

CENTER FOR DUE DILIGENCE

P.O. Box 8 • Western Springs, Illinois 60558
(630) 662-0284 • Fax (630) 662-0286

E-mail: CFDD@TheCFDD.com

Web: <http://www.TheCFDD.com>

Date: October 25, 2010

Subject: **CFDD 2011 ADVISOR CONFERENCE**

Thank you for making the CFDD's 2010 Advisor Conference a continued success. In spite of a challenging economic environment, more than **900 retirement plan specialists registered for our October 6-8, 2010 Advisor Conference, including over 400 accomplished retirement plan advisors.**

Distinguished by value, **THE INDUSTRY'S MOST CONTENT RICH AGENDA**, an unbiased approach, core CE credits, peer networking and business building takeaways, the CFDD's Advisor Conference remains **the premier educational and networking event for the retirement plans advisory industry.**

As the only conference that focuses exclusively on practice management and helping advisors grow their business, the CFDD's Advisor Conference **attracts more accomplished retirement plan advisors than any other industry event.**

Consistent with our bottom up, content rich and advisor-centric model, our predictive agenda continues to be populated by a Who's Who of Industry Experts, including more than fifty accomplished retirement plan advisors.

Thanks to your continued support, the CFDD's website experiences over 350,000 monthly page visits. Our e-mail newsletter reaches a targeted audience of over 35,000 retirement plan specialists and our read rate is exceptionally high. Consistent with our sole purpose of helping "expert" retirement plan advisors participate in the consolidation of advisory services, **our independent advisor and wirehouse database continues to expand on a daily basis.**

CFDD 2011 LOCATION

Consistent with our "all business" reputation, **the CFDD's October 12-14, 2011 Advisor Conference will remain in Chicago and at the Fairmont.** As a centrally located destination, business friendly city and resource rich area, Chicago has no equal as a conference location.

While downtown Chicago has a wide range of hotels to choose from - including five star luxury hotels to small & trendy boutique hotels - the competitive package offered by the Fairmont Chicago-Millennium Park Hotel is unmatched.

Rising gracefully above Millennium Park and the impressive lakefront, the top rated Fairmont Chicago is the city's premier event hotel. The AAA four-diamond luxury hotel's location also provides countless opportunities for those wishing to enjoy Chicago's world class attractions.

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While opinions about conference locations vary widely, **sponsors, exhibitors and attendees are looking for CONVENIENT BUSINESS LOCATIONS.** Direct flights, the ability to get in and out without losing two days of work and affordability are now essential to success.

In addition to the CFDD's unmatched content, **Chicago is viewed favorably from a budgetary standpoint because it is AN IDEAL LOCATION TO CONDUCT ADDITIONAL NON-CONFERENCE RELATED BUSINESS.** From an expense approval standpoint, non business related locations like Las Vegas, Florida and other resort type areas seem to be losing favor with management.

DISCOUNTED PRICING FOR EARLY REGISTRATION

Acknowledging the new economy, we are pleased to announce the availability of **discounted pricing for advisors, exhibitors and other individuals who register early.**

To ensure the discounted pricing, **payment must be received by the dates noted.** If payment is received after the applicable date, the individual registrant and/or exhibitor will be billed for the difference.

While the Chicago Fairmont's meeting rooms can accommodate more than 1,000 individual registrants, the more intimate exhibitor area is limited to less than seventy booths. To secure your exhibition booth and a choice location, **REGISTER EARLY AND SAVE.** CFDD '10 sold out early at the exhibitor level and we expect even more demand for CFDD '11.

As you can see from the subsequent pages, the CFDD's Advisor Conference offers **more content and value than any other industry event.**

DEVELOPING A CONFERENCE STRATEGY

Developing a meaningful conference strategy and leveraging an event's success can produce powerful results. Indeed, **targeting a large pool of clients in one location is both smart marketing and cost effective.**

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While there is no substitute for face-to-face networking, **resources must be used effectively** to obtain the desired results. Given the large number of conferences to choose from, vendors should **PRIORITIZE EVENTS HEAVILY ATTENDED BY ADVISOR CLIENTS.**

In addition to a choice booth location, exhibitors should send the appropriate personnel, use creative initiatives to drive traffic to their booth and request presence on the agenda. Leveraging alliance partners is also important because in addition to cost sharing, it provides greater exposure and facilitates advisor introductions. In addition to the aforementioned, sponsorships and **wraparound events should be considered and promoted well in advance of the event.**

Complimentary banner ads (CFDD website & newsletter) are part of the 2011 exhibition packages. The packaged advertising and the ten full conference registrations included in the package have **a value far in excess of the exhibition booth cost.**

While most vendors are too busy to develop a conference strategy, combining exhibition booth space with marketing, advertising and agenda presence clearly maximizes budgetary resources. It also allows vendors to **capture the CFDD's full value, increase returns, benefit from extended advertising and leverage the industry's most powerful database of retirement plan specialists.**

CFDD 2011 CONTENT THEME & PARTICIPATING IN THE AGENDA

The CFDD has always been good at predicting the future. For those who can afford to retire, **IT'S TIME TO FOCUS ON THE DISTRIBUTION OF WEALTH** in retirement plans and IRAs.

Unfortunately, the industry and regulators have invested too much time and energy on meaningless issues. The industry has also coerced participants into thinking they can *invest* their way to an adequate retirement via product, but *saving* their way to retirement remains the real key to success.

Issues that need to be discussed include the various types of income, investment risk, provider risk, plan design, rollover issues, disclosure, i.e., should a separate practice be set up to focus on rollovers, fiduciary issues, communication at the plan & participant level and suitability, are all topics that need to be analyzed. As a result, **CFDD '11 will focus on Participant Advice, Retirement Income & Readiness.**

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As a bottom-up organization, your feedback is vitally important to us. As a result, please email CFDD@TheCFDD.com with your content suggestions for CFDD '11. Suggestions and speakers for our limited keynote sessions are particularly important

If you would like to participate in the 2011 agenda, it is strongly suggested that you GET INVOLVED EARLY. As our advisor base expands, more advisors and vendors were queued up to participate in the 2010 agenda than ever before. It's also important to note that the conference hotel and our limited exhibition space sold out months in advance.

Experience and domain-specific education determine expert status. Industry conferences provide a key source of education as well as factual evidence to support a claim of expertise. Given the growing risk of being deposed, **advisors would be wise to attend and/or speak at premier industry conferences and follow up with white papers.**

CFDD 2011 ENTERTAINMENT THEME

After biker, old/wild west and 50's themes, **CFDD '11 will feature a disco theme.** Consistent with CFDD '10, the presence of audience engaging professional dancers will be expanded as the primary source of entertainment at CFDD '11.

To bridge the industry's intense demands and create a relaxed, fun and networking friendly atmosphere, **the Kick-Off Party will feature music, cocktails, food, professional entertainment, contests and attire awards.** Continuing the theme, **the cocktail parties will also feature disco dancing and disco lessons.**

The CFDD strategy of awarding a meaningful Grand Prize for two at the conference's concluding event will continue. **ALL registered attendees will remain eligible for the grand prize trip and all other prizes & awards.**

If you plan to exhibit, you should be thinking about your conference and wraparound strategy now. To experience the fun of the disco era again and get ready for your dancing lessons, go directly to: <http://www.youtube.com/watch?v=69VsAEafSgM&feature=related>.

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CFDD 2011 ADVISOR CONFERENCE EXHIBITOR FORM

October 12-14, 2011 (Wednesday - Friday)
The Fairmont Chicago - Millennium Park
200 N. Columbus Drive
Chicago, IL 60601

Please print or type all information below.

Name: _____
(Primary Contact)

Company Name: _____
(Exactly as it should be displayed on your booth)

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

Email Address: _____

Web Site for Advisors: _____

One Paragraph Company Description: _____

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CFDD 2011 ADVISOR CONFERENCE *EXHIBITOR* PACKAGE

In addition to **more accomplished retirement plan advisor attendance** than any other industry event, exhibitors are limited to maintain an “advisor-centric” atmosphere. The conference offers intimate networking opportunities, an ideal business location, an opportunity to participate in the agenda and complimentary advertising. Non-competing wraparound activity is encouraged and the exhibition fee includes:

- 8'x10' Booth
- **10 Full Conference Registrations**
- Additional Registrations Available At A Discount
- Listing In Conference Handout Material
- Link On CFDD’s “Provider Links” Page
- Dynamic Excel Spreadsheet Of Registrants
- **Complimentary Banner Ads (CFDD Newsletter & Website)**
- **NO COST Interviews With *The CFDD Internet Broadcast Station***
- **Opportunity To Participate In The Agenda**
- **Support & Promotion Of Wraparound/Social Activities**
- Post-Conference Guide Advertising Discount
- **Early Registration Discounts**

The CFDD’s Advisor Conference offers **more value** than any other industry event. Since ten (10) registrations are included in the exhibition fee, the *booth is virtually free*. The complimentary banner ads are an additional bonus with a value in excess of the exhibition fee. To register for this premier event, **secure limited exhibition space, network with elite retirement advisors, expand your universe and take advantage of the NO cost advertising**, complete this form and return it with a check to: **CFDD, PO Box 8, Western Springs, IL 60558**. To register online and pay by credit card, go directly to:

REGISTER EARLY & SAVE

- | | | | | |
|-----|----|--------------|---------|---------------------|
| () | \$ | 5,500 | Before | 10/31/10 |
| () | \$ | 6,500 | Between | 11/01/10 - 11/30/10 |
| () | \$ | 7,500 | Between | 12/01/10 - 12/31/10 |
| () | \$ | 8,500 | After | 1/01/11 |

*To ensure the discounted pricing, **payment must be received by the dates noted above**. Upon receipt of payment, exhibitors may select their booth of choice from available inventory. To benefit from the discounted pricing and secure your exhibitor space, **register early**.*

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CFDD ADVISOR CONFERENCE UNMATCHED VALUE PROPOSITION FOR *EXHIBITORS*

• CONVENIENT BUSINESS LOCATION

- **Premier Educational & Networking Event For Retirement Plan Advisors**

- **Unequaled Advisor Attendance** (More accomplished retirement plan advisors attend the CFDD's Conference than any other industry event.)

- **Network With The Elite In An Ideal, Fun & Controlled Environment**
- **Dynamic Spreadsheet Of Registrants Posted On The Conference Home Page Months In Advance Of The Event**

- **Exhibitor Fee Includes TEN (10) Conference Registrations With Full Access To All Events & CFDD Website** (Booth is virtually free)

• Early Registration Discounts

- **Additional Registrations Available At A Discount**

- **NO COST Banner Ads** (CFDD Newsletter & Website)

- **NO COST Internet Broadcast Station Interviews** (Stays archived on *The CFDD Station*)

- **URL Posting On CFDD's "Provider Links" Page**
- **Exhibitor Listing In Conference Handout Material & Online**

• Opportunity To Participate In The Industry's Most Content Rich Agenda

- **Complimentary Breakfast, Lunch & Cocktail Parties**
- **All Exhibitor Personnel Eligible For Grand Prize, Awards & Contest Prizes**

• Support & Promotion of Wraparound/Social Activities

- **Unrestricted Audio, Video & Photo Opportunities**
- **Post-Conference Guide Advertising Discount**

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CFDD 2011 ADVISOR CONFERENCE *INDIVIDUAL* REGISTRATION FORM

October 12-14, 2011 (Wednesday-Friday)
Fairmont Chicago-Millennium Park
200 N. Columbus Dr.
Chicago, IL 60601

*Please print or type all information below.
Registration forms cannot be processed without full contact information.*

Name: _____
(Exactly as it should be displayed on your name badge)

Title: _____

Company Name: _____
(Exactly as it should be displayed on your name badge)

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

Email Address: _____

Insurance Agent _____ **Insurance Agent/RegRep** _____ **Insurance Agent/RegRep/IAR** _____
RIA/IAR _____ **Dual Registration*** _____ **Producing TPA/Recordkeeper** _____
TPA/Recordkeeper _____ **Provider/Vendor/Wholesaler** _____ **Other** _____

**Registered Rep & IAR.*

Retirement Plans, Participants & Assets Under Advisement (Intermediary Only)

Plans: _____

Assets: _____

Participants: _____

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CFDD 2011 ADVISOR CONFERENCE *INDIVIDUAL* REGISTRATION FORM

October 12-14, 2011 (Wednesday-Friday)
Fairmont Chicago-Millennium Park
200 N. Columbus Dr.
Chicago, IL 60601

REGISTER EARLY & SAVE

ADVISOR Registration Fees:

- () \$ **475** Before 12/31/10
- () \$ **575** Between 1/01/11 - 1/31/11
- () \$ **675** Between 2/01/11 - 2/28/11
- () \$ **775** After 3/01/11

NON-ADVISOR Registration Fees:

- () \$ **675** Before 12/31/10
- () \$ **775** Between 1/01/11 - 1/31/11
- () \$ **875** Between 2/01/11 - 2/28/11
- () \$ **975** Between 3/01/11 - 3/31/11
- () \$ **1,075** Between 4/01/11 - 4/30/11
- () \$ **1,175** After 5/01/11 - 5/31/11

MAIL REGISTRATION FORM & PAYMENT TO:

**CFDD
P.O. Box 8
Western Springs, IL 60558**

To register online and pay by credit card, go to:

<http://www.regonline.com/Register/Checkin.aspx?EventID=906710>

REFUND POLICY: *Individual registration fee refunds are available if cancellation is received thirty days prior to the 10/12/11 conference start date. Refunds will not be issued after 9/11/11, but substitutions and full credit towards the following year's conference are available. Credit card refunds are subject to a 10% processing fee.*

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CFDD ADVISOR CONFERENCE UNMATCHED VALUE PROPOSITON FOR *INDIVIDUAL* REGISTRANTS

- **The Industry's Most CONTENT RICH Agenda**
- **Unbiased Guidance & Valuable Takeaways**
- **Unequaled Advisor Attendance, Peer Networking & New Ideas**
- **One Stop Shopping For Core CE Credits**
- **Contributes Towards Proof Of Expert Status**
- **Discounted Insurance Program For Advisors & Their Plan Sponsor Clients**
- **Internet Broadcast Interviews With Speakers & Exhibitors**
- **Free Conference CD-ROM**
- **Access To All Prior Year Conference Presentations**
- **Complimentary Breakfast, Lunch, Cocktail Parties & VIP Vendor Invitations**
- **Early Registration Discounts**
- **AAA Hotel/Prestigious Downtown Chicago Location**
- **Free Spousal Attendance**
- **Relaxed, Fun & Unique Networking Forum**
- **Themed Kick-Off Party**
- **Valuable His & Hers Attire Awards**
- **Contests With Fun Prizes**
- **Grand Prize For Two**
- **All Registrants Eligible For Prizes & Awards**