The Power of Partnership

Partner with NIPA to increase your visibility in the marketplace 2013
The NIPA Advantage

With a history spanning 30 years, the National Institute of Pension Administrators serves the unique needs of TPA's by offering a variety of educational forums and conferences, prestigious industry designations and resources focusing on the various aspects of retirement plan administration for TPA business owners and their staff to deliver concrete business results.

Drive your company’s TPA strategy forward with more energy and more focus. 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 to maintain visibility in the marketplace.

1,115 business owner, executive, affiliate & student members
**Number of Years Members Have Worked in the Retirement Industry**

- < 2 years: 3%
- 2-5 years: 7%
- 6-10 years: 11%
- 11-20 years: 43%
- > 20 years: 36%

**Types of Business**

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

**Size of TPA Firm, Based on Number of Employees**

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

Average number of plans administered by TPAs attending the BMC: 815

TPA firms are located in 49/50 states

Average TPA total plan asset value by attendees of the BMC: $500,000,000

Top six states representing the highest number of TPA firms:
1. California
2. Pennsylvania
3. New York
4. Ohio
5. Illinois
6. Florida
NIPA’s annual event brings hundreds of retirement plan practitioners together for three days of industry education and networking. Access a wealth of highly qualified retirement plan professionals in the industry, who are armed with the purchasing power and buying influence, during the 25+ hours of exhibits. Take advantage of the annual opportunity to connect with current customers and develop business relationships with key prospects.

- **2013 NIPA Annual Forum & Expo (2013NAFE)**
  - January 12-14, 2013
  - Sanctuary on Camelback Mountain
  - Scottsdale, Arizona
  - April 28-May 1, 2013
  - The Cosmopolitan of Las Vegas
  - Las Vegas, Nevada

68% of NAFE attendees make purchasing decisions/recommendations.

97% of 2011NAFE attendees rated the exhibits as good or excellent.

- 61% Pension Administrators
- 27% TPA Business Owners/Managers
- 5% Consultants
- 4% Administrative/Operations
- 3% Sales/Marketing
NIPA: Your One-Stop Shop for CE

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

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

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<tr>
<th>Online Certificate Programs</th>
<th>Designation Programs</th>
<th>Webcasts</th>
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<td>Available 24/7, NIPA offers online certificate programs in various industry concentrations. Upon successful completion of the course and comprehensive online exam, participants receive a certificate and continuing education credit. Topics include Distribution Administration, Loan Administration, Fundamentals of Qualified Plans, IRA Essentials and A Comprehensive Guide to 401(k) Plans.</td>
<td>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 or offer the entire designation package to your preferred TPA partners.</td>
<td>NIPA provides 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 timely industry knowledge.</td>
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Position Your Company Year-Round

Take this opportunity to use the numerous advertising and marketing opportunities to gain brand awareness and offer your company’s products and services to the NIPA community.

**News from NIPA.org**  
*News from NIPA.org* is NIPA’s bi-weekly e-newsletter, reaching 5,500 retirement plan industry professionals. *News from NIPA.org* is the primary communications tool for delivering retirement plan industry news, association updates, NIPA educational offerings, industry resources and more.

**NIPA Website**  
NIPA’s website, www.nipa.org, receives more than 254,000 visits annually. Keep your products, services and solutions in plain sight by advertising on key sections such as the NIPA Homepage, Education, Annual Forum & Expo and Business Management Conference.

**NIPA Sponsored Webcasts**  
NIPA offers webcasts throughout the year on a variety of timely, practical issues facing retirement plan professionals. Position yourself as an expert when you share your best practices with the NIPA community.

Additionally, you can be part of the solution when you add your organization to the **NIPA TPA Business Owner Resources page**. From marketing and sales to industry and legislation updates, NIPA’s TPA Business Owner Resources allows TPA business owner members to use a variety of services that focus on improving their bottom line.
We understand that not all budgets are created equal. Connect with the NIPA community with 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 with the NIPA community.