

WESTIN COPLEY PLACE, BOSTON, MA
annual meeting
SEPTEMBER 20-22, 2009

EXHIBITOR & SPONSORSHIP OPPORTUNITIES



Insured Retirement Institute

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www.irionline.org



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GENERAL INFORMATION

Welcome

Do not miss the opportunity to participate in the Insured Retirement Institute's (IRI) 2009 Annual Meeting, September 20-22, 2009 at the Westin Copley Place, Boston, MA.

Benefits of Exhibiting

- Meet with Key Decision Makers with Buying Authority.
- Expand Your Market Penetration By Meeting Face-To-Face with Your Target Audience.
- Establish Rapport Through Seven Hours of Exhibit Time and Networking Events.
- Transform Qualified Leads Into Business Opportunities and Guarantee Your Return On Invest!

Accommodations & Travel

Hotel: Westin Copley Place
10 Huntington Ave
Boston, MA 02116

Reservations: 1-800-WESTIN1 • Group Code IRI

General Information: (617) 262-9600

Fax: (617) 424-7483

The Westin Copley Place, Boston is an idyllic urban retreat for travelers, set in the center of one of historic Boston's finest neighborhoods, Back Bay.

Room Block: A block of rooms has been reserved at the Westin Copley Place, Boston at the discounted rate of \$249.00 per night plus tax. You may make your reservation securely online through the IRI website at www.irionline.org or by calling 1-800-WESTIN1 and letting the reservation agent know you are attending the September IRI conference. The discounted rate is only available until August 21, 2009, so do not delay in making your reservation.

Travel Details: The hotel is easily accessible from Back Bay Station for Amtrak and commuter rail service. The closest airport for attendees is Logan International Airport; from Logan a taxi cab will cost approximately \$30.00 to the Westin Copley Place, Boston.

Conference Attire: Business dress is the preferred conference attire for the Annual Meeting. This is defined as collared shirts, ties, slacks, and jackets for men; and slacks and blouses or dresses for women.



EXHIBITOR INFORMATION

Booth Package Includes

Freeman Decorating has been selected as the exhibit services contractor for the 2009 Annual Meeting.

Exhibit Rental includes:

- 10' x 10' booth with 8' draped back rail and 3' draped sides
- 6' draped table
- Two chairs
- Wastebasket
- 7" x 44" company ID sign
- Two (2) full conference registrations

Exhibit Booth Rates

	Members	Non-Members
10'X10' Booth	\$2,950	\$5,950
Additional Contiguous Booth	\$1,500	\$3,000
<i>(Does not include additional personnel)</i>		

Additional Booth Personnel Dates & Rates

	Member	Non-Member
Early:		
Payment received or postmarked on or before August 21	\$750	\$1,050
Regular:		
Payment received or postmarked after August 21 and before September 18	\$800	\$1,100
On-Site:		
Payment received after September 18	\$850	\$1,150

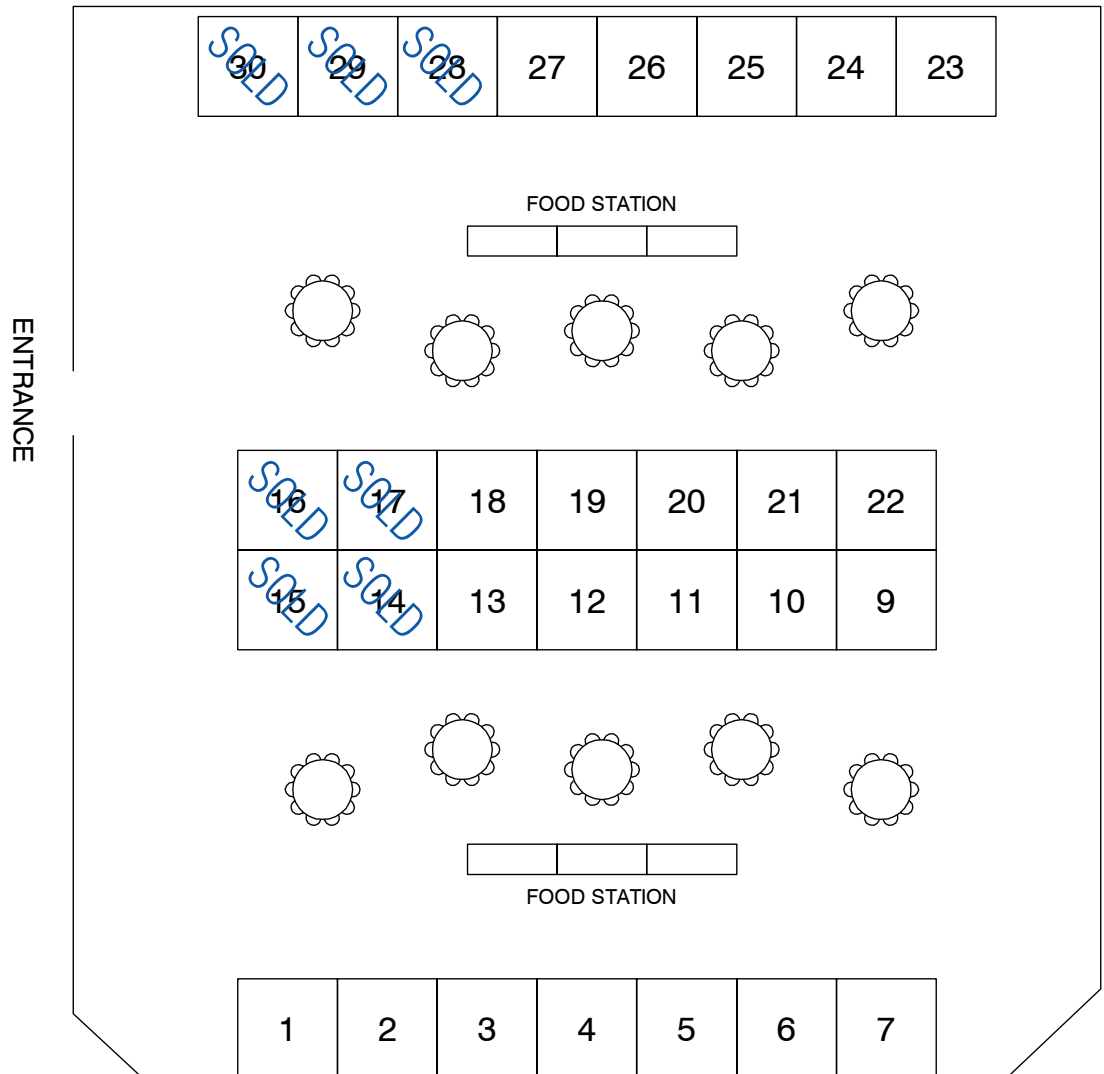
To register additional booth personnel, go to the conference section of the IRI website at www.irionline.org. Select "Register online for this conference." Enter the promotion code "BOOTH" and click "OK". (The promotion code is case sensitive.)

Insured Retirement Institute (IRI) Contact

Please direct any questions to Cindy Smith, CMP, Meeting Planner, at (202) 469-3016 or via email at csmith@irionline.org.



FLOOR PLAN





WESTIN COPLEY PLACE, BOSTON, MA annual meeting SEPTEMBER 20-22, 2009

Insured Retirement Institute

IMPORTANT DATES

Show Hours

Sunday, September 20

Exhibitor Set-up 1:00 pm – 5:00 pm
Welcome Reception 5:30 pm – 7:00 pm

Monday, September 21

Breakfast in the Exhibit Hall 8:00 am – 9:00 am
Lunch in the Exhibit Hall 11:45 am – 1:00 pm
Break in the Exhibit Hall 2:00 pm – 2:30 pm

Tuesday, September 22

Breakfast in the Exhibit Hall 8:30 am – 9:00 am
Coffee Break in the Exhibit Hall 10:00 am – 10:15 am
Exhibitor Tear Down 10:30 am

Please note this schedule is subject to change.

Cut Off Dates & Deadlines

August 21, 2009

- Exhibitors must submit a 100-word or less company description, including the company's contact person, address, phone and email address for the final program.
- Artwork for program ads submitted. See page 5 for specifications.
- Any cancellation received on or prior to this date will be subject to a 15% administrative penalty fee.
- Regular registration deadline for additional booth personnel.

September 6, 2009

- Any cancellation received on or prior to this date will be subject to a 50% administrative penalty fee.
- No refunds will be given after September 6, 2009.



PROGRAM ADVERTISEMENTS

Advertising Rates for Conference Program

	Member	Non-Member
Outside Back Cover	\$2,000	\$4,000
<i>(Final program only)</i>		
Inside Front Cover	\$1,500	\$3,000
Inside Back Cover	\$1,500	\$3,000
Program Page	\$1,000	\$2,000
<i>(placement at IRI's discretion)</i>		

Artwork Information

Please send artwork to csmith@irionline.org following the specs below:

AD Specs:

- Size: trim, 8.5" x 11"; live area, 7.5" x 10" (no text outside live area, bleeding pictures are acceptable)
- Please include 1/8" bleeds on all 4 sides of document if artwork spans to trim edge
- Programs: Quark XPress v. 7.0 (preferred) plus copies of Xtensions, Fonts and all images and Illustrations, Adobe Indesign CS2, Adobe Illustrator CS2, Adobe Photoshop CS2
- CMYK ONLY, no spot colors; (in the case that RGB color mode or spot colors are used, color distortion will occur) scanned images must be 300 dpi resolution at reproduction size.
- Copy of ALL parts of file: document file(s), fonts (screen & printer), Graphics (include embedded and nested images), Photos/Scans

Electronic Submissions:

- Any of the above program types are acceptable (i.e.: .qxd, .tiff, .ia, .eps, .indd) in a compressed collected or packaged document folder. Please include a low resolution pdf in your document folder for visual purposes.
- A hi-resolution pdf may be submitted in substitution of a collected/packaged document folder. PDF must be at least 300 dpi and include 1/8" bleeds in document if applicable.



SPONSORSHIP OPPORTUNITIES

Program & Networking Functions

Program and networking functions at the annual meeting provide your company the opportunity to create a value added experience for attendees. All program and networking function sponsorships include:

- Signage at the event
- Recognition in the meeting program and at registration
- Program page advertisement in final program

	Member	Non-Member
Keynote Address or General Session	\$30,000	\$40,000
<i>(Includes podium time to highlight your product or service at event (max 5 minutes.)</i>		
Lunch on Monday	\$10,000	\$20,000
Receptions on Sunday or Monday Evening	\$10,000	\$20,000
Continental Breakfast in Exhibit Hall		
Monday or Tuesday	\$5,000	\$10,000
Break in the Exhibit Hall Monday Afternoon	\$3,500	\$7,000

Conference Materials & Distribution Sponsorships

Have your company name and logo in the hands of every attendee to maximize your exposure at the conference. Be sure that attendees remember your organization throughout the meeting and long after the conference by sponsoring conference promotional products. All conference materials will include the sponsor's company logo on the item. All artwork/logos must be one color, in the form of an .eps. or vector art file, with the PMS number supplied. Please send the files to Cindy Smith at csmith@irionline.org no later than August 21, 2009.

	Member	Non-Member
Conference Bags <i>(includes an ad in the final program)</i>	\$10,000	\$20,000
Badge Holders	\$7,500	\$15,000
Hotel Keys	\$6,000	\$12,000
Hotel Room Drop	\$2,500	\$5,000
<i>(Hotel will not distribute directly to guest without IRI sponsorship and approval of item.)</i>		
Highlighters	\$1,500	\$3,000
Conference Bag Insert <i>(3 sponsorships available)</i>	\$1,000	\$2,000

(IRI must approve all tote bag inserts. Sponsor to provide 600 copies of pre-printed piece. Maximum size 8 1/2" x 11" Flat.)

If you do not see a sponsorship opportunity that meets your needs, IRI is able to customize a sponsorship for your company. Please call Cindy Smith, CMP at (202) 469-3016 for details.



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Insured Retirement Institute

Office Use Only

Date Rec'd: _____ Date Pymnt Rec'd: _____ Booth # Assigned: _____

EXHIBIT APPLICATION

Company Name: _____

Pre-Conference Contact: _____

Address: _____ City, State, Zip: _____

Phone _____ E-mail: _____

Booth Rates

Please note that space will be assigned on a first-come, first-paid basis with priority given to members in good standing. Exhibitor registration forms will not be processed and space will not be assigned until full payment is received.

10'x10' Standard Booths:

- IRI Member \$2,950
- INon-member \$5,950

Additional Contiguous Booths

- IRI Member \$1,500
- INon-member \$3,000

Please list your top four booth choices:

1. _____ 2. _____ 3. _____ 4. _____

Please list companies that you do NOT wish to be near:

1. _____ 2. _____ 3. _____ 4. _____

Company Description

The 100-word or less company description will be incorporated into the meeting program; however, descriptions received after August 21, 2009 are not guaranteed placement. Please be sure to include the company's address, phone and fax numbers so they will be in the program with the description. Please e-mail the description to Cindy Smith, CMP at csmith@irionline.org.

Name and Contact Information for two Complimentary Registrations

1. Name: _____ Title: _____

Company: _____

Address: _____ City, State, Zip: _____

Phone: _____ E-mail: _____

Name you want to appear on badge: _____

1. Name: _____ Title: _____

Company: _____

Address: _____ City, State, Zip: _____

Phone: _____ E-mail: _____

Name you want to appear on badge: _____

Additional booth personnel beyond the two complimentary registrations that are included with your booth space must register at regular attendee prices. Also, be sure to review the Exhibitor Rules & Regulations regarding our cancellation policy. See page 2 for instructions on registering additional booth personnel.

Payment Information

TOTAL AMOUNT DUE: \$ _____

Please indicate appropriate method of payment: Check Enclosed American Express MasterCard Visa

Card Number: _____ Exp. Date: _____

Name of Cardholder: _____ Signature: _____

Please return these forms with payment and signed Exhibitor Rules & Regulations Agreement to:
 IRI • 1331 L. Street, NW, Suite 310 • Washington, DC 20005 — or fax to (202) 898-5786



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EXHIBITOR RULES & REGULATIONS

- Exhibit space will be assigned on a First-Come, First-Paid Basis with priority given to IRI members in good standing. Exhibitor registration forms will not be processed or assigned space until full payment is received. Cancellation of exhibit space and/or registered booth personnel must be received in writing. NO EXCEPTIONS. Any cancellations received before August 21, 2009 will be subject to an administrative fee of 15% for the total exhibit payment. Any cancellations received after August 21 but prior to September 6 will be subject to a cancellation fee of 50%. No refunds will be made for cancellations received after September 6, 2009.
- The price of exhibit space for a 10'x10' booth is \$2,950.00 for members and \$5,950.00 for nonmembers. These fees include: one 10'x10' booth with 8' draped back rail and 3' draped side rails, one 6' draped table, two chairs, one wastebasket, one 7"x44" company ID sign, and two full conference registrations. Additional booth personnel may register according to the prices outlined on the online registration form. Additional contiguous booths are available for \$1,500.00 for IRI members and \$3,000.00 for nonmembers, and no additional complimentary registrations are included.
- Exhibitors are prohibited from sharing, subletting or assigning their booth space or any part thereof, to third parties. Only one company name per booth will be printed on the ID sign and in the meeting program.
- IRI has contracted Freeman Decorating to handle booth installation and all drayage for the Exhibit Hall. THE HOTEL WILL NOT ACCEPT ANY FREIGHT SHIPPED BY EXHIBITORS DIRECTLY TO ITS FACILITY. An exhibit service manual detailing all products and services offered by the exhibit service contractor will be provided to each exhibitor upon receipt of registration materials and full payment of exhibit fees. Additional products and services must be arranged and paid for by the Exhibitor.
- IRI will provide one electronic version (excel format only) of the attendee list to each exhibitor approximately 2 weeks prior to the conference. The attendee list provided and the content thereof is a proprietary product of IRI, and is only to be used for advertising your booth, products, and services prior to this particular conference, through one mailing with the United States Postal Service. The file or contents thereof may not, in whole or in part, be reproduced, copied, disseminated, incorporated into a computer database, used as a part of or in connection with any mailing list or e-marketing or telemarketing campaign or otherwise utilized, in any form or manner or by any means without IRI's express written consent.
- We would like to remind all event attendees, exhibitors and sponsors, of IRI's long standing policy with respect to attendee-organized events held during a IRI conference. No such event may be held during any program event, including general and elective sessions, receptions and organized networking activities. With respect to events scheduled during non-conference hours, please notify the conference department of your event by email to csmith@irionline.org. Please note that your event may only take place at the conference hotel if you are a registered exhibitor and/or sponsor for the conference and have received written approval from IRI.
- Exhibitors and sponsors interested in doing a "Room Drop" to IRI attendees may secure a sponsorship from IRI. All materials must be submitted to IRI for prior approval. Hotel will not perform room drops without IRI approval.
- Exhibitors are required to follow the schedule for set up and dismantling of exhibits. Exhibit booths are to be set up at least 1 hour prior to the opening of the exhibit hall. If exhibit booths are NOT set up 1 hour prior to the opening of the exhibit hall, the service contractor will be hired to set up the exhibit booth, and the exhibitor will be billed directly. Exhibit booths must fit squarely into the assigned booth space without obstructing the view of booths on either side of the space. If the booth is larger than the assigned space, or obstructs the view of another booth, the exhibitor may be required to adjust the booth, move to a corner or purchase a larger space. Exhibit booths may NOT be taken down until after the last event scheduled in the exhibit hall has adjourned. If exhibitors are not available for tear down, they MUST hire the service contractor to tear the exhibit booth down after the last event scheduled in exhibit hall has adjourned. The exhibitor will be billed directly by the service contractor.
- All booths must be manned during exhibit hall hours of operation. Exhibitors are permitted to enter the hall 30 minutes prior to each scheduled event, and are only allowed to remain in the hall for 30 minutes after the event has closed. The doors to the exhibit hall will be closed and locked, for security reasons, during off hours, and entrance will not be permitted, unless escorted by IRI staff. Failure to adhere to these requirements may restrict exhibitor's participation at future IRI conferences. By signing this form you authorize the decorator to set-up, move, or dismantle your company's booth should it be necessary per the rules outlined above.
- Exhibitors who wish to offer prizes, sample materials, or sponsor any type of contest must have IRI's prior written approval. Failure to notify IRI of any such activity may result in the prohibition thereof.
- Exhibits that include the use of any noise making equipment (musical instruments, videos, etc.) must have IRI's prior written approval for operation. Booth decorations and materials must be flameproof and otherwise compliant with all Hotel and state requirements. Volume may not disturb other exhibitors.
- All activities and booth personnel must be confined to the allocated exhibit space.
- All individuals working the booth or associated with the company must be registered and wear a badge at all times.
- Exhibitors are not permitted to enter the Exhibit Passport drawing for prizes. The cost for participating in the program is included in the booth price. If a company does not want to participate, this will have NO effect on the total booth price.
- Exhibitors are not to imply IRI's endorsement of their products and/or services, nor use IRI's logo or name without IRI's written consent.
- IRI reserves the right to make changes to these rules and regulations, as well as the exhibit hall floor plan, as IRI deems necessary or beneficial for the good of the conference and the attendees. IRI will notify all exhibitors of any changes.
- IRI reserves the right to terminate, at any time and at its sole discretion, any exhibit contract for non-payment of fees or failure to comply with any and all of these rules and regulations. Such termination will result in forfeiture of fees already paid. IRI reserves the right to take other actions as deemed necessary.
- a) The Exhibitor assumes entire responsibility and hereby agrees to protect, defend, indemnify and save The Westin Copley Place, its owners and operators, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and/or its employees and agents.
 b) The Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Commercial General Liability insuring and specifically referring to the contractual liability set forth in these Exhibitor Rules and Regulations, in an amount not less than \$1,000,000 and \$50,000 Fire Legal Liability. The Hotel, its owners and operator, and IRI shall be included in such policies as additional named insureds.
- The Exhibitor hereby indemnifies and holds IRI and its directors, officers and employees harmless from any loss, liability, costs (including attorney's fees) or damages arising from actual or threatened claims or causes of action resulting from the negligence or intentional misconduct of the exhibitor or its respective officers, directors, employees, agents, or contractors.
- This agreement is between the organization listed below and IRI, or successor organizations operating under the name IRI or any future name of IRI, Inc.

I agree to and understand the Exhibitor Rules & Regulations. I also understand that all charges for guestrooms, or other expenses incurred by us, will be payable by us directly to the Hotel, as appropriate.

Contact Signature _____ Printed Name _____

Title _____ Date _____



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Office Use Only

Date Rec'd: _____

Date Pymnt Rec'd: _____

SPONSORSHIP APPLICATION

Company Name: _____

Pre-Conference Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Advertising Opportunities

All artwork/logos must be one color, in the form of an .eps or vector art file, with the PMS number supplied. Please send the files to Cindy Smith, CMP at csmith@irionline.org no later than August 21, 2009.

	Member	Non-Member
Outside Back Cover (Final program only) – SOLD	<input type="checkbox"/> \$ 2,000	<input type="checkbox"/> \$ 4,000
Inside Front Cover - SOLD	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 3,000
Inside Back Cover	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 3,000
Program Page (placement at IRI's discretion)	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 2,000

Conference Materials

Conference Bags	<input type="checkbox"/> \$ 10,000	<input type="checkbox"/> \$ 20,000
Badge Holder	<input type="checkbox"/> \$ 7,500	<input type="checkbox"/> \$ 15,000
Hotel Keys	<input type="checkbox"/> \$ 6,500	<input type="checkbox"/> \$ 12,500
Padfolio	<input type="checkbox"/> \$ 4,500	<input type="checkbox"/> \$ 9,000
Room Drop	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 5,000
Highlighters	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 3,000
Tote Bag Insert	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 2,000

Program and Networking Function

Keynote Address or General Session	<input type="checkbox"/> \$ 30,000	<input type="checkbox"/> \$ 40,000
Sunday Reception	<input type="checkbox"/> \$ 10,000	<input type="checkbox"/> \$ 20,000
Monday Breakfast	<input type="checkbox"/> \$ 5,000	<input type="checkbox"/> \$ 10,000
Monday Lunch	<input type="checkbox"/> \$ 10,000	<input type="checkbox"/> \$ 20,000
Monday Afternoon Break	<input type="checkbox"/> \$ 3,500	<input type="checkbox"/> \$ 7,000
Monday Reception	<input type="checkbox"/> \$ 10,000	<input type="checkbox"/> \$ 20,000
Tuesday Breakfast	<input type="checkbox"/> \$ 5,000	<input type="checkbox"/> \$ 10,000

Payment Information

TOTAL AMOUNT DUE: \$ _____

Please indicate appropriate method of payment: Check Enclosed American Express MasterCard Visa

Card Number: _____ Exp. Date: _____

Name of Cardholder: _____ Signature: _____

Please return these forms with payment and signed Exhibitor Rules & Regulations Agreement to:
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