

SPONSORSHIP OPPORTUNITY: SUNGARD'S RELIUS EDUCATION ADVANCED PENSION CONFERENCE WESTIN MICHIGAN AVENUE HOTEL · AUG. 30 – SEPT. 1, 2010 · CHICAGO, IL

SunGard's Relius Education Advanced Pension Conference: Chicago 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 CHICAGO 2010

- 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
Conference Materials (your logo + full page): \$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.

**SPONSORSHIP APPLICATION:
SUNGARD'S RELIUS EDUCATION ADVANCED PENSION CONFERENCE
WESTIN MICHIGAN AVENUE HOTEL · AUG. 30 – SEPT. 1, 2010 · CHICAGO, IL**

EXHIBIT SCHEDULE (TENTATIVE):

Sunday, August 29

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

Monday, August 30

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

Tuesday, August 31

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

Wednesday, September 1

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 Conference Materials Conference Breakfast Conference Pocket Agenda
 Luncheon Conference Lanyard Reception 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 Westin Michigan Avenue Hotel 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.