Home to Exceptional Advisors seeking premier investment & wealth management credentials and world-class education.

2020 MEDIA KIT

PARTNER • SPONSOR • EXHIBIT • EDUCATE • RESEARCH • ADVERTISE
About the Institute
Table of Contents .................................. 2
Welcome 2020 ........................................ 3
Member Demographic ............................... 4-8

Conferences & Events
Institute Conferences ............................... 9-12
Investment Advisor Forum ....................... 10
Annual Conference Experience .................. 10
Behavioral Advisor Forum ....................... 10
Wealth Advisor Forum ............................. 11
Retirement Management Forum ................ 11
Exceptional Advisor Canada .................... 12
Focus Online Series ............................... 13
2020 Conference & Event Planner .............. 14
ACE Rights & Benefits ............................ 15
Conference Rights & Benefits ................... 16

Partnerships & Programs
2020 Partner Planner & Speaker Slots .......... 17-18
Platinum ............................................. 19
Gold ................................................ 20
Bronze Conference Partner ..................... 21
Bronze Education Partner ....................... 22
ACE Marquee Partner ............................ 23
Institutional Partnership ......................... 24
Women in Wealth .................................. 25
Scholarship Fund .................................. 26

Publications & Advertising
Investments & Wealth Monitor ................... 27
Production Specs .................................... 28
Investments & Wealth Research ................ 29
Retirement Management Journal ................ 30

Research
Industry Benchmark Studies & Research ........... 31

Certifications
Investments & Wealth Competency Matrix ....... 32-33
CIMA Certification .................................. 34
CPWA Certification .................................. 35
RMA Certification ................................... 36

Education Programs
Private Wealth Essentials ......................... 37
Applied Behavioral Finance ....................... 38
Essentials of Investment Consulting ............ 38
Wealth Management Strategies .................. 38
The Exceptional Advisor ........................... 39
Endowments & Foundations Consulting ......... 39
Options Strategies for Advisors ................... 39

Web Seminars ....................................... 40
Podcasts ............................................. 41
Annual Engagement Program ..................... 42
List of Sponsors ..................................... 43
Institute Contacts .................................. 44
Bonus Opportunities ............................... 45-47
Welcome 2020!

For 35 years, Investments & Wealth Institute, formerly IMCA, has been dedicated to serving the educational needs of advanced investment and wealth professionals.

The Institute offers several ways for marketers to engage with our desirable audience of Exceptional Advisors who represent all advisory channels: RIA’s, Independents, Wirehouses, and Bank Trust Companies. These seasoned professionals manage extraordinary levels of AUM and have a passion to serve their clients in exceptional ways.

CIMA® and CPWA® certificants continue to grow with the help of our prestigious program providers: The University of Chicago Booth School of Business, The Wharton School, University of Pennsylvania, and the Yale School of Management. We recently added RMA® (Retirement Management Advisor®) to our certification portfolio to address the growing demand for retirement planning education. As a preferred CE provider, we also serve a significant population of CFP® holders.

Thank you for your consideration supporting the Institute through Institutional Membership, Corporate Partnerships, Sponsorships, Exhibiting, Research, and Advertising. Your support helps us to deliver quality education and engaging events.

The Institute continuously strives to improve our programs, conferences, online education, podcasts and other offerings to better serve our members and certificants. Please give us a call and let us know how we can help address your marketing needs.

Sincerely, Lara, Kelly, Suzie and Tim
Institute members are seasoned advisors. They go above what is expected to deliver the standard for investment advice and expert guidance to high-net-worth clients.

More than half bring over 20 years of industry experience!
25.5% of Institute members work in a practice with $500+ Million AUM.

52.4% of Institute members have individual AUM of $100+ Million versus 32.7% for other advisors.

The Institute’s membership is comprised of professionals from across the wealth management marketplace who provide investment consulting and wealth management services to both high-net-worth retail and institutional clients.

Source: Cerulli Associates
25.5% of Institute members work in a practice with $500+ Million AUM.

52.4% of Institute members have individual AUM of $100+ Million versus 32.7% for other advisors.

Source: Cerulli Associates
Institute members manage more assets for affluent clients than the average advisors.

Institute members have greater wallet share.

75% of Institute members’ clients have a net worth between $500,000 and $10 million+

Client Net Worth

- Less than $100,000: Institute Advisors 6%, All Advisors 15%
- $100,000–$500,000: Institute Advisors 18%, All Advisors 39%
- $500,000–$2 million: Institute Advisors 32%, All Advisors 33%
- $2 million–$5 million: Institute Advisors 18%, All Advisors 7%
- $5 million–$10 million: Institute Advisors 10%, All Advisors 2%
- More than $10 million: Institute Advisors 15%, All Advisors 3%
INSTITUTE
CONFERENCES
## 2020 Conferences

<table>
<thead>
<tr>
<th>INVESTMENT ADVISOR FORUM</th>
<th>Dates</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment advisors and wealth managers are drawn to this long-standing marquee New</td>
<td>February 13-14, 2020</td>
<td>NY Hilton Midtown, New York, NY</td>
<td>800</td>
<td>30+</td>
</tr>
<tr>
<td>York City event. Speakers cover timely subjects on portfolio management, alternative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>investments, investment allocation, investment policy, wealth management, and the U.S.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and world economies.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor:</strong> $20,000 <strong>Exhibitor:</strong> $15,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACE 2020, THE EXCEPTIONAL ADVISOR CONFERENCE</th>
<th>Dates</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Conference Experience is the largest association gathering of investment and</td>
<td>May 27-30, 2020</td>
<td>Hynes Convention Center Back</td>
<td>1,500+</td>
<td>75+</td>
</tr>
<tr>
<td>private wealth advisors in the industry. Sessions feature leading industry strategists,</td>
<td></td>
<td>Bay Boston, MA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>academic thought leaders, and existing or future Nobel laureates. Our exhibit hall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>prominently features trend-setting products and services from more than 75 supporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>firms.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Marquis Sponsor:</strong> $75,000 <strong>Exhibitor:</strong> $15,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BEHAVIORAL ADVISOR FORUM</th>
<th>Dates</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Advisor Forum features leading experts to help advisors and their clients</td>
<td>Sept. 10-11, 2020</td>
<td>Palace Hotel San Francisco, CA</td>
<td>250</td>
<td>20</td>
</tr>
<tr>
<td>produce better outcomes through behavioral science.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor:</strong> $15,000 <strong>Exhibitor:</strong> $10,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“I choose Institute conferences for insights and thought leadership.”
# 2020 Conferences

## WEALTH ADVISOR FORUM
A must-attend forum is designed for CPWA designees, wealth managers, and top advisors who manage the unique and complex needs of high-net-worth clients. This popular event will discuss the most critical topics in wealth management.

*Sponsor:* $20,000  *Exhibitor:* $15,000

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 26-27</td>
<td>Swissôtel Chicago, IL</td>
<td>450</td>
<td>30</td>
</tr>
</tbody>
</table>

## RETIREMENT MANAGEMENT FORUM
Featuring practitioner-oriented sessions across the broad spectrum of retirement-management topics, this forum is specifically designed for those advisors engaged in holistic retirement planning. Topics include a mix of investment strategies, wealth management, retirement income, and risk management.

*Sponsor:* $15,000  *Exhibitor:* $10,000

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 7-8</td>
<td>Diplomat Beach Resort Hollywood, FL</td>
<td>250</td>
<td>30</td>
</tr>
</tbody>
</table>

“The Institute is high-quality across the board – speakers, content, attendees.”
2020 Conferences

EXCEPTIONAL ADVISOR CANADA
This 1-day event engages today’s most influential practitioners, academics and thought leaders from around the world. Explores current trending topics and relevant strategies around wealth management, retirement, tax, and ethics.

*Table Sponsor $1,950 (Includes 10 registrations)*
*Sponsor: $10,000*
*Exhibitor: $5,000*

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 8, 2020</td>
<td>Omni King Edward Hotel, Toronto, Canada</td>
<td>200</td>
<td>10</td>
</tr>
</tbody>
</table>

MEDIA SPONSOR:

INVESTMENT EXECUTIVE
Focus Series Online

Each quarterly Focus Online event features several 1-hour sessions, delivered in succession, with top subject matter experts on a timely topic covering disruptive trends facing advisors. Participants have the flexibility of attending some, or all the sessions. Interactive chat is available with the presenters to enhance engagement and archives are available post-event.

<table>
<thead>
<tr>
<th>HNW Tax Strategies</th>
<th>HNW Client Specialization</th>
<th>Retirement Income Strategies</th>
<th>HNW Investment Portfolios</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 29, 2020 11 a.m.–3:30 p.m. ET</td>
<td>April 22, 2020 11 a.m.–3:30 p.m. ET</td>
<td>AUGUST 26, 2020 11 a.m.–3:30 p.m. ET</td>
<td>NOVEMBER 10, 2020 11 a.m.–3:30 p.m. ET</td>
</tr>
</tbody>
</table>

HNW clients require different tax planning. New emerging strategies require clients to revisit their plans, especially business owners, those with complex estates, or donate generously to charity. Advisors can add value by raising key issues with their HNW clients and educating them about potential solutions. Wealth comes in many shapes and sizes, but it’s useful to segment HNW clients in terms of certain profiles. For example, an executive with a complex compensation package has very different advisory needs than a family business owner, and elite advisors adapt their wealth management approach based on the clients’ unique situation.

Retirees require goals-based planning, particularly to generate a consistent and sustainable income stream in retirement. As client’s transition from accumulation to decumulation, advisors are turning to flexible solutions to deliver a certain level of consistent income to meet their needs in the current low-yield retirement.

HNW client portfolios are more sophisticated than the average affluent client. They require enhanced access to private equity, alternatives, impact investing, and derivatives. These portfolios may also involve leverage and lending and require an elite advisor to manage all the moving parts.

Each online Focus On program is 4.5 hours.

Sponsor Rights and Benefits
Ability to provide content (with the Institute review and approval). Sponsor recognition in pre-event registration marketing. Recognition during day-of-event activities. Verbal sponsor recognition during sessions and color logo featured in slide shows. Opportunity to offer participants downloadable content assets. Complimentary registrations to sessions for your firm and your clients. Access to archives. Rights to post-event attendee list.

Focus Online Sponsorship: $15,000 per event

Note: Platinum and Gold Partners will also receive these sponsorship rights and benefits.
# 2020 Conference & Event Planner

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focus On Tax &amp; Regulatory Updates January 29</td>
<td>Focus On Wealth Management April 22</td>
<td>Focus On Retirement Management August 26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Custom and Exclusive Single-Sponsored Focus On, or Webinar Series, Are Available Most Months.

<table>
<thead>
<tr>
<th>2020 Institute Events</th>
<th>SPONSOR</th>
<th>EXHIBIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Advisor Forum, February 13-14, New York, NY</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>ACE 2020, The Exceptional Advisor Conference, May 27-30, Boston, MA</td>
<td>$75,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Behavioral Advisor Forum, September 10-11, San Francisco, CA</td>
<td>$15,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Exceptional Advisor Canada, October 8, 2020, Toronto, Canada</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Wealth Advisor Forum, October 26-27, Chicago, IL</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Retirement Management Forum, December 7-8, Hollywood, FL</td>
<td>$15,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Focus On Sponsorship Per Event Per Sponsor (multi-sponsored)</td>
<td>$15,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Pre-Conference Workshops are available for Sponsorship at: ACE, BAF, WAF, and RMF.
## ACE Rights & Benefits

**Benefits ACE May 27-30, 2020 Hynes Convention Center, Back Bay, Boston, MA**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>MARQUEE PARTNER</th>
<th>EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth.</td>
<td>20’×10’</td>
<td>10’×10’</td>
</tr>
<tr>
<td>Option to purchase additional exhibit space.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary registrations.</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Discounts on publication sponsorships.</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Color logo on conference pages of website with link to firm home page.</td>
<td>✓</td>
<td>Listing &amp; Link</td>
</tr>
<tr>
<td>Color logo in brochure.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Color logo and firm description in printed onsite materials.</td>
<td>✓</td>
<td>Description Only</td>
</tr>
<tr>
<td>Color logo, firm description (with links), and handouts posted in conference app.</td>
<td>✓</td>
<td>Description &amp; Link Only</td>
</tr>
<tr>
<td>Verbal sponsor recognition and color logo featured in select slide shows.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One “Bonus Opportunity” included and ability to purchase additional opportunity.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Rights to pre- and post-conference attendee list.</td>
<td>2x</td>
<td>1x</td>
</tr>
<tr>
<td>Mailer must be pre-approved. No email addresses are released.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merit-Based speaking opportunity. Institute must approve the topic &amp; speaker.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Full-Page, Four-Color Ad in <em>Investments &amp; Wealth Monitor</em>.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to recommend a speaker/topic for 20 minute “EdTalk” in exhibit hall.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Subject to availability. Institute must approve topic &amp; speaker.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- ✓: Available
- X: Not Available

**Cost**

- MARQUEE PARTNER: $75,000
- EXHIBITOR: $15,000
# Conference Sponsor & Exhibitor Rights & Benefits

<table>
<thead>
<tr>
<th>CONFERENCE RIGHTS &amp; BENEFITS (IAF, ACE, WAF, BAF, RMF)</th>
<th>SPONSOR</th>
<th>EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>One 6’ tabletop exhibit at conference</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary registrations</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Discounts on ads in <em>Investments &amp; Wealth Monitor</em> and <em>Retirement Management Journal</em></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal sponsor recognition and color logo featured in select slide shows</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Color logo on conference pages of website with link to firm homepage</td>
<td>✓</td>
<td>Listing with link</td>
</tr>
<tr>
<td>Logo in conference promotional materials</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo and description in onsite materials</td>
<td>✓</td>
<td>Description only</td>
</tr>
<tr>
<td>Color logo, firm description (with links), and handouts posted in conference app.</td>
<td>✓</td>
<td>Description &amp; Link</td>
</tr>
<tr>
<td>Rights to pre- and post-conference use of attendee list. Mailer must be pre-approved. No email addresses are released.</td>
<td>2x</td>
<td>1x</td>
</tr>
<tr>
<td>One “Bonus Opportunity” included and ability to purchase additional Bonus Opportunity</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
### 2020 Partner Planner

<table>
<thead>
<tr>
<th>Institutional Partner Status</th>
<th>ACE Boston</th>
<th>Forum 4 Live Events</th>
<th>Focus 4 Online Events</th>
<th>Print Ad 6 Issues</th>
<th>Scholarship Fund</th>
<th>Education Bundle</th>
<th>Individual Institute Memberships</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Partner</td>
<td>Included</td>
<td>Sponsor</td>
<td>4X Sponsor</td>
<td>2X</td>
<td>2 Issues</td>
<td>5%</td>
<td>20% Promo Code</td>
<td>$125,000</td>
</tr>
<tr>
<td>Gold Partner</td>
<td>Included</td>
<td>Sponsor</td>
<td>3X Sponsor</td>
<td>1X</td>
<td>1 Issue</td>
<td>5%</td>
<td>20% Promo Code</td>
<td>$100,000</td>
</tr>
<tr>
<td>ACE Marquee Partner</td>
<td>Included</td>
<td>Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$75,000</td>
</tr>
<tr>
<td>Conference Partner (Bronze)</td>
<td>Included</td>
<td>Exhibitor</td>
<td>3X Exhibitor</td>
<td></td>
<td></td>
<td>5%</td>
<td></td>
<td>$50,000</td>
</tr>
<tr>
<td>Education Partner (Bronze)</td>
<td>Included</td>
<td>1X Sponsor</td>
<td>1X Sponsor</td>
<td></td>
<td>1 Issue Sponsor</td>
<td>5%</td>
<td>Course Sponsor 20X regs</td>
<td>$50,000</td>
</tr>
<tr>
<td>Institutional Partner</td>
<td>Included</td>
<td>Exhibit at one conference!</td>
<td></td>
<td>1 Issue</td>
<td>5%</td>
<td>1 Course Registration</td>
<td></td>
<td>$18,000</td>
</tr>
</tbody>
</table>

**A La Carte Options**

- Certification Scholarship Fund Donor
- Research Sponsor
- Pre-conference Sponsor
- Sponsored Focus Provider (Webinar Series)

**Total**

<table>
<thead>
<tr>
<th></th>
<th>$18,000</th>
<th>$15,000 Exhibit</th>
<th>$10-$15K Exhibit</th>
<th>$15,000 Co-Sponsor</th>
<th>Tiered Donation</th>
<th>Group Sales</th>
<th>Group Sales Contributions</th>
<th>$50,000 + Cost of Research</th>
<th>$30,000 Each</th>
<th>$45,000 for the Series</th>
</tr>
</thead>
</table>
## ACE Merit-Based Partner Speaking Opportunities

**Platinum, Gold, & Marquee Partner**

### May 27-30

**Boston, MA**

<table>
<thead>
<tr>
<th>May</th>
<th>General Sessions</th>
<th>IWI</th>
<th>IWI</th>
<th>IWI</th>
<th>IWI</th>
<th>IWI</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACE</td>
<td>Super Sessions</td>
<td>IWI</td>
<td>IWI</td>
<td>Partner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Super Sessions</td>
<td>IWI</td>
<td>IWI</td>
<td>Partner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACE</td>
<td>Super Sessions</td>
<td>IWI</td>
<td>IWI</td>
<td>Partner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACE</td>
<td>Workshops</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>Partner</td>
</tr>
<tr>
<td>ACE</td>
<td>Workshops</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>Partner</td>
</tr>
<tr>
<td>ACE</td>
<td>Workshops</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>Partner</td>
</tr>
<tr>
<td>ACE</td>
<td>Workshops</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>IWI</td>
<td>Partner</td>
</tr>
</tbody>
</table>

**ACE Merit**

ACE Merit-Based speaking opportunities offered only to Platinum, Gold, & Marquee Partners.

Speaker & Topic must be approved by the Institute.

Speakers slots offered and booked based on order of signed agreements.

A total of 8 ACE Partner opportunities.

General Session is in-kind opportunity for Keynote Speaker (e.g. Partner covers $125k+ Speaker’s Board Fee).

Three ACE Pre-Conference Workshops are also available for Sponsorship.
<table>
<thead>
<tr>
<th>Platinum Partner $125,000</th>
<th>ACE 2020</th>
<th>Investment Advisor Forum</th>
<th>Behavioral Advisor Forum</th>
<th>Wealth Advisor Forum</th>
<th>Retirement Advisor Forum</th>
<th>Choice of 2 Focus On Online</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prominent space at all 5 live events. Pick 2 quarterly Focus On events.</strong></td>
<td>One 20’x20’ Island Booth in Prominent Location</td>
<td>First choice 6’ Tabletop Exhibit Location</td>
<td>First choice 6’ Tabletop Exhibit Location</td>
<td>First choice 6’ Tabletop Exhibit Location</td>
<td>First choice 6’ Tabletop Exhibit Location</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Registrations.</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Handouts may be posted in the conference app. One customized app message.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and/or color logo on event pages of the Institute website, printed postcards, conference app.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and/or color logo on event emails, including confirmation and post event thank you.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rights to 2x use pre- and post-event attendee list Mailer must be preapproved. No emails.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition &amp; color logo in event promotional material, event signage, banner ads, other collateral materials.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and/or color logo on onsite event slide show and verbal recognition from main stage.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full-page ad in the printed program. Ad must be pre-approved.</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in promotions &amp; online event.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Other Benefits:**
- Signature drink and appetizer at your ACE booth during one reception.
- Opportunity to recommend “Ed-Talk” Speaker at ACE.
- Recognition and/or color logo on homepage of the Institute website.
- Priority selection of one Branding Opportunity (additional may be purchased based on availability).
- Platinum Partner recognition and/or color logo in 26 issues of SmartBrief.
- 20% discount for any employee or affiliate toward online learning programs.
- Institutional Partnership recognition is included in this package.

**New!**
- 2 FP4C Print Ads I&W Monitor.
- 5% towards Scholarship Fund.
<table>
<thead>
<tr>
<th>Gold Partner $100,000</th>
<th>ACE 2020</th>
<th>Investment Advisor Forum</th>
<th>Behavioral Advisor Forum</th>
<th>Wealth Advisor Forum</th>
<th>Retirement Advisor Forum</th>
<th>Choice of 1 Focus On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick 4 of these 5 live events. Pick 1 quarterly Focus On event.</td>
<td>One 20’x10’ Island Booth in Prominent Location</td>
<td>6’ Tabletop Exhibit Location</td>
<td>6’ Tabletop Exhibit Location</td>
<td>6’ Tabletop Exhibit Location</td>
<td>6’ Tabletop Exhibit Location</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Registrations.</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Handouts may be posted in the conference app.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and/or color logo on event pages of the Institute website and conference app.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rights to 2x use pre- and post-event attendee list Mailer must be preapproved. No emails.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition &amp; color logo in event promotional material.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and/or color logo on onsite event slide show and verbal recognition from main stage.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One full-page ad in the printed program. Ad must be pre-approved.</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in promotions &amp; online event.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Other Benefits:**
- Opportunity to recommend “Ed-Talk” speaker at ACE.
- 1 FP&C Print Ad in I&W Monitor.
- 5% towards Scholarship Fund.

New!
### Bronze Conference Partner $50,000

<table>
<thead>
<tr>
<th>Pick 4 of these 5 live events.</th>
<th>ACE 2020</th>
<th>Investment Advisor Forum</th>
<th>Behavioral Advisor Forum</th>
<th>Wealth Advisor Forum</th>
<th>Retirement Advisor Forum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Registrations .</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Priority Selection of booth or tabletop before other exhibitors.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as a Bronze Partner and description in on-site conference materials.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rights to 1x use pre- and post-event attendee list Mailer must be preapproved. No emails.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition, color logo, and firm description in conference app.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

New! ➢ 5% towards Scholarship Fund.

**Other Benefits:**
- 5% discount on publication sponsorships
- 10% discount for any employee or affiliate toward online learning programs.
- Institutional Partnership recognition is included in this package.
Align your brand to an educational topic including: Investments, Behavioral Finance, Wealth Management, or Retirement Management.

## Bronze Education Partner $50,000

<table>
<thead>
<tr>
<th>Pick Sponsorship of 1 of these events</th>
<th>Investment Advisor Forum</th>
<th>Behavioral Advisor Forum</th>
<th>Wealth Advisor Forum</th>
<th>Retirement Advisor Forum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Registrations .</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Merit-Based Speaking opportunity at selected live event (Institute must approve).</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal sponsor recognition and color logo featured in select slide shows</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Color logo on conference pages of website with links to firm home page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in conference promotional materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and description in onsite materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Color logo and firm description in conference app with link to firm home page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rights to pre- and post-conference use of attendee list.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mailer must be pre-approved. No email addresses are provided.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One “Bonus Opportunity” and ability to purchase additional Bonus Opportunity</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One Full-Page, Four-Color ad in Investments &amp; Wealth Monitor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of sponsor of correlated Focus On topic and merit-based speaking opportunity at correlated Focus On event.</td>
<td>Focus On Investment Portfolios</td>
<td>Focus On Client Specialization</td>
<td>Focus On Tax Strategies</td>
<td>Focus On Retirement Income Strategies</td>
</tr>
<tr>
<td>Sponsorship and 20 Registrations to topical online course.</td>
<td>Essentials of Investment Consulting</td>
<td>Applied Behavioral Finance</td>
<td>Private Wealth Essentials</td>
<td>RMA Level 1</td>
</tr>
<tr>
<td>5% towards Scholarship Fund</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Other Benefits: Institutional Partnership recognition is included in this package.
ACE Marquee Partner $75,000

- 20’x10’ Exhibit Booth (option to purchase additional space).
- 4 Complimentary Registrations.
- Merit-Based Speaking* Opportunity.
- Opportunity to recommend “EdTalk” Speaker* in Exhibit Hall.
- Full-Page, Four-Color Ad* in Investments & Wealth Monitor.
- Full-Page ad in the onsite attendee program.
- Recognition, logo, and description in onsite conference materials.
- Company logo on conference pages of website with link to firm home page.
- Color-logo and description in conference app with link to firm home page.
- Handouts may be posted in the conference app.
- Verbal sponsor recognition and color logo featured in select slide shows.
- One “Bonus Opportunity” included and ability to purchase additional opportunity.
- Rights to pre- and post-conference attendee list.
- Mailer must be pre-approved (no emails).
- Participation in Scholarship Fund.
- Institutional Partner recognition.

*Institute must approve.
Institutional Partnership

Show Institute members that your firm supports their professional association through Institutional Partnership.

$18,000 Annually Includes:

➢ 10’x10’ Exhibit at ACE –or– Tabletop at one Forum (IAF, WAF, RMF, or BAF).
➢ Listing and posting of a whitepaper on Institute’s website.
➢ One Full-Page, Four-Color Ad in Investments & Wealth Monitor.
➢ 5 Complimentary individual Institute memberships (for new members only).
➢ One complimentary online course registration.
➢ 5% goes towards general Scholarship Fund.
2020 Women in Wealth Sponsorship Program

Annual Sponsorship: $40,000
- Choice of two 2020 Women in Wealth events.
- Recognition in newsletters, publications and throughout marketing of events.
- Sponsor recognition on website and at events.
- One panelist at each of the selected events.
- Hosted table for up to 10 advisors.
- Webinar sponsorship with speaker [Must be approved by IWI].
- Co-branded Press Release.
- Scholarship Fund contribution.

Associate Sponsorship: $5,000
Includes one Women in Wealth event of your choice:
- Hosted table for up to 10 advisors
- Recognition at event

2020 Investment Advisor Forum
February 13–14, 2020, New York Hilton Midtown, NY
Women in Wealth VIP Reception, February 12 at 21 Club

ACE 2020, The Exceptional Advisor Conference
May 27–30, 2020, Boston Back Bay, MA
Women in Wealth Luncheon, May 28

2020 Wealth Advisor Forum
October 26-27, 2020, Swissotel, Chicago, IL
Women in Wealth VIP Event, October 25
Did you know that brand scholarships have the best ROI of any form of digital marketing?* Sponsoring a scholarship is a phenomenal way to create impact and educate young advisors, or career changers and now the Institute can help.

**Introducing the Investments & Wealth Institute Scholarship Funds Program.**

A portion of each Partner, Sponsor, and Institutional Members’ fee will go towards a general pool for merit-based scholarships. Student may apply and be offered scholarships for the CIMA®, CPWA®, or RMA® program of their choice.

**Scholarships Available from $1,000 to $2,500 for CIMA, CPWA, or RMA certifications.**

Your organization may also decide to provide restricted scholarship funds that would support a specific group of students (e.g. Women, Diversity, NextGen, Company Employees).

In addition to Corporate Donors, the Institute will accept funding and Provide recognition to Individual Donors as well as from Endowments & Foundations.

**Top Reasons* to Support a Scholarship Fund.**

1. It’s a great way of giving back.
2. It enhances your brand among students.
3. It raises brand awareness with the next generation of advisors.
4. It inspires brand loyalty.
5. It’s another avenue to recruit talent.
6. It helps your organization achieve a purpose.
7. It supports tomorrow’s leaders.
8. It helps close achievement gaps.
9. It is a proven marketing strategy.  

*Source: The University Network
PUBLICATIONS & ADVERTISING

*Investments and Wealth Monitor* is published bimonthly (six issues per year) and 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 your one of the best ad-to-editorial ratios in the industry, as well as an uncompromised, 100% peer-reviewed editorial environment.

All advertisements in the print issue will also be published in the digital and mobile app editions for iPhone and iPad, Android, and Kindle. Advertisers’ logos will be featured on the *Investments & Wealth Monitor* section of the Institute website, [www.investmentsandwealth.org](http://www.investmentsandwealth.org).

<table>
<thead>
<tr>
<th>2020 EDITORIAL CALENDAR</th>
<th>RESERVATIONS DUE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Innovation and Evolution (January/February)</td>
<td>November 8, 2019</td>
<td>December 3, 2019</td>
</tr>
<tr>
<td>Institutional Consulting (March/April)</td>
<td>January 10, 2020</td>
<td>February 3, 2020</td>
</tr>
<tr>
<td>Managing Retirement Risks (May/June)</td>
<td>March 6, 2020</td>
<td>April 3, 2020</td>
</tr>
<tr>
<td>Advanced Asset Allocation and Portfolio Construction (July/August)</td>
<td>May 8, 2020</td>
<td>June 3, 2020</td>
</tr>
<tr>
<td>Private Wealth Management (September/October)</td>
<td>July 10, 2020</td>
<td>August 3, 2020</td>
</tr>
<tr>
<td>Behavioral Science (November/December)</td>
<td>September 11, 2020</td>
<td>October 1, 2020</td>
</tr>
</tbody>
</table>

**PRINT EDITION: FULL-PAGE, FOUR-COLOR RATES (NET)**

<table>
<thead>
<tr>
<th>Frequency: 1–5X</th>
<th>Frequency: 6X+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Page (Inside)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Table of Contents (TOC)</td>
<td>$3,850</td>
</tr>
<tr>
<td>Cover 2 (Inside Front Cover)</td>
<td>$5,625</td>
</tr>
<tr>
<td>Cover 3 (Inside Back Cover)</td>
<td>$5,625</td>
</tr>
<tr>
<td>Cover 4 (Back Cover)</td>
<td>$6,625</td>
</tr>
</tbody>
</table>

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

The Institute does not endorse any products or services advertised in *Investments & Wealth Monitor*. Advertisements must be used only for the purpose of promoting the advertiser’s products or services and are not to be used for recruiting. We reserve the right to approve or reject any advertisement.
PUBLICATIONS (continued)

Digital Edition and Mobile App Sponsorship: $15,000  Looking for an exclusive way to feature your brand in a digital environment for an entire calendar year? Investments & Wealth Monitor Digital Edition and Mobile App Sponsorship is reserved for a single firm that will receive sponsorship recognition and a company logo displayed on the Investments & Wealth Monitor section of the Institute website. Your online ad will appear next to the publication cover of the digital edition and buttons and leaderboard ads will run throughout the pages. You also have the ability to embed video. On the Mobile App, in addition to an ad next to the publication cover, your firm will receive a launch image and banner ads on the search and bookmarks.

Investments & Wealth Research Sponsorship:

$25,000 Per Issue (Subject to Availability)

Published quarterly (four issues per year) and distributed as a supplement to 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 elite membership of investment consultants and wealth management professionals. This research series is published in partnership with the leading industry researcher, Cerulli Associates.

Sponsorship includes a full-page, four-color ad in the sponsored edition. Exposure is also provided through sponsorship recognition on the Institute website (logo recognition) and through the digital edition and mobile app edition for iPhone, iPad, Android, and Kindle.

PUBLICATIONS & ADVERTISING PRODUCTION INFORMATION

GENERAL REQUIREMENTS:

Only full-page ads accepted
Trim Size: 8.375 x 10.875”
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 backcover)
7.375 x 10.375” (inside covers)

NON-BLEED AD SIZES:
Trim size: 8.375 x 10.875”

INSTRUCTIONS

MATERIALS TO:
Debbie Nochlin,
Managing Editor
Investments & Wealth Institute
5619 DTC Parkway, Suite 500
Greenwood Village, CO 80111
dnochlin@i-w.org
E-mail Submission Preferred

PRODUCTION PERSONNEL
Debbie Nochlin
+1 303-898-6152
dnochlin@i-w.org

INSERTION ORDERS TO:
Lara Davies
Director of Key Accounts
ldavies@i-w.org

Suzie Byrnes
Director of Key Accounts
sbyrnes@i-w.org
INVESTMENTS & WEALTH RESEARCH

CUSTOM RESEARCH ISSUE
Do you have white papers or industry benchmark research that you would like to get in front of our influential members?

Along with regularly published issues of Investments & Wealth Research, we can also take your credible and/or third-party research and publish a special issue of Investments & Wealth Research that will be printed, polybagged, and mailed with a select issue of Investments & Wealth Monitor to our members. The content will also be available digitally on www.investmentsandwealth.org.

Custom Research Issue Sponsorship: $50,000 per issue.
Don’t have research available? Through our partnerships with Aite, Cerulli Associates, Logica, Absolute Engagement, and other reputable third-party research firms we can help design custom research. Pricing will depend on scope of work.
Retirement Management Journal is the newest addition to the Investments & Wealth Institute publication roster. This peer-reviewed annual publication is provided as a member benefit to our 12,000+ Institute members. It is designed to promote research and innovative thinking on retirement topics. Each issue is devoted exclusively to the world of retirement-income planning and management. Articles are written by some of the leading authorities on a variety of subjects such as Social Security and behavioral finance. In addition, articles are written by experts 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.

<table>
<thead>
<tr>
<th>Q4 2020 PRINT EDITION</th>
<th>RATES (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Page (Inside)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Table of Contents (TOC)</td>
<td>$3,850</td>
</tr>
<tr>
<td>Cover 2 (Inside Front Cover)</td>
<td>$5,625</td>
</tr>
<tr>
<td>Cover 3 (Inside Back Cover)</td>
<td>$5,625</td>
</tr>
<tr>
<td>Cover 4 (Back Cover)</td>
<td>$6,625</td>
</tr>
</tbody>
</table>

Note: All rates are net. Covers and premium positions are non-cancellable. See page 26 for specs and shipping instructions. Please inquire about materials due date.
Whether your needs are for tactical decision making or for purposes of establishing thought leadership positioning, our subject matter experts will coordinate with industry-recognized independent third-party research firms with established Institute relationships to design a program tailored to your needs. Pricing is quoted on the scope of work, but typically ranges from $85,000 to $150,000 per project.

The Institute members provide a ready base of influential high-end advisors whose opinions and actions can provide valuable insight.

With a full-range of industry-standard capabilities, the Institute can provide both qualitative and quantitative research.

Uncover trends, provide actionable data to assess existing products and services, or help determine new market potential.

Benchmark reports, custom research, white papers, panels, and round table discussions.
CERTIFICATIONS & EDUCATION
As the premier certifying body and community for advanced investment and wealth management professionals, the Institute has the capability to support your organization’s educational needs. Preferential pricing is available for all sizes of groups interested in our certification and certificate programs. Whether you have a cohort of advisors interested in a private CIMA or CPWA class, or a group of wholesalers or internal staff interested in increasing their knowledge base of the investment consulting process, behavioral finance, or alternative investments, the Institute can develop an appropriate solution for you.
For over 30 years, Certified Investment Management Analyst® (CIMA®) professionals have integrated a complex body of investment knowledge, ethically contributing to prudent investment decisions by providing objective advice and guidance to individual investors and institutional investors.

CIMA is the only financial services credential in the U.S. to have met the international standard (ISO 17024) and accredited by the American National Standards Institute (ANSI).

Private group classes are available through our registered education providers. Minimum class sizes range from 30–50. Additional details and pricing quoted upon request.
For over 10 years Certified Private Wealth Advisor® (CPWA®) certificants have met an advanced wealth management competency for advisors committed to serving the needs of high-net-worth clients with $5 million+ net worth).

Private group classes are available. Minimum class sizes start at 30. Additional details and pricing quoted upon request.

**Steps to CPWA® Certification**

**Step 1**
Submit an application detailing a minimum of five years of experience in financial services and four year degree or other designation.

**Step 2**
Complete the 6-month online education program. Students are provided with reading materials, assignments, and online quizzes during the online program.

**Step 3**
Complete executive education program through:
1. The University of Chicago Booth School of Business in-person
2. The Yale School of Management online

**Step 4**
Pass the comprehensive examination.
The Retirement Management Advisor (RMA) is a multi-stage education program for professionals interested in building custom retirement income plans for their clients. The program provides a unique mix of academic validation and practical application through a holistic approach, rather than a strictly investment-based, goals-based, or product-based approach. Focused on outcomes, not expectations, the RMA program provides advisors with practical tools, techniques, and methodologies. The result is a set of knowledge and skills that can satisfy clients’ retirement income needs while complying with the industry’s increasing regulations.

**RMA is a stackable credential that lets you earn a certificate or a designation.**

Students may elect to complete just the online course and receive a certificate of completion or advance through the capstone course and the final exam to receive the RMA certification. Financial services professionals with three years relevant experience or designations (CIMA®, CPWA®, CFP®, CFA®) who have completed the education requirements, agree to adhere to the Institute’s Code of Professional Responsibility and are willing to commit to the ongoing responsibility for recertification and continuing education are eligible to sit for the final exam upon approval.

**Candidates may register for the following as an individual purchase or as a package of all three levels:**

### RMA Level One: Retirement Management Advisor Online Course
Offered online, on-demand, this course provides includes eight modules, plus an introduction and can be completed in 9-12 weeks. Candidates who successfully complete the course will receive a certificate of completion and a digital badge that can be used on websites or online profiles. To obtain the certificate of completion, professionals must successfully complete each module and all of the quizzes.

- **RMA Level 1**
  - $1,395 Members
  - $1,595 Join & Learn*

### RMA Level Two: Retirement Management Advisor Education Capstone
This two-day, in-person event is offered in an executive education format. Presented at the Investments & Wealth Institute Annual Conference Experience—ACE (May) and at the Retirement Management Forum (December), this Capstone provides a deep dive into the concepts, strategies and techniques learned through the online course, in an interactive format facilitated by industry experts.

- **RMA Level 2**
  - See Conference Registration Fees

### RMA Level Three: Retirement Management Advisor Exam
The RMA examination can be taken after successful completion of the Retirement Advisor Online Course and the Retirement Management Advisor Education Capstone. The examination is delivered in a proctored setting in conjunction with selected Institute events.

### Bundled Pricing
Includes Levels 1, 2, and 3
- **$2,495 Members**
- **$2,695 Join & Learn***
ONLINE EDUCATION PROGRAMS

PRIVATE WEALTH ESSENTIALS is an introduction to working with private wealth clients. This 10-12-hour course focuses on the specific needs of high-net-worth clients through seven modules covering the following core topic areas:

- Private Wealth Management Basics
- Tax Strategies
- Portfolio Management
- Asset Protection & Risk Management
- Charitable Giving
- Estate Planning
- Client Profile Review

REGISTRATION

$695 | Institute Member
$895 | Join & Learn*
Up to 14.5 CE Hours

Instructors include PJ Marinelli, President, RiverGlades Family Offices, Tim Steffen, Director of Advanced Planning, Baird Private Wealth Management, David Wolf, Elizabeth Morgan, JD, Owner, Elizabeth Morgan & Associates, Tricia Hollander Henning, Senior Vice President/Partner, The Hollander Group, Hilliard Lyons, Dierdre Waltz, Director, Wealth Planning Strategist, UBS Financial Services, Inc., and Devin Ekberg, CFA, CIMA®, CPWA®, Chief Learning Officer, Investments & Wealth Institute.

*Join & Learn Includes 1-year Institute Membership a $395 value. Group Rates starting with 10 and private groups starting with 25 registrations.
ONLINE EDUCATION PROGRAMS

APPLIED BEHAVIORAL FINANCE  Designed to address how advisors can help investors avoid being tripped up by their behavior when making common financial decisions. With 20 hours of CE, content is delivered by leading behavioral finance experts including: Meir Statman, Dan Ariely, Andrew Lo, Toby Moskowitz, and Courtney Pullen. Topic highlights include: Why Behavioral Finance? Principles, Investing, and Communicating with Clients.

REGISTRATION
$695 | Institute Member
$895 | Join & Learn*
20 Hours of CE

ESSENTIALS OF INVESTMENT CONSULTING  Designed for advisors and their teams to learn core topics related to the investment consulting process. Comprised of two courses (10 total modules), the Investment Consulting Process and Math for Investment Consultants, the program covers fundamental concepts and applications, including portfolio construction, investment types, manager selection, performance measurement, investment policies, and math for managing money for portfolio growth.

REGISTRATION
$545 | Institute Member
$745 | Join & Learn*
15 Hours of CE

WEALTH MANAGEMENT STRATEGIES  Created for wealth managers who work with HNW clients, the program is designed to help advisors develop specific strategies to minimize taxes, monetize and protect assets, maximize growth, and transfer wealth. This 6-month course consists of 11 online modules: Applied Behavioral Finance, Family Dynamics, Tax Strategies and Planning, Portfolio Management, Risk Management and Asset Protection, Working with Executives and Closely Held Business Owners, Charitable Giving, and Estate Planning and Wealth Transfer.

REGISTRATION
$995 | Participant
Available only to Institutional Member Firms on an Enterprise Basis.

*Join & Learn Includes 1-year Institute Membership a $395 value.
Group Rates starting with 10 and private groups starting with 25 registrations.
ONLINE EDUCATION PROGRAMS

THE EXCEPTIONAL ADVISOR® Communicate Your Value & Build Client Engagement. Participants will learn how to communicate the value of their credentials, expertise, and ethics to their clients. The program will help advisors develop communication and action plans to better understand what clients consider important, provide meaningful guidance, demonstrate advanced knowledge through credentials, and highlight their commitment to ethics.

REGISTRATION
$195 | Institute Member
$395 | Join & Learn*
5 Hours of CE including 1 hour of Ethics CE


REGISTRATION
$1,995 | Institute Member
$2,195 | Join & Learn*
13 Hours of CE

OPTIONS STRATEGIES FOR ADVISORS The Options Strategies for Advisors course examines the investment characteristics of equity and index options, and how advisors can use them to strategically manage portfolio risk, enhance returns, and gain unique market exposure. In partnership with the Options Industry Council (OIC) this program’s 6 modules are designed to help advisors overcome confidence hurdles when using options.

REGISTRATION
$495 | Institute Member
$695 | Join & Learn*
8 Hours of CE

*Join & Learn Includes 1-year Institute Membership a $395 value.
Group Rates starting with 10 and private groups starting with 25 registrations.
WEB SEMINARS

Web Seminars 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 a variety of suggested topics including: 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.

$18,000 for One, or $45,000 for 3-Part Series

- Each Web Seminar is 55 minutes (45-minute presentation with 10 minutes of Q & A).
- One hour of CE credit available to participants for no cost.
- Institute will handle all CE reporting (pending CE approval).
- Approximately 300-400 advisors register for each web seminar; approximately 900 total or a 3-part series.
- Institute handles all promotion, marketing, and registration activities.
- Prospect marketing may be supplemented to industry segments of sponsor’s choice (e.g. RIA’s).
- Institute will provide sponsor with HTML creative assets for you to send to clients & prospects.
- Web seminars archived on www.investmentsandwealth.org and promoted for 6 months.
- Sponsors may recommend other topics and speakers, but they must be approved by the Institute.
- Web seminars may be scheduled to take place every two weeks over two-month period; sponsor can suggest timing.
- Unique promotion codes will be supplied for complimentary access for sponsors to invite clients & prospects.

Recent Web Seminar Sponsors:
The Exceptional Advisor podcast series provides financial professionals the latest information on how advisors can better serve their clients, differentiate themselves from the competition, and improve their ability to communicate the competencies that make them exceptional. Listeners will enjoy interviews with some of the world’s leading financial services experts and practitioners.

Institute podcasts are available through major outlets like iTunes and Spotify as well as on the Institute’s web site. Sponsored interviews are available for $1,500 each or $3,000 for a series. Available only to Institutional Partners.
ANNUAL ENGAGEMENT PROGRAM

CONTENT • BRANDING • EXPOSURE

Getting your message through to busy professionals is becoming more and more complex. Today’s astute marketers understand the value of delivering quality content and the need to create multiple points of engagement. Which is why we’ve created a comprehensive content, branding, and exposure program that consists of live events, online education, and research.

By taking a comprehensive, year-long approach, you can build your reputation among our elite audience of investments and wealth professionals, aligning your brand with topical and relevant content. Below is a sample program with three key components (topics to be mutually agreed upon).

1. Exclusive Sponsorship of a one-day, in-person “Focus” event.
2. Exclusive Sponsorship of a Focus Online event.
3. Exclusive Sponsorship of an issue of Investments & Wealth Research.

This is a unique way to align your brand contextually with desired content and build thought-leadership. Significant branding will be realized throughout the life of the program through pre- and post-promotion of the three key components.

Content Branding Exposure Program Sponsorship: $100,000 to $150,000.
THANK YOU, PARTNERS!

Conference Sponsors

Platinum
- Capital Group
- Ameritrade Institutional

Gold
- Swan Global Investments

Silver
- Nationwide

Bronze
- BNY Mellon
- Cambridge Financial Services

Prior Exhibitors
HOW MAY WE HELP YOU?

SUZIE BYRNES
Director of Key Accounts (West)
+1 303-850-3093 (direct)
+1 303-517-6923 (cell)
sbyrnes@i-w.org

Investments & Wealth Institute
5619 DTC Parkway, Suite 500,
Greenwood Village, CO 80111
+1 303-770-3377 (main)
+1 303-770-1812 (fax)
www.investmentsandwealth.org

LARA DAVIES
Director of Key Accounts (East)
+1 303-850-3081 (direct)
+1 720-838-3904 (cell)
lдавies@i-w.org

KELLY GORMLEY
Business Development Consultant
+1 303-619-2977 (cell)
kgormley@i-w.org

TIM WHITING
CMO & Managing Director of Sales
+1 201-925-6613 (cell)
twhiting@i-w.org

INVESTMENTS & WEALTH INSTITUTE® is a registered mark of Investment Management Consultants Association Inc. doing business as Investments & Wealth Institute. CIMA®, CERTIFIED INVESTMENT MANAGEMENT ANALYST®, CIMC®, CPWA®, and CERTIFIED PRIVATE WEALTH ADVISOR® are registered certification marks of Investment Management Consultants Association Inc. doing business as Investments & Wealth Institute. RMA® and RETIREMENT MANAGEMENT ADVISOR® are marks owned by Investment Management Consultants Association Inc. doing business as Investments & Wealth Institute. ©2019 Investments & Wealth Institute
Bonus Opportunities
## 2020 Partner & Sponsor Bonus Opportunities

Only Platinum, Gold may select one item for ACE and one item for a single specialty conference. ACE Marquee Partners may select one item for ACE. Bronze Education Partners may select one item for their specialty conference. Bonus opportunities are not available to Bronze Exhibitor Partners or Exhibitors.

### Available at All Conferences

**Lunch (1–2 Options Per Conference—Luncheon Sessions to Be Sponsored Will Be Determined by the Institute and Does Not Include Speaker Introductions)**
- Company logo at each luncheon table (if tables are used)
- Sponsor signage placed near luncheon room with company’s name and logo
- Recognition in onsite conference materials
- Recognition in conference app

**Evening Reception (1–3 Options Per Conference)**
- Custom tumblers and napkins with company logo
- Recognition on signage and in onsite conference materials
- Recognition in conference app

**Conference Lanyards or Badge Holders (1 Option Per Conference)**
- Custom lanyards or badge holders created with company logo and Institute logo
- Recognition in onsite conference materials

**Breakfast (2–3 Options Per Conference)**
- Coffee sleeves and napkins with company logo
- Recognition on signage and in onsite conference materials
- Recognition in conference app

### Available at Some Events (Dependent on Location)

**Premier Refreshment Break (1–4 Options Per Conference)**
- Deluxe refreshment break with premier snack option for attendees
- Recognition on signage and in onsite conference materials
- Recognition in conference app
- Napkins with company logo

**Coat Check Sponsorship: (1 Option Per Conference)**
- Signage at coat check station
- Logo in onsite materials
- Recognition and alert in conference app
- Recognition in onsite conference materials

**Luggage/Bag Check Sponsorship (1 Option Per Conference)**
- Signage at the luggage/bag check area with logo and firm name
- Recognition in onsite conference materials

**Water Station Sponsor (1 Sponsor Only)**
- Branding of water stations with company logo and firm name
- Cups with company logo at water stations
- Recognition on signage and in onsite conference materials
- Recognition in conference app
# 2020 ACE BONUS OPPORTUNITIES

Only Platinum, Gold, and ACE Marquee Partners may select one item for ACE. Bonus opportunities are not available to Bronze Partners or Exhibitors.

## AVAILABLE AT THE ANNUAL CONFERENCE EXPERIENCE—ACE ONLY

<table>
<thead>
<tr>
<th>Continuous Coffee Stations (1 Sponsor Only)</th>
<th>Charging/Workstation at ACE (1 Sponsor Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Coffee sleeves and stir sticks with company logo at a coffee station open all day during the conference</td>
<td>• Charging station</td>
</tr>
<tr>
<td>• Recognition on signage and in onsite conference materials</td>
<td>• Signage with company’s name and logo and recognition in onsite conference materials</td>
</tr>
<tr>
<td>• Recognition in conference app</td>
<td>• Company’s logo on note pads, pens, and mouse pads at each workstation (sponsor provided)</td>
</tr>
<tr>
<td>• Recognition in conference app</td>
<td>• Recognition in conference app</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shoe Shine Station (1 Sponsor Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Professional shoe shiner supplied by Institute (shoe shiner may wear sponsor-provided company logo attire)</td>
</tr>
<tr>
<td>• Recognition on signage and in onsite conference materials</td>
</tr>
<tr>
<td>• Recognition in conference app</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Afternoon Dessert Reception (1 Sponsor Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Deluxe refreshment break with dessert option for attendees</td>
</tr>
<tr>
<td>• Recognition on signage and in onsite conference materials</td>
</tr>
<tr>
<td>• Recognition in conference app</td>
</tr>
</tbody>
</table>

---

47