



That 401(k) Conference

Friday, March 12, 2027

Mandalay Bay Resort and Casino, Las Vegas, NV

Don't Just Sponsor Another Conference. Be Part of This One.

There are plenty of retirement plan conferences where sponsors pay thousands of dollars for a logo on a sign, a table in the corner of a ballroom, and the hope that somebody stops by.

That 401(k) Conference is different.

Our events are intentionally smaller, more personal and built around interaction. We want retirement plan providers talking with advisors, TPAs, recordkeepers and other professionals—not sitting behind an exhibit table waiting for someone to wander over. At Mandalay Bay, we're bringing the retirement plan industry together for education, networking, conversation and a little Las Vegas fun.

And we're doing it at sponsorship prices that actually make sense.

Why sponsor That 401(k) Conference?

You Don't Need 1,000 Attendees. You Need the Right Attendees. The value of an industry conference isn't measured by how many badges were printed. It's measured by the people you actually meet. That 401(k) Conference attracts financial advisors who work with plan sponsors every day. These are people who recommend providers, influence purchasing decisions, develop professional relationships and refer business. Our goal isn't to create the biggest retirement plan conference. It's to create one where people actually talk to each other.

Your Sponsorship Can Start Conversations

We don't believe sponsorship should mean paying money to have your logo disappear onto a banner containing 37 other logos. We want sponsors involved. Speak. Introduce yourself. Meet attendees. Have conversations.

Build relationships. Be remembered. That's why our sponsorship opportunities include actual visibility and participation rather than simply selling advertising space.

GOLD SPONSOR — \$1,500

Own the Room for 30 Minutes. Our premier sponsorship gives your organization something extremely difficult to get at most industry conferences: The audience. Gold Sponsors receive a 30-minute presentation during the conference program, giving you the opportunity to demonstrate your expertise, discuss an important industry issue and introduce attendees to your organization.

Gold Sponsorship Includes:

- 30-minute presentation to conference attendees
- Premium logo placement on conference marketing and event materials
- Recognition in conference promotions
- Recognition through Ary Rosenbaum's social media promotion of the conference

- Two complimentary conference registrations

You could spend \$1,500 on an advertisement people scroll past. Or you can spend \$1,500 talking directly to retirement plan professionals.

SILVER SPONSOR — \$750

Put Your Brand in the Middle of the Action

You don't need a presentation to make an impression.

Silver Sponsorship gives your organization significant visibility throughout the event and associates your company with an experience attendees will remember.

Silver Sponsorship Includes:

- Prominent logo placement on conference signage
- Logo placement in conference materials
- Recognition in pre-event conference communications
- Verbal recognition during the conference
- One complimentary conference registration
- Sponsor recognition associated with conference networking and special activities

BRONZE SPONSOR — \$500

Give Us Your Best Elevator Pitch

No exhibit booth. No standing around hoping somebody asks what your company does.

We'll give you the microphone. Bronze Sponsors receive a 2–3 minute speaking opportunity during the conference to introduce their organization directly to attendees. Tell them who you are. Tell them what you do. And, most importantly, give them a reason to find you during the rest of the conference.

Bronze Sponsorship Includes:

- 2–3 minute introduction to conference attendees
- Logo placement on conference signage
- Logo placement in conference materials
- Recognition in pre-event communications

AND BECAUSE IT'S LAS VEGAS...

Meet a Sports Legend

That 401(k) Conference has always been about combining retirement plan education with experiences people actually remember. Our Las Vegas conference will include a special meet-and-greet with a sports legend.

It's another opportunity for attendees and sponsors to put business aside for a few minutes, have some fun, take some pictures and create the kind of shared experience that makes networking easier. Because relationships aren't usually built while staring at somebody's PowerPoint presentation. They're built from conversations and experiences.

WHY OUR SPONSORSHIP MODEL WORKS

The retirement plan business is ultimately a relationship business. Advisors work with providers they trust. TPAs refer people they know. Recordkeepers develop partnerships. Providers grow when the right people understand what they do and remember them when an opportunity arises. That's what we're selling sponsors. Not booth space. Not badge scans. Not your logo printed on a tote bag. Access. Visibility. Conversation. Relationships. And with sponsorships ranging from just \$500 to \$1,500, you don't need a giant conference marketing budget to participate.

SPONSORSHIP INFORMATION

Ary Rosenbaum

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Want in? Reserve your sponsorship before somebody else takes your spot.