

# Introducing That 401(k) Conference

By Ary Rosenbaum, Esq.

When I came up with the idea of That 401(k) Conference, a series of regional 401(k) events for financial advisors, the first thing people probably said is: “why do we need another one?” This article is about why you should consider attending and/or sponsoring That 401(k) Conference including the inaugural one, June 7th at CitiField in Flushing, New York.

## An idea to be different

As stated in my newest book, “The Greatest 401(k) Book Sequel Ever” (that was sarcasm), I tell the story of being a Vice President of a dying Synagogue in Rockville Centre, New York. The Synagogue was running the same old Journal dances and holiday events that would only draw money from members, namely the same 40+ members who were involved while the other 250+ members just paid dues. Rather than running the same old events, I decided I wanted to run an

event that I’d like to go to. Since a good friend of mine used to work on The Howard Stern Show, I came up with the crazy idea of having a comedy show starring Sal “The Stockbroker” Governale. A Conservative Synagogue might be the last place you’d think Sal would do a show at, but I thought that it would be some-

thing unique that would draw in a crowd and money from the outside that wasn’t members. I was in charge of ticket sales, promotion, and everything else, and we drew in more than 200 people. It was a smashing success and it’s the textbook I used to create That 401(k) Conference.

## The problem with conferences

I’ve been practicing on my own for 8 years and I have spoken at many regional

are great opportunities for me to speak and I rarely attend these events if I’m not given a speaking slot. Why? I’m not going to disparage any single event, but I think the events are just all too similar. Aside from the goodie bags of free gifts that I have received from these events, I can’t remember the differences between the events. I remember locations, but I don’t remember how these events were different from all the other events. These events also have

way too many speaker events, often held at the same time, so many attendees don’t get to see and hear everything they want to see and hear. These events are usually 3-day affairs at a well-liked location. I can’t speak for everyone, but when you’re a solo practitioner with clients and a young family at home, going away for three days isn’t easy. Let’s also not forget the cost of attendance. I’m no Communist, but a big purpose of holding these



and national 401(k) conferences that are either geared towards plan sponsors, plan advisors, and third-party administrators (TPAs), or a mixture of all three. I don’t get invited to speak at these events as often as I’d like, I think I might be in 401(k) speaker jail for some reason (being highly opinionated is a good reason). These events

conferences is to make money. There is nothing wrong with making money and the marketplace will eventually dictate whether conference costs are too high or not, the marketplace has already killed off a few industry conferences in the past, but the cost is always a concern.

## A Regional Conference

So rather making the advisors come to a conference, I decided to take the conference to them. I decided the best approach for now for a conference is a series of one-day regional conferences that are geared towards 401(k) advisors with a retirement plan book of business. There are many local conferences geared towards financial advisors that are conducted by retirement plan providers, but the level of the advisor they're marketing is wide and they may be bringing in advisors who can't spell 401(k) and/or don't have an actual book of business. Working with local plan providers and the database of advisors I've been able to amass over the years has allowed me to market That 401(k) Conference to advisors with a real book of 401(k) plan business and the sessions offered by the sponsoring providers will be geared towards a crowd of advisors who want to grow their existing 401(k) book of business. While our presenting sponsors are working on the presentations, I can guarantee you that any advisor who attends an event is going to learn something new that they can take away and use in growing their business.

### At a memorable place

As stated before, there are so many local and national conferences out there, that I felt that any conference I create needs to be memorable. Most local and regional conferences are held at a hotel. While a hotel at a Las Vegas strip will always be memorable, a local event at The Melville Marriott is not. So that's why That 401(k) Conference will be held at a well-known location that will be memorable. For the first event, That 401(k) Conference will be held at CitiField on Thursday, June 7th. It's because I'm a Mets fan and CitiField is more conducive to the audience for parking and travel than new Yankee Stadium. Thanks



to the positive response from advisors and plan provider sponsors, we're already planning events at Wrigley Field and Tropicana Field as well as future events in Los Angeles and Texas. The more positive response we get from advisors and plan providers, the more events you'll see around the country.

### Why should you attend? The bottom line....

The first That 401(k) Conference is Thursday, June 7th from 9 am to 2 pm. It's for financial advisors with an existing 401(k) book of business. For just \$100, you get two meals, four hours of helpful content from plan providers you know, a CitiField tour, and a meet and greet with Mets great Dwight "Doc" Gooden (bring something to get autographed). It's the best bargain in the 401(k) conference world. For more information and to buy a ticket, visit <http://that401ksite.com/that-401k-conference/>.

### Why should you sponsor?

When you're in business, everyone wants you to sponsor everything and you know that you can't. You need to spend your dollars wisely and it has to target the audience

you need. I'm not running an event where I'm going to have 75 plan sponsors and/or advisors who RSVP, and only 20 show up, I've attended too many of those (especially the ones where a handful of plan sponsors show up). This event is being marketed to financial advisors with an existing book of business, so any money spent on sponsorship is going to be money well spent. With supporting sponsorships starting at \$500 and presenting sponsorships at just \$1,500, we're not asking you to break the bank that other conferences do. There will be no exhibitor showcases for five and six digits. Feel free to contact me for this event or a region where we'll be next.

### Where do we go

#### next?

As if with anything, That 401(k) Conference's success is dependent on its attendees and plan provider sponsors. If you want a conference in your neck of the woods, please con-

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