Founded in 1985, the Investments & Wealth Institute is the premier professional association, education provider, and standards body for financial advisors. Through our award-winning events, publications, courses, and acclaimed certifications—Certified Investment Management Analyst® (CIMA®), Certified Private Wealth Advisor® (CPWA®), and Retirement Management Advisor® (RMA®)—the Institute delivers Ivy League-quality, highly practical education to more than 30,000 practitioners annually in 40 countries.

We are proud to deliver more than 100 educational programs each year, publish award-winning peer reviewed publications, and administer multiple assessment-based certificate programs and three advanced certification programs. With more than 18,000+ individual members, members of the Institute include the industry’s most successful investment consultants, advanced financial planners, and private wealth advisors who embrace excellence and ethics in applying a broad set of knowledge and skills in their daily work with clients. In total, Institute members and certificants collectively manage $3.5 trillion in assets for 1.2 million individual and 20,000 institutional clients.

We would be honored to have you as an Institute partner or sponsor. As a partner or sponsor, you will receive various benefits and access to members of the premier professional association, education provider, and standards body for financial advisors. If you are interested in becoming a partner or sponsor, please contact us. We would love to set an appointment to discuss the levels and benefits that best meet your needs.

Thank you for your time and consideration. We look forward to hearing from you!

Lara Davies,
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+1 303-850-3081 (Direct)
+1 720-838-3904 (Cell)
l davies@i-w.org

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Chief Revenue Officer
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t whiting@i-w.org

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Managing Director of Business Development & Executive Director of the Investments & Wealth Foundation
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gbullard@i-w.org

Michael Mastey,
Sales Director
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(303) 850-3077
mmastey@i-w.org
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<th>TABLE OF CONTENTS</th>
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<td>CIMA® Certification ...........................................................</td>
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<td>CPWA® Certification ...........................................................</td>
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<td>Applied Behavioral Finance Course ....................................</td>
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<td>Private Markets for Advisors ............................................</td>
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<td>Private Wealth Essentials ................................................</td>
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<td>Exceptional Advisor® Course ............................................</td>
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<td>Using Befi to Build Trust and Manage Investor Behavior ........</td>
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<td>Explaining Blockchain and Digital Assets to Clients and Prospects</td>
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<td>Social Security Planning ..................................................</td>
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<td>Taxation of Cryptocurrency and Digital Assets: Part 1 ..........</td>
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<tr>
<td>Taxation of Cryptocurrency and Digital Assets: Part 2 ..........</td>
</tr>
<tr>
<td>Partners &amp; Sponsors .......................................................</td>
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The Investments & Wealth Institute is a non-profit professional association, advanced education provider, and certification board for financial advisors, investment consultants, financial planners, and wealth managers who continuously strive for excellence and ethics.

Our mission is to deliver premier investment consulting and wealth management credentials: Certified Investment Management Analyst® (CIMA®), Certified Private Wealth Advisor® (CPWA®), Retirement Management Advisor® (RMA®), and world-class education.

CONFERENCES
Investments & Wealth Experience 2024
2024 Fall Forum

3 CERTIFICATIONS
Certified Investment Management Analyst®
Certified Private Wealth Advisor®
Retirement Management Advisor®

7 CERTIFICATE COURSES
Applied Behavioral Finance
College & Student Loan Planning Essentials
Endowments & Foundation Consulting
Exceptional Advisor: Communicate Your Value and Build Client Engagement
Investment Management Essentials
Private Markets for Advisors
Private Wealth Essentials

3 MICRO-COURSES
Explaining Blockchain and Digital Assets to Clients and Prospects
Social Security Planning
Taxation of Cryptocurrency and Digital Assets: Part 1 and Part 2

2 SHORT COURSES
Exceptional Advisor: Communicate Your Value & Build Client Engagement
Using Befi to Build Trust and Manage Investor Behavior

3 AWARD-WINNING PUBLICATIONS
Investments & Wealth Monitor
Journal of Investment Consulting
Retirement Management Journal

18,000+ MEMBERS GLOBALLY
3,284+ CPWA® Certificants
356 RMA® Certificants
8,727 CIMA® Certificants

COLLECTIVELY MANAGE $3.5 TRILLION
Average AUM $364 Million

ADVISORS REPRESENT ALL ADVISORY CHANNELS
WIREHOUSE: 35%
RIA: 26%
NATIONAL & REGIONAL: 14%
HYBRID RIA: 13%
IBD: 10%
RETAIL BANK: 1%
INSURANCE BD: 1%

GENERATIONAL DISTRIBUTION
(>71) SILENT GENERATION: 2.9%
(52-70) BABY BOOMERS: 52.1%
(36-51) GEN X: 35.5%
(<36) MILLENNIAL: 9.5%

(>71) SILENT GENERATION: 2.9%
(52-70) BABY BOOMERS: 52.1%
(36-51) GEN X: 35.5%
(<36) MILLENNIAL: 9.5%
Dorothy Bossung,  
CIMA®, CPWA®, RMA®,  
CFP® EVP, Lowery BDO  
Wealth Advisors, LLC, Chair,  
Institute Board of Directors

Deidre Waltz,  
CIMA®, CPWA®  
Heritage Trust Company  
and Institute Board of  
Directors

Douglas D. Hanson,  
CIMA®, Charles Schwab and  
Institute Board of Directors

Elizabeth “Libet” Anderson,  
CIMA®, President ProEquities, Inc.  
and Institute Board of Directors

Christine Gaze,  
CIMA®, Founder & Partner,  
Purpose Consulting Group  
and Institute Board of Directors

Todd Wagenberg,  
CIMA®, Former Chair, Board of  
Directors, Managing Partner, Integrated  
Fiduciary Advisory Services

Chris Bidwell,  
CIMA®, RMA®, CIMC®,  
Financial Advisor at Morgan Stanley  
and Institute Board of Directors

Scott Welch,  
CIMA®, TIWI Board Officer &  
IWI Board of Directors Chief  
Investment Officer, Model Portfolios,  
Wisdom Tree Asset Management, Inc.

Hatem Zarrouk,  
CIMA®, National Bank  
Independent Network in  
Toronto, Canada, and Institute  
Board of Directors

Lauris S. Lambergs,  
CIMA®, CHSA®, Co-Founder  
Renaissance Wealth  
Advisors, LLC and IWI  
Board of Directors

Noel Pacarro-Brown,  
First Vice President, Conscious  
Wealth Management Group,  
Morgan Stanley and Institute Board  
of Directors

Desiree Maldonado,  
CIMA®, CPWA®, CFP®  
Popular Securities, LLC and  
Institute Board of Directors

Brian Konish,  
CFP®, CPWA®, Managing  
Director Investments, Wells  
Fargo Advisors and IWI Board  
of Directors
Sponsorship Opportunities
## Sponsorship Pricing

### 2024 Events

**Investments & Wealth Experience 2024 | April 7-10**  
Wynn Las Vegas | *The largest gathering of CIMA, CPWA, RMA and CFP certificates.*

<table>
<thead>
<tr>
<th>Sponsorship Pricing</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor</td>
<td>$20,000</td>
</tr>
<tr>
<td>Exhibitor + Ed Talk</td>
<td>$30,000</td>
</tr>
<tr>
<td>Sponsor with full breakout session presentation rights</td>
<td>$40,000</td>
</tr>
<tr>
<td>Registration Pack - includes 25 registrations</td>
<td>$35,000 (add an exhibit booth for $10,000)</td>
</tr>
<tr>
<td>Pre-Conference Sponsor with exhibit booth</td>
<td>$45,000</td>
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<tr>
<td>Women in Wealth Luncheon Sponsor with exhibit booth</td>
<td>$30,000</td>
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<tr>
<td>Next Gen Reception Sponsor with exhibit booth</td>
<td>$60,000 for single sponsor; $30,000 for up to 3 sponsors</td>
</tr>
<tr>
<td>Co-Sponsor of Investments &amp; Wealth Foundation Golf Tournament</td>
<td>$45,000 (requires two firm commitments of $45,000)</td>
</tr>
<tr>
<td>Foundation Foursomes Sponsorship</td>
<td>$1,500 each (must have two firms committed as Co-Sponsors of Tournament)</td>
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<tr>
<td>Golf Tournament Hole Sponsorships</td>
<td>TBD</td>
</tr>
</tbody>
</table>

_Elevated Bonus Sponsorships such as massage stations, keycards, and smoothie stations can be added onto Platinum, Gold, and Sponsor packages. Remaining inventory available to Bronze and Exhibitors after 1/1/24._

**IWI Alternatives Focus on Series**

<table>
<thead>
<tr>
<th>Sponsorship Pricing</th>
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<tr>
<td>Sponsorship of one city</td>
<td>$35,000</td>
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<td>Sponsorship of two cities</td>
<td>$60,000</td>
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<td>Sponsorship of three cities</td>
<td>$75,000</td>
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**Fall Strategy Forum**

<table>
<thead>
<tr>
<th>Sponsorship Pricing</th>
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<tbody>
<tr>
<td>Sponsor with full breakout session presentation rights</td>
<td>$25,000</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>$18,000</td>
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<tr>
<td>Women in Wealth Reception Sponsorship and exhibit table</td>
<td>$25,000</td>
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**WEBINARS**

<table>
<thead>
<tr>
<th>Sponsored Webinars</th>
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<tbody>
<tr>
<td></td>
<td>$18,000</td>
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</tbody>
</table>

**THRIVE**

| Women in Wealth Events                                    | $30,000 for Experience 2024 and $25,000 for Fall Forum |
|                                                          | $18,000  |

### Publications/Advertising

**Investments & Wealth Monitor | Retirement Management Journal**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Standard Page</td>
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</tr>
<tr>
<td>Table of Contents</td>
<td>$10,125</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$10,125</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$10,125</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$12,500</td>
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</tbody>
</table>

### Research

| Institute will publish and distribute your supplied research (8-pages) in an issue of Investments & Wealth Monitor | $50,000 |
| Institute will design questionnaire and field survey to our members, tabulate results and distribute and publish 8-page report in Investments & Wealth Monitor | $150,000+ |

**INVESTMENTS & WEALTH FOUNDATION SCHOLARSHIP DONOR**

| Your firm may provide a tax-deductible donation to support scholarship to your employees or a specific group of advisors to pursue any Institute certification (CPWA®, CIMA®, RMA®) | $25,000 |

### Custom Programs

Looking for something different? Ask us about our custom programs and how we can partner together to help your organization with your talent and development needs, content needs, or new ways to engage with our advanced advisor members and certificants.

### Annual Partner Packages with Year-Round Exposure

<table>
<thead>
<tr>
<th>Build a package how you want and get year-round exposure at these total spend levels.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
</tr>
<tr>
<td>Gold</td>
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<tr>
<td>Bronze</td>
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</tbody>
</table>

All speaking opportunities are merit-based and must be approved by the Institute.

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Note: All prices shown are in US$. 

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Partner Programs
ANNUAL PARTNERS

If your annual spend reaches the thresholds below you will be an annual Partner of IWI with the following additional rights and benefits.

Note: 5% of all Partner fees will be contributed to the Investments & Wealth Foundation.

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Invest $100,000 and receive additional benefits including:</td>
<td>Invest $80,000 and receive additional benefits including:</td>
<td>Invest $50,000 and receive additional benefits including:</td>
</tr>
<tr>
<td>• Recognition of Platinum status on Institute Home Page.</td>
<td>• Recognition of Gold status on Institute Home Page.</td>
<td>• Recognition of Bronze status on partner website page.</td>
</tr>
<tr>
<td>• Color logo and links in select e-newsletter templates.</td>
<td>• Color logo and links in select e-newsletter templates.</td>
<td>• Logo with Bronze recognition on conference app and on-site materials.</td>
</tr>
<tr>
<td>• Custom attendee messages in conference app.</td>
<td>• Logo with Gold recognition on signage at events.</td>
<td>• Priority Selection of booth or tabletop before exhibitors.</td>
</tr>
<tr>
<td>• Logo with Platinum recognition on signage at events.</td>
<td>• 2x use of attendee lists (both pre- and post event).</td>
<td>• 1x use of attendee lists (both pre-and post event).</td>
</tr>
<tr>
<td>• 2x use of attendee lists (both pre- and post event).</td>
<td>• Verbal recognition as Gold partner at in-person and virtual events.</td>
<td></td>
</tr>
<tr>
<td>• Verbal recognition as Platinum partner at in-person and virtual events.</td>
<td>• Thank you ad in Investments &amp; Wealth Monitor.</td>
<td></td>
</tr>
<tr>
<td>• Thank you ad in Investments &amp; Wealth Monitor.</td>
<td>• Priority selection for booth location and other branding opportunities.</td>
<td></td>
</tr>
<tr>
<td>• Priority selection for booth location and other branding opportunities.</td>
<td>• Participation in VIP events.</td>
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<tr>
<td>• Participation in VIP events.</td>
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</table>
Conferences & Events
Experience 2024 - Las Vegas, NV
April 7-10, 2024
Estimated attendance: 1200+

Experience 2024 is the gathering place for the world’s top advisors. Join 1,200+ prestigious professionals as they assemble over 3.5 days while earning up to 20 premier CE hours. This event is the educational epicenter of new ideas and disruption, where we assemble the brightest, most successful and insightful industry thought-leaders.

2024 Fall Forum
Location and Date: TBD
Estimated attendance: 350+

The Investments & Wealth Institute Fall Forum is the premier event for elite advisors who want to learn about the latest tools, techniques, and strategies being used in the investment, wealth and retirement management industry.
About Investments & Wealth Experience 2024

Investments & Wealth Experience is the largest association gathering of investment and private wealth advisors in the industry. Sessions feature leading industry strategists, academic thought leaders, and existing or future Nobel laureates. Our exhibit hall prominently features trend-setting products and services from supporting firms.

Since 1985, the Investments & Wealth Institute has served as a 501(c)6 non-profit membership society, education provider, and standards body for the financial advice profession.

Key Attendee Demographics

Institute Members Manage: $3.5 Trillion
Average AUM: $364 Million
Expected Attendance: 1,000+

For Partner Reservations, Please Contact:

Lara Davies
Key Accounts Director
ldavies@i-w.org
303-850-3081

April Ferrell,
Managing Director of Business Development
aferrell@i-w.org
303-850-3093

Kelly Gormley
Account Manager
kgormley@i-w.org
303-619-2977

Michael Mastey
Director of Sales
mmastey@i-w.org
917-536-3639

Enrollment Counselors supporting financial advisors:

Kari Estes
Account Manager
kestes@i-w.org
303-529-3823

Gray Bullard
Account Manager
gbullard@i-w.org
303-529-3704

iwicentral.org/experience24
Sponsor Rights & Benefits

Benefits for Sponsor - $40,000
- Exhibit Booth: 10’ x 20’ (opportunity to upgrade to 20’ x 20’)
- One Bonus Opportunity (first-come, first-served)
- 4 registrations (not including speakers)
- 4 invites to VIP reception
- Signage throughout venue with logo
- Logo recognition on conference loops
- Logo recognition in the conference app
- Opportunity to submit for break-out session presentation rights (Session and speaker must be IWI approved and will be recorded for possible inclusion in the on-demand conference platform.)
- Color logo on conference pages of website with link
- Pre-and post-conference attendee list (no emails - opportunity to contact attendees twice before and twice after the event)

Benefits for Exhibitor + Ed Talk - $30,000
- Exhibit Booth: 10’ x 10’ (opportunity to upgrade to 10’ x 20’)
- 2 registrations (not including speaker)
- Listing in the conference app
- Listing on conference pages of website
- Pre-and post-conference attendee list (no emails - opportunity to contact attendees once before and once after the event)
- In-person 25-minute EdTalk on the exhibit floor (must be IWI approved)

Benefits for Exhibitor - $20,000
- Exhibit Booth: 10’ x 10’ (opportunity to upgrade to 10’ x 20’)
- 2 registrations
- Listing in the conference app
- Listing on conference pages of website
- Pre-and post-conference attendee list (no emails - opportunity to contact attendees once before and once after the event)

iwicentral.org/experience24
Sponsor Rights & Benefits

**Fall Strategy Forum**
- Benefits for Sponsor - $25,000
- Exhibit Table
- One Bonus Opportunity (first-come, first-served as available after Platinum and Gold partners select)
- 3 registrations (not including speakers)
- Signage throughout venue with logo
- Logo recognition on conference loops
- Logo recognition in the conference app
- Opportunity to submit for break-out session presentation rights (Session and speaker must be IWI approved and will be recorded for possible inclusion in the on-demand conference platform.)
- Color logo on conference pages of website with link
- Pre-and post-conference attendee list (no emails – opportunity to contact attendees twice before and twice after the event)

**Benefits for Exhibitor - $18,000**
- Exhibit Table
- 2 registrations
- Listing in the conference app
- Listing on conference pages of website
- Pre-and post-conference attendee list (no emails - opportunity to contact attendees once before and once after the event)

The Investments & Wealth Institute Fall Forum is the premier event for elite advisors who want to learn about the latest tools, techniques, and strategies being used in the investment, wealth and retirement management industry.
THRIVE
The purpose of the THRIVE Center for Diversity, Equity, & Inclusion is to foster a profession where financial advisors from all backgrounds thrive, thereby fostering a more diverse and sustainable workforce within the profession.

The THRIVE Center for Diversity, Equity, & Inclusion, powered by the Institute, offers online and in-person educational programming designed to empower individuals and key stakeholders to make systemic changes through constructive dialogue and actionable strategies. The Investments & Wealth Foundation provides scholarships for underrepresented professionals to pursue CIMA®, CPWA®, and RMA® certifications. The Institute’s THRIVE programs and the Foundation’s philanthropic support of certification through scholarship are a powerful combination dedicated to ensuring a diverse, equitable, and inclusive financial advice profession.

We demonstrate this commitment in a variety of ways:

• Diversity, Equity, & Inclusion and Women in Wealth educational programming and events to support the professional development of advisors at all levels and create a safe space for education and dialogue.

• Scholarship assistance provided by the Investments & Wealth Foundation for professionals who are currently underrepresented in the profession to pursue CIMA®, CPWA®, and RMA® certifications, fostering diversity within the financial advisor profession.

• The THRIVE Center for DEI community in the HIVE where Institute members can access content and engage in discussion that supports a more diverse and inclusive financial advice profession.
The Investments & Wealth Foundation provides scholarships for underrepresented professionals to pursue CIMA®, CPWA®, and RMA® certifications. With your support the Foundation will reduce the financial barrier to certification through scholarship.

The Investments & Wealth Foundation scholarship program enables women, diverse professionals, and next-generation leaders to elevate their careers and contribute to our profession. Corporate investment in the future of a diverse and representative financial advisor profession is vital to the future of the profession.

Your donation supports scholarship assistance to pursue CIMA®, CPWA®, and RMA® certifications for:
- Women
- Black, Indigenous, and People of Color
- Veterans
- Those who identify under the LGBTQ+ umbrella
- Advisors from small, independent RIA or independent broker-dealer firms who don’t provide tuition reimbursement assistance

In 2022, the Institute awarded more than $700,000 in scholarship assistance to 380 professionals seeking CIMA®, CPWA®, and/or RMA® certification.

As a result of funding scholarships in the last three years, the percentage of certification applications from underrepresented practitioners including women, independent advisors, and BIPOC applicants has increased by 41%, 40%, and 109% respectively. We are moving the needle and will continue to do so because of the support of our sponsors, partners, and donors.

Chitra Patel, CPWA®, CFP®, MBA
CPWA® Certificant

“The Investments & Wealth Institute Foundation is a great organization and sees the value in supporting minority advisors wanting to grow and make an impact on the industry and their clients.”

MISSION
Accelerate career advancement of target professionals who are currently underrepresented in the profession, thereby fostering sustainable diversity within the financial advisor profession.

GOAL
To grow and support a more diverse workforce within the financial advisor profession through scholarship.

Contact April Ferrell, Director of the Investments & Wealth Foundation, at aferrell@i-w.org or +1 303-850-3093 for more information about corporate donations to the Investments & Wealth Foundation.
Our webinars and onsite programs at our conferences tackle relevant and timely issues facing women and minorities today. Events are peer-led and open to everyone. Subject matter is intended to deepen the community’s understanding of the barriers of entry for underrepresented professionals and are designed to inspire others to create an inclusive business model by advancing diversity, equity, and inclusion within the financial advice profession.

**WOMEN IN WEALTH NETWORKING RECEPTIONS**

**Investments & Wealth Experience 2024**

*April 7-10, 2024*

*Wynn Las Vegas*

Women in Wealth Luncheon + Booth: $30,000

2024 Fall Forum

*Date and Location TBD*

Women in Wealth Reception + Table: $25,000

**DEI WEBINARS $18,000**

Each Webinar is 60 minutes (50-min. presentation with 10 min. Q & A).

One hour of CE credit available to participants for no cost. Registration is free.

- Institute will handle all CE reporting (pending CE approval).
- Approximately 200-400 advanced practitioners register for each webinar.
- Institute handles all promotion, marketing, and registration activities.
- Institute will provide you creative assets for you to send to your clients and prospects.
- Webinars may be archived on our learning management system for 12 months.

**WOMEN IN WEALTH EVENT SPONSOR BENEFITS:**

- Recognition and 2 registrations for all in-person events
- Sponsor recognition on website and at events
- One panelist consideration
- Opportunity to invite 8 advisors as guests to the Women in Wealth event
- Opportunity to be part of a gift box for attendees

**Agreement Deadline:**

- 3/8/2024
- 4/4/2024
- 5/2/2024
- 8/8/2024

**Webinar Date:**

- 6/6/2024
- 7/11/2024
- 8/8/2024
Webinars & Publications
WEBINARS

Create engagement with advanced advisors and align your brand with timely and relevant content. The Institute provides all the resources needed to deliver quality content, turn-key marketing, and approval and delivery of continuing education (CE) to participants. Position your firm as an industry thought leader on your own topic, or a variety of suggested topics including:

- Tax Planning
- Portfolio Construction with ETFs
- Portfolio Hedging
- Global Macroeconomic Outlook
- Delivering Wealth Management to Families
- Behavioral Finance
- Procedural Prudence
- Discovery Conversations with Clients
- Role of Structured Products in a Portfolio
- Private Equity Landscape
- Liquid Alternatives
- And more!

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<td>9/5/2024</td>
<td>12/5/2024</td>
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Use your subject matter experts, or let us help provide one.

- Each Webinar is 60 minutes (50-min. presentation with 10 min. Q & A). One hour of CE credit available to participants for no cost. Registration is free.
- Institute will handle all CE reporting (pending CE approval).
- Approximately 200-400 advanced practitioners register for each webinar.
- Institute handles all promotion, marketing, and registration activities.
- Institute will provide you creative assets for you to send to your clients and prospects.
- Webinars may be archived on our learning management system for 12 months.

Sponsored Webinars (15) - $18,000

LEARN MORE:
INVESTMENTS & WEALTH MONITOR
Published bimonthly (six issues per year) Investments & Wealth Monitor ranks among the most valued benefits for Institute members. Each issue reaches our entire member base of elite investment and wealth management professionals. Investments & Wealth Monitor offers you one of the best ad-to-editorial ratios in the industry, as well as an uncompromised, 100% peer-reviewed editorial environment.

RETIREMENT MANAGEMENT JOURNAL
This peer-reviewed annual publication is provided as a member benefit and designed to promote research and innovative thinking devoted exclusively to the world of retirement-income planning and management. Articles are written by the leading authorities on a variety of subjects such as Social Security and behavioral finance. Expert content is also provided from some of the leading firms in the industry. The publication’s content supports the Retirement Management Advisor® (RMA®) curriculum and retirement-management and income-planning bodies of knowledge in general. Rates and specs are the same as Investments & Wealth Monitor.

INVESTMENTS & WEALTH RESEARCH
Published up to six times per year as a section within Investments & Wealth Monitor, Investments & Wealth Research provides custom research describing demographic and best practice information about Institute members and how they deliver investment consulting and wealth management services. As an exclusive member benefit, Investments & Wealth Research is distributed to the Institute’s membership. Our research is published in partnership with leading industry research firms like Cerulli Associates and Absolute Engagement.

GENERAL REQUIREMENTS:
- Only full-page ads accepted
- Binding Method: Perfect
- Printing Process: CMYK

BLEED AD SIZES:
- Trim size: 8.375 x 10.875"
- Bleed size: 8.625 x 11.125"
- Live area: 7.875 x 10.375" (outside back cover)
- 7.375 x 10.375" (inside pages)

PRINT EDITION: FULL-PAGE, FOUR COLOR RATES (NET) | PRICE
--- | ---
Standard Page (Inside) | $8,500
Table of Contents (TOC) | $10,125
Cover 2 (Inside Front Cover) | $10,125
Cover 3 (Inside Back Cover) | $10,125
Cover 4 (Back Cover) | $12,500

Note: All rates are net. Covers and premium positions are non-cancellable.

PRODUCTION PERSONNEL
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dnochlin@i-w.org
Email Submission Preferred

Send materials to:
Debbie Nochlin, Managing Editor
Investments & Wealth Institute
5619 DTC Parkway, Suite 600
Greenwood Village, CO 80111

LEARN MORE:
Certifications, Education, & Private Classes
Why earn the CIMA certification?
Upon completion of the CIMA program, practitioners are better equipped to consult with clients and direct their investment portfolios than average advisors.

Who should earn the CIMA certification?
Investment consultants, investment advisors, financial planners, wealth management professionals, investment analysts, 401(k) plan consultants, OCIO, and asset management professionals

CIMA Comprehensive Exam Overview

<table>
<thead>
<tr>
<th>Exam Percentage</th>
<th>Exam Domains</th>
<th>Exam Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>Fundamentals</td>
<td>Statistics and Methods, Applied Finance and Economics, Global Capital Markets</td>
</tr>
<tr>
<td>20%</td>
<td>Investments</td>
<td>Vehicles, Equity, Fixed income, Alternative investments, Options/futures, Real Assets</td>
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<tr>
<td>20%</td>
<td>Portfolio Theory and Behavioral Finance</td>
<td>Portfolio theories and models, Behavioral finance, Investment philosophies and styles, Tools and strategies</td>
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<tr>
<td>20%</td>
<td>Risk and Return</td>
<td>Attributes of Risk, Risk Measurements, Performance Measurement and Attribution</td>
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<tr>
<td>25%</td>
<td>Portfolio Construction and Consulting Process</td>
<td>Ethics, Client Discovery, Investment Policy, Portfolio Construction, Manager Search and Selection, Portfolio Review and Revisions</td>
</tr>
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</table>

Typical Time Commitment: 9 months
Minimum Work Experience Requirement: 3 years (financial)
Accreditation: ANAB
Adherence to Code of Ethics/Standards: Yes

Build client confidence
Achieving CIMA certification gives clients confidence that you have the sophisticated knowledge and expertise to provide sound advice as their needs and circumstances become increasingly complex.

Grow your business and open doors
Institutions, high-net-worth individuals, and small business owners are particularly demanding when it comes to the qualifications of their advisors. The advanced investment management knowledge and skills required for CIMA certification can get their attention and satisfy their expectations.

Attain higher compensation
Compared to other financial advisors, CIMA holders report earning more and have nearly three times more assets per client. Practices with at least one CIMA professional have been shown to earn more than practices without one.

Learn more about the CIMA certification at:
https://iwicentral.org/cima

PRICING
2023 Open Enrollment Rate for Yale and Booth: $5,995
Private classes and group registration packages available on request.
The Certified Private Wealth Advisor® (CPWA®) certification is designed for advisors who seek the latest, most advanced knowledge and techniques to address the sophisticated needs of high-net-worth clients. By participating, advisors learn to identify and analyze challenges high-net-worth families and individuals face and understand how to develop specific strategies to minimize taxes, monetize and protect assets, maximize growth, and transfer wealth. The program takes a holistic, multidisciplinary approach and focuses on the full cycle of wealth: accumulation, preservation, and distribution.

<table>
<thead>
<tr>
<th>Exam Percentage</th>
<th>Topics</th>
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<tr>
<td>13%</td>
<td>Human Dynamics</td>
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<tr>
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<td>Ethics, Behavioral Finance, Family Dynamics</td>
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<td>34%</td>
<td>Wealth Management Technical Design</td>
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<td>Tax Planning, Portfolio Management, Risk Management, Asset Protection</td>
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<tr>
<td>23%</td>
<td>Legacy Issues</td>
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<tr>
<td></td>
<td>Charitable Giving and Endowments, Estate Issues, Wealth Transfer</td>
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<tr>
<td>30%</td>
<td>Specialty Client Services</td>
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<tr>
<td></td>
<td>Planning for Executives, Planning for Closely Held Business Owners, Retirement Management</td>
</tr>
</tbody>
</table>

Why earn the CPWA certification?
Today’s affluent investors demand more from their financial advisor. These clients have more complex financial needs and are looking for broad knowledge to help them continue to grow their wealth and preserve it. In order to stay relevant and serve these complex needs, advisors need to broaden their base of knowledge for themselves and for their team.

**Specialized expertise and skills**
The explosion in global wealth in recent years has resulted in more high-net-worth clients than ever. In addition, the needs of these clients are increasingly complex. CPWA certification gives advisors the specific expertise and skills needed to confidently advise these clients and provide the high level of customer service they expect and demand.

**Differentiation through credibility**
In the highly competitive field of wealth management, clients are very selective in choosing advisors. CPWA certification gives advisors the edge they need to stand out. In addition to gaining rigorous wealth management knowledge, being a CPWA certification holder means you are adhering to the highest ethical standards to best serve your clients.

**Higher compensation**
Educated advisors manage more assets, generate more revenue, and attract a larger share of investable assets. Learning more means earning more. Through the CPWA certification advisors become more knowledgeable, confident, and competent to serve their clients.

Learn more about the CPWA certification at https://iwicentral.org/cpwa
The Retirement Management Advisor® (RMA®) program is an advanced certification that focuses on building custom retirement income plans to mitigate clients’ risks and master the retirement planning advisory process, all within an ever-changing regulatory environment.

### Why earn the RMA certification?
Now more than ever, advisors need to deliver specialized expertise and skills to acquire and retain all types of clients. RMA’s curriculum teaches specialized retirement strategies and techniques that are highly practical to help advisors distinguish themselves from the average advisor.

### Strategies for custom risk assessment and unbiased solutions
The RMA program is truly product-neutral, with unbiased solutions for every type of client. This client-centered, outcomes-based approach is at the heart of the program, first doing what is best for the client, no matter the product or the payout.

### Practical tools and techniques to use in your practice
Starting with the Procedural Prudence Map, the RMA program provides practical tools that help advisors map a decision-making process that complies with fiduciary best practices. Using the Client Diagnostic Kit helps set the stage for initial client data gathering while the RMA Toolbox compiles the various strategies into actionable client product recommendations.

### Better understand your clients’ retirement mindset
Using a combination of behavioral finance, industry research, and practitioner experience, the RMA program helps advisors better understand their clients’ mindset at retirement, as they shift from accumulating and investing assets to funding retirement income.

### RMA Comprehensive Exam Overview

<table>
<thead>
<tr>
<th>Topic</th>
<th>Details Covered</th>
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<tr>
<td>The Retirement Opportunity</td>
<td>The Retirement Landscape</td>
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<td>Retirement Mindset and Behavior</td>
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<td></td>
<td>The Ethical Advisor</td>
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<tr>
<td>The Retirement Client</td>
<td>Client Discovery and Analysis</td>
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<td></td>
<td>Assessing Retirement Readiness</td>
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<td>Retirement Risk Management</td>
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<td>Retirement Technical Design</td>
<td>Retirement Portfolio Allocations</td>
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<td></td>
<td>Key Retirement Planning Decisions</td>
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<td></td>
<td>Implementations Strategies</td>
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<td></td>
<td>Life in Transition</td>
</tr>
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<td></td>
<td>Retirement Policy Statements</td>
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</tbody>
</table>

### Who should earn the RMA certification?
Wealth managers and specialists, financial planners and advisors, investment consultants and advisors, retirement specialists, family-office professionals, trust professionals, tax and estate professionals.

### Multidisciplinary approach to retirement planning
The RMA program maps a complete framework of the retirement planning universe. By evaluating several schools of thought, particularly on retirement allocation strategies and risk management techniques, advisors can adopt all best practices.

### PRICING

<table>
<thead>
<tr>
<th>2023 Open Enrollment Rate</th>
<th>$2,495</th>
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Private classes and group registration packages available on request.

Learn more about the RMA certification at www.investmentsandwealth.org/RMA.
In the investing world, not acting on emotion is paramount. Overconfident investors overestimate their capabilities, eternal optimists underestimate risk, and investors with familiarity bias consistently trade in the securities with which they are familiar—often to the detriment of returns.

Applied Behavioral Finance gives advisors the tools to understand and properly navigate their clients’ roller coaster of emotions and unspoken biases toward investing, as well as their own.

Learn from notable experts at leading business schools via engaging video lectures and slide presentations, along with supplemental case studies and topical readings. Following academic theory, practitioner and New York Times “Bucks Blog” columnist Carl Richards offers tips for advisors to apply the learning to their own practice.

This course is designed to help advisors better understand behavioral finance and includes videos, exercises, readings, and quizzes. The 20 modules of the course are divided into four sections:
- Why Behavioral Finance?
- Principles of Behavioral Finance
- Behavioral Finance and Investing
- Communicating with Clients in Light of Behavioral Finance

This course is designed to help advisors better understand behavioral finance and includes videos, exercises, readings, and quizzes. The 20 modules of the course are divided into four sections:
- Why Behavioral Finance?
- Principles of Behavioral Finance
- Behavioral Finance and Investing
- Communicating with Clients in Light of Behavioral Finance

No matter what’s happening with interest rates, or whether the market is up or down, behavioral finance affects us all—client and advisor alike. Understanding behavioral finance can greatly enhance the advisor-client relationship, and help advisors best serve their clients’ needs.

PRESENTERS

Dan Ariely, PhD
Duke University

Andrew W. Lo, PhD
MIT Sloan School of Management

Meir Statman, PhD
Santa Clara University

Tobias Moskowitz, PhD
Yale School of Management

Carl Richards, CFP®

REGISTRATION & FEES

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<tr>
<th>Membership Level</th>
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<tr>
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Group pricing available for 10+

ACCEPTED FOR UP TO
20 PREMIER-QUALITY CE HOURS
CIMA, CPWA, RMA, CFP® CE
Due to the rising costs of higher education and all-time high student loan debt levels, individuals and families are relying more than ever on advisors to help them navigate the financial complexities associated with saving for and paying for college. This course is designed for advisors and financial professionals who wish to become more knowledgeable in the areas of education funding, financial aid planning, and student loan advising.

Developed by the American Institute of Certified College Financial Consultants and powered by the Investments & Wealth Institute, the curriculum combines a best-in-class learning experience with practical takeaways that can be applied immediately to add value for individuals and families across all income and wealth spectrums.

COURSE MODULES AND LESSONS

- **Module 1: Education Funding**
  - Projecting College Costs and Required Savings
  - Qualified Tuition Programs (529 Plans)
  - Coverdell Education Savings Accounts (CESA)
  - Traditional and Roth IRAs
  - UTMA/UGMA Accounts
  - Taxable Investment Accounts

- **Module 2: Financial Aid Planning**
  - Determining Financial Need
  - EFC/SAI Methodologies
  - Public vs Private College Comparison
  - Verification and Award Letter Appeals

- **Module 3: Planning with Education Tax Deductions and Credits**
  - Education Tax Deductions
  - Education Tax Credits

- **Module 4: Student Loan Advising**
  - Student Loan Options
  - Student Loan Repayment Plans
  - Student Loan Forgiveness Programs

- **Module 5: Practical Planning Strategies for Different Client Groups**
  - High-Income and High-Net-Worth Individuals
  - Business Owners
  - Divorced Couples and Blended/Modern Families
  - Grandparents

COURSE FORMAT

Program Type: Certificate program – asynchronous course with module quizzes

Program Delivery: Readings, lectures, videos, interactive graphics, downloadable advisor resources

Program Length: 15 Hours

Program Complexity Level: Intermediate

COURSE CONTRIBUTOR

Dr. Riskin serves as Chief Learning Officer for the Investments & Wealth Institute and is recognized as a thought leader in the areas of tax planning, college planning, and student loan advising. He is the author of The Adviser’s Guide to Education Planning (AICPA) and has been published in the Journal of Wealth Management, Journal of Financial Planning, Journal of Accountancy, Tax Notes, and the Journal of Multistate Taxation and Incentives.

Offering comprehensive education planning services can act as longevity insurance for your firm, as it can help you add value immediately for your clients and build the kind of relationships needed to retain their children as future clients. Focusing on these types of services will keep you relevant over the next decade and beyond.

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Group pricing available for 10+

The course highlights valuable strategies to pay for college efficiently, in several areas dovetailing nicely with what I learned in the CPWA program. What I learned has been useful in serving next generation clients with younger families, making me a valuable resource and not just mom and dad’s advisor.

– Jeff Wierenga, CPWA®, CCFC

LEARN MORE:
The Endowments & Foundations Consulting online course teaches advanced methods for institutional investment consulting with endowments and foundation clients. Course participants learn the unique dynamics of advising non-profit clients, key principles of successful consulting and investment management, and best practices for maintaining a rewarding relationship.

What are the benefits of Endowments & Foundations Consulting?

- Gain valuable knowledge about this non-profit sector: An overview of the basic tenants of philanthropy, key investment portfolio characteristics and IRS requirements for this sector working with a board of trustees and investment committees to help develop an IPS and construct an investment portfolio.
- Grow Assets and revenue: The non-profit endowment and foundations sector is valued at over $2 trillion and needs specialized advisors to help serve this market.
- Earn an education that is highly practical: The Investments & Wealth Institute has earned a strong reputation for delivering advanced education that can be put to practical use immediately with current or prospective clients.

Ideal candidates for the Endowments and Foundations Consulting program include: CIMAs, CFPs, senior team leaders, investment advisors, investment consultants, financial advisors, financial planners, asset and wealth managers, financial services professionals, and young professionals.

LEARNING OBJECTIVES

Module 1: Fundamentals of Non-Profit Organizations
Module 2: The Investment Policy Statement for Endowments and Foundations
Module 3: Portfolio Construction for Endowments and Foundations
Module 4: SRI, ESG and Impact Investing for Endowments and Foundations
Module 5: Performance Monitoring for Endowments and Foundations
Module 6: Outsourcing and Discretionary Management
Module 7: Serving Endowment and Foundation Clients

COURSE FORMAT

- Self-paced, online
- Approximately 13 hours to complete
- Assessment-based (e.g., contains section quizzes)
- Combination of readings, lectures, sample documents, supplemental videos, and case studies

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Group pricing available for 10+

PRESENTERS

Scott Thayer, CIMA®, Thayer Consulting Group, Morgan Stanley
Margaret Towle, PhD, CIMA®, CPWA®, CAIA®, Yakima River Partners, LLC
Devin Ekberg, CIMA®, CPWA®, CFA®, PIMCO
John Nersesian, CIMA®, CPWA®, CFP®, PIMCO
Ardyth Neill, Heifer Foundation

Ideal candidates for the Endowments and Foundations Consulting program include: CIMAs, CFPs, senior team leaders, investment advisors, investment consultants, financial advisors, financial planners, asset and wealth managers, financial services professionals, and young professionals.
Created by expert practitioners, this 15.5-hour self-paced course puts you in the shoes of an investment management professional working with individual or institutional clients. It provides an actionable, defensible framework for the investment consulting process, but it is suitable for any finance professional looking to have easier, more productive conversations with colleagues, prospects, and clients in the investment workplace.

Once you’ve completed the course, you will be able to:

• Conduct effective client consultations to create a client profile, including investment goals, risk preferences, investor type, and behavioral biases.
• Describe fundamental components of an investment policy statement and its importance in governing the client relationship.
• Compare and contrast various methods of client portfolio construction, including the tradeoffs between common investment vehicles, asset allocation options, and risk management techniques.
• Outline best practices of effective due diligence in the search and selection of investment managers for clients.
• Develop investment management skills for reviewing a portfolio and presenting recommendations for continued or revised portfolio strategy based on client profile, investment policy, and market conditions.

INTENDED AUDIENCE

• This course is intended for professionals new to the investment consulting profession or transitioned from an unrelated field.
• Junior-level advisors
• Advanced practitioners who want to reexamine the fundamentals to reinvigorate their practice
• Advisors on the path to advanced certifications, like the Certified Investment Management Analyst® (CIMA®)

COURSE FORMAT

• Self-paced, online
• Assessment-based (e.g., contains section quizzes)
• Approximately 15.5 hours to complete
• Combination of videos, readings, interactive knowledge checks, and case studies

REGISTRATION & FEES

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Group pricing available for 10+

ACCEPTED FOR UP TO 15.5 PREMIER-QUALITY CE HOURS CIMA®, CPWA®, RMA® & CFP® CE

LEARN MORE:
This assessment-based certificate program addresses the knowledge, skills, and capabilities to pursue superior investment results by including private market investments in their high-net-worth clients’ portfolios. This course is designed for professionals who wish to accelerate their practices by providing private market access to their wealth management clients. The course will break down the various strategies and provide guidance on the role of private market investments in diversified portfolios. 

*Developed by the Investments & Wealth Institute, sponsored by Macquarie Asset Management*, the curriculum is a combination of Ivy League-quality with practical application.

**LEARNING OBJECTIVES**

Once you’ve completed the course, you will be able to:

- Explain the features and benefits of private markets
- Discriminate between private market alternatives
- Identify the risk and return expectations for these unique investments
- Outline the evolution of investment vehicles and their associated structural trade-offs
- Explain how to incorporate private markets into a portfolio to meet client goals and objectives

**COURSE FORMAT**

- Self-paced, online
- Approximately 14.5 hours to complete
- Assessment-based (e.g., contains section quizzes)
- Combination of readings, lectures, sample documents, supplemental videos, and case studies

Sponsored by:

MACQUARIE ASSET MANAGEMENT

**Intended Audience:**

The Private Markets for Advisors certificate program is designed for advisors who wish to evolve their practices to better serve the needs of high-net-worth investors by learning how to provide access to more sophisticated solutions.

**Course Format:**

- Self-paced
- Assessment-based (e.g., contains section quizzes)
- Approximately 12 hours to complete
- Combination of videos, readings, interactive knowledge checks, and case studies

**REGISTRATION & FEES**

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Group pricing available for 10+
Private Wealth Essentials is an introduction to working with private wealth clients. This 14.5-hour course focuses on the specific needs of high-net-worth (HNW) clients in five core areas:

- Tax strategies and planning
- Portfolio management
- Asset protection and risk management
- Charitable giving
- Estate planning

Each of these areas is examined in conjunction with the needs of HNW clients fitting three different profiles: the executive, the closely held business owner, and the retirement client. Participants will explore the needs of each client profile in each core area with the guidance of an expert.

**LEARNING OBJECTIVES**

**Module 1:** Discuss the ways in which an advisor can add value to the client experience.

**Module 2:** Describe best practices in the tax planning process for HNW clients.

**Module 3:** Explain how the additional portfolio choices available to HNW clients relate to tax savings opportunities.

**Module 4:** Apply a model for determining appropriate usage of the tools of asset protection.

**Module 5:** Explain the tax treatment of a donation based on the type of asset donated and the type of charity receiving the donation.

**Module 6:** Describe the key elements of a typical HNW estate plan as they relate to the client, spouse, children, grandchildren, and charities.

**Module 7:** Apply the appropriate talking points given the client profile and service required.

**COURSE FORMAT**

- Self-paced, online
- Approximately 14.5 hours to complete
- Assessment-based (e.g., contains section quizzes)
- Combination of readings, lectures, sample documents, supplemental videos, and case studies

**PRESENTERS**

- Devin Ekberg, CIMA®, CPWA®, CRA®
  PIMCO
- Tricia Hollander Henning, CIMA®, CPWA®, CFP®
  The Hollander Group
- P.J. Marinelli, CPWA®, CRA®
  RiverGlades Family Offices
- Elizabeth Morgan, JD
  Elizabeth Morgan & Associates
- Tim Steffen, CPWA®, CFP®, CPA/PFS
  Baird Private Wealth Management
- Deidre Waltz, CIMA®, CPWA®, CFP®, CEPA
  UBS Financial Services
- David Wolf, CPWA®
  Wolf Asset Management Corp.

**REGISTRATION & FEES**

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Group pricing available for 10+

**ACCEPTED FOR UP TO 14.5 PREMIER-QUALITY CE HOURS**

CIMA®, CPWA®, CMA® & CFP® CE

**LEARN MORE:**
In this online course, participants will learn how to communicate the value of their ethics and expertise to clients based on research by Absolute Engagement. Discover the characteristics of an Exceptional Advisor®, and learn how to develop communication and action plans designed to:

- Better understand what clients consider important
- Provide meaningful guidance
- Demonstrate advanced knowledge through your credentials
- Highlight your commitment to ethics by leveraging the Investments & Wealth Institute Code of Professional Responsibility

The Exceptional Advisor Model
The Exceptional Advisor® program is born out of research conducted by the Institute and Absolute Engagement. The research shows that clients value an advisor who demonstrates advanced capabilities, exceptional service, a personalized approach, and meaningful guidance. All this is built on the pillars of adherence to high ethical standards and expertise in the field. The Exceptional Advisor® program is designed to showcase your expertise and create awareness of your advanced knowledge and certifications, by providing the tools you need to tell your story and help you demonstrate how you fulfill what clients want.

LEARNING OBJECTIVES
To complete the Exceptional Advisor® online course, professionals must complete the following modules. Each module includes webinars, videos, readings, and other resources, as well as a quiz.

COURSE MODULE OVERVIEW
Module 1: Client Research on What Makes an Exceptional Advisor – Analyze the Exceptional Advisor® model based on research by Investments & Wealth Institute and Absolute Engagement. Learn the factors that drive client engagement. Create a plan to survey clients about what they value and to determine engagement levels.

Module 2: Understand What Clients Need and Want – Develop a plan with strategies to survey clients to better understand how to best engage them in the advisor-client relationship.

Module 3: Build Your Personal Brand Integrity by Acting Ethically – Develop a plan with strategies to communicate the ethical standards an advisor must meet for their clients. Learn the Code of Professional Responsibility and apply the ethical principles to a variety of ethical dilemmas.

Module 4: Provide Meaningful Guidance – Determine a core services list and associate services with client support and individual/family needs.

Module 5: Demonstrate Advanced Knowledge – Learn how to build trust and credibility by communicating the advisor’s knowledge and professional competencies. Develop a plan with strategies to communicate the value of your advanced credentials.

COURSE FORMAT
- Self-paced, online
- Assessment-based (e.g., contains section quizzes)
- Approximately 5 hours to complete
- Combination of videos, readings, webinars, and other resources

REGISTRATION & FEES

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<tr>
<th>Membership Level</th>
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<tbody>
<tr>
<td>Basic Member</td>
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<tr>
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Group pricing available for 10+
To build high-trust client relationships, the demonstration of one’s technical skills is nowhere near enough. This is because the demonstrated ability of the advisor is about the past. Yet, the decision to trust is primarily about the future – what the advisor will do next. The objective of this short course is to equip advisors with the behavioral knowledge to be able to elicit positive responses, build trust, and manage investor behavior with confidence.

MODULES

- Behavioral Economics
- Organizing and Processing Information
- Prospect Theory
- Cognitive Dissonance
- Intertemporal Choice
- The Big Five Personality Types
- I’ll See It When I Believe It
- The Trust Mandate
- Behavioral Ethics

FORMAT

Program Type: Short course
Program Length: 5 Hours
Program Complexity Level: Intermediate
Program Delivery: Readings, lectures, videos, interactive graphics, downloadable advisor resources

COURSE CONTRIBUTOR

Herman Brodie, Behavioural Finance Specialist, International Speaker, Educator, Co-Author of The Trust Mandate

Herman Brodie is the founding director of Prospecta Limited. He is a specialist in behavioral economics, an accomplished speaker and a trainer of decision-makers. Brodie is the author of The Trust Mandate: The behavioural science behind how asset managers REALLY win and keep clients (2018, Harriman House). He also co-wrote and teaches the professional investment course, A Practical History of Financial Markets.

REGISTRATION & FEES

Basic Member $100 USD
Signature Member $75 USD
Elite Member Complimentary
Group pricing available for 10+

ACCEPTED FOR UP TO 5 PREMIER-QUALITY CE HOUR CIMA®, CPWA®, RMA® and CFP® CE

REGISTER NOW:
Digital assets represent the first new asset class in 150 years, with innovations that will transform commerce on a planetary scale. In this informative session, you’ll gain vital knowledge about blockchain and digital assets, enabling you to have meaningful conversations with prospective and existing clients.

Developed by the Digital Assets Council of Financial Professionals and powered by the Investments & Wealth Institute, the curriculum combines a best-in-class learning experience with practical takeaways that can be applied immediately to add value for individuals and families across all income and wealth spectrums.

**PROGRAM LEARNING OBJECTIVES**

- Discuss how blockchain and digital assets work
- Define the crypto investment thesis
- Analyze the benefits that can arise from a broader use of blockchain technology

**COURSE FORMAT**

Program Type: Microcourse  
Program Length: 1 Hour  
Program Complexity Level: Basic  
Program Delivery: Readings, lectures, videos, interactive graphics, downloadable advisor resources

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Group pricing available for 10+

**COURSE CONTRIBUTOR**

Ric Edelman, Author

Ric Edelman is one of the most influential people in the financial planning and investment management profession, according to Investment Advisor, RIABiz, and InvestmentNews. He was ranked three times as the nation’s No. 1 Independent Financial Advisor by Barron’s, is in two industry Halls of Fame and received the IARFC’s Lifetime Achievement Award. He also holds two patents for financial product innovation.

Edelman is the industry’s top financial educator. He is a #1 New York Times bestselling author of 12 books on personal finance, including his newest, The Truth About Crypto, an Amazon bestseller. He hosts The Truth About Your Future podcast and produces Public Television specials. He taught personal finance at Georgetown University for nine years and is a Distinguished Lecturer at Rowan University. He and his wife Jean live in Northern Virginia.

**LEARN MORE:**
It is imperative that advisors understand the implications of when and how to take Social Security retirement benefits when creating holistic, goals-based retirement income plans. The information presented within this microcourse is based on lectures from Marcia Mantell, RMA®, NSSA®, and is designed to give you an appropriate overview Social Security retirement benefits.

“As an advisor, your role is to assist your clients in planning for when they will take Social Security. The laws related to Social Security encompass over 4,700 pages of legal text in three volumes. And, the laws can only be changed by Congressional action.

Assume none of your clients will read the laws. Therefore, it becomes your job to provide guidance in planning important components of when to take Social Security retirement benefits (based on age, life circumstances, and financial needs).”

COURSE CONTRIBUTOR
Marcia Mantell, RMA®, NSSA®

Marcia Mantell is the president of Mantell Retirement Consulting, Inc. She has 30 years of industry experience, partnering with the country’s foremost financial services firms and advisors. She helps them increase their knowledge of complex retirement concepts and regulations, Social Security and Medicare, then translates those concepts into everyday language that educates and motivates real people to take the right steps to achieve the retirement they desire. She is the author of two books, What’s the Deal With®… Retirement Planning for Women?, and What’s the Deal With®… Social Security for Women?

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Group pricing available for 10+

LEARN MORE:
This microcourse provides a comprehensive review of how digital assets are taxed using practical knowledge in an easy to follow and useful framework. Presented in two parts, this module will provide tools and planning opportunities for both personal tax needs and as well as for financial planners working with clients.

Developed by the Digital Assets Council of Financial Professionals and powered by the Investments & Wealth Institute, the curriculum combines a best-in-class learning experience with practical takeaways that can be applied immediately to add value for individuals and families across all income and wealth spectrums.

**PROGRAM LEARNING OBJECTIVES**

- Compare and contrast how digital assets are acquired through purchasing, receiving, earning and mining.
- Describe how digital asset loans work and how they are taxed.

**COURSE CONTRIBUTOR**

René Chaze, CPA, MS Tax

René Chaze is an advisor to DACFP on impactful issues related to digital assets. René was a Partner with Ernst & Young, advising technology clients for 20 years on various tax policy, strategy and structuring matters. He then was with Edelman Financial for 6 years, serving as CFO, COO, Head of M&A and in other executive leadership roles. Currently as a Partner with Tiny Orange Capital, he works with emerging and leading companies and funds in the digital assets, blockchain and technology fields.
This microcourse provides a comprehensive review of how digital assets are taxed using practical knowledge in an easy to follow and useful framework. Presented in two parts, this module will provide tools and planning opportunities for both personal tax needs and as well as for financial planners working with clients.

Developed by the Digital Assets Council of Financial Professionals and powered by the Investments & Wealth Institute, the curriculum combines a best-in-class learning experience with practical takeaways that can be applied immediately to add value for individuals and families across all income and wealth spectrums.

**PROGRAM LEARNING OBJECTIVES**

- Identify the tax implications of transferring and/or disposing of digital assets.
- Determine how NFTs are treated by the IRS.

**COURSE CONTRIBUTOR**

René Chaze, CPA, MS Tax

René Chaze is an advisor to DACFP on impactful issues related to digital assets. René was a Partner with Ernst & Young, advising technology clients for 20 years on various tax policy, strategy and structuring matters. He then was with Edelman Financial for 6 years, serving as CFO, COO, Head of M&A and in other executive leadership roles. Currently as a Partner with Tiny Orange Capital, he works with emerging and leading companies and funds in the digital assets, blockchain and technology fields.

**COURSE FORMAT**

**Program Type:** Microcourse  
**Program Length:** 1 Hour  
**Program Complexity Level:** Basic  
**Program Delivery:** Readings, lectures, videos, interactive graphics, downloadable advisor resources

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Group pricing available for 10+

**ACCEPTED FOR UP TO**

1 PREMIER-QUALITY CE HOURS  
CIMA®, CPWA®, RMA®, and CFP® CE

1 INSTITUTE TAX AND REG CE

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