

## **CENTER FOR DUE DILIGENCE**

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Date: April 10, 2010

To: Advisors & Individual Registrants

Subject: **CFDD 2010 ADVISOR CONFERENCE:  
Individual Registration Information & Form:**

### **CONFERENCE OVERVIEW:**

In a no growth world, **consolidation is the ONLY path to practice expansion.** Consistent with our sole purpose of helping “expert” retirement plan advisors participate in the consolidation of advisory services, **the CFDD’s 2010 Advisor Conference and the ERISA Advisor Evaluator (EAE) Program will provide the catalyst.**

The CFDD’s October 6-8, 2010 Advisor Conference, *NEW AGE MARKETING: What Worked In The Past Is No Longer Effective*, will be held at the conveniently located downtown Fairmont Chicago-Millennium Park Hotel. As a centrally located, business friendly and resource rich area, Chicago and the AAA four-diamond Fairmont have no equal as a conference location.

While CFDD ’09 was another homerun, CFDD ’10 is **designed more intimately to facilitate enhanced learning and deeper networking.** Specific education tracks will be threaded throughout the conference and more advisor roundtables will be included in the event.

The CFDD’s Advisor Conference continues to grow and sell out early. The CFDD’s advisor network controls the lion’s share of retirement plan assets and our ratio of advisor attendees to total registrants is unmatched. In short, **MORE ACCOMPLISHED RETIREMENT PLAN ADVISORS ATTEND THE CFDD’S ADVISOR CONFERENCE THAN ANY OTHER CONFERENCE, BAR NONE!**

Our premier advisor event has always been **distinguished by an UNBIASED APPROACH, a CONTENT RICH AGENDA, ADVISOR ATTENDANCE, CE CREDITS, value and peer networking.** Designed to have a measurable impact, our valuable takeaways can be used immediately.

The two and one-half day advisor-centric conference is an all business event designed to help advisors:

- **Harness New Media Marketing**
- **Increase Activity**
- **Grow Their Business**
- **Distinguish Their Value**
- **Manage Liability**
- **Improve Efficiency**

### Bottom Up, Content Rich & Advisor-Centric Agenda

Widely known as the King of Content, the CFDD has an excellent record of forecasting major events and industry trends. Rather than participate in industry cheerleading, we remain **the only organization to address controversial subjects and challenge accepted industry practices.**

The CFDD '10 bottom-up agenda consists of over fifty different breakout sessions, including daily keynote sessions. Representing the brightest minds in the industry, **MORE THAN 100 INDUSTRY EXPERTS WILL PARTICIPATE IN THE CONTENT RICH AGENDA, INCLUDING FIFTY ACCOMPLISHED RETIREMENT PLAN ADVISORS.** In addition to being populated by a "Who's Who In The Industry," the agenda is fresh and forecasts the direction of the retirement plans market.

### Fun & Networking Friendly Atmosphere

To bridge the conference's educational demands and create a relaxed atmosphere, **CFDD '10 will feature a lively 50's theme**, including music, cocktails, dancing, professional entertainers and an Elvis impersonator. In addition to **hula hoop, twist and Fonz look-a-like contests**, the conference includes authentic 50's **His & Hers Attire Awards** and a **Grand Prize Trip To Graceland** for two.

The contest winners and those donning the most authentic 50's attire will be awarded valuable prizes during the Tuesday evening Kick-Off Party. The Grand Prize Trip To Graceland will be awarded after the concluding event just before noon on Friday. **ALL REGISTRANTS ARE ELIGIBLE for the awards and prizes.**

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### Unmatched Value

In addition to a strong agenda, registrants benefit from **one stop shopping for CE CREDITS, a discounted INSURANCE PROGRAM, New Media BUSINESS DEVELOPMENT, a CD-ROM of the entire conference and ACCESS TO ALL PRIOR CONFERENCE PRESENTATIONS.** Attendees also benefit from a major kick-off party, valuable prizes & awards, complimentary breakfast/lunch/cocktail parties and VIP vendor invitations.

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

To register online and pay with a credit card, go to <http://www.thecfdd.com/CFDDconference2010> and click on Online Registration/Credit Card Payment. You may also register directly at: <http://www.regonline.com/Checkin.asp?EventId=780348>.

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## AGENDA OVERVIEW & HIGHLIGHTS

The bottom up, content rich and advisor-centric CFDD '10 agenda consists of over **fifty (50) different sessions**, including daily keynotes.

The unbiased, timely, pertinent, fresh and predictive agenda is populated by a “Who’s Who” of over one hundred (100) recognized industry experts, including more than **fifty (50) accomplished retirement plan advisors**.

The CFDD does not facilitate industry cheerleading or paid commercials. In addition to providing attendees with valuable takeaways that can be used immediately, we address controversial topics and challenge accepted industry practices.

While the CFDD’s 2009 agenda is widely recognized as the standard to beat, **we have assembled the industry’s brightest minds in an attempt to top last year’s agenda**. While summarizing more than fifty different content rich sessions on 1-2 pages is not possible, some of the key sessions are listed below, including our five (5) keynote/general sessions.

- ***Washington Update***  
-Steve Saxon, Chairman, Groom Law Group
- ***The March Towards Socialism: Impact On Advisors, & The Retirement Industry***  
-Marcia S. Wagner, Managing Director, The Wagner Law Group  
-Jerry Bramlett, President & CEO, NextStep Defined Contribution, Inc.
- ***The Future Of National Retirement Policy***  
-Pete Swisher, Sr. Institutional Consultant, Unified Trust Company, NA  
-Fred Reish, Managing Director, Reish & Reicher  
-David Wray, President, Profit Sharing/401(k) Council
- ***RIA/BD Dual Registration: Implications For Advisors, BDs & Sponsors***  
-Ron Rhoades, Director Of Research & Chief Compliance Officer, Joseph Capital Mgt
- ***New Media Marketing & Internet Broadcasting: What, Why, How, Where & Compliance***  
-Tony DiMaio, Chairman & CEO, BigMediaUSA.com  
-Steve Sansone, Principal, Kravitz Investment Services

Retirement plan specialists don’t need awards, recycled exposure in trade publications or fiduciary training. Advisors need prospects, activity and profitable business. Phillip Chiricotti (President, CFDD) and Jim Langenwalter (Managing Director, Strategy Expeditors) will facilitate that with their presentation on ***Harnessing New Media Marketing: Cost Effective Strategies That Work.***

Given that advisors need a marketing program rather than a single strategy, other sessions consistent with the changing dynamics include: ***Informational Marketing, Leveraging Centers of Influence, Developing Your Own Lists, Aggressive Approaches To Marketing Your Business, Why Your Clients Don't Need You*** and ***Winning Strategies For Retirement Plan Sales***.

In an industry first, CFDD '10 will host four (4) back-to-back sessions on ***Investment Reporting: A Side-by-Side Comparison***. The sessions will contrast the solutions from Fi360, FiRM, Advisor Workstation, PlanTools, Newkirk, Lipper, EnCorr, Morningstar Direct, MPI, Zephyr and several customized solutions. The Investment Reporting sessions are populated by four distinguished moderators and twelve (12) highly accomplished retirement plan advisors.

The MPI team will also moderate sessions on ***How To Distinguish Your Research & Reporting Tools*** and ***Identifying Problem Managers Before They Blow Up***. Ibbotson's highly respected Tom Idzorek, CIO & Director of Research/Product Development, will also discuss ***Going Beyond The Markowitz Mean-Variance***.

In another industry first, the agenda includes four (4) back-to-back sessions on ***Credentials: Which Ones & Why***. Stirring the alphabet soup, fourteen (14) multi-credentialed advisors will compare the CIMA, AIF, PPC, AIFA, PRP, CRPS, QPFC, CFP, ChFC, CLU, CFA, Certified Fiduciary Advisor, CEBS and CFS designations.

Based on fresh proprietary research conducted for the conference, Eric Henon, President, EACH Enterprises, will moderate sessions on ***How to Service Small Plans Profitably*** and ***BOR Consolidation: How Providers Can Accommodate Consolidating Advisors***. The sessions will be populated by highly skilled advisors and providers with major presence in the small plan market.

The ***Retirement Income Smackdown Case Study: Three Advisors Using Different Approaches Duke It Out Over The Best Solution For "One" Client*** will be moderated by Keith Diffenderffer, President, Endowment Income.

Case study submissions are open to all industry professionals who plan to attend the conference. The three best entries representing the Buckets, Total Return and Guaranteed schools will be selected as finalists. The audience of peers will vote to determine the winner. **The winner will receive prizes, a certificate suitable for framing, peer recognition, and BUSINESS BUILDING VISIBILITY through press releases, interviews, videos and Internet Broadcasting.**

To view the case study specifics, click [HERE](#). To enter the smackdown, email your retirement income plan to [CFDD@TheCFDD.com](mailto:CFDD@TheCFDD.com). Please note that this is a retirement income study, not an estate planning study. As with any real life client situation, advisors must make their own assumptions and plan for contingencies.

David Witz (Managing Director, FRA/PlanTools) and Larry Goldbrum (General Counsel, SPARK) will explain ***How Not To Get Sued***. Randy Long (Managing Principal, SageView Advisory Group) will conduct the presentation on ***B-D Supervision of Independent RIA Activities***. Other noteworthy sessions include: ***Cross Selling Strategies & ERISA Compliance, What Type Of Fiduciary Are You & Why It Matters, Multiple-Employer Plans*** and ***Outsourcing 3(21) & 3(38) Solutions***.

Given the pressure on practice margins, Don Stone (President, Plan Sponsor Advisors) and Brian Hubbell (Principal, Hubbell Consulting) will discuss the pertinent session on the *Economics & Service Dynamics Of Small Firm Mergers*. Dan Esch, Managing Director, DC Advisors, Inc., will join Stone for the session on *What Does It Take To Play In The Large Plan Market & Why Would You Want To*.

As noted, the highlighted sessions above represent only a portion of the content rich agenda. For more information on the conference, including detailed topic descriptions and speaker bios, go to the conference homepage at: <http://www.thecfdd.com/CFDDconference2010>.

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### TOPIC SUGGESTIONS & PARTICIPATION IN THE CONFERENCE AGENDA

The CFDD's bottom-up approach to the conference agenda is both interactive and dynamic. Topic suggestions are always welcome. As our advisor base expands, **more advisors are queued up to participate in the 2010 agenda than ever before**. If you wish to participate in the agenda and join the "Who's Who Of Accomplished Retirement Plan Advisors," email us at [CFDD@TheCFDD.com](mailto:CFDD@TheCFDD.com) as soon as possible.

To qualify for a place on the agenda, candidates must be accomplished, in a position to add value and willing to invest the time to deliver elevated content worthy of a sophisticated audience. In addition to a meaningful one paragraph description, **A POLISHED OUTLINE MUST BE PROVIDED TWO WEEKS IN ADVANCE OF THE CONFERENCE**. All sessions must be accompanied by an outline.

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

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

Presenters should **bring a UBS flash drive or a CD-Rom containing their presentation (Microsoft PowerPoint)**. Laptop/Notebook (PC) computers running XP operating systems will be provided by the CFDD. LCD projectors and screen will also be supplied, including an audio connection for any sound that may be included in the presentation.

Panels will be teamed with one moderator and a maximum of four (4) panelists. To allow time for questions, the presentation should be limited to forty-five minutes. Panel moderators are expected to be active and ask challenging questions. **Although panel moderators are primarily responsible for preparing the outline, panel participants are expected to contribute to the content in a timely manner.**

Commercials are not allowed and **all sessions must remain focused on the agenda topic.** Agenda participants should emphasize meaningful information that advisors can utilize immediately for a measurable impact on their business.

Again, the CFDD's conferences are not designed for generalists or rookies. Attendees do not want to hear commercials, speaker accomplishments or those who have nothing new to communicate. Attendees do, however, want to increase professionalism, identify trends, grow their business, become more efficient and manage liability. Presenters should structure their presentations accordingly.

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## CONFERENCE DOCUMENTS & PRESENTATIONS

Detailed information about the conference, including: *Registration Information*, *Schedule of Events*, *Topic Descriptions*, *Speaker Bios*, *Exhibitor Information*, the *Attendance List* and other documents will be posted on the CFDD's 2010 Advisor Conference home page at the following link: <http://www.thecfdd.com/CFDDconference2010>.

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

As they are received, the conference presentations are uploaded to a secure area of the CFDD's website. By downloading this material from our website, **registrants can view the presentations before, during and after the conference.** Registrants can also determine which of the breakout sessions best meets their needs in advance of the event.

To add further value, **REGISTRANTS MAY VIEW AND DOWNLOAD ALL PRESENTATIONS FROM THE CFDD'S 2005 - 2009 CONFERENCES** via links located on the bottom of the 2010 conference homepage.

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

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

In addition to being eco-friendly, the paperless approach allows the speakers to revise their presentations at any time. It also precludes size restrictions on the presentation material and allows the speakers the flexibility of providing additional resources.

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### **CONFERENCE CE CREDITS**

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

Based on increased business demands and the growing importance of professional development for competitive positioning, CE credits have become invaluable to overburdened advisors. To meet these needs, **the CFDD's conveniently located Chicago-based Advisor Conference is THE ONE STOP SHOP FOR CORE CE CREDITS.**

Based on an outstanding agenda, CE credits applicable to the **IMCA, fi360, ASPPA, NIPA and FSS designations** are all available to conference attendees.

Widely known as the unbiased King of Content, the CFDD's 2009 Advisor Conference was also awarded an unprecedented 41 hours of CE credits by the **CFP Board** and 30 hours of credits by the **IBF**. Similar credits are expected to apply to the 2010 conference.

Additionally, CE credits also apply to various designations offered by the **CFA Institute, SPARK, The American College** and the **College for Financial Planning**, including the CLU, ChFC & the CRPS.

While acceptance will vary on a case-by-case basis, select **B-D's may apply CFDD Advisor Conference CE credits to FINRA's annual Firm Element requirement.** CPE credits for accountants may also apply to select sessions at the 2010 conference.

### **INSURANCE DISCOUNT PROGRAM: Marketing & Risk Reduction**

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

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

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

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

In addition to assisting advisors with insurance policy reviews, **the CFDD is pleased to announce the availability of an exclusive Insurance Discount Program for CFDD clients.**

**Advisors using the ERISA Advisor Evaluator (EAE) Program are now pre-qualified to receive a significant discount on their E&O Insurance. Advisors registered for the upcoming CFDD Advisor Conference qualify for the same E&O discount.**

Professionalism has its virtues and independent of EAE usage, **THE CFDD'S CURRENT ADVISOR CLIENTS MAY OFFER FIRST PARTY FIDUCIARY LIABILITY INSURANCE DISCOUNTS TO ALL THEIR PLAN SPONSOR CLIENTS.**

**In addition to saving money on their own E&O Insurance, advisors can save their sponsor clients money and use the savings as a marketing tool.**

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

**The discounts may be worth more than the cost of the EAE Program and the conference registration fees**, but advisors must be a current CFDD client to qualify. For more information on the discounted insurance program, contact NAPLIA's Gary Sutherland or Tom Schrandt at (866) 262-7542. Gary can also be reached by email at [Garys@naplia.com](mailto:Garys@naplia.com) and Tom can be reached at [Toms@naplia.com](mailto:Toms@naplia.com)

## **INTERNET BROADCASTING, BUSINESS DEVELOPMENT VIDEOS & VIDEO LEVERAGED EMAIL MARKETING**

The CFDD has one mission, to help our clients grow their business.

To add further value, distinguish the CFDD and up the ante on our competitors, we are aligning with internet broadcasting platforms and other new media strategy providers. Our goal is to **heighten vendor visibility, position retirement plan specialists as experts and increase advisor exposure to prospects through pull marketing.**

To survive, stay relevant and prosper, we must all adapt to changing conditions. Pioneering new ground, **the CFDD is launching an innovative menu of new media marketing services for advisors and vendors.** The unique, high value and low costs services are exclusive to CFDD clients and include:

- Internet Broadcasting Station (Audio & Video)
  - Template For Advisor Hosted Lead Generation Internet Broadcasting Shows
  - Onsite CFDD Advisor Conference Video Interviews
  - Business Development Videos
  - Video Leveraged Click Through Email Marketing Programs
  - Prospect Database Consulting
  - Virtual Exhibit Hall To Enhance Vendor Presence
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### **Internet Broadcasting**

Internet broadcasting is a high value and low cost marketing strategy with huge untapped potential. **As a bonus, speakers on the CFDD's Advisor Conference Agenda and exhibitor representatives will be interviewed at no cost by *The CFDD Station*, an upcoming internet broadcasting radio station devoted exclusively to retirement plans content. **CFDD CLIENTS MAY ALSO TAKE ADVANTAGE OF THIS OPPORTUNITY AND PURCHASE INTERVIEW TIME FOR A NOMINAL FEE.****

The audio interviews will be hosted and aired 24/7 on *The CFDD Station*. Each interview will open to a dedicated web page with a photo, bio and URL link. To broaden the audience, the descriptive written content is designed to optimize and drive search engine traffic to each interview. As an added bonus, the dated online content will remain archived and accessible on the station.

In addition to encouraging others to listen to their interview, participating advisors benefit from pre-existing **constant online traffic that is powered by multiple portals, stations, channels, shows, advertising and syndication.** To generate even more traffic, the media is cross-linked and promoted from within the broadcasting platform as well as from the channels on *The CFDD Station*, i.e., Conference (Exhibitors & Speakers), Expert Advisors, Content, EAE, Resource Contributors, etc.

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**Our internet broadcasting alliance partners will be onsite at the CFDD's Advisor Conference to conduct and record pre-orchestrated video interviews for those who wish to add a video component to their dedicated internet broadcasting web page.** For cross promotion purposes, the audio interviews are content specific while the video would ideally showcase the client and/or their group, practice or firm. Advisors may also **post other "outside" videos and presentations** to their dedicated internet broadcasting web page on *The CFDD Station* for a nominal hosting fee.

To generate leads and motivate key individuals to open their rolodex through viral marketing, we have developed a *Local Business Leaders* template for retirement plan advisors who wish to host their own show. After an initial interview with the advisor host, **the *Local Business Leaders* strategy positions the advisor as an expert and provides them with a platform to interview other local experts**, i.e., CEOs, attorneys, CPAs, doctors, human resource executives, not-for-profit officials, etc.

In summary, *The CFDD Station* is an exclusive internet broadcasting station populated by retirement plan experts. Meaningful content is always in demand and to maintain high standards, the CFDD will control and manage all station content. As noted, audio interviews and enhanced video postings are exclusive to CFDD clients, i.e., speakers, exhibitors, sponsors, conference attendees, EAE users, resource contributors, etc.

To ensure professional and highly effective interviews, **our internet broadcasting partner will provide high value coaching** as part of their packaged services. We will also provide consulting on compliance related issues.

In addition to positioning advisors as experts, **internet broadcasting will play a major role in our efforts to market the EAE program** direct to plan sponsors, business owners, CEOs, human resource executives ERISA attorneys, CPAs and other centers of influence. The EAE's marketing initiatives will also focus on how "expert" advisors in the database can assist plan sponsors with their ERISA duties, lower costs and reduce risk.

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### **Business Development Videos & Email Marketing Campaigns**

Independent of *The CFDD Station* and our new Virtual Exhibit Hall for the Advisor Conference, **the CFDD has formed an alliance to offer advisors cutting edge new media marketing services.**

With decades of strategy consulting, financial services, enabling technologies, regulatory implications and operational experience, **our alliance partners bring credibility and proven results to business development videos and video leveraged email marketing campaigns.**

As markets mature, increased market share goes to those who can **communicate their value quickly** and effectively as well as **establish credibility**. Increased market share is also dependent on consistently **reaching more prospects.**

The CFDD's innovative new media solutions are designed to replace ineffective and expensive traditional marketing approaches with faster, less expensive and more effective online solutions to identify/convert new business prospects.

Videos have changed the internet. Indeed, prospects are far more likely to play a video than read website content. Videos also increase memory retention, brand awareness and shorten the sales cycle. In addition to building credibility, **the customized videos are designed to be your virtual representative on the web and in your email marketing campaign.**

The customized video package includes strategy consulting, licensed background music, commercial grade design, voice narration, studio quality, digital effects, streaming video hosting and compliance approval. **Our new media strategy alliance partner will also be onsite to videotape risk free interviews that could be incorporated into the business development videos or used for other purposes.**

To identify prospects who are interested, **the business development videos are designed to be used in conjunction with ongoing email campaigns.** After targeting specific prospects, the email messages are designed to enhance the message delivered by the business development video.

**Response tracking and reporting identifies prospects who view the video as well as the viewing frequency. The interested prospects are flagged and automatically receive a "call to action" email message that primes them for your sales call.**

While many advisors have their own database of prospects, our alliance partner will help advisors define their prospects. In addition to identifying list sources, **each list will be reviewed and tested before being acquired.**

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The internet brings media together like never before and while compliance related marketing issues must be addressed, the internet is a far more productive way of being heard above the noise than telemarketing, cold calling or direct mail.

Given that traditional marketing is expensive and ineffective, web hosted videos, audio interviews, internet broadcasting - including your own show – click through marketing and other interactive internet applications have become the most effective way for advisors to grow their business. To increase presence and mine their existing client base, advisors would be wise to embrace the new media.

**To BE INTERVIEWED BY THE CFDD INTERNET BROADCASTING STATION, HOST YOUR OWN SHOW, POSITION ALONGSIDE A WHO'S WHO OF INDUSTRY EXPERTS, PRODUCE BUSINESS DEVELOPMENT VIDEOS, & LAUNCH YOUR OWN RESPONSE TRACKING EMAIL MARKETING CAMPAIGN, email [CFDD@TheCFDD.com](mailto:CFDD@TheCFDD.com) now!**

## **HIS & HERS 50's CLOTHING AWARDS & CONTESTS**

Advisors work hard all year and the conference's educational content will require registrants to remain focused. To lighten the atmosphere and create a fun networking environment, the 2010 Kick-Off Party will feature an entertaining 50's theme.

In addition to cocktails, food, music, dancing and an Elvis impersonator, the Kick-Off Party will also include hula hoop, twist and Fonz Look-a-Like contests.

**Attendees wearing the most authentic 50's attire during Tuesday's Kick-Off Party will have a chance to win unique 50's clothing. Custom Satin Jackets, Varsity Sweaters and Bowling Shirts will be presented on stage during the Kick-Off Party on Tuesday evening, 10/5/10, by the sponsor.**

All pre-registered attendees are eligible for the Attire Awards and contests. The winners must, however, be in attendance to claim their prizes.

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## **RAFFLE PRIZES**

To enhance the value of the conference and drive booth traffic, the CFDD will organize and manage a conference raffle. An online listing of sponsors and prizes will be posted on the conference home page and included in the conference program materials.

Raffle sponsorship is optional, but participating exhibitors will benefit from significant recognition and enhanced booth traffic. To facilitate the storage, drawing and shipping of raffle prizes, sponsors are encouraged to donate compact prizes and gift certificates valued at \$250-\$500. Sponsors may also arrange to ship prizes directly to the winner.

**The raffle winners will be selected and announced onstage prior to the Grand Prize Trip To Graceland drawing at the conclusion of the conference. Raffle prizes are limited to one per person and winners must be in attendance at the drawings on Friday morning, 10/8/10, to claim their prizes. Raffle prize winners are also eligible for the grand prize drawing.**

All pre-registered attendees are eligible for the raffle prizes. However, a completed "CFDD passport" must be stamped by ALL participating raffle sponsors and deposited in the passport box located in the general session drawing room at the conclusion of the conference.

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## GRAND PRIZE TRIP TO GRACELAND FOR TWO

Consistent with our 50's theme and commemorating Elvis Presley's 75-year anniversary, the CFDD is pleased to offer a trip to Graceland for two as the conference grand prize.

Pampered by a custom hotel and spa package, the winner will spend **5 luxurious nights at the Peabody Hotel in Memphis, a Mobil Four-Star and AAA Four-Diamond historic hotel.**

Tour Graceland privately and enjoy a vintage car & driver for the day. Experience a behind-the-scenes tour of both the Stax Museum and Sun Studio, where Elvis first recorded. Create your own after-hours CD recording at a private session at Sun Studio. Enjoy the music of Memphis aboard the Music Mojo Tour Bus. Visit Beale Street, the Lorraine Motel, movie locations, Elvis Presley Plaza and the Overton Park Shell.

Additional detailed information concerning the Grand Prize Trip To Graceland will be on prominent display throughout the 2 ½ day conference at a dedicated 50's themed station.

The station will include a photo backdrop with 50's props and apparel. Complimentary photos will be provided by the sponsor, The Guardian Life Insurance Company of America. The high quality digital photos will be available immediately and uploaded to the CFDD's website after the conference.

**The winner of the Grand Prize Trip To Graceland will be selected onstage by Guardian at the conclusion of the conference** on Friday morning, 10/8/10. While all pre-registered attendees are eligible for the grand prize, the winner must be in attendance to claim their prize.

For more information on this legendary, charming and elegant hotel, visit The Peabody Memphis online at: <http://www.peabodymemphis.com>.

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When asked what he missed about Memphis in an interview, Elvis Presley replied: "Everything." To experience the moment, Click [HERE](#) for a taste of the legendary King Of Rock & Roll.

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## **INDIVIDUAL REGISTRATION FEES/REFUNDS**

Individual advisor registration fees are discounted and graded for advisors who register before 5/01/10. Advisor registration fees are \$775 after 5/01/10. Individual non-advisor registration fees are a flat \$775 regardless of the date of registration.

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

The financial services and retirement plans industry have matured and become more complicated. As specialization increases, generalists are facing a second tier status of professionalism. Less than 5% of those practicing in any profession are truly competent and **networking with the elite can provide valuable learning opportunities.**

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

To register online and pay with a credit card, go to <http://www.thecfdd.com/CFDDconference2010> and click on Online Registration/Credit Card Payment. You may also register directly at: <http://www.regonline.com/Checkin.asp?EventId=780348>.

Non-credit card cancellations will be honored with a full refund if notification is received by 9/6/10. Credit card registrants will receive a full refund less a 10% credit card processing fee. Refunds will not be issued after 9/6/10, but substitutions and credit towards the following year's conference will be available.

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## **REGISTRATION & CONFERENCE HOURS**

**The conference Kick-Off Party is scheduled from 7:00 p.m. – 9:30 p.m. on Tuesday evening, 10/5/2010,** in the hotel's lobby level Moulin Rouge room.

Kick-Off Party entertainment will include cocktails, food, music, dancing, professional entertainers and an Elvis impersonator. In addition to the authentic His & Hers 50's Attire Awards, Hula Hoop, Twist and Fonz look-alike contests will be held during the Kick-Off Party.

As a courtesy and to avoid congestion, **early registration will open in the Imperial Foyer at 3:00 p.m. on Tuesday, 10/5/10,** and remain open throughout the Kick-Off Party. Official conference registration starts on Wednesday morning, 10/6/10, at 6:30 a.m. and will remain open throughout the conference.

Exhibitor setup will open at 10:00 a.m. on Tuesday, 10/5/10, and must be completed before 9:30 p.m. on Tuesday evening. Teardown is scheduled from 11:00 a.m. – 3:00 p.m. on Friday, 10/8/10.

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**Exhibition hours in the Imperial Ballroom will be 6:30 a.m. – 7:00 p.m. on Wednesday and Thursday and 6:30 a.m. – 11:00 a.m. on Friday.**

**Daily breakout sessions will start at 7:30 a.m. and end at 5:30 p.m. on Wednesday and Thursday. The two and one-half day event will conclude on Friday with three morning general sessions followed by the Grand Prize drawing.** Official conference activities will end just before noon on Friday, 10/8/10.

In addition to the Kick-Off Party, complimentary open bar **cocktail parties** will be hosted from 5:30 p.m. – 6:30 p.m. on Wednesday and Thursday. Complimentary **breakfasts** will be served on Wednesday, Thursday and Friday from 6:30 a.m. – 7:30 a.m. Complimentary **lunches** will be served on Wednesday and Thursday from 12:45 p.m. – 1:45 p.m.

All cocktail parties, breakfasts, lunches and breaks will be held in the Imperial Ballroom exhibition area, located on the B-2 lower level.

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## **HOTEL ACCOMMODATIONS/RESERVATIONS**

As a centrally located destination, business friendly city and resource rich area, Chicago has no equal as a conference location. Consistent with the CFDD's "all business" reputation, we have teamed the conference with the city's premier event hotel, the Fairmont Chicago-Millennium Park Hotel.

Rising gracefully above Millennium Park and the impressive lakefront, the AAA four-diamond luxury hotel's location provides countless opportunities for those wishing to enjoy Chicago's world class attractions.

While luxury resort hotels tend to be expensive, the CFDD has negotiated a **discounted group rate of \$219 per night for standard rooms**. Significant discounts are also applicable to upgraded rooms and suites. Based on availability, the discounted rate is available 3 days before/after the conference dates and there is no additional cost for double occupancy or children under 18.

October is a busy time of year for Chicago hotels. Since the world class Chicago Marathon is scheduled for the weekend after the CFDD Conference ends, **hotel reservations should be made as soon as possible**. Hotel space is limited and rates could increase significantly after our 9/14/10 cutoff date. Reservations after the cutoff date, or exceeding our contracted room block, are confirmed on a space and rate available basis only.

**Reservations can be made by phone or online.** To register by phone, contact the Fairmont Chicago-Millennium Park Hotel directly by calling (312) 565-8000 or (800) 526-2008.

Online reservations can be made by linking directly to the CFDD's dedicated reservations page at: [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=1487055](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1487055).

The Fairmont's system has been upgraded and the entry of a promotional code is no longer required for online reservations.

If you reserve your room by phone, **YOU MUST MENTION THAT YOU ARE ATTENDING THE CENTER FOR DUE DILIGENCE CONFERENCE to obtain our group rate. If you do not mention the CFDD, you may be told the hotel is sold out.** While the conference hotel is expected to sell out early, conveniently located overflow hotel rooms will be available.

As noted, the conference is scheduled from October 6 – 8, 2010 over a Wednesday-Friday period, but exhibitor setup and the conference Kick-Off Party are scheduled for Tuesday, October 5, 2010. If you plan on arriving early, be sure to **book your hotel and travel arrangements accordingly.**

Given that shuttle services and taxes are conveniently available, we would advise against renting a vehicle and self-parking at downtown Chicago hotels.

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## VALUE PROPOSITION FOR INDIVIDUAL REGISTRANTS

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- **The Industry's Most Content Rich Agenda**

- **Unbiased Guidance & Valuable Takeaways**
- **Unmatched Peer Networking With The Industry's Largest Gathering Of Accomplished Retirement Plan Advisors**

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- **One Stop Shopping For Core CE Credits**

- **Discounted Insurance Program For Advisors & ALL Their Sponsor Clients**

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- **Internet Broadcasting Interviews, Business Development Videos & Email Campaigns**

- **Free Conference CD-ROM**

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- **Access To All Prior Year Conference Presentations**

- **Complimentary Breakfast, Lunch, Cocktail Parties & VIP Vendor Invitations**
- **Huge Early Registration Discounts**

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- **AAA Hotel/Prestigious Downtown Chicago Location**
  - **Free Spousal Attendance**
  - **Welcome Gifts**
  - **Relaxed, Fun & Unique Networking Forum**
  - **Major 50's Themed Kick-Off Party With Professional Entertainment**
  - **Valuable His & Hers 50's Clothing Awards**
  - **Hula Hoop, Twist & Fonz Look-a-Like Contests With Fun Prizes**
  - **Grand Prize Trip To Graceland For Two**
  - **Raffle Prizes**
  - **All Registrants Eligible For Prizes & Awards**
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**CENTER FOR DUE DILIGENCE**

P.O. Box 8 • Western Springs, Illinois 60558  
(630) 662-0284 • Fax (630) 662-0286

E-mail: CFDD@TheCFDD.com

Web: <http://www.TheCFDD.com>

**CFDD 2010 ADVISOR CONFERENCE INDIVIDUAL REGISTRATION FORM**

October 6-8, 2010 (Wednesday-Friday)  
Fairmont Chicago-Millennium Park  
200 N. Columbus Dr.  
Chicago, IL 60601

*Please print or type all information below.  
Registration forms cannot be processed without full contact information.*

**Name:** \_\_\_\_\_  
*(Exactly as it should be displayed on your name badge)*

**Title:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_  
*(Exactly as it should be displayed on your name badge)*

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Insurance Agent** \_\_\_\_\_ **Insurance Agent/RegRep** \_\_\_\_\_ **Insurance Agent/RegRep/IAR** \_\_\_\_\_  
**RIA/IAR** \_\_\_\_\_ **Dual Registration\*** \_\_\_\_\_ **Producing TPA/Recordkeeper** \_\_\_\_\_  
**TPA/Recordkeeper** \_\_\_\_\_ **Provider/Vendor/Wholesaler** \_\_\_\_\_ **Other** \_\_\_\_\_

*\*Registered Rep & IAR.*

**Retirement Plans, Participants & Assets Under Advisement (Intermediary Only)**

Plans: \_\_\_\_\_

Assets: \_\_\_\_\_

Participants: \_\_\_\_\_

## **CENTER FOR DUE DILIGENCE**

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(630) 662-0284 • Fax (630) 662-0286

E-mail: [CFDD@TheCFDD.com](mailto:CFDD@TheCFDD.com)

Web: <http://www.TheCFDD.com>

### **CFDD 2010 ADVISOR CONFERENCE INDIVIDUAL REGISTRATION FORM**

October 6-8, 2010 (Wednesday-Friday)  
Fairmont Chicago-Millennium Park  
200 N. Columbus Dr.  
Chicago, IL 60601

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#### **Individual ADVISOR Registration Fees: (Register Early & Save)**

( )	\$ 275	Before	12/31/09
( )	\$ 375	Between	1/01/10 - 1/31/10
( )	\$ 475	Between	2/01/10 - 2/28/10
( )	\$ 575	Between	3/01/10 - 3/31/10
( )	\$ 675	Between	4/01/10 - 4/30/10
( )	\$ 775	After	5/01/10

**Individual NON-ADVISOR Registration Fee is a flat \$775.**

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#### **MAIL REGISTRATION FORM & PAYMENT TO:**

**CFDD  
P.O. Box 8  
Western Springs, IL 60558**

To register online and pay by credit card, go to:  
<http://www.regonline.com/Checkin.asp?EventId=780348>.

**REFUND POLICY:** *Registration fee refunds are available if cancellation is received thirty days prior to the 10/06/10 conference start date. Refunds will not be issued after 9/06/10, but substitutions and full credit towards the following year's conference are available. Credit card refunds are subject to a 10% processing fee.*

## **CENTER FOR DUE DILIGENCE**

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E-mail: [CFDD@TheCFDD.com](mailto:CFDD@TheCFDD.com)

Web: <http://www.TheCFDD.com>

### **CFDD 2010 ADVISOR CONFERENCE HOTEL RESERVATION INFORMATION** (Contact Fairmont Directly)

October 6-8, 2010 (Wednesday - Friday)  
The Fairmont Chicago - Millennium Park  
Chicago, IL 60601

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Hotel reservations now being taken at:

**Fairmont Chicago-Millennium Park Hotel**  
200 N. Columbus Drive  
Chicago, IL 60601  
**(800) 526-2008**  
**(312) 565-8000**

**Reservations can be made by phone or online.** To register by phone, contact the Fairmont Chicago Hotel directly by calling (312) 565-8000 or (800) 526-2008.

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October is a busy time of year for Chicago hotels and the world class Chicago Marathon is scheduled for the weekend after the CFDD Conference ends. As a result, **hotel reservations should be made as soon as possible.** Hotel space is limited and rates could increase significantly after our 9/14/10 cutoff date. Reservations after the cutoff date, or exceeding our contracted room block, are confirmed on a space and rate available basis only. Applicable state and local taxes are not included in the rate. Individuals are responsible for their own room, tax, incidental charges and other authorized charges. Individuals/groups who fail to cancel room reservations three days before their date of arrival will be charged the room rate plus tax for one night by the hotel.

As noted, the conference is scheduled from October 6 – 8, 2010 over a Wednesday-Friday period, but exhibitor setup and the conference Kick-Off Party are scheduled for Tuesday, October 5, 2010. If you plan on arriving early, be sure to **book your hotel and travel arrangements accordingly.**