



**Introducing the 2nd That 401(k) Conference  
Thursday, September 13, 2018, 9 am - 2 pm  
Wrigley Field, Chicago, Illinois**

### **Why another conference?**

There are a lot of industry-wide 401(k) conferences that are great in the idea of getting people together, but not so great in helping 401(k) advisors out and by nearly bankrupting those who want to sponsor the event and reach out to advisors.

That is why this September, That 401(k) Conference will host its second regional conference at Wrigley Field, Chicago, Illinois.

### **How will That 401(k) Conference be different from all other conferences?**

The attendees will be 401(k) advisors with books of business, culled from data and from a database of financial advisors with actual plans on the books.

**It will be unique because it won't be just 401(k) plans.**

We're going to be at Wrigley Field, so there will be a stadium tour and a planned appearance by a former Cub great. This event will stand out among other conferences that want your sponsorship. We're also planning a Cubs outing the night before.

**50-100 Advisors in Attendance, Avoiding No-Shows:**

We're going to charge a nominal fee for attendance to insure advisors who reserve a spot will attend because there is nothing worse to promise a certain attendance to sponsors and fail. It will also encourage real 401(k) advisors to attend instead of an advisor who may not have a book of business and just wants a free meal.

For attendees, \$100 will get them 4 hours of information to help their practice, breakfast, lunch, a stadium tour, and a meet and greet with a Cubs great

**Hopefully, the second of many That 401(k) Conferences:**

This will hopefully be the second of many regional conferences with the goal of a National Conference that won't bankrupt attendees and sponsors.

**The Bottom Line on Sponsorships:**

\$1,500 to be a sponsor and provide a 25-minute presentation (subject to approval to avoid redundancy of topics).

\$3,000 to be the sponsor of the Cubs great Meet and Greet

\$1,250 to be the sponsor of the Wrigley Field Stadium Tour

\$500 to be a sponsor and provide a 2-3 minute presentation on your firm's services

**For more information:**

If interested in sponsoring the inaugural event or being part of the next regional event (Boston, Philly, Tampa, LA, and SF come to mind), please contact me at [ary@therosenbaumfirm.com](mailto:ary@therosenbaumfirm.com) or 516-594-1557.