CENTER FOR DUE DILIGENCE
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E-mail: CFDD@TheCFDD.com Web: http://www.TheCFDD.com

Date: May 13, 2012

To: Individual Advisor & Non-Advisor Registrants

Subject: **INDIVIDUAL REGISTRATION INFORMATION & FORM:**
CFDD 2012 Advisor Conference:

CONFERENCE OVERVIEW:

The CFDD's October 22-24, 2012 Advisor Conference, *Outcomes Based Consulting, Higher Margin Business & Increased Efficiency*, is the premier education and networking event for the retirement plans advisory industry.

Hosted at the convenient downtown Chicago Swissotel, the two and one-half day, Monday-Wednesday conference offers **more VALUE, CONTENT, CONVENIENCE, ATTENDANCE and GROWTH SOLUTIONS** than any other industry event. Our advisor audience continues to expand and **over 1,200 retirement plan specialists will attend CFDD '12.**

Consistent with the CFDD's "all business" reputation, we have teamed our content-rich conference with the premier and ideally located downtown Chicago Swissotel. In addition to luxury facilities, renowned Swiss service and the popular lobby level Palm Steak House, the **new $50 million state-of-the-art event/meeting space** distinguishes the Swissotel from other downtown Chicago Hotels.

AGENDA OVERVIEW, HIGHLIGHTS & KEYNOTES

Known as the *King of Content*, the CFDD's broad and diverse agenda remains at the top of the food chain. The *fifty* different breakout sessions are populated by **the most sought after speakers and the industry's most accomplished advisors.**

In addition to *nine* sessions populated by the industry's **premier ERISA attorneys** and *four* prestigious independent research firm presentations, CFDD '12 includes a track of *seven* nonprofit and *eight* Target Date Fund sessions.

Included among the seven blockbuster keynotes, **Fred Reish's** exclusive presentation on *Benchmarking Advisor Fees From A Legal Perspective* could have a major impact on the retirement plans advisory industry.

Other noteworthy keynotes include *The Economic, Political & Investment Outlook* by **Neel Kashkari**, (Managing Director & Head of Global Equities, PIMCO). Sponsored by Allianz Global Investors, **Glenn Dial** (Sr. VP, Head of Retirement) and **Shlomo Benartzi** will return with a new presentation, *Save More Tomorrow: Practical Behavioral Finance Solutions to Improve 401(k) Plans*.

Providing actionable takeaways to increase nonprofit business, **Ed Moslander** (Sr. Managing Director, Institutional Sales & Service, TIAA-CREF) will present *The Evolving Role of the Intermediary in the Nonprofit Market* and **Marcia Wagner** (The Wagner Law Group) will follow with *How Washington's Policy Initiatives Could Impact The Retirement Plans Market.*

Centered on the primary conference theme, **Joe Masterson** (Sr. VP, Chief Sales & Marketing Officer, Diversified) & **Stig Nybo** (President, Transamerica Retirement Services) will co-present the keynote on *Outcomes Based Consulting.*

Chip Castille (Managing Director, Head Of Defined Contribution, BlackRock) will show advisors how to put risk into perspective during his keynote on *The Three Sources of DC Risk: Yesterday, Today & Tomorrow*.

Given that Target Date Funds are expected to capture the lion's share of DC plan assets, the cutting edge presentations on Target Date Funds, including **Allianz, PIMCO, John Hancock Funds, Morningstar**, **Ibbotson** and more, will help advisors tap into the growth of this unique asset class.

The session by **Henry Yoshida** (Maresh Yoshida 401k Group) on *Developing Consultant Relations At Direct-Sold Recordkeepers* will be particularly interesting because **consultant relationships have become a primary source of new business for elite advisors.**

On a broader scale, the segmented economic recovery and the investment markets remain challenging. With the retirement plans market and the financial services industry maturing, full compliance has become almost impossible. Competition has intensified, differentiation is increasingly difficult and margins are compressing. At the same time, clients are demanding more and tax code changes could have a major impact on the industry.

To participate in consolidation, advisors *must* **reduce risk through good governance, influence positive outcomes, differentiate with a more holistic approach, increase efficiency and develop new sources of business.** CFDD '12 will illuminate this path.

As Target Date Funds consolidate DC plan assets and become the dominant fund category, advisors *must* become TDF experts. To meet this need, CFDD '12 will provide **independent guidance on TDF strategies, product evolution, evaluation and custom solutions**, including Target Date Funds, Target Risk Funds and Managed Accounts.

To view the entire conference agenda and the detailed topic descriptions, go to the conference homepage at http://www.thecfdd.com/CFDDconference2012 and click on *Topic Descriptions.*

PRE-CONFERENCE TARGET DATE FUND ANALYTIC TRAINING

TDFs are consolidating DC plan assets and becoming the dominant fund category. Given that MPT and traditional analytics are not suited to TDF evaluation, ERISA-based due diligence is lacking.

To enhance analytic skills and advance the industry, CFDD '12's *pre-conference training* on Sunday afternoon will provide **hands-on training to the latest online tools used to evaluate TDFs,** including PIMCO's newly enhanced *RealPath* glide path analyzer, the *Target-Date Tool Set* by Allianz Global Investors and JP Morgan's soon to be enhanced *Target-Date Compass.*

If you plan on attending the training, please note that you must be at the conference venue, the downtown Chicago Swissotel, before 3:00 pm, Sunday, 10/21/2012. For more information on the pre-conference TDF analytic training, go to: http://www.thecfdd.com/TargetDateFundAnalyticTraining.

EXCLUSIVE TARGET DATE FUNDS RESEARCH & ADVISOR SURVEYS

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 fund category.** 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 solutions, including Target Date Funds, Target Risk Funds and Managed Accounts, will provide a major path to growth.**

Retirement plan advisory skills still vary widely, but as governance inches towards commoditization, **advisors must become Target Date Fund specialists and provide outcomes-based consulting to stay relevant.** Historically, many advisors viewed TDFs as a competitive threat, but **the elite have concluded that they must add value to the evaluation, selection and monitoring of TDFs.**

In addition to *eight* cutting edge CFDD '12 breakout sessions on TDFs, **the CFDD will provide exclusive research, commentary, statistics and advisor surveys on *How Advisors Select, Evaluate & Monitor Target Date Funds*.**

For more information, go to: *http://www.thecfdd.com/ExclusiveDCPlan-TargetDateFundsResearch*.

UNMATCHED VALUE

Hiring, training, succession planning and scalability remain the biggest business challenges facing advisors. Practices can't grow without staffing and they can't be monetized without succession planning. To enrich their practice, **advisors may bring one *immediate* team member at a 50% discount.**

To add value and increase efficiency, the CFDD's Advisor Conference provides **a single source solution for unmatched core CE credits**, including IMCA, CFP, fi360, ASPPA, NIPA, IBF, CFA, SPARK, The American College, the College for Financial Planning and more.

As an added bonus, **conference attendees can earn the Accredited Investment Fiduciary (AIF®) designation by attending fi360's *discounted* pre-conference training.**

Attendees further benefit from early registration discounts, a fiduciary insurance discount program, **a BlackRock sponsored conference CD-ROM and online access to ALL prior year conference presentations**, **including the audio files of each presentation.** To access the 2011 conference presentations and MP3 audio files, go directly to: http://www.thecfdd.com/CFDDconf2011presentations.

In addition to **FREE wireless** in the guest rooms, the meeting rooms and the exhibit area, the hotel's **cell phone reception is excellent.** A **charging station** and **cyber café** are also available and spouses may attend the conference at NO additional cost.

Premium food, beverages, snacks and cocktails are all included in the registration fee.

NASCAR THEMED KICK-OFF PARTY & GRAND PRIZES

To bridge the gap and create a relaxed, fun and networking friendly atmosphere, the PIMCO sponsored **Kick-Off Networking Party will feature a NASCAR theme**, including music, cocktails, food and entertainment.

Sponsored by Allianz Global Investors, **the high scoring winners of the Simulated Racecar Gameplay Competition will earn meaningful cash prizes, authentic NASCAR attire and a trophy.** To expand the competitive audience, the racecar gameplay stations will be moved to the exhibit hall after the Kick-Off Party and remain open for competition.

Sponsored by TIAA-CREF, the primary grand prize includes a **Box-Seat Package To The Daytona 500,** including beachfront accommodations.

A secondary grand prize includes a **Charlotte ALL-Star May Race Package,** including a hot pit pass (access to everything except the race car) and behind the wheel **Racing School Classes**.

The prizes will be awarded on stage by the sponsors after the concluding event on Wednesday, 10/24/12, just before noon. While **all pre-registered attendees staying at the conference venue - the downtown Chicago Swissotel - are eligible,** the winners must be in attendance to claim their prizes.

EARLY REGISTRATION DISCOUNTS

Recognizing the urgency to act now, CFDD '12 will provide **UNBIASED guidance and exclusive GROWTH SOLUTIONS** to elevate your practice.

In addition to unmatched educational content, the CFDD's conferences offer compelling value and entertaining themes that are conducive to networking. **To take advantage of early registration discounts, advisors MUST REGISTER EARLY.**

To register online and pay with a credit card, go to http://www.thecfdd.com/CFDDconference2012 and click on Online Registration/Credit Card Payment. To find out what is working from your peers and benefit from business building takeaways, you may also register directly by going to: http://www.regonline.com/Register/Checkin.aspx?EventID=1026462.

TOPIC SUGGESTIONS & PARTICIPATION IN THE CONFERENCE AGENDA

The CFDD's bottom-up approach to the conference agenda is both interactive and dynamic. As a result, **breakout session topic suggestions are always welcome**. If you wish to participate in the agenda and join the "Who's Who Of Industry Experts," email CFDD@TheCFDD.com as soon as possible.

To qualify for a place on the agenda, candidates must be accomplished, in a position to add value and willing to invest the time to deliver elevated content worthy of a sophisticated audience.

Commercials are not allowed and **all sessions must remain focused on the agenda topic.** The presentations should also be designed to **provide valuable takeaways that can be used immediately** and have a measurable impact.

A high quality and focused approach to presentation material is important because the CFDD's conferences are not designed for generalists or rookies. Attendees do not want to hear commercials, speaker accomplishments or dated information. Attendees do, however, want to **increase professionalism, identify trends, grow their business, become more efficient, manage liability and leave with actionable takeaways.**

In addition to a meaningful one paragraph description, **A POLISHED PRESENTATION OUTLINE MUST BE PROVIDED AT LEAST TWO WEEKS IN ADVANCE OF THE CONFERENCE.** Although panel moderators are primarily responsible for preparing the outline, panel participants are expected to contribute in a timely manner.

In lieu of handout material, the outlines are uploaded to the conference homepage. In this manner, registrants may view, download and print the outlines in advance of the conference. However, a few dozen printouts should be brought to each session by the speakers as a courtesy to their audience.

Panels will be teamed with one moderator and a maximum of three (3) panelists. Panel moderators are expected to be active and ask challenging questions. To allow time for questions, **presentations should be limited to forty-five minutes**.

Each presentation outline, along with the corresponding audio session, will be included in the BlackRock sponsored conference CD-ROM. To ensure a quality recording, all presenters/moderators must wear their wireless microphones and all panelists must speak directly into their microphones. **Questions from the audience should be repeated into a microphone before being answered.**

Presenters should **bring a USB flash drive containing their presentation (MS PowerPoint**). A Microsoft Windows laptop (Win7) with Microsoft Office (2010) will be provided for use with the LCD projector. If you require computer audio, please let us know in advance.

To ensure a seamless presentation, all presenters should arrive fifteen minutes early for equipment instructions.

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 litigation, **advisors would be wise to attend and/or speak at premier industry conferences and follow up with white papers.**

CONFERENCE DOCUMENTS, PRESENTATIONS & AUDIO FILES

Detailed information about the conference, including: *Registration Information*, *Schedule of Events*, *Topic Descriptions*, *Speaker Bios*, *Exhibitor Information*, the *Attendance List* and other documents will be posted on the CFDD's 2012 Advisor Conference home page at the following link: http://www.thecfdd.com/CFDDconference2012.

The interactive conference agenda is dynamic and subject to change. As a result, registrants should monitor the conference home page as the event approaches to ensure they are viewing the most current information.

As they are received, **the conference presentations are uploaded to a *secure* area on the conference homepage**. After the conference has concluded, **audio files of all the conference presentations are uploaded to the same *secure* page.**

By downloading this material from our website, **registrants may view the presentations before, during and after the conference.** Registrants can also determine which of the breakout sessions best meets their needs in advance of the event.

In addition to the 2012 presentations, **registrants gain access to view and download all presentations from the CFDD’s 2005 - 2011 conferences** via *secure* links located on the bottom of the current conference homepage.

Sponsored by BlackRock, **all attendees will receive a complimentary CD-ROM of the entire conference.** The CD includes MP3s of all the session recordings as well as data files of all the presentation material. The CDs are mailed to all registrants approximately three weeks after the conference.

Although some speakers bring a small number of copies for handout, the presentations are not part of the CFDD’s conference handout material. As a result, **registrants should download and print the presentations prior to the conference.** Registrants may also download the presentations to their laptops and view them during the breakout sessions.

In addition to being eco-friendly, the paperless approach facilitates presentation revisions at any time. It also precludes size restrictions on the presentation material and provides the flexibility of providing additional resources.

CONFERENCE CE CREDITS

As the industry matures, becomes more competitive and advisors seek to distinguish themselves, designations, credentials and association memberships have become key components of the sales, marketing and selection process for professionals.

Based on increased business demands and the growing importance of professional development for competitive positioning, CE credits have become invaluable to overburdened advisors. To meet these needs, **the CFDD’s conveniently located Advisor Conference is THE BEST SINGLE SOURCE SOLUTION FOR CORE CE CREDITS applicable to the major designations.**

Based on an outstanding agenda, robust CE credits are applicable to the primary designations offered by the IMCA, CFP Board, fi360, ASPPA, NIPA, IBF, CFA, SPARK, The American College, The College for Financial Planning and more.

Individuals who successfully complete the pre-conference AIF Designation Training qualify for additional CE credits applicable to other industry credentials.

While acceptance will vary on a case-by-case basis, select **B-D's may apply CFDD Advisor Conference CE credits to satisfy FINRA's annual Firm Element requirement.**

WRAPAROUND AIF DESIGNATION TRAINING

As an added bonus, **conference attendees can earn the Accredited Investment Fiduciary (AIF®) designation by attending fi360's *discounted* pre-conference training.** As one of the "Ten Most Wanted" designations, over 5,500 AIF Designees are active in the US and global marketplace.

The AIF Designation Training is a comprehensive program that goes beyond theory to address cutting edge practices. The training is designed to help specialists and their clients navigate legal obligations as an investment fiduciary.

The training program blends 15-20 hours of online self-study with one day of classroom instructions. The wraparound program will take place on Sunday, October 21, at the downtown Chicago Swissotel, the afternoon before CFDD '12 starts.

The $1,950 AIF designation training program is offered to CFDD '12 attendees for $1,650. **To obtain the $300 discount, trainees must present confirmation of their CFDD '12 registration.**

For more information on the AIF Designation Training, go to**:** http://info.fi360.com/aif-designation-training-at-cfdd-conference.

DISCOUNT INSURANCE PROGRAM: Marketing & Risk Reduction

Most plan sponsors lack fiduciary liability insurance and while they may not realize it, most advisors lack E&O coverage for fiduciary services provided to ERISA plans.

Many advisors who have left their B-Ds and launched their own practice have dropped their E&O Insurance. Margins are certainly under pressure, but **advisors who lack adequate insurance coverage and appropriate bonding will be among the first to be eliminated** by knowledgeable plan sponsors.

As the selection process becomes professionalized, advisors who lack E&O Insurance with affirmative fiduciary coverage (no ERISA exclusions) and applicable ERISA Investment Bonds will be operating at a competitive disadvantage.

The lack of E&O insurance coverage for fiduciary acts will accelerate the consolidation of advisory services and drive advisors who lack adequate coverage out of the retirement plans business. To remain competitive, **advisors should be proactive by affirming their coverage of fiduciary acts for others and be prepared for expanded vetting of their insurance policies.**

Recognizing the professionalism of "expert" retirement plan advisors**,** the CFDD has developed **a discount insurance program for advisors and their plan sponsor clients.** In addition to saving money on their own E&O Insurance, advisors can save their sponsor clients money and use the savings as a marketing tool.

Advisors registered for the CFDD's Advisor Conference are **pre-qualified to receive a discount on their E&O insurance.** Conference attendees may also **offer fiduciary liability insurance discounts to their plan sponsor clients**.

The discounts and coverage are important to plan sponsors and advisors. In addition to providing a marketing edge, fiduciary liability insurance helps protect advisors from non-advisor negligence. This is important because class action litigation against employers, corresponding financial exposure, fiduciary breach claims and settlements have all increased sharply.

The savings offered by the E&O Insurance program may be meaningful, but please note that **the discount is exclusive and limited to advisors who are registered for the *current* conference.** For more information on the discounted insurance program, contact NAPLIA's Gary Sutherland by phone at (866) 262-7542 or by email at Garys@naplia.com.

As a bonus, Sutherland will participate in the CFDD '12 breakout session on *Evaluating & Vetting Retirement Plan Advisors: A Mock Committee Meeting.* Other panelists include Bruce Ashton (Partner, Drinker Biddle & Reath), Trish Brambley (Partner, Retirement Playbook) and Edward M. Lynch (Founder & Managing Director, Fiduciary Plan Governance).

INTERNET BROADCAST STATION INTERVIEWS: Setting The Stage

To enhance the CFDD's Advisor Conference experience, add value, distinguish us and help clients grow their business, **speakers and exhibitors have the opportunity to be interviewed by *The CFDD Station,*** an Internet broadcast radio station devoted exclusively to retirement plans content.

While the *speaker* interviews are breakout session specific, the *exhibitor* interviews are designed to summarize the vendor's value proposition. In addition to valuable content and speaker background, the interviews **help registrants determine the breakout sessions that best meet their needs and select the exhibitors they wish to visit.**

To drive breakout session interest, links to the speaker interviews are included in the conference documents. It is, however, important to note that **the fifteen minute *non-secure* speaker interviews archived on *The CFDD Station* are different from the sixty minute breakout session audio files archived on a *secure* page of the CFDD's website.**

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 and a linked logo. Additionally, the exhibitor interviews contain a condensed company description while the speaker interviews include a description of the breakout session. 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 their dedicated page, those interviewed may post a link to their dedicated page on their own website. The dedicated page also benefits from cross-station, network and portal traffic along with aggregated RSS Feeds.

To further enhance visibility, scrolling TV monitors on *The CFDD Station* and the CFDD website include the photos, names, company and/or topic with a link back to the dedicated internet broadcast pages.

While *The CFDD Station* and the CFDD website are different platforms, they are integrated and linked. To access the internet broadcast interviews, go to *The CFDD Station* homepage or the conference homepage and click on the appropriate TV monitor. *The CFDD* Station homepage is located at http://www.bmbc.tv/stations.php?n=3. The CFDD conference homepage is located at: http://www.thecfdd.com/CFDDconference2012.

SIMULATED RACECAR GAMEPLAY COMPETITION

Sponsored by Allianz Global Investors, the CFDD ’12 Simulated Racecar Gameplay Competition will **award the top scoring 1st, 2nd & 3rd place drivers with cash prizes, trophies and genuine NASCAR attire.**

The Racecar Gameplay Competition will be a key component of the NASCAR themed Sunday night Kick-Off Party. The racecar units will be moved to the exhibit hall after the party and remain open for spirited competition throughout the 2 ½ day conference.

Gripping the racing wheel, each driver will compete head-to-head at virtually 200 mph with a view of being inside the racecar. This NASCAR experience is equaled only by the real thing and it has a tendency to cause adrenaline rush. It can be addictive and cause users to become excessively competitive. Race at your own risk, but start your engines and come back for more.

The cash prizes, trophies and attire will be awarded on stage by the sponsor after the concluding event on Wednesday, 10/24/12, just before noon. **While all registered attendees staying in the conference venue - the downtown Chicago Swissotel - are eligible to win the prizes, the winners must be present to claim their prizes.**

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PRIMARY GRAND PRIZE: Daytona 500 Package With Beachfront Accommodations

Sponsored by TIAA-CREF, the CFDD ’12 Primary Grand Prize includes a Daytona 500 Package with beachfront accommodations at the Daytona Beach Resort & Spa.

Kicking off the NASCAR Spring Cup Series race, **the Daytona 500 is the nation’s biggest, richest and most prestigious race.** Known as the Super Bowl of the NASCAR Sprint Series, the Daytona 500 is the place everyone in motorsports wants to claim a victory.

The Daytona Beach Resort & Spa is central Florida’s Premier Beach Resort. Each room has spectacular views of Daytona Beach, the Atlantic Ocean at the Intracoastal Waterway.

The package includes five nights at the hotel and Spring Tower Tickets to the Gatorade dual qualifying races, the Camping World Truck Series race, the Nationwide Series and the DAYTONA 500 NASCAR Spring Cup Series race.

As a bonus, the package also includes dinner at the Speedway with a driver appearance, Sprint FANZONE access, admission to the on track champion’s breakfast, taxes, gratuities and more.

The Primary Grand Prize will be awarded on stage by the sponsor after the concluding event on Wednesday, 10/24/12, just before noon. **While all registered attendees staying in the conference venue - the downtown Chicago Swissotel - are eligible for the drawing, the winner must be present to claim their prize.**

For more on the Daytona 500, go to: http://www.daytonainternationalspeedway.com/?homepage=true.
For information on the Daytona Beach Resort & Spa, go to: http://www.daytonabeachresort.com.

INDIVIDUAL REGISTRATION FEES/REFUNDS

Individual advisor registration fees are discounted and graded for advisors who register before 3/01/12. Advisor registration fees are a flat $775 after 3/01/12. **Individual non-advisor registration fees** are $1,175.

Given that CFDD conferences generally sell out early, advisors should **take advantage of the early registration discounts.**

The financial services and retirement plans industry have matured and become more complicated. As specialization increases, generalists are facing a second tier status of professionalism. Less than 5% of those practicing in any profession are truly competent and **networking with the accomplished remains a proven path to success.**

To leverage the unmatched value offered by the CFDD’s Advisor conference, return the conference registration form and payment to: CFDD, P.O. Box 8, Western Springs, IL 60558.

To register online and pay with a credit card, go to http://www.thecfdd.com/CFDDconference2012 and click on Online Registration/Credit Card Payment. You may also register directly at: http://www.regonline.com/Register/Checkin.aspx?EventID=1026462.

Non-credit card cancellations will be honored with a full refund if notification is received by 9/21/12. Credit card registrants will receive a full refund less a 10% credit card processing fee. Refunds will not be issued after 9/21/12, but substitutions and credit towards the following year’s conference will be available.

REGISTRATION & CONFERENCE HOURS

The conference Kick-Off 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 in the Zurich Ballroom will open at 2:00 p.m. on Sunday, 10/21/12, and must be completed before 9:30 p.m. on the same day. Teardown is scheduled from 11:00 a.m. - 3:00 p.m. on Wednesday, 10/24/12.

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

Daily breakout sessions will start at 7:30 a.m. and end at 5:30 p.m. on Monday and Tuesday.

Following three general sessions and the two Grand Prize drawings, the two and one-half day event will conclude 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 a**ffordable 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 during that period.

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 **grand prizes and the racecar gameplay competition cash prizes,** 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 other downtown Chicago hotels, the Swissotel offers limited valet parking, but their **convenient, safe, indoor and affordable self-parking is distinguishing.**

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.

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CFDD 2012 ADVISOR CONFERENCE
HOTEL RESERVATION INFORMATION

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

REGISTER EARLY & SAVE

ADVISOR Registration Fees:

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

NON-ADVISOR Registration Fees:

( ) **$ 1,175**

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=1026462

REFUND POLICY: *Individual registration fee refunds are available if cancellation is received thirty days prior to the 10/22/12 conference start date. Refunds will not be issued after 9/21/12, but substitutions and full credit towards the following year's conference are available. Credit card refunds are subject to a 10% processing fee.*

CENTER FOR DUE DILIGENCE
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CFDD 2012 ADVISOR CONFERENCE
HOTEL RESERVATION INFORMATION

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

To be eligible for the **grand prizes and the racecar gameplay competition cash prizes,** 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 during that period.

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**.
