

CENTER FOR DUE DILIGENCE

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Date: March 5, 2012

To: Exhibitors & Sponsors

Subject: **CFDD 2012 ADVISOR CONFERENCE:
EXHIBITOR INFORMATION & AGREEMENT**

UNMATCHED VALUE, ADVISOR ATTENDANCE & CONTENT

The material in this Exhibitor Information document is designed to provide **a summary of the exhibition booth package** for the CFDD's October 22-24, 2012 Advisor Conference, *Outcomes Based Consulting, Higher Margin Business & Scalable Efficiency*. This document is not a substitute for the Exhibitor Kit.

For information applicable to individual registrations, the agenda, detailed topic descriptions, speaker bios, sponsorships and other conference specifics, go to the CFDD's 2012 Advisor Conference home page located at: <http://www.thecfdd.com/CFDDconference2012>.

With the exception of the two Grand Prizes, the Kick-Off Networking Party, the simulated Racecar Gameplay Competition and the conference CD-ROM, the CFDD does not combine exhibition booths with sponsorships, i.e., **vendors may select sponsorships, an exhibition booth or both.**

The CFDD's 2012 Advisor Conference will be held at the conveniently located downtown Chicago Swissotel. The **two and one-half day** event will be hosted over a **Monday-Wednesday** period with a Kick-Off Networking Party on Sunday night.

As a centrally located destination, business friendly city and resource rich area, **Chicago has no equal as a conference location.** Located at the intersection of Lake Michigan and the Chicago River, the Swissotel is distinguished from other downtown Chicago hotels. The AAA four-diamond luxury hotel's location also provides countless opportunities for those wishing to enjoy Chicago's world class attractions.

As the premier educational and networking event for the retirement plans advisory industry, the CFDD's Advisor Conference remains distinguished by an **UNBIASED approach, a CONTENT rich agenda, unmatched advisor ATTENDANCE, extreme VALUE, CE credits, networking opportunities, FREE advertising, internet broadcast station interviews and early registration discounts.**

More accomplished retirement plan advisors attend the CFDD's Advisor Conference than any other industry event and our ratio of advisors to registrants is unmatched. Consistent with past attendance, **1,200 retirement plan specialists will attend CFDD '12.**

Given that the CFDD's advisor audience, website traffic and newsletter distribution continue to grow, our FREE banner ads have value far beyond the cost of an exhibitor booth. **Based on unmatched brand and a constantly expanding audience, the independent CFDD remains the path to growth.**

In addition to a major Kick-Off Networking Party, a free conference CD-ROM, online access to all prior conference presentations and complimentary breakfast, lunch, snacks & beverages, CFDD '12 features a primary **Grand Prize Box Seat Package To The Daytona 500**. A secondary **Grand Prize Package To The Charlotte ALL-Star May Race**, including Buck Baker Racing School Classes on the Charlotte Motor Speedway, will also be offered.

While the more intimate Swissotel can only accommodate seventy exhibition booths, all booth locations are traffic friendly. To facilitate networking, **all food, beverage, cocktail parties and snacks will be served in the exhibition area**.

Unlike other conference hosts, the CFDD limits the number of booths to maintain a more intimate networking environment. Given the limited space and the CFDD's history of selling out early, **vendors should register as soon as possible**. Early registration is particularly important for those who wish to participate in the agenda.

WHAT'S NEW FOR CFDD '12?

Consistent with our "all business" reputation, the CFDD's 2012 Advisor Conference will remain at the conveniently located downtown Chicago Swissotel. The hotel, the location and the new meeting room/exhibition facilities are simply ideal for the CFDD's audience.

In addition to luxury facilities and renown Swiss service, the highly popular lobby level Palm Steak House and the new \$50 million state-of-the-art event/meeting space distinguish the Swissotel from other downtown Chicago Hotels.

While opinions about conference locations vary, sponsors, exhibitors and attendees are looking for convenient business locations. Direct flights, the ability to get in and out without losing valuable work time and affordability are now essential to success. Perhaps more than any other destination, **CHICAGO IS VIEWED AS AN IDEAL CONFERENCE LOCATION TO CONDUCT ADDITIONAL NON-CONFERENCE RELATED BUSINESS**.

Unlike other conferences, each CFDD conference has a pertinent and timely educational focus. The 2012 themes include: *Outcomes Based Consulting, Higher Margin Business & Scalable Efficiency*. Consistent with our predictive history, **the CFDD '12 themes have the pulse of the market**.

In addition to educational themes, each CFDD conference has an entertainment theme. After Biker, Wild West, 50's and Disco, **CFDD '12 will feature a NASCAR theme**. Complementing the noteworthy Grand Prizes, the NASCAR theme will be reinforced by **simulated Racecar Gameplay Competition with meaningful cash prizes**.

To accommodate start up vendors on a budget and advisors marketing to other advisors, **CFDD '12 will include Table Top Displays at an affordable price of only \$3,500.**

The Table Top displays are located in the Zurich Foyer just outside the Zurich Ballroom and include a standard 2'x6' skirted table, two chairs and one registration. With the exception of the booth, the five full conference registrations and the banner ads, the Table Top Displays include everything else in the standard booth package.

EXCLUSIVE TARGET DATE FUNDS RESEARCH & COMMENTARY

Domestic equity holdings declined from 70% of retirement plan assets to 42% in the last decade while Target Date Fund (TDF) holdings increased from 4% to 23%. Continuing the trend, **TDF market share is expected to more than double in the next decade and become the dominant asset class.** TDFs are also maturing, evolving and consolidating the DC plan asset management business.

TDFs are relatively new and while some vendors are resisting the trend, the demand for an open architecture approach has increased significantly. The new disclosure regulations have certainly complicated the picture, but **custom TDF solutions could provide a major path to growth.**

To remain viable, independent recordkeepers, platform providers, investment managers, expansionary DCIO managers and advisors must have a *marginable* solution to the growing market for Target Date Funds.

In addition to *six* cutting edge CFDD '12 breakout sessions on TDFs, **THE CFDD WILL PROVIDE RESEARCH, COMMENTARY, STATISTICS & ADVISOR SURVEYS TO HELP CLIENTS ADAPT TO THE CHANGING DYNAMICS AND FACILITATE THE IMPLEMENTATION OF SUCCESSFUL TDF STRATEGIES.** This exclusive research is **ONLY** available to conference registrants.

MAXIMIZE EXPOSURE WITH NO COST BANNER ADS (Website & Email Newsletter)

To leverage our brand, add value, help clients expand their marketing footprint and position for the future, the CFDD's exhibitor booth package includes **FREE banner ads on the CFDD's website and in our email newsletter.** Given the continued pressure on margins, **THE CFDD's COMPLIMENTARY BANNER ADS ARE INVALUABLE.**

While the size, location and frequency of the ads vary with the level of commitment, **ALL SPONSORS AND EXHIBITORS BENEFIT FROM HIGHLY VISIBLE ADVERTISING (website & newsletter) with a value far in excess of the exhibitor fee.**

Our highly ranked website attracts the industry's most accomplished advisors and each visitor clicks deep into our content rich data. Increasing for the third straight year, **the CFDD's specialized website experienced over 3.0 million page views during 2011.**

The CFDD's twice monthly email newsletter reaches a highly targeted audience of over 50,000 retirement plan professionals and our read rate is in excess of 25%. The CFDD's distribution list is the industry's largest & highest quality specialized database and it continues to grow.

Companies not taking advantage of web site and newsletter advertising are missing an important component of their overall marketing effort. Web and newsletter ads provide additional exposure and branding opportunities not afforded by other marketing efforts. Because many vendors lack internal resources, **clients may utilize the CFDD's internal creative department.** Our staff's ability to create effective banner ads on a cost effective and timely basis is simply unmatched.

The banner ads in the base exhibitor package include *Left or Right Vertical Maxi* ads for the website and *Inside Rectangle* ads for the newsletter. The large *Top Leaderboard* and *Vertical Premium* ads are reserved for *premium sponsorships*, i.e., the Kick-off Party, the two Grand Prizes, the simulated Racecar Gameplay Competition and the Conference CD-ROM.

Website banner ads remain stationary and run constantly. Banner ads in our twice monthly email newsletter run periodically. To maximize exposure, exhibitors should provide their banner ads as soon as possible. In other words, those who register early **benefit from ONE FULL YEAR of exposure on the CFDD's website and in our email newsletter at NO additional cost.**

Ad space is LIMITED and those who provide ads early **gain a major competitive advantage, including a better ad location, a longer run and more frequent exposure.** Ads provided early also **guarantee a static ad and avoid rotation**, i.e., once the ad panels are filled, the standard ads start to rotate with other ads.

Given the current economy, savvy vendors recognize the importance of budgetary management and the need to develop an overall conference strategy early. As most vendors have a line item budget under Marketing for conferences and a PR budget for advertising, **allocating advertising dollars towards a CFDD exhibitor booth package provides twice the value.**

Budgetary constraints forced many vendors to limit their advertising and marketing expenditures. To take advantage of a recovering economy, maximize expenditures and increase exposure, exhibitors should **leverage the CFDD's FREE banner ads and align with our growing advisor audience.**

Website and newsletter advertising may also be purchased separately. For banner ad specifications, email CFDD@TheCFDD.com.

NO COST INTERNET BROADCAST STATION INTERVIEWS

To heighten client visibility, add value, help you grow your business and distinguish the CFDD, we launched *The CFDD Station*, an internet broadcast radio station devoted exclusively to retirement plans content.

As part of your exhibitor package, **all exhibitors are eligible to be interviewed by *The CFDD Station* at NO additional cost.** The 10-15 minute “pre-recorded” audio interviews are designed to showcase and **summarize your value proposition.**

The CFDD Station features a pre-recorded audio interview format. **The on-demand audio content is easy to access and available to all viewers without cost or restriction.** As an additional bonus, the content remains archived, accessible, downloadable (iPod & other electronic devices), portable, forwardable and linkable 24/7.

Each interview opens to a dedicated page with a photo, bio, contact information, a linked logo and a company description. To broaden the audience, the descriptive content is Meta-tagged and designed to optimize as well as drive search engine traffic to each dedicated interview page.

In addition to viral marketing a link to your dedicated page, you may post a link to your dedicated page on your own website. The dedicated page also benefits from cross-station, network and portal traffic along with aggregated RSS Feeds.

Because you provide the ten interview questions, compliance concerns can be managed easily. The answers could also be scripted and/or reviewed in advance. If needed, the interviews may be edited. In short, the process is controlled and there are no mainstream media type ambushes.

To schedule your exhibitor interview with *The CFDD Station*, email the items below. Upon receipt of the information below, a representative will contact you to schedule an interview at your convenience. While all audio interviews are conducted over the phone, cell phones may not be used during the interview process.

- **Representative’s Name, Title & Contact Information**
- **Jpeg Photo**
- **Bio**
- **Company Description**
- **Logo**
- **URL**
- **Ten Questions You Would Like To Be Asked**
-

To get acquainted with the interview process, the 2011 exhibitor interviews can be accessed at: <http://www.bmbc.tv/shows/204>.

Once your exhibitor interview has been completed, **your representative's photo, name and company will scroll across TV monitors** on *The CFDD Station* and the CFDD Conference homepage. The monitors also link to the interviews. To view the TV monitors, go to the conference homepage at: <http://www.thecfdd.com/CFDDconference2012>.

While there are no pre-conference time constraints, you should **conduct your interview as soon as possible to maximize exposure**. In other words, exhibitors who complete their interviews early would benefit from one year of exposure at no additional cost.

If you have a speaker on the 2012 Advisor Conference agenda, we will be reaching out to them as well about their NO cost speaker interviews.

DEVELOPING A CONFERENCE STRATEGY

Trade shows remain the most cost effective marketing medium available. There is simply no better way to maintain visibility, solidify existing relationships and gain exposure to new clients.

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 and cost effective marketing**.

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 THAT ARE HEAVILY ATTENDED BY EXISTING AND TARGETED CLIENTS**.

In addition to a choice booth location, exhibitors should send the appropriate personnel, use creative marketing initiatives to drive booth traffic, request presence on the agenda and take advantage of complimentary advertising - including interviews - as soon as possible.

In addition to the aforementioned, sponsorships and wraparound events should be considered and promoted well in advance of the event. Leveraging alliance partners is also important because in addition to cost sharing, it provides greater exposure and facilitates advisor introductions.

While most vendors are too busy to develop a conference strategy, **combining exhibition booth space with sponsorships, advertising, marketing, a registration desk handout and presence on the agenda maximizes the CFDD's horsepower**. 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.

Like other expenditures, **the evaluation of conference expenditures must be based on what you get in return**, i.e., the value proposition. After extensive side-by-side comparisons, we are pleased to note that **NO OTHER CONFERENCE CAN MATCH THE CFDD'S VALUE, CONTENT & SPECIALIZED ADVISOR ATTENDANCE**

CONFERENCE DATES, LOCATION & FACILITIES

The CFDD's **October 22-24, 2012 Advisor Conference will be held at the downtown Chicago Swissotel**. The two and one-half day event will be hosted over a Monday-Wednesday period. To set the stage, a NASCAR-themed Kick-Off Networking Party will be held on Sunday evening.

In addition to a **convenient, resource rich and business friendly location**, the Swissotel venue offers CFDD attendees:

- AAA Four-Diamond Hotel

- **Convenient Downtown Chicago Location**

- Premium Guest Rooms, Service & Food
- Penthouse Health Club & Pool
- 661 Guest Rooms
- 617 Standard & Upgraded Corner/Lakeview Rooms
- \$269 Standard Room Rate For Double Occupancy
- No Additional Cost For Children Under 18
- FREE Health Club Access

- **FREE Guest Room High Speed Internet Service**

- NO Mandatory Bellhop, Housekeeping Or Other Standard Service Charges
- Contracted Rate Available 3 Days Prior/After Conference Dates (Based on availability)
- Valet Parking (Swissotel)

- **Convenient, Affordable, New & Indoor Self-Parking (Aqua Building)**

- Space For Seventy One Exhibition Booths

- **FREE Wireless Internet In The Exhibit Hall & Meeting Rooms**

- Twenty Table Top Displays

- **New \$50 Million State-Of-The-Art Event/Meeting Space**
- **Conveniently Located Breakout Session Rooms In One Location**
- **Excellent Cell Phone Reception**

- Lobby Level Palm Steak House

Downtown Chicago has a wide variety of hotels available, from five-star luxury hotels to small, trendy boutiques. Attendees are not obligated to stay in the conference hotel, but we have negotiated a **competitive package for a premium, top rated, downtown Chicago Hotel** during the busy month of October.

To facilitate networking and qualify for the Grand Prize trips, it is strongly recommended that all attendees stay in the conference hotel.

EXHIBITION PACKAGE

Exhibition booths are priced at \$7,500 and the booth package includes the following:

- Exhibition Booth Package
 - Booth
 - Wall Drape
 - Side Rail Drape
 - 2 Line Booth I.D. Sign With Name & Booth Number
 - 6' Long, 24" Wide, 30" High Table Draped In Show Colors
 - 2 Side Chairs
 - 1 Wastebasket
 - 1 Binder Of Conference Material Per Attendee
 - Full Access To The CFDD's Website
 - All Personnel Eligible For Prizes & Awards
- FREE Wireless Internet In The Exhibit Hall & Meeting Rooms

• Five (5) Full Conference Registrations

- Additional Registrations At \$775
- Listing In Conference Handout Material
- Link On CFDD's "Provider Links" Page

• Web Hosted Dynamic Excel Spreadsheet Of All Registrants

- Valuable No Cost Banner Ads (CFDD Newsletter & Website)

• No Cost Internet Broadcast Station Interviews

• Opportunity To Participate In The Agenda

- Promotion & Support Of Wraparound Vendor Activities
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As you can see, the CFDD's Advisor Conference exhibition package offers **more value than any other industry event**. Since five (5) registrations are included in the exhibition fee, *the booth is virtually free*.

THE COMPLIMENTARY BANNER ADS AND INTERNET BROADCAST STATION INTERVIEWS ARE AN ADDITIONAL BONUS WITH A VALUE FAR IN EXCESS OF THE EXHIBITION FEE.

In addition to the aforementioned value, the CFDD's networking opportunities are unmatched. Consistent with our previous Chicago-based conferences, **CFDD '12 ATTENDANCE WILL EXCEED 1,200 REGISTRANTS**.

Please note that drayage, shipping costs and booth connections are not included in the exhibitor package. Additionally, the CFDD is not responsible for providing electric, phone, modem or high speed internet connections at the booth.

If booth connections are required, the appropriate form in the Exhibitor Kit must be completed. The Exhibitor Kit and other conference information may be downloaded from the conference home page at: <http://www.thecfdd.com/CFDDconference2012>.

Before ordering a dedicated internet line to your booth, please note that **FREE wireless internet is available throughout the exhibit hall & breakout rooms**

CONFERENCE SPONSORSHIPS

The CFDD does not offer the typical Platinum, Gold and Silver type sponsorships. With the exception of the two Grand Prizes, the Kick-Off Party, the simulated Racecar Gameplay Competition and the conference CD-ROM sponsorships, the CFDD does not combine exhibition booths with sponsorships. Vendors may, however, select sponsorships, an exhibition booth or both.

As the premier event for retirement advisors, the CFDD's Advisor Conference is an excellent venue for sponsorship investing. The CFDD's sponsorships are **unique, reasonably priced and offer more value than traditional sponsorships**.

The CFDD's sponsorships are **integrated and promoted far in advance of the conference**. While exposure varies by sponsorship, the national marketing campaign includes **extensive and unmatched exposure to the CFDD's advisor audience**.

Sponsorship details are available in the *Conference Sponsorships* document located on the conference homepage under Exhibitor Information at: <http://www.thecfdd.com/CFDDconference2012> or by linking direct to the document at: <http://www.thecfdd.com/files/conf2012/12Sponsorships.pdf>

To meet individual needs and budgets, the CFDD offers a wide range of sponsorships. Vendors looking for maximum exposure and would be wise to consider the primary sponsorships below.

- **NASCAR-Theme Kick-Off Networking Party** (Sold)
- **Boxseat Package To The Daytona 500** (Sold)
- **Charlotte's ALL-Star May Race Package & Buck Baker Racing School Classes**
- **Simulated Racecar Gameplay Competition** (Sold)
- **Conference CD-ROM** (Sold)

IN ADDITION TO A KEYNOTE SESSION, EXHIBITION BOOTH PACKAGE & PREMIUM ADVERTISING, THE PRIMARY CONFERENCE SPONSORSHIPS INCLUDE THE PHONE NUMBERS AND EMAIL ADDRESSES OF ALL REGISTRANTS.

REGISTERING YOUR ATTENDEES

All attendees, including booth personnel, must be registered. The registrations may be used by exhibitor personnel or given to advisors, but they may “not” be given to other vendors without the CFDD’s explicit permission.

Full contact information for each registrant, including name, company, address, phone, fax and email address, must be emailed to the CFDD no later than two weeks prior to the conference. Non-exhibitor personnel registrations must be assigned by 9/28/2012.

In the event an advisor pays the registration fee and then receives a complimentary registration from an exhibitor, a refund will be given by the CFDD if notified by Monday, 9/28/2012. Refunds to paid individuals who receive a complimentary registration will “not” be honored after the cutoff date.

Registrations should be processed by a single source within the exhibitor’s firm. Upon receipt of the spreadsheet with full contact information, the CFDD will confirm each registration by email. We will also issue individual specific logon information to secure areas of our website to each registrant.

As a value-add, **exhibitors may purchase additional registrations at \$775.** The registrations have strong industry value and should be viewed as a reward or door opener for intermediaries and business partners.

Given the CFDD's boutique approach, exhibition booths sell out quickly. As a result, **vendors who plan on exhibiting should return the attached registration form with payment as soon as possible.** Booths cannot be assigned before payment is received. Upon receipt of payment, exhibitors may select their booth from available inventory.

CONFERENCE ATTENDANCE LIST

The CFDD is distinguished by posting a *sortable* Excel spreadsheet of registrants to a secure area of the conference home page. This dynamic list includes each registrant's name, company and address.

As noted above, sponsors of the two Grand Prize Trips, the NASCAR-themed Kick-Off Party, simulated Racecar Gameplay Competition and the conference CD-ROM are also provided with the phone numbers and email addresses of all registrants.

The *dynamic attendance list* is uploaded to the conference home page months in advance of the conference and then **UPDATED ON A DAILY BASIS.** To facilitate marketing efforts, exhibitors should monitor the list as many individuals register late.

Exhibitors may use the attendance list to promote their role in the conference. Sharing the conference attendance list with non-registrants is, however, strictly prohibited. Additionally, the list may not be copied or used for purposes beyond conference activity.

The attendance list is for the exclusive benefit of registrants and it has been seeded and encrypted for security purposes. Any firm or individual sharing the list with non-registrants will be subject to full legal remedy without exception.

CONFERENCE/EXHIBITION HOURS

The conference **Kick-Off Networking Party** is scheduled from **7:00 p.m. - 9:30 p.m. on Sunday evening, 10/21/2012**, in the hotel's new event center.

As a courtesy and to avoid congestion, **the early registration desk will open at 3:00 pm on Sunday, 10/21/12, and remain open throughout the Kick-Off Party.** The registration desk is located at the entrance of the Zurich Ballroom. Official conference registration starts on Monday morning, 10/22/12, at 6:30 a.m. and will remain open throughout the conference.

Exhibitor setup will open in the Zurich Ballroom at 2:00 p.m. on Sunday, 10/21/12, and must be completed before 9:30 p.m. on the same day.

Exhibition hours in the Zurich Ballroom are 6:30 a.m. – 7:00 p.m. on Monday and Tuesday and from 6:30 a.m. – 11:00 a.m. on Wednesday.

Teardown is scheduled from 11:00 a.m. – 3:00 p.m. on Wednesday, 10/24/12.

Daily breakout sessions will start at 7:30 a.m. and end at 5:30 p.m. on Monday and Tuesday. The two and one-half day event will conclude on Wednesday with three morning general sessions followed by the Grand Prize Trip drawings. Official conference activities will end just before noon on Wednesday, 10/24/12.

In addition to the Kick-Off Party, complimentary open bar **cocktail parties** will be hosted from 5:30 p.m. - 6:30 p.m. on Monday and Tuesday. Complimentary **breakfasts** will be served on Monday, Tuesday and Wednesday from 6:30 a.m. - 7:30 a.m. Complimentary **lunches** will be served on Monday and Tuesday from 12:45 p.m. - 1:45 p.m. To encourage breakout session attendance, all breakfasts and lunches are subject to hard closes.

To facilitate networking, **all cocktail parties, breakfasts, lunches, breaks, beverage and snack stations will be held inside the event center's Zurich Ballroom exhibition area.**

HOTEL ACCOMMODATIONS/RESERVATIONS

As a centrally located destination, business friendly city and resource rich area, **Chicago has no equal as a conference location.** Consistent with the CFDD's "all business" reputation, we have teamed our conference with the premier and conveniently located downtown Chicago Swissotel.

Located at the intersection of Lake Michigan and the Chicago River, the AAA four-diamond luxury hotel's location provides countless opportunities for those wishing to enjoy Chicago's world class attractions. In addition to the Loop business and entertainment districts, some of the immediate local attractions include: shopping on The Magnificent Mile, Millennium Park, Navy Pier, The Shedd Aquarium, The Art Institute, The Field Museum, Alder Planetarium and much more.

In addition to luxury facilities and renown Swiss service, the highly popular lobby level Palm Steak House and the new \$50 million state-of-the-art event/meeting space distinguish the Swissotel from other downtown Chicago Hotels.

While premium downtown Chicago hotels can be pricey during the busy month of October, the CFDD has negotiated a **discounted group room rate of \$269 per night**. The group rate includes **FREE** Internet services and **NO** cost access to the hotel's Health Club/Fitness Center. Moreover, there are **NO** mandatory charges for bellhop, housekeeping or other services fees. Conveniently located and **affordable self-parking** is also available.

Based on availability, the discounted rate is available three (3) days before and after the conference dates. There is **NO** additional cost for double occupancy or for children under the age of 18 who share a room with their parents.

October is a busy time of year for Chicago hotels. As a result, **hotel reservations should be made in a timely manner**. Hotel space is limited and rates could increase significantly after our 9/28/12 cutoff date. Reservations after the cutoff date, or exceeding our contracted room block, are confirmed on a space and rate available basis only.

To help you manage your hotel needs, **it is strongly recommended that you register for the conference before making your hotel reservations**. Also note that the Swissotel will **not** take block reservations in a single company or individual name, i.e., **your rooms must be assigned to specific individuals**. Following these guidelines will help you to avoid duplicate reservations, cancellations and no shows.

Reservations can be made by phone or online. To register by phone, contact the Swissotel directly by calling (312) 565-0565 or (888) 737-9477.

Online reservations can be made by linking directly to the CFDD's dedicated reservations page at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=8138520.

If you reserve your room by phone, **YOU MUST MENTION THAT YOU ARE ATTENDING THE CENTER FOR DUE DILIGENCE CONFERENCE to obtain our discounted group rate**. If you do not mention the CFDD, you may also be told the hotel is sold out.

As noted, the conference is scheduled from October 22-24, 2012 over a Monday -Wednesday period, but exhibitor setup and the conference Kick-Off Networking Party are scheduled for Sunday, October 21, 2012. If you plan on arriving early, be sure to **book your hotel and travel arrangements accordingly**.

To be eligible for the Primary **Grand Prize Box Seat Package To The Daytona 500** (includes luxury beachfront accommodations), the Secondary **Grand Prize Package To The Charlotte ALL-Star May Race** and **Buck Baker Racing School Classes on the Charlotte Motor Speedway**, registrants must stay at the conference venue, the CONVENIENT downtown Chicago Swissotel.

CONVENIENTLY LOCATED & AFFORDABLE SELF-PARKING

With shuttle services and taxis widely available, conference registrants often avoid renting a car due to the costs and limitations of parking at downtown Chicago hotels.

Unlike the typical conference location, viable self-parking in a business friendly city like Chicago is far more important than generally recognized because it **facilitates one's ability to conduct additional non-conference related business.**

Like most downtown Chicago hotels, the Swissotel offers limited valet parking, but **convenient, safe, indoor and affordable self-parking is also available.**

The **new** and architecturally significant Aqua Building, located immediately south of the hotel, offers a self-park garage for only \$30 a day (current pricing). For convenience purposes, **a pedway connects the Aqua Building garage directly to the Swissotel.**

The Aqua Building garage may be entered from Columbus Drive or Lower Wacker Drive.

PRE-CONFERENCE ACTIVITIES

Sunday, 10/21/12

Conference Registration Desk Opens

3:00 p.m. - 9:30 p.m.

Zurich Ballroom Entrance

Event Center

Exhibitor Setup

2:00 p.m. - 9:30 p.m.

Zurich Ballroom

Event Center

Kick-Off Networking Party

7:00 p.m. - 9:30 p.m.

Swissotel

2nd Floor

Event Center

CONFERENCE DATES

October 22-24, 2012

Monday - Wednesday

2 ½ Days

CONFERENCE LOCATION/HOTEL

The Swissotel

323 E. Wacker Dr

Chicago, IL 60601

(888) 737-9477

(312) 565-0565

(312) 565-0540

Ask-US.Chicago@swissotel.com

<http://www.swissotelchicago.com>

SET-UP

Sunday, October 21, 2012

2:00 p.m. - 9:30 p.m.

Unless late set-up has been approved by the CFDD, all exhibits must be assembled and staffed by 6:30 a.m. on Monday, October 22, 2012.

CONFERENCE EVENTS/ HOURS

Sunday, October 21, 2012

3:00 p.m. - 9:30 p.m. Registration Desk Opens Early & Closes Late

7:00 p.m. - 9:30 p.m. **Kick-Off Networking Party**

Monday, October 22, 2012

6:30 - 7:30 a.m. **Registration & Breakfast** (*Registration remains open throughout the conference*)
7:30 - 7:45 a.m. Introduction & Day One Highlights
7:45 - 8:45 a.m. Keynote
8:45 - 9:15 a.m. Networking In Exhibitor Area/**Break** (30 minutes)
9:15 - 10:15 a.m. Breakout Sessions (4)
10:15 - 10:30 a.m. Networking In Exhibitor Area/**Break** (15 minutes)
10:30 - 11:30 a.m. Breakout Sessions (4)
11:30 - 11:45 a.m. Networking In Exhibitor Area/**Break** (15 minutes)
11:45 - 12:45 a.m. Breakout Sessions (4)
12:45 - 1:45 p.m. **Lunch**
1:45 - 2:45 p.m. Breakout Sessions (4)
2:45 - 3:00 p.m. Networking In Exhibitor Area/**Break** (15 minutes)
3:00 - 4:00 p.m. Breakout Sessions (4)
4:00 - 4:30 p.m. Networking In Exhibitor Area/**Light Snack Break** (30 minutes)
4:30 - 5:30 p.m. Breakout Sessions (4)
5:30 - 6:30 p.m. **Cocktail Party**

Tuesday, October 23, 2012

6:30 - 7:30 a.m. **Registration & Breakfast** (*Registration remains open throughout the conference*)
7:30 - 7:45 a.m. Introduction & Day Two Highlights
7:45 - 8:45 a.m. Keynote
8:45 - 9:15 a.m. Networking In Exhibitor Area/**Break** (30 minutes)
9:15 - 10:15 a.m. Breakout Sessions (4)
10:15 - 10:30 a.m. Networking In Exhibitor Area/**Break** (15 minutes)
10:30 - 11:30 a.m. Breakout Sessions (4)

11:30 - 11:45 a.m. Networking In Exhibitor Area/**Break** (15 minutes)
11:45 - 12:45 a.m. Breakout Sessions (4)
12:45 - 1:45 p.m. **Lunch**
1:45 - 2:45 p.m. Breakout Sessions (4)
2:45 - 3:00 p.m. Networking In Exhibitor Area/**Break** (15 minutes)
3:00 - 4:00 p.m. Breakout Sessions (4)
4:00 - 4:30 p.m. Networking In Exhibitor Area/**Light Snack Break** (30 minutes)
4:30 - 5:30 p.m. Breakout Sessions (4)
5:30 - 6:30 p.m. **Cocktail Party**

Wednesday, October 24, 2012

6:30 - 7:30 a.m. **Breakfast**
7:30 - 8:30 a.m. General Session
8:30 - 8:45 a.m. Networking In Exhibitor Area/**Break** (15 minutes)
8:45 - 9:45 a.m. General Session
9:45 - 10:00 a.m. Networking In Exhibitor Area/**Break** (15 minutes)
10:00 - 11:00 a.m. General Session
11:00 **Grand Prize Trip Drawings**

BOOTH EXHIBITION HOURS

Monday, October 22, 2012

6:30 a.m. - 7:30 p.m.

Tuesday, October 23, 2012

6:30 a.m. - 7:30 p.m.

Wednesday, October 24, 2012

6:30 a.m. - 11:00 a.m.

TEAR DOWN

Wednesday, October 24, 2012

11:00 a.m. - 3:00 p.m.

CFDD reserves the right to amend the schedule as necessary. Exhibitors may "NOT" tear down prior to 11:00 a.m. on Wednesday, 10/24/12, without the CFDD's permission. If permission is granted, exhibitors must make arrangements with SourceOne Events for proper storage, handling and shipping instructions. The CFDD is not responsible for storage, handling or shipping of exhibitor materials.

PAYMENT

All exhibition fees must be paid in advance of booth assignment. Individual registrations beyond those included in the exhibition fee will be billed separately at \$775 per additional attendee.

CANCELLATION

The CFDD will not refund exhibitor fees, sponsorship fees or table top display fees in the event of vendor cancellation. The CFDD also reserves the right to resell unused booth space and sponsorships upon cancellation.

SHARING & SUBLETTING

CFDD approval is required for companies interested in sharing exhibition booth space, which may incur additional cost. Non-exhibiting vendor personnel are not permitted to work in the assigned space during the conference.

Exhibitors may not assign or sublet the whole or any portion of said rented space under any circumstances.

BADGES

The names and full contact information for all exhibitor personnel, including booth personnel, must be provided to the CFDD no later than two weeks prior to the conference. **Badges will be provided for all registrants and must be worn at all times.**

ARRANGEMENT OF BOOTH SPACE

All displays must conform to CFDD standards and must not be larger than 8'x10' without prior permission. Exhibitors may not engage in activities that interfere with other exhibitors or impede traffic flow. The distribution of **exhibitor material is limited to the exhibitor's assigned space**. In the best interest of the event, the CFDD reserves the right to make changes in the location, size and display limits of any booth.

AFFILIATED EVENTS

The CFDD encourages wraparound activity, including hospitality suites, but **EXHIBITORS MAY NOT HOST OR CONDUCT ACTIVITIES DURING CONFERENCE HOURS OR EVENTS** that would detract in any manner from the official event.

PHOTOGRAPHY, LIGHTING, SOUND, VIDEO & AUDIO TAPING

To add further value, the CFDD allows exhibitors participating in the conference agenda to capture their own presentations. **Secondary videotaping, audio taping and photo taking is allowed**, but requires advance permission from the CFDD.

Exhibitors on the agenda who wish to capture their individual presentations must make their own arrangements. The CFDD does not provide these services, but we do help facilitate them.

PROTECTION OF EXHIBIT FACILITY

Exhibitors may not post, tack, nail, screw or otherwise attach anything to columns, walls, floors or other parts of the exhibit area without permission from the CFDD and the Swissotel.

LIABILITY

Exhibitors agree to make no claim of any kind against the CFDD or the Swissotel for any loss, damage, theft or destruction of goods or for any injury that may occur to their employees while attending the 2012 Advisor Conference. Exhibitors will also be responsible to their own agents, employees and third parties for all claims, liabilities, actions, costs, damages and expenses arising or relating to the custody, possession, operation, maintenance and control of exhibitor space. Exhibitors assume responsibility and agree to indemnify the CFDD against any claims or expenses arising from the use of their exhibition space. Notwithstanding the foregoing, the CFDD may not make a claim of indemnification for any loss, damage, theft or destruction of goods or for any injuries that may occur while attending the 2012 Advisor Conference if such claim arises out of the negligence or willful misfeasance of the CFDD or its employees.

CONFERENCE INTERRUPTION

If for any reason, the 2012 Advisor Conference is cancelled, postponed or the location and dates are changed, refunds will not be given to exhibitors or sponsors. In lieu of refunds, the CFDD will assign exhibitors comparable space and or sponsorships at the rescheduled event.

RIGHT TO EJECT

Sponsors/Exhibitors attending and participating must comply with the CFDD's rules, regulations and other requirements. If a breach occurs, the CFDD reserves the right to eject the Sponsor/Exhibitor without a refund.

ERRORS & OMISSIONS

The CFDD will not be liable for any Errors or Omissions in the conference documents, website or promotional materials. The CFDD makes no representation or warranties regarding the number of attendees or the nature of attendees.

EXHIBITOR HALL CONTRACTOR

In addition to this document, exhibitors may download an *Exhibitor Kit* from the conference home page at: <http://www.thecfdd.com/CFDDconference2012>.

The *Exhibitor Kit* is from SourceOne Events and includes contact information, a menu of "optional" items and shipping instructions. Contact Mike Bojesen (SourceOne Events) at (708) 344-4111 x12 for these and other miscellaneous needs. Mike may also be reached by email at: mbojesen@sourceoneevents.com.

ATTIRE

Business casual dress is strongly recommended.

INTERNET CONNECTIONS

Free wireless connections are available to all users in the exhibition area and the meeting rooms.

FIRE & ELECTRICAL

Sponsor/exhibitor assumes responsibility for compliance with all local regulations. All decorations and booth equipment must be fireproofed to meet the requirements of the local Fire Marshall. Combustible materials may not be stored in or around the booths. All electrical equipment and wiring must conform to the local code.

UNION LABOR

Sponsor/exhibitor must observe all union contracts in effect between the CFDD, official contractors various labor organizations and the event hotel in accordance with the union regulations of the city in which the event is held. Notwithstanding the foregoing, this shall apply only to the extent that the CFDD has notified exhibitors of the union contracts that must be observed.

INSURANCE

Sponsor/exhibitor must carry all-risk insurance covering materials and personnel against damage, loss and other hazards during the show dates, including setup and tear down. The CFDD and the event contractor do not provide insurance. This insurance is generally purchased by adding a *rider* to existing policies. Notwithstanding the foregoing, the CFDD shall be responsible for insurance claims arising out of its (and/or its employees') gross negligence or willful misfeasance.

SECURITY

The CFDD will provide security services and take reasonable precautions to safeguard sponsor/exhibitor property, but we are not responsible or liable for any loss, damage, theft or destruction of property.

SHIPPING

To increase efficiency and accountability, **all conference materials should be shipped to Source One events** and addressed as follows:

First Label:

SourceOne Events
2600 S. 25th Ave.
Broadview, IL 60155

Second Label:

-Your Exhibitor Company Name
-Your Booth Number
-CFDD Advisor Conference/Chicago Swissotel

For additional shipping information, please refer to the *Exhibitor Kit* provided by SourceOne Events.

PACKAGES, STORAGE & MATERIALS HANDLING

It is strongly suggested that all advance materials be sent to SourceOne Events. Hotels have a limited capacity to accept freight and/or booth materials. Hotel storage space and materials handling capacity is also limited. If you ship direct to the Swissotel, it is your responsibility to retrieve and track your shipments. The Swissotel will bill you for receiving as well as for shipping your materials. SourceOne Events will do the same. To avoid double billing, **SHIP DIRECT TO SOURCE ONE EVENTS.**

If you do decide to ship to the Swissotel, your materials should not arrive earlier than one week prior to the event. To avoid confusion, all items shipped to the Swissotel should be addressed as follows:

-Center for Due Diligence (CFDD) Advisor Conference
-October 22-24, 2012
-Zurich Ballroom
-Your On Site Representative's Name
-Your Company Name
-Sender's Telephone #

CONTACT INFORMATION:

CFDD

P.O. Box 8

Western Springs, IL 60558

630 662-0284

630 662-0286 fax

Email: CFDD@TheCFDD.com

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

Conference Homepage: <http://www.thecfdd.com/CFDDconference2012>

The Swissotel

323 E. Wacker Dr

Chicago, IL 60601

(888) 737-9477

(312) 565-0565

(312) 565-0540

Ask-US.Chicago@swissotel.com

<http://www.swissotelchicago.com>

SourceOne Events

Mike Bojesen

2600 S. 25th Ave

Broadview, IL 60155

(708) 344-4111 x12

(630) 303-8142 cell

(708) 344-3050 fax

mbojesen@sourceoneevents.com

www.sourceoneevents.com

Swank Audio Visual

Travis Geye

C/O Swissotel Chicago

323 E. Wacker Dr

Chicago, IL 60601

(312) 268-8090

(312) 268-8092 (fax)

tgeye@swankav.com

www.swankav.com

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>

CFDD 2012 ADVISOR CONFERENCE EXHIBITOR AGREEMENT

October 22-24, 2012 (Monday-Wednesday)

The Swissotel

323 E. Wacker 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: _____

Signature/Title: _____ **Date:** _____

Upon receipt of this signed agreement and/or payment, this application becomes a contract between the sponsor/exhibitor and the CFDD. The sponsor/exhibitor agrees to abide by all the rules, regulations, terms and conditions contained in the agreement. The application submission further releases the CFDD from any and all liability to applicant, its agents, licensees or employees that may arise from application submission.

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>

CFDD 2012 ADVISOR CONFERENCE EXHIBITOR PACKAGE

In addition to **more accomplished retirement plan advisor attendance** than any other industry event, booths are limited to maintain an “advisor-centric” atmosphere. The conference offers intimate networking opportunities, a CONVENIENT business location, new state-of-the-art facilities, an opportunity to participate in the agenda and complimentary banner ads (website & newsletter). Non-competing wraparound activity is supported and the \$7,500 exhibition fee includes:

- Exhibition Booth*
- FREE Wireless Internet In The Exhibit Hall & Meeting Rooms

• **Five (5) Full Conference Registrations***

- Additional Registrations At \$775
- Listing In Conference Handout Material
- Link On CFDD’s “Provider Links” Page

- **Web Hosted Dynamic Excel Spreadsheet Of All Registrants**
- **Valuable No Cost Banner Ads** (CFDD Website & Newsletter)

- **No Cost Internet Broadcast Station Interviews**

• **Opportunity To Participate In The Agenda**

- Support & Promotion Of Wraparound Vendor Activities
- Early Registration Discounts

The CFDD’s Advisor Conference offers **more VALUE** than any other industry event. Since five (5) full registrations are included in the exhibition fee, *the booth is virtually free*. The complimentary banner ads and interviews are an additional bonus with a value far 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 the address below**. To register online and pay by credit card, go directly to: <http://www.regonline.com/Register/Checkin.aspx?EventID=1026462>.

CFDD
PO Box 8
Western Springs, IL 60558

Upon receipt of payment, exhibitors may select their booth of choice from available inventory. Conference registrations may be substituted at anytime, but all registrations for exhibitor personnel must be assigned two weeks before the conference. Non-exhibitor personnel registrations must be assigned by 9/28/2012.

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>

CFDD 2012 ADVISOR CONFERENCE HOTEL RESERVATION INFORMATION

October 22-24, 2012 (Monday-Wednesday)
The Swissotel
Chicago, IL 60601

To be eligible for the **Primary Grand Prize Box Seat Package To The Daytona 500**, the **Secondary Grand Prize Package To The Charlotte ALL-Star May Race** and **Buck Baker Racing School Classes**, registrants must stay at the conference venue, the CONVENIENT downtown Chicago Swissotel.

The Swissotel
323 E. Wacker Dr
Chicago, IL 60601
(888) 737-9477
(312) 565-0565

Reservations can be made by phone or online. To register by phone, contact the Swissotel directly by calling (312) 565-0565 or (888) 737-9477.

Online reservations can be made by linking directly to the CFDD's dedicated reservations page at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=8138520.

If you reserve your room by phone, **YOU MUST MENTION THAT YOU ARE ATTENDING THE CENTER FOR DUE DILIGENCE CONFERENCE to obtain our group rate.** If you do not mention the CFDD, you may be told the hotel is sold out.

October is a busy time of year for downtown Chicago hotels. As a result, **hotel reservations should be made in a timely manner.** Hotel space is limited and rates could increase significantly after our 9/28/12 cutoff date. Reservations after the cutoff date, or exceeding our contracted room block, are confirmed on a space and rate available basis only.

The \$269 discounted group rate includes **FREE** Internet services and **NO** cost access to the Health Club/Fitness Center. Moreover, there are **NO** mandatory bellhop, housekeeping or other service fees. Conveniently located and **affordable indoor self- parking** is also available.

Individuals are responsible for their own room, tax, incidental charges and other authorized charges. Individuals/groups who fail to cancel room reservations five days before their date of arrival will be charged the room rate plus tax for one night by the hotel. No shows will be charged the room rate plus tax for two nights by the hotel.

As noted, the conference is scheduled from October 22-24, 2012 over a Monday-Wednesday period. However, the conference Kick-Off Party and exhibitor setup are scheduled for Sunday, October 21, 2012. If you plan on arriving Sunday, be sure to **book your hotel and travel arrangements accordingly.**