.

Sponsorship Opportunities

▷ Exhibit-Only Package
▷ Bronze Package
▷ Silver Package
▷ Gold Package
▷ Platinum Package
▷ A La Carte Sponsorships

2018 POWER OF PARTNERSHIP
Who Attended the 2016NAFE?

39% Pension Administrators

10% Consultants and Sales/Marketing

30% TPA Business Owners

9% Other

12% Administrative/Operations/Business Managers

2018 POWER OF PARTNERSHIP
2018NAFE Exhibit & Sponsorship Opportunities

**Exhibit-Only Package:** $3,650 | First-time exhibitor rate: $3,000

**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)
- Exhibitor listing in the onsite conference materials and mobile app
- Company listing on NAFE section of website and mobile app
- VIP pass for select TPA customers
- Listing and PDF documents in NAFE mobile app and virtual conference registration bag
- Pre- and post-conference attendee lists

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**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 2018NAFE 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 and some restrictions apply.
Bronze Package: $5,850

Includes Exhibit-Only Package plus:

- Sponsorship recognition and signage at the eight (8) networking breaks in the Expo Hall
- Recognition in the 2018NAFE advance program distributed to more than 10,000 industry professionals (must submit contract by 12/8/17)
- Website link on the 2018NAFE 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:
  - 2018NAFE Conference Session
  - Monday Box Lunch
  - Networking Reception
  - Registration Badge Lanyards
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

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 Nicole Boland at nboland@nipa.org.
Mobile App 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

Mobile App 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!
2018NAFE A La Carte Sponsorships

- Registration Giveaway: $3,000
- Conference Notepads: $2,500
- Directional Footprints (Limit 3 Sponsors): $2,500
- Vendor Solution Presentations: $2,500
- Virtual Registration Bag: $2,500
- Meterboard (Limit 2): $1,500
- Registration Bag Insert (Limit 1): $1,500
- Vendor Solution Presentations (2017NAFE Sponsor Rate): $1,500
58% of NAFE attendees make purchasing decisions/recommendations.

97% of 2016 NAFE attendees rated the exhibits as good or excellent.

379 2016 NAFE mobile app downloads.

440 Visits to exhibitor and sponsor listings in the 2016 NAFE mobile app.
Align Yourself with NIPA’s Prestigious Professional Development

**Partnership with NIPA** is your direct connection to top TPA business owners and their firms.

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 Business Owner Memberships, webcast registrations, BMC and NAFE registrations, APA/APR exams and certificate courses.

**Download the 2018 Power of Partnership Contract**

Contact Nicole Boland at nboland@nipa.org to discuss how NIPA can provide a custom package that achieves your company’s objectives and provides a lasting impression within our community.