The Future is Now!
2021 Engagement Kit

PARTNER • SPONSOR • EXHIBIT • EDUCATE • RESEARCH • ADVERTISE

INVESTMENTS & WEALTH INSTITUTE®
HOME OF CIMA®, CPWA®, & RMA® CERTIFICATIONS
‘21 is Going to be a Good Year!

The COVID-19 crisis of 2020 was one for the record books, however it was also a year of accelerated innovation. We made remarkable strides with artificial intelligence, robotics, quantum computing, aerospace, genomics, blockchain, and 5G. Remarkably, grandparents all over the world learned to use “Zoom” with their grandchildren – as well as with their financial advisors. For the Investments & Wealth Institute, 2020 was a pivotal year. We faced significant uncertainty, like the cancellation of our ACE Boston Annual Conference, but we were able to deliver “ACE Unplugged” on-demand. We retooled our business, adopted new technologies, and found ways to engage our members, candidates, and CIMA®, CPWA®, and RMA® certificants as well as the many CFP® holders who come to the Institute for meaningful and practical Continuing Education programs.

As we enter 2021, our business will continue to be conducted differently. However, the Institute is steadfast and dedicated to serving the educational needs of advanced investment and wealth professionals. We will continuously raise the bar of the knowledge and professionalism of advisors to better serve the investing public. We are proud of our 35+ year history and our prestigious program providers including: The University of Chicago Booth School of Business, The Wharton School, University of Pennsylvania, and the Yale School of Management.

Your firm can support the Institute in several ways, including funding our Scholarship Fund, Institutional Membership, Corporate Partnerships, Event Sponsorships, Exhibiting, Research, Advertising, and D&I initiatives like our Women in Wealth program. Your support helps us continue to deliver Ivy League-quality education to elevate our industry.

Please let us know how we can help you with you marketing needs and share the best ways to reach our influential members and certificants.

Here’s to a successful 2021! - 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!

The Institute also serves CFP holders and other advisors who turn to us for quality CE.
26% of Institute members work in a practice with $500+ Million AUM

Institute members work in all advisory channels including Wirehouses, Independents, RIAs, National and Regional Broker-Dealers, Bank and Trust Companies.

Institute Members Serve High-Net-Worth Clients

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
26% of Institute members work in a practice with $500+ Million AUM

52% of Institute members have individual AUM of $100+ Million versus 33% for other advisors.

Source: Cerulli Associates
Institute members place a greater emphasis on holistic advice, with 55% of their clients receiving comprehensive ongoing planning.

Institute members are more likely to provide investment manager due diligence and offer intergenerational planning and advanced services like charitable planning and trust services.

### Institute Members Offer Advanced Services

<table>
<thead>
<tr>
<th>Service</th>
<th>IWI Advisors</th>
<th>All Advisors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Financial Planning Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retirement Income Planning</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>Cash Management or Budgeting</td>
<td>62%</td>
<td>56%</td>
</tr>
<tr>
<td>Intergenerational Planning</td>
<td>57%</td>
<td>29%</td>
</tr>
<tr>
<td>Elder Care Planning</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Advanced Financial Planning Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estate Planning</td>
<td>66%</td>
<td>59%</td>
</tr>
<tr>
<td>Charitable Planning</td>
<td>63%</td>
<td>49%</td>
</tr>
<tr>
<td>Tax Planning</td>
<td>56%</td>
<td>51%</td>
</tr>
<tr>
<td>Trust Services</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>Private Banking</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Concierge and Lifestyle Services</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Evaluating 3rd Party Lending Products</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Investment Planning Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment Manager Due Diligence</td>
<td>80%</td>
<td>61%</td>
</tr>
</tbody>
</table>

*Total number of services offered*  

9.6  

8.9  

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

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

Institute members have greater wallet share.

Source: Cerulli Associates
### INSTITUTE 2021 EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>In-Person</th>
<th>Live Online</th>
<th>On-Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 27</td>
<td>Focus On: Tax Alpha</td>
<td>Webinar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 10</td>
<td>THRIVE Diversity Elevates</td>
<td>Webinar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 25-27</td>
<td>ACE Academy</td>
<td>Live Stream</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 26</td>
<td>THRIVE Women In Wealth</td>
<td>Webinar</td>
<td></td>
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</tr>
<tr>
<td>May 26</td>
<td>Focus On: Private Securities</td>
<td>Webinar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 17</td>
<td>THRIVE Diversity Elevates</td>
<td>Webinar</td>
<td></td>
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</tr>
<tr>
<td>August 25</td>
<td>Focus On: Exchange Traded Funds</td>
<td>Webinar</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>September 12-14</td>
<td>Wealth Advisor Forum</td>
<td>Chicago, Illinois</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 13</td>
<td>THRIVE Women in Wealth</td>
<td>Chicago, Illinois</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 4</td>
<td>Behavioral Negotiation for Advisors</td>
<td>Zoom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 1</td>
<td>Focus On: Retirement Planning</td>
<td>Webinar</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>December 5-7</td>
<td>Investment Advisor Forum</td>
<td>New York, NY</td>
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<tr>
<td>December 5</td>
<td>THRIVE Women in Wealth</td>
<td>New York, NY</td>
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<tr>
<td>February 2022</td>
<td>Retirement Advisor Forum</td>
<td>Hollywood, Florida</td>
<td></td>
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</tr>
</tbody>
</table>

Partners, Sponsors, & Exhibitors will have rights and benefits to in-person and livestreamed events.
<table>
<thead>
<tr>
<th>January 2021</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>
<th>February 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>ACE Academy April 25-27 Live Stream</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Wealth Advisor Forum Sept 12-14 Chicago, IL</td>
<td>Behavioral Negotiation For Advisors October 4 Zoom</td>
<td>Investment Advisor Forum Dec 5-7 New York</td>
<td>Retirement Advisor Forum Hollywood, Florida</td>
<td></td>
</tr>
<tr>
<td>Focus On Tax Alpha January 27</td>
<td>THRIVE Diversity Elevates Feb 10</td>
<td>THRIVE Women in Wealth April 26</td>
<td>THRIVE Diversity Elevates June 17</td>
<td>THRIVE Women in Wealth Sept 13</td>
<td>THRIVE Women in Wealth December 5</td>
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</tr>
<tr>
<td></td>
<td>Custom and Exclusive Single-Sponsored Focus On, or Webinar Series, Are Available Most Months</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2021 Institute Event Sponsorship &amp; Exhibit Fees</th>
<th>Sponsor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACE Academy – April 25-27</td>
<td>$20,000</td>
<td>$10,000*</td>
</tr>
<tr>
<td>Wealth Advisor Forum, September 12-14, Chicago, IL</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Behavioral Negotiation for Advisors, October 4</td>
<td>$5,000</td>
<td>$2,500*</td>
</tr>
<tr>
<td>Investment Advisor Forum, December 5-7, New York, NY</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Retirement Advisor Forum, February 2022, Hollywood, Florida</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Focus On Sponsorship Per Event Per Sponsor (multi-sponsored)</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

*Registration Pack

Pre-Conference Workshops available for in-person events.
## 2021 Conferences

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACE ACADEMY</td>
<td>April 25-27, 2021</td>
<td>Live Stream + On-Demand</td>
<td>500+</td>
<td>30+</td>
</tr>
<tr>
<td>WEALTH ADVISOR FORUM</td>
<td>September 12-14, 2021</td>
<td>In-Person Chicago, IL + Live Stream + On-Demand</td>
<td>250+</td>
<td>15+</td>
</tr>
</tbody>
</table>

**ACE ACADEMY**
Annual Conference 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. Ivy League-quality and Practical Education.

*Sponsor:* $20,000  
*Registration Pack:* $10,000

**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

"I choose Institute events for insights and thought leadership. Their agenda is strong, and their speakers are amazing."
## 2021 Conferences

### Behavioral Negotiation for Advisors
This event, targeted to our members and certificants in Canada, will be conducted in a Zoom workshop format with Daylian Cane, Senior Lecturer in Negotiations, Leadership, and Ethics, Yale School of Management. This four-hour workshop will focus on the behavioral approach to negotiation.

*Table Sponsor $2,500 (Includes 10 registrations)*
*Sponsor: $5,000 (USD)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Attendees</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 4, 2021</td>
<td>Zoom Workshop + On-Demand</td>
<td>100+</td>
<td>10+</td>
</tr>
</tbody>
</table>

### Investment Advisor Forum
Investment advisors and wealth managers are drawn to this long-standing marquee New York City event. Speakers cover timely subjects on portfolio management, alternative investments, investment allocation, investment policy, wealth management, and the U.S. and world economies.

*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>December 5-7, 2021</td>
<td>In-Person New York, NY + Live Stream + On-Demand</td>
<td>250+</td>
<td>15+</td>
</tr>
</tbody>
</table>

“The Institute provides the best Continuing Education in the industry.”
**2022 Conferences**

**RETIREMENT ADVISOR FORUM 2022**

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: $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>February 2022</td>
<td>In-Person Hollywood, FL + Live Stream + On-Demand</td>
<td>250+</td>
<td>10+</td>
</tr>
</tbody>
</table>

**ACE NASHVILLE 2022**

Annual Conference 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. Ivy League-quality and Practical Education. Our exhibit hall prominently features trend-setting products and services from supporting firms.

*Marquis Sponsor: $60,000*

*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>May 15-18 2022</td>
<td>In-Person Nashville, TN + Live Stream + On-Demand</td>
<td>1,500</td>
<td>75</td>
</tr>
</tbody>
</table>

“I always learn something that I can immediately apply to my practice.”
Each quarterly Focus On event features several 1-hour sessions, delivered in succession, with top subject matter experts covering timely topics and providing practical and actionable advice. Participants have the flexibility of attending some, or all of the sessions. Interactive chat is available with the presenters to enhance engagement and archives are available post-event.

<table>
<thead>
<tr>
<th>Focus On Tax Alpha</th>
<th>Focus on Private Securities</th>
<th>Focus on Exchange Traded Funds</th>
<th>Focus on Retirement Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 27, 2021</td>
<td>May 26, 2021</td>
<td>AUGUST 25, 2021</td>
<td>DECEMBER 1, 2021</td>
</tr>
<tr>
<td>11 a.m.–3:30 p.m. ET</td>
<td>11 a.m.–3:30 p.m. ET</td>
<td>11 a.m.–3:30 p.m. ET</td>
<td>11 a.m.–3:30 p.m. ET</td>
</tr>
</tbody>
</table>

High-net-worth clients want much more than simple investment tax-efficiency. They demand holistic TAX ALPHA that looks at all their financial moves through the lens of optimizing after-tax outcomes. This event provides strategic and actionable insights by advisors and for advisors to stay laser-focused on their clients’ 2021 tax situation.

Private securities are a critically important asset that institutions and high-net-worth investors cannot afford to exclude from their portfolios. Academic and practitioner experts provide up-to-the-minute information about private equity and credit, including the impact of the pandemic on the sector. This event is designed for institutional consultants and wealth advisors to develop a competitive edge by providing access to this key market.

Assets in Exchange Traded Funds are poised to hit $50 trillion by 2030. With a growth rate of 25% the total ETF market reached $5.3 trillion in 2020. ETFs have gained traction because of tax efficiency, lower costs, liquidity, and transparency. Join us for a discussion about the latest investment strategies, ideas on how to generate alpha and alternative income, and how active ETFs are changing how portfolios are constructed with ETFs.

Retirement planning must be a client-centric process and address the unique mindsets retirees face as they transition from accumulation to decumulation. Drawn from the RMA® curriculum, this event highlights practical frameworks for developing a Household Balancesheet™ as the center of a financial plan, mitigating retirement risk, and goals-based portfolio construction.

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: $10,000 per event (Branding Only: $12,000 for series)**

Note: Platinum and Gold Partners receive these sponsorship rights and benefits.
ACE Academy is the Institute’s largest gathering of CIMA, CPWA, and RMA certificants, investment advisors, wealth managers, financial planners, and other financial professionals. This Live Stream event has an impressive agenda and includes 2 Nobel Prize winners, a New York Times Best Selling Author, 12 PhDs, 9 Tenured Professors, 3 Economists, 2 Psychologists, and 2 JDs.

New! Registration Pack: $10,000
✓ Includes 10 Full Registrations to ACE Academy.
✓ Basic Institute Membership (new members only).
✓ 25 hours of Continuing Education
✓ Exhibitor Listing with your firm’s contacts.
✓ Ability to post content assets in your listing.
✓ The Best Value for Executive Education in the Industry!

Featured Speakers (click for bios):
- Robert Merton, PhD
- Sir Angus Deaton
- Dambisa Moyo, PhD
- James Clear
- Olivia Mitchell, PhD
- Joseph Coughlin, PhD
- Mihir Desai, PhD
- Jo Boaler, PhD
- Daylian Cain, PhD
- Toby Moskowitz
- Tony Davidow
- Patrick Collins, PhD
- Courtney Pullen
- Scott Weiner, PhD
- Jeff Kluge

April 25-27, 2021
Live Stream + On-Demand

Additional Faculty from:
- Harvard University
- Massachusetts Institute of Technology
- Stanford University
- Princeton University
ACE ACADEMY Rights & Benefits

**For Platinum Partners**
ACE Sponsor Benefits Plus:
Recognition at Platinum partner.
Participation in a “Real-Time Chat” with moderator.
Leaderboard Banner Ad in Rotation on PSAV Chime Platform.
Logo recognition on Conference Website Pages.
Logo recognition in Conference Promotions (where available).

**For Gold Partners**
ACE Sponsor Benefits Plus:
Recognition as Gold Partner.
Participation in a “Real-Time Chat” with moderator.
Leaderboard Banner Ad in Rotation on PSAV Chime Platform.
Logo recognition on Conference Website Pages.
Logo recognition in Conference Promotions (where available).

**For ACE Sponsors ($20,000) and Bronze Partners ($50,000)**
Virtual Exhibit Booth.
10 Registrations for Livestream and post event On-Demand sessions.
Opportunity to submit speaker* and content (Livestream or On-Demand).
30 Minute Pre-Recorded EdTalk Presentation.*
Firm Logo and Description in PSAV Chime Live App.
Firm Logo Recognition in Select Slide Shows.
Participation in a “Real-Time Chat” with moderator (limited inventory).
Post White Paper(s) and Video(s) assets in PSAV Chime Live App.
Host Attendees During Breaks in your own Zoom room in Virtual Booth.
Opportunity to introduce a Speaker.
One (1) Polling Question in Chime Live App.
Logo recognition on Select Presentation Slides Recognizing Sponsors.
Recognition on Conference Website Pages.
Recognition in Conference Promotions.
Rights to Mailing List Usage (no emails) Pre & Post Event.
*IWI must approve speaker and agenda placement.

**Note:** Breaks with Exhibitors will be scheduled throughout the agenda.
Use your own Zoom account, or +$850 within Chime Live.
EdTalks will be pre-recorded and on-demand. Content must be approved by the Institute.
To experience the Chime Live Demo visit [https://psavdemo.psav.live/app/](https://psavdemo.psav.live/app/) User: psavcustomer Password: april20
# Conference Sponsor & Exhibitor Rights & Benefits

**Wealth Advisor Forum, Investment Advisor Forum, Retirement Advisor Forum**

<table>
<thead>
<tr>
<th>CONFERENCE RIGHTS &amp; BENEFITS</th>
<th>SPONSOR</th>
<th>EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>One 6’ tabletop exhibit at conference (or standard virtual exhibit).</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>Recognition and/or color logo in event promotional material.</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>

Note: Also included are Livestream Platform Rights & Benefits (see page 19).
Virtual Event Livestream Benefits

Registrants can create their own agenda
Live streaming can be rewound and replayed and archives available post event
Interactive Q&A During Presentations
Interactive Polling Throughout Event for Sponsors
Virtual Exhibit Hall:
  Videos, White Papers, Contact Information, Logos, Branding
  Private "Zoom" rooms for sponsors to meet with attendees
  Ed Talks, or open discussions with Portfolio Managers
  Virtual Swag
  Virtual Happy Hour
Attendee Engagement
  Via the chat feature (up to 5 people)
  One-on-one messaging
  Social "Zoom" rooms
Surveys located directly in the platform
Speaker presentations, handouts and other file assets can be downloaded
Notes may be taken during sessions and emailed post-event
CE reporting is automatic
Virtual Event Examples

Retirement Management Forum

RETIREMENT MANAGEMENT FORUM
Livestream + On-Demand
Powered by RMA® certification

ACCELERATE YOUR CAREER
Become your firm’s go-to expert
CLICK HERE TO EXPLORE OUR CERTIFICATIONS
Exhibit Hall

- Logo/Branding
- Shows level of Partnership
- Contact information
  - Website, email, address, etc.
  - Social media links
- Link(s) to video(s)
- Whitepaper uploads

- Booth numbers with location on map (in conjunction with in-person conferences)
- Attendees & Reps message directly within the platform
Virtual Booths

- Sponsor mini-sessions in “Zoom” exhibit rooms
  - Held during breaks and meals
  - Via private chat rooms
    - EdTalks
    - Shared white paper with discussion
    - Topic of discussion (pre-conference we do a poll about topics attendees are interested in)
- Host happy hours
Speaker Pages and Banner Ads
Message Alerts and Break Rooms

For Platinum and Gold Partners

For Event Partners & Sponsors

Join partners and exhibitors in their virtual networking rooms.

We’d like to highlight our Partner and Exhibitor Breaks during these times:

**Monday, 12:00 - 1:50 p.m. EST**
- TD Ameritrade Institutional: Please join Thomas Roberts in our virtual networking room
- Capital Group, home of American Funds: RIAs: How to upgrade your client communications

**Monday, 2:40 - 3:30 p.m. EST**
- Raymond James RIA & Custody Services (RCS) Division: Wealth & Longevity Planning
- BNY Mellon Investment Management: Coming Out of the Crisis

**Tuesday, 12:00 - 1:50 p.m. EST**
- CIMA, CPWA, RMA: Accelerate Your Career - Become your firm’s go-to expert

Virtual Conference Networking

Ways to Set Appointments

*Exhibit representatives may track their own meeting times and schedules*

1. IWI communicates with attendees to contact exhibitors and set appointment times.
2. Open the Networking button on platform to Exhibitors to message attendees to an available meeting time slot.
3. Attendees complete their profile and opt in to receive connection requests and messages.
<table>
<thead>
<tr>
<th>Partnership Levels</th>
<th>Institutional Partner Status</th>
<th>ACE Academy 2021</th>
<th>3 Forum Events WAF, BNA, IAF, RAF (2022)</th>
<th>4 Focus 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 Sponsor</td>
<td>3X Sponsor</td>
<td>2X</td>
<td>2 Issues</td>
<td>5%</td>
<td>20% Promo Code</td>
<td>5</td>
<td>$100,000</td>
<td></td>
</tr>
<tr>
<td>Gold Partner</td>
<td>Included Sponsor</td>
<td>2X Sponsor</td>
<td>1X</td>
<td>1 Issue</td>
<td>5%</td>
<td>20% Promo Code</td>
<td>5</td>
<td>$85,000</td>
<td></td>
</tr>
<tr>
<td>ACE Sponsor</td>
<td>Included Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>$20,000</td>
<td></td>
</tr>
<tr>
<td>Conference Partner (Bronze)</td>
<td>Included Exhibitor</td>
<td>3X Exhibitor</td>
<td></td>
<td></td>
<td>5%</td>
<td></td>
<td>5</td>
<td>$50,000</td>
<td></td>
</tr>
<tr>
<td>Education Partner (Bronze)</td>
<td>Included 1X Sponsor</td>
<td>1X Sponsor</td>
<td></td>
<td>1 Issue Sponsor</td>
<td>5%</td>
<td>Course Sponsor 20X regs</td>
<td>5</td>
<td>$50,000</td>
<td></td>
</tr>
<tr>
<td>Institutional Partner</td>
<td>Included Exhibit at one conference!</td>
<td></td>
<td></td>
<td></td>
<td>5%</td>
<td>1 Course Registration</td>
<td>5</td>
<td>$18,000</td>
<td></td>
</tr>
<tr>
<td>A La Carte Options</td>
<td>Sponsor</td>
<td>$15,000 Exhibit</td>
<td>$10-$15K Exhibit</td>
<td>$15,000 Co-Sponsor</td>
<td>Tiered Donation</td>
<td>Group Sales</td>
<td>Group sales</td>
<td>Contributions</td>
<td></td>
</tr>
<tr>
<td>Certification Scholarship Fund Donor</td>
<td></td>
<td>$15,000 Exhibit</td>
<td>$15-20K Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$50,000 + Cost of Research</td>
<td></td>
</tr>
<tr>
<td>Research Sponsor</td>
<td>Exclusiive IWR issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$30,000 Each</td>
<td></td>
</tr>
<tr>
<td>Pre-conference Sponsor</td>
<td>2 Available</td>
<td>1 at Each</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$18,000 each or $45,000 for the Series</td>
<td></td>
</tr>
<tr>
<td>Sponsored Exceptional Advisor Webinar Series</td>
<td>1 hour or 3 Part Series</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2021 Partner Planner
<table>
<thead>
<tr>
<th>Platinum Partner $100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prominent recognition at 5 events.</strong></td>
</tr>
<tr>
<td>Pick 2 quarterly Focus On events.</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Complimentary Registrations.</td>
</tr>
<tr>
<td>Merit-Based Speaking Opportunity (Approved by IWI)</td>
</tr>
<tr>
<td>Handouts may be posted in the conference app..</td>
</tr>
<tr>
<td>One customized app message during event</td>
</tr>
<tr>
<td>Recognition and/or color logo on event pages of the Institute website, printed postcards, conference app.</td>
</tr>
<tr>
<td>Recognition and/or color logo on event emails, including confirmation and post event thank you.</td>
</tr>
<tr>
<td>Rights to 2x use pre- and post-event attendee list Mailer must be preapproved. No emails.</td>
</tr>
<tr>
<td>Recognition &amp; color logo in event promotional material, event signage, banner ads, other collateral materials.</td>
</tr>
<tr>
<td>Recognition and/or color logo on onsite event slide show and verbal recognition from main stage.</td>
</tr>
<tr>
<td>Sponsor recognition in promotions &amp; online event.</td>
</tr>
</tbody>
</table>

- **Rights and Benefits for all Livestream Events.**
- **2 FP4C Print Ads I&W Monitor.**
- **5% towards Scholarship Fund.**

**Other Benefits:**
Opportunity to recommend “EdTalk” Speaker at ACE.
Recognition and/or logo on homepage of the Institute website.
Priority selection of one Branding Opportunity (additional may be purchased based on availability).
20% discount for any employee or affiliate toward online learning programs.
Institutional Partnership recognition is included in this package.
<table>
<thead>
<tr>
<th>Gold Partner $85,000</th>
<th>ACE Academy 2021</th>
<th>Wealth Advisor Forum</th>
<th>Behavioral Negotiation for Advisors</th>
<th>Investment Advisor Forum</th>
<th>Choice of 1 Focus On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick 4 of these 5 events. Pick 1 quarterly Focus On event.</td>
<td>Virtual Exhibit</td>
<td>6' Tabletop Exhibit Location</td>
<td>Virtual</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>✓ 10</td>
</tr>
<tr>
<td>Merit-Based Speaking Opportunity (Approved by IWI)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handouts may be posted in the conference app.</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>
</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>
</tr>
<tr>
<td>Recognition and/or color logo in event promotional material.</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>
</tr>
<tr>
<td>Sponsor recognition in promotions &amp; online event.</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Rights and Benefits for all Livestream Events.
- Opportunity to recommend “Ed-Talk” speaker at ACE.
- 1 FP4C Print Ad in I&W Monitor.
- 5% towards Scholarship Fund.

**Other Benefits:**
- Recognition and/or color logo on homepage of the Institute website.
- Priority selection of one Branding Opportunity (additional may be purchased based on availability).
- 15% discount on publication sponsorships
- 20% discount for any employee or affiliate toward online learning programs.
- Institutional Partnership recognition is included with this package.
# Bronze Conference Partner $50,000

<table>
<thead>
<tr>
<th>Pick 3 of these 4 events.</th>
<th>Virtual Exhibit</th>
<th>6' Tabletop Exhibit</th>
<th>Virtual</th>
<th>6' Tabletop Exhibit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Registrations .</td>
<td>3</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>
</tr>
<tr>
<td>Recognition as a Bronze Partner and description in on-site conference materials.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rights to 1x use pre- and post-event attendee list</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mailer must be preapproved. No emails.</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>
</tr>
</tbody>
</table>

- **Rights and Benefits for all Livestream Events.**
- **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 (IAF or BNA or WAF)</th>
<th>Investment Advisor Forum</th>
<th>Behavioral Negotiation for Advisors</th>
<th>Wealth Advisor Forum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Registrations.</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>
</tr>
<tr>
<td>Verbal sponsor recognition and color logo featured in select slide shows.</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>
</tr>
<tr>
<td>Recognition and/or color logo in promotional materials.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and description in onsite materials.</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>
</tr>
<tr>
<td>Rights to pre- and post-conference use of attendee list.</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>
</tr>
<tr>
<td>One “Bonus Opportunity” and ability to purchase additional Bonus Opportunity.</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>
</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 Private Securities</td>
<td>Focus On ETFs</td>
<td>Focus On Tax Alpha</td>
</tr>
<tr>
<td>Sponsorship and 20 Registrations to topical online course.</td>
<td>Essentials of Investment Consulting</td>
<td>Essentials of Investment Consulting</td>
<td>Private Wealth Essentials</td>
</tr>
<tr>
<td>5% towards Scholarship Fund</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Other Benefits:**
Institutional Partnership recognition is included in this package. Rights and Benefits to selected Livestreamed Forum.
Institutional Partnership

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

$18,000 Annually Includes:

- Virtual Exhibit at ACE Academy -or- Tabletop at one Forum (WAF or IAF).
- Listing and posting of a whitepaper on Institute’s website.
- One Full-Page, Four-Color Ad in Investments & Wealth Monitor.
- Recognition and/or color logo in promotional material.
- One complimentary online course registration.
- 5% goes towards general Scholarship Fund.

2021 CORPORATE PARTNER
NEW for 2021: 6 Knowledge Centers

- Investment Consulting Center
  - CIMA®
  - Certified Investment Management Analyst
- Wealth Advice Center
  - CPWA®
  - Certified Private Wealth Advisor
- Retirement Advice Center
  - RMA®
  - Retirement Management Advisor
- Exceptional Advisor®
- THRIVE Center for Diversity & Inclusion
- Center for RIA Excellence
Knowledge Centers are designed to provide financial advisors, wealth advisors, investment consultants, financial planners, and industry leaders with high-quality research, best practices, and information. Each Knowledge Center provides curated content around a specific body of knowledge, in order to connect advisors with educational offerings, and to provide a space to build community and engage with other professionals.

Sponsor Levels
- Marquee Sponsor
- Content Sponsor
- Event Sponsor
Knowledge Centers Are Aligned With Institute Certifications and Events

INVESTMENT CONSULTING CENTER
CIMA® certification

PRIVATE WEALTH ADVISOR CENTER
CPWA® certification

RETIREMENT ADVISOR CENTER
RMA® certification

THRIVE CENTER FOR DIVERSITY & INCLUSION

RIA CENTER FOR EXCELLENCE

EXCEPTIONAL ADVISOR CENTER

Investment Advisor Forum
December 5-7, 2021
In-Person New York, NY
and Live Stream

Focus on Private Securities
May 26, 2021
Online

Wealth Advisor Forum
September 12-14, 2021
In-Person Chicago, IL
and Live Stream

Focus on Tax Alpha
January 27, 2021
Online

Retirement Advisor Forum
February 2022
In-Person Hollywood, FL
and Live Stream

Focus on Retirement Planning
December 1, 2021
Online

Women in Wealth
April 26, 2021
September 13, 2021
December 5, 2021

Diversity Elevates
February 10, 2021
June 17, 2021

ACE Academy Annual Conference
April 25-27, 2021
Live Stream

ACE Academy Annual Conference
April 25-27, 2021
Live Stream

Focus on ETFs
August 25, 2021
Online
Align your brand to an educational topic including: Investment Consulting, Private Wealth Advice, Retirement Advice, Exceptional Advisors (practice management and behavioral finance); or support our D&I Efforts (THRIVE) or the RIA Center for Excellence

<table>
<thead>
<tr>
<th>Knowledge Center Marquee Partner</th>
<th>Exceptional Advisor</th>
<th>Investment Consulting (CIMA®)</th>
<th>Private Wealth Advice (CPWA®)</th>
<th>Retirement Advice (RMA®)</th>
<th>THRIVE Center for D&amp;I</th>
<th>RIA Center for Excellence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forum Event Sponsorship, including all rights &amp; benefits, including two in person registrations and 10 virtual</td>
<td>ACE Academy</td>
<td>Investment Advisor Forum</td>
<td>Wealth Advisor Forum</td>
<td>Retirement Advisor Forum</td>
<td>Women in Wealth (2)</td>
<td>ACE Academy</td>
</tr>
<tr>
<td>Focus Event Sponsorship, including all rights &amp; benefits, including two in person registrations and 10 virtual</td>
<td>Focus On ETFs</td>
<td>Focus On Private Securities</td>
<td>Focus On Tax Alpha</td>
<td>Focus on Retirement Planning</td>
<td>Diversity Elevates (1)</td>
<td>RIA Practice Series</td>
</tr>
<tr>
<td>Merit-Based speaking opportunity at Forum OR Focus event (topic and presenter must be approved by IWI)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and Partner recognition on Knowledge Center website throughout 2021; includes brand presence, links to resources, &amp; participation in online communities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ability to share and update resources via Knowledge Center (podcast, video, article, research, etc.)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One Full-Page, Four-Color ad in one of IWI’s award-winning, peer-reviewed publications (I&amp;WM, JIC, RMJ)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Article contribution opportunity in the Investments &amp; Wealth Monitor (article must be accepted by editorial staff)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Institute Scholarship Fund Contribution % of fee supports scholarships to eligible professionals</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>100%</td>
<td>5%</td>
</tr>
<tr>
<td>Quarterly Data Reports on Topic and Content preferences of users (aggregate data only, no individual user data)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Knowledge Center Marquee Partner Fee: $60,000 $50,000 $50,000 $50,000 $60,000 $60,000
Align your brand to an educational topic including: Investment Consulting, Private Wealth Advice, Retirement Advice, Exceptional Advisors (practice management and behavioral finance); or support our D&I Efforts (THRIVE) or the RIA Center for Excellence

<table>
<thead>
<tr>
<th>A La Carte Options</th>
<th>Exceptional Advisor</th>
<th>Investment Consulting (CIMA®)</th>
<th>Private Wealth Advice (CPWA®)</th>
<th>Retirement Advice (RMA®)</th>
<th>THRIVE Center for D&amp;I</th>
<th>RIA Center for Excellence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Forum Sponsor (Hybrid Events)</strong></td>
<td>$25,000</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Event Sponsorship, including all rights &amp; benefits, including (two in-person and 10 virtual registrations)</td>
<td>ACE Academy</td>
<td>Investment Advisor Forum</td>
<td>Wealth Advisor Forum</td>
<td>Retirement Advisor Forum</td>
<td>Women in Wealth</td>
<td>ACE Academy</td>
</tr>
<tr>
<td>Opportunity to submit in-person or virtual merit-based speaking opportunity (must be approved by IWI)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Focus Sponsor (Virtual Events)</strong></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Event Sponsorship, including all rights &amp; benefits, including 10 registrations</td>
<td>Focus On ETFs</td>
<td>Focus On Private Securities</td>
<td>Focus On Tax Alpha</td>
<td>Focus on Retirement Planning</td>
<td>Diversity Elevates</td>
<td>RIA Practice Series</td>
</tr>
<tr>
<td>Opportunity to submit merit-based speaking opportunity (must be approved by IWI)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Content Partner – Knowledge Center</strong></td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Logo and Partner recognition on Knowledge Center throughout 2021; includes brand presence, links to resources, &amp; participation in online communities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ability to share and update resources via Knowledge Center (podcast, video, article, research, etc.)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
The Institute Scholarship Fund is designed to **accelerate career advancement** of underrepresented professionals, thereby fostering a more diverse and sustainable workforce within the financial advisor profession.

Our new Knowledge Center platform will facilitate community and allow participants to learn from each another, and it will host THRIVE initiatives via a **shared resource center**, and a series of educational programs, **Women in Wealth & Diversity Elevates**.

Meaningful change within the industry or a profession cannot be achieved by acting alone. The THRIVE Coalition aims to align with and **advance industry initiatives** in a collective effort to foster a more diverse and sustainable workforce within the financial advisor profession.
The THRIVE Center for Diversity and Inclusion provides year-long educational networking opportunities, through the Thrive Hive Knowledge Center and in-person and virtual events.

In-person and Virtual event opportunities:

**DIVERSITY ELEVATES**
- February: Educational Panel Discussion
- June: Educational Panel Discussion

**WOMEN IN WEALTH**
- May: Educational Panel Discussion
- September: Education Panel Discussion
- December: Educational Panel Discussion

Check our center at www.investmentsandwealth.org/thrive
THRUVE Council of Ambassadors

Co-Chair

Garry Bridgeman, CIMA® Past-Chair, Investments & Wealth Institute Board of Directors
Kevin Sánchez, CIMA®, CPWA®, CFP® UBS Institutional Consulting, Past-Chair, Institute Board of Directors
Elizabeth "Libet" Anderson, CIMA®, President ProEquities, Inc. and Institute Board of Directors
Dorothy Bossung CIMA®, CPWA®, RMA®, CFP® EVP, Lowery Asset Consulting, Vice Chair Institute Board of Directors.
Christine Gaze, CIMA®, Founder & Partner, Purpose Consulting Group and Institute Board of Directors.
Desiree Maldonado, CIMA®, CPWA®, CFP® Popular Securities, LLC and Institute Board of Directors.
Noel Pacarro-Brown, First Vice President, Conscious Wealth Management Group, Morgan Stanley and Institute Board of Directors.
Kelly Walsh, CIMA®, RCC® Coast Capital Wealth Management (British Columbia) and Institute Board of Directors

Co-Chair

Todd Wagenberg, CIMA® IWI Chair & IWI Board of Directors, Managing Partner, Integrated Fiduciary Advisory Services
Scott Welch, CIMA® IWI Board Officer & IWI Board of Directors Chair Investment Officer, Model Portfolios, Wisdom Tree Asset Management, Inc.
Gary Chateram, CIMA® IWI Canadian Advisory Board, SVP, CO-Head Retail, MacKenzie Investments
Anuj Gupta, CIMA®, CPWA®, IWI Annual Conference Committee Chair, VP, Business Solutions, Envestnet
Karen Heath-Wade, CIMA® IWI Government Relations Committee, SVP, Global Head of Client Strategy and Service, American Century Investments
Katie Solvesky, CPWA®, CFP®, IWI Chair, Membership Committee, Wealth Management Advisor Jones Wealth Management
Hatim Zarrouk, CIMA® IWI Chair, Canadian Advisory Board VP, National Sales, Relationship Management & Service Delivery, National Bank Independent Network
Suzanne Siracuse Founder and CEO, Suzanne Siracuse Consulting, LLC
Meaningful change within an industry or a profession cannot be achieved by acting alone. There are many organizations and companies within financial services that have developed exceptional diversity and inclusion initiatives, and the Thrive Coalition aims to connect with these initiatives through alliances and a shared resource center so that the industry and its ambassadors are aligned in its collective effort to foster a more diverse and sustainable workforce within the financial advisor profession.
### Sponsorship Levels (at each level 100% will go towards IWI Scholarship Fund).

<table>
<thead>
<tr>
<th>Scholarship Donation - $60,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribute $60,000 to our scholarship fund for advisors who demonstrate a financial need and are from underrepresented populations related to gender, race, ethnicity, age, or sexual preference. These advisors may receive scholarship assistance underwriting the costs of our certifications. With this donation your firm would also become a Marquee Partner of THRIVE and receive all the same rights and benefits as a Marquee Partner (see below).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THRIVE Marquee Partner - $60,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to provide content assets to the THRIVE Hive Knowledge Center (educational podcasts, videos, articles, whitepapers, research, etc.)</td>
</tr>
<tr>
<td>Full-Page, Four-Color ad in <em>Investments &amp; Wealth Monitor</em>.</td>
</tr>
<tr>
<td>Sponsorship of three Women in Wealth Events - 10 virtual registrations for each and 2 in-person registrations</td>
</tr>
<tr>
<td>Sponsorship of two Diversity Elevates Events - 10 virtual registrations for each and 2 in-person registrations</td>
</tr>
<tr>
<td>Year-long commitment and annual exposure as sponsor of our THRIVE Center for Diversity and Inclusion</td>
</tr>
<tr>
<td>Merit-based speaking opportunities</td>
</tr>
<tr>
<td>Sponsorship Type</td>
</tr>
<tr>
<td>--------------------------------------</td>
</tr>
<tr>
<td><strong>Event Sponsorship - Women in Wealth</strong></td>
</tr>
<tr>
<td><strong>Event Sponsorship - Diversity Elevates</strong></td>
</tr>
<tr>
<td><strong>Content Distribution Partner</strong></td>
</tr>
<tr>
<td><strong>Table Host</strong></td>
</tr>
</tbody>
</table>
“Sponsoring a scholarship is a phenomenal way to impact the diversity of the profession, educate young advisors, or career changers, and reshape our industry to better serve investors.”

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 the 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.
In 2020, the inaugural year of the Scholarship Fund the Institute awarded $226,870 to 191 students.

Of those recipients 100 applied for one of three certifications:

- 40% CIMA certification
- 50% CPWA certification
- 10% RMA certification

Resulting in increased certification applications in candidate intake for three demographic categories:

<table>
<thead>
<tr>
<th>Diversity Metrics</th>
<th>% of US Population</th>
<th>All Advisors¹</th>
<th>CFP Certificants²</th>
<th>Institute Members³</th>
<th>2020 IWI New Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>52%</td>
<td>18.1%</td>
<td>23.3%</td>
<td>17.1%</td>
<td>19.9%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>13%</td>
<td>2.9%</td>
<td>1.7%</td>
<td>1.7%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>16%</td>
<td>5.1%</td>
<td>2.5%</td>
<td>4.5%</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

1 - Cerulli Report, January 2021
2 - Self reported CFP Board data, January 2021
3 - IWI self reported data, December 2020; Candidate intake = all 2020 CIMA, CPWA, RMA candidates, self-reported data
Annual Sponsorship: $40,000
- Choice of two 2021 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 event of your choice:
- Hosted table for up to 10 advisors
- Recognition at event

International Women’s Week
March 8-14, 2021

ACE Academy 2021
Women in Wealth Networking Reception April 26, 2021

Wealth Advisor Forum September 13, 2021 Chicago, IL
Women in Wealth VIP Reception

Investment Advisor Forum December 5, 2021 New York, NY
Women in Wealth VIP Reception
PUBLICATIONS & ADVERTISING

Investments & 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.

<table>
<thead>
<tr>
<th>2021 EDITORIAL CALENDAR</th>
<th>RESERVATIONS DUE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Globalization in a Post-Pandemic World (January/February)</td>
<td>November 2, 2020</td>
<td>December 1, 2020</td>
</tr>
<tr>
<td>Future of Advice (March/April)</td>
<td>January 4, 2021</td>
<td>February 1, 2021</td>
</tr>
<tr>
<td>Evolution of Products and Solutions (May/June)</td>
<td>March 1, 2021</td>
<td>April 1, 2021</td>
</tr>
<tr>
<td>Future of Wealth Management (July/August)</td>
<td>May 3, 2021</td>
<td>June 1, 2021</td>
</tr>
<tr>
<td>Advanced Portfolio Construction (September/October)</td>
<td>July 1, 2021</td>
<td>August 2, 2021</td>
</tr>
<tr>
<td>Rethinking Retirement (November/December)</td>
<td>September 1, 2021</td>
<td>October 1, 2021</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>FREQUENCY: 1–5X</th>
<th>FREQUENCY: 6X+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Page (Inside)</td>
<td>$3,500</td>
<td>$3,150</td>
</tr>
<tr>
<td>Table of Contents (TOC)</td>
<td>$3,850</td>
<td>$3,465</td>
</tr>
<tr>
<td>Cover 2 (Inside Front Cover)</td>
<td>$5,625</td>
<td>$5,062</td>
</tr>
<tr>
<td>Cover 3 (Inside Back Cover)</td>
<td>$5,625</td>
<td>$5,062</td>
</tr>
<tr>
<td>Cover 4 (Back Cover)</td>
<td>$6,625</td>
<td>$5,962</td>
</tr>
</tbody>
</table>

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

The Institute does not endorse any product 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.

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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:**

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Managing Editor  
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l Davies@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 Cerulli Associates, Logica, Absolute Engagement, and other reputable third-party research firms we can help design custom research. Project pricing will depend on the 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 12,500+ 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.

2021 PRINT EDITION
FULL-PAGE, FOUR-COLOR | RATES (NET)
--- | ---
Standard Page (Inside) | $3,500
Table of Contents (TOC) | $3,850
Cover 2 (Inside Front Cover) | $5,625
Cover 3 (Inside Back Cover) | $5,625
Cover 4 (Back Cover) | $6,625

Note: All rates are net. Covers and premium positions are non-cancellable. See page 33 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.
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 33 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.

**Steps to CIMA® Certification**

1. **Step 1**
   - Complete an executive education program through one of the Institute’s registered education providers.

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

3. **Step 3**
   - Pass a comprehensive Certification Exam at an approved testing center.

4. **Step 4**
   - Pass a second background check, provide compliance disclosure, complete license agreement, and pay initial certification fee.

**Education Providers:**

- **CHICAGO BOOTH**
  - The University of Chicago Booth School of Business
  - Application: $995* + Hybrid Online & 2 day In-Person Workshop $4,850 + lodging.

- **Wharton**
  - University of Pennsylvania
  - Aresty Institute of Executive Education
  - Application: $995* + In-Class $6,850 Includes Lodging.

- **Yale School of Management**
  - Executive Education
  - Application: $995* + Online $4,500

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*Application fees are subject to change.*
For over 13 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.

**Education Providers:**

- **In-Person** $6,995
  - Includes Lodging
- **Online** $6,995
Established 2008

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.

Retirement Management Advisor® (RMA®) is an advanced certification, focused on building custom retirement income plans to mitigate clients' risks as they approach retirement and monitor their plans in retirement.

Client Diagnostics:
- Planning Process
- Household Balance Sheet
- Household Cash Flows

Retirement Lifecycle Plan:
- Behavioral Finance
- Lifecycles of Planning Events
- Accumulation versus Decumulation Mindset

Retirement Risk Management And Allocation:
- Allocations
- Risk Management
- Profitability versus Safety-First Strategies

Application:
- Retirement Planning Best Practices
- Planning Methods
- Account Location and Product Selection

Tuition: $2,495
1. Learn a multidisciplinary approach to retirement planning. RMA curriculum maps a complete framework of the retirement planning universe. By presenting and evaluating several schools of thought, particularly on retirement allocation strategies and risk management techniques, advisors from any industry segment can adopt all or part of the best-practice processes.

2. Better understand the client’s retirement mindset. Using a combination of behavioral finance, industry research and practitioner experience, the RMA certification can help you to better understand the client’s mindset at retirement, as they shift from accumulating and investing assets to funding retirement income. Since the program was developed, customized, and validated entirely from the client’s perspective, it will also help improve communication, trust, and planning outcomes.

3. Explore strategies for custom risk assessment and unbiased solutions. Guidance on risk-management techniques and solution strategies for each client segment, regardless of their income or assets, makes the RMA curriculum a truly product-neutral program with unbiased solutions for every type of client. This client-centered, outcomes-based approach is the heart of the program, first doing what is best for the client, no matter the product or payout.

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

5. Provide professional guidelines and standards. The RMA certification provides best of industry professional standards to follow when working with your clients, while helping advisors comply with an ever-increasing regulatory environment. As the newest addition to the Investment & Wealth Institute’s advanced certification programs for financial advisors, RMA certificants must abide by the Institute Code of Professional Responsibility, along with continuing education requirements and ethics education every two years. These professional guidelines and standards help ease a client’s mind when interviewing advisors.

Top 5 Take-Aways of the RMA® Certification
3-Steps to Earn Your RMA® Certification

**Register and Complete Level 1**
- Experience.
  Have at least 3 years of financial services experience and a clean regulatory record.
- Register Online: $2,495 Tuition
  [www.investmentsandwealth.org/rma](http://www.investmentsandwealth.org/rma)
- Complete Level 1
  Complete the online and on-demand Level 1 coursework from your home or office.

**Level 2 Capstone**
- On-Demand Capstone
  Complete the Level 2 coursework online and on-demand from your home or office.

**Pass the Exam**
- Online Exam
  Complete Level 1 and Level 2, then schedule an online proctored exam which may be taken from your home or office. Passing the exam completes Level 3.
- In-Person Exam
  Complete Level 1 and Level 2, take the exam in-person at a scheduled Institute conference.

*Use of the RMA® certification marks requires you comply with the Institute Code of Professional Responsibility & complete 40 hours of CE every two years.*
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

$895 per student
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, Elizabet 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.

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**
$895 Per Student
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**
$895 Per Student
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**
$895 Per Student
Available only to Institutional Member Firms on an Enterprise Basis.

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 Per Student
5 Hours of CE including 1 hour of Ethics CE


REGISTRATION
$895 Per Student
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 Per Student
8 Hours of CE

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.
- Sponsor receives attendee list (no emails).
- 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.

Participating Firms:
- American Century Investments
- Charles Schwab
- Black Creek Group
- Delaware Funds
- FlexShares
- John Hancock
- Mercer
- Morningstar
- Nasdaq Private Market
- Nuveen
- RBC Wealth Management
- SEI
- Swan Global Investments
- Toews

Held on the 2nd Thursday of Every Month
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 TO OUR PARTNERS!

PLATINUM

GOLD

BRONZE

THANK YOU TO OUR PARTNERS!

PLATINUM

GOLD

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THANK YO
Bonus Opportunities
2021 PARTNER & SPONSOR BONUS OPPORTUNITIES

Only Platinum, Gold, and Bronze Education Partners are eligible. Some items may be limited or unavailable due to Covid restrictions. Bonus opportunities are not available to Bronze Exhibitor Partners or Exhibitors.

### AVAILABLE AT ALL IN-PERSON 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

### 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

### AVAILABLE AT SOME EVENTS (DEPENDENT ON LOCATION)

**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

Note: Opportunities may change due to availability or venue restrictions.
IN-PERSON EVENTS
COVID-19
SAFETY MEASURES
What safety measures can you expect?

**Hotel/Public Areas**
- Visible cleaning throughout the day
- Social Distancing – currently 6’ is the norm
- Possible enforcement of masks in public areas
- Possible temperature checks by hotel
- Possible pre-arrival questionnaire
- Hand sanitizers provided throughout the property
- Signage with health and safety reminders throughout the property
- Possible nurse or medical professional onsite
- Medical providers and hospitals contact information kept at front desk
- Self-parking allowed; valet parking discontinued

**Hotel Registration**
- Sneeze guard/barriers at registration
- Most hotels will offer virtual check-in
- Some hotels to offer digital key program to minimize front desk check-ins

**Elevators/Public Rest Rooms**
- Signs to remind guests to monitor occupancy levels to ensure compliance of physical distancing guidelines
- Restroom sinks marked off for use to help with distancing
- Possible marked spaces on elevators to remind physical distancing is required

**Hotel Guest Room**
- Possible limited number of items in your room (no mini-bar, fewer pillows, fewer hangers)
- Room service delivered in disposable containers and left at your door
- Assume no in-room housekeeping during stay
  - Services and items on a request only basis
  - Cleaning staff will not enter until you have left for 24 hours
- Assigned sleeping room will have been left empty for 24-48 hours of prior guest’s departure; then serviced and sanitized; another period of 24-48 hours until new guest arrives
What about meals and receptions?

Space
- Hand sanitizers at every station/counter
- Hotel staff to wear masks and gloves
- Hotel to provide a visible level of safeguards and cleaning
- Meals to take place in multiple rooms, if possible
- More outdoor functions, when possible
- Reception spaces to be large to allow 6’ distancing
- Limited seating at tables

Food
- Buffets replaced with plated meals or pre-wrapped items (box lunch)
- Additional hotel staff serving food with some type of shielding
- Disposable and/or pre-wrapped utensils
- Communal items such as bread baskets and butter replaced with individual servings

Hotel Restaurants
- To offer pick-up and room service only
- If full service, expect smaller occupancy rates and disposable menus

Beverage
- Receptions serve only alcohol short term, no food
  - Bars marked with 6’ reminder
  - One person allowed at bar to order, no lingering
- Bottled water to replace shared water stations
- Coffee/Tea/Soda Break Service:
  - Hotel staff to serve (counter style)
  - This will require more time between sessions
  - Individual condiments (cream, sugar) to replace self-serve stations
- Extra counters open, if space available
- Drinks pre-poured to increase efficiency of service
What can you expect in the meeting rooms?

- Signage with health & safety protocols
- Hand sanitizer and sanitizing wipes in meeting rooms
- Visible and enhanced cleaning schedule during all breaks
- Meeting space set for optimal distancing
  - (1) person per 6’ table
  - 25% max capacity in room
  - Maximize aisle width
- Possible enforcement of masks/face coverings in meeting areas
- Downsized contents in meeting rooms to minimize touch points
  - No paper/pens on tables
  - No candy dishes
  - Bottled water; no self-pour water stations
- Doors marked to help with traffic flow and avoid bottlenecking, if possible
  - Rooms set with enter only and exit only
- Extended breaks to allow for longer wait periods in restrooms, elevators, beverage lines
- Possible CE attendance tracked through the app
- Q&A completed through the app
- Surveys completed through the app
- Attendee programs located in program app; no handouts
- Limited giveaways, if any
Other Suggestions and Thoughts for Partners, Sponsors and Exhibitors.

- Instead of giveaways at tables, consider room drops to hotel guests.
- For local attendees, have gift bags at end of day as giveaways. One bag or box so attendee only must pick it up and head home.
- There will be extra space in meeting rooms so we can distance exhibitors safely (6’ distancing) and still allow for several people in the room, with a bar.
- Consider setting up one-on-one appointments, safely at ends of a 6’ table, or offer a small group to meet at a large round table.
  - This can only happen in venues where we have the extra space.
  - We are increasing break times, and this can also be done during the receptions.
- In the General Session room, allow for EdTalks during breaks.
- The normal “foyer plan” we’ve used for exhibitors as well as breaks and receptions, will have to be revised to ensure safe distancing.
- Special meeting rooms may be available (limited to top-tier sponsors).
- Rooms and foyers will be marked with adequate spacing and social distancing reminders.