

## SPONSORSHIP OPPORTUNITY: SUNGARD'S RELIUS EDUCATION ADVANCED PENSION CONFERENCE HILTON ORLANDO BONNET CREEK · FEBRUARY 9 – 11, 2011 · ORLANDO, FL

SunGard's Relius Education Advanced Pension Conference: Orlando offers a cost-effective opportunity to reach your ideal audience and showcase your innovative products and services. Events, the exhibit location, and scheduled sessions are thoughtfully crafted to enhance your interaction with attendees. We anticipate 150+ registrants. And, exhibits are limited to eight – assuring maximum exposure for your company.

### WHO YOU WILL REACH

Decision makers and product buyers who are responsible for the planning, implementation, and/or administration of pension and employee benefit programs, including:

- Owners, principals, and partners of independent pension consulting firms
- Pension administrators
- Investment professionals
- Insurance executives
- CPAs
- Actuaries
- Attorneys
- Trust officers

### TRAFFIC BUILDERS FOR ORLANDO 2011

- Invitation to our Welcome Mingler and Cocktail Reception
- All continental breakfasts and beverage breaks held in exhibit area
- Exhibit area located adjacent to attendee registration desk and conference session rooms

### MORE VISIBILITY

To help increase your visibility and maximize your sponsorship dollars, we have added the following benefits:

- 4-color 8.5" x 11" promotional insert for the conference bag (The item is subject to approval by SunGard)
- Company logo included in slide show played for attendees prior to general sessions

### PROMOTIONS

All sponsors listed with company logo and product/service description in conference course materials. Free Internet advertising. Sponsor company logo and description posted on the conference Web site with a direct link to your Web site – another opportunity to be seen by many pension professionals each day!

### WHAT YOU GET

#### \$3,000 to \$4,000 Level

- One 6' skirted table for your tabletop display
- One complimentary conference registration (for booth worker)
- Two complimentary booth worker badges; additional badges \$300 each
- Your logo and product description in the conference material binder
- Your logo, product description, and Web link from the conference pages
- Sponsorship recognition and signage, including company logo, at the sponsored event

#### \$5,000+ Level

- All of the above, plus:
- One additional complimentary conference registration (total of two for booth workers)
- One additional complimentary booth worker badge; additional badges \$300 each
- Five minutes to address the attendees during sponsored event

Notes: Sponsorship fee must be remitted with application. Badge information and payment for additional badges will be requested later.

### EXHIBIT/SPONSORSHIP LEVELS

Refreshment Break: \$3,000  
Continental Breakfast: \$3,000  
Conference Pocket Agenda (your logo + 4-color ad): \$3,500  
Conference Lanyard (your logo): \$4,000  
Conference Tote Bags (your logo): \$4,000  
Luncheon: \$5,000  
Cocktail Reception: \$7,000

### QUESTIONS

For answers to your sponsorship questions, please call Anne Buis Dionne at 800-326-7235, ext. 5958 or e-mail [anne.dionne@sungard.com](mailto:anne.dionne@sungard.com).

**SPONSORSHIP APPLICATION:  
SUNGARD'S RELIUS EDUCATION ADVANCED PENSION CONFERENCE  
HILTON ORLANDO BONNET CREEK · FEBRUARY 9 – 11, 2011 · ORLANDO, FL**

**EXHIBIT SCHEDULE (TENTATIVE):**

**Tuesday, February 8**

4:00 – 5:00PM Exhibitor set up  
5:00 – 6:30PM Early Registration/Welcome Mingler

**Wednesday, February 9**

8:00 – 8:30AM Continental Breakfast/Registration Exhibits  
10:00 – 10:30AM Refreshment Break/Exhibits  
12:00 – 1:30PM Luncheon  
3:00 – 3:30PM Refreshment Break/Exhibits  
5:00PM Cocktail Reception

**Thursday, February 10**

8:00 – 8:30AM Continental Breakfast/Exhibits  
10:00 – 10:30AM Refreshment Break/Exhibits  
12:00 – 1:30PM Luncheon  
3:00 – 3:30PM Refreshment Break/Exhibits

**Friday, February 11**

8:00 – 8:30AM Continental Breakfast/Exhibits  
10:00 – 10:30AM Refreshment Break/Exhibits  
10:30AM – 12:00PM Exhibitor tear-down

**COMPANY INFORMATION (PLEASE PRINT OR TYPE):**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please reserve the following sponsorship event:**

- Refreshment Break     Reception     Conference Breakfast     Conference Pocket Agenda  
 Luncheon     Conference Lanyard     Conference Tote Bags

**Payment (sponsor fee only):**

Enclosed is a check payable to SunGard Business Systems, LLC: \$ \_\_\_\_\_ Charge:  Mastercard  VISA  American Express

CT, HI, NM, SD, WV, CN Residents add applicable sales tax: \$ \_\_\_\_\_ Total Due: \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name (please print): \_\_\_\_\_ Cardholders Signature: \_\_\_\_\_

It is agreed that the Sponsor shall assume all responsibility for any loss, damage or injury that they shall have or cause, and that they shall indemnify and hold harmless SunGard and the Hilton Orlando Bonnet Creek from all liability due to injury, loss or damage.

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

Complete form and return with payment to SunGard, Attn: Anne Buis Dionne, 1660 Prudential Drive, Jacksonville, FL 32207. Or, fax to 904-398-8164, Attn: Anne Buis Dionne. Your logo (.tif) and 50-word product description may be e-mailed to anne.dionne@sungard.com.

All applications are subject to approval by SunGard.