

IMPACT[®] 2009

Activities are subject to change and/or availability

IMPACT is the leading industry conference designed exclusively for the Registered Investment Advisor and is viewed as the premier educational and networking event for the investment management industry.

This three-day event consists of:

- Keynote presentations from leading business, economic and political visionaries
- Education sessions designed around pivotal strategic issues, market viewpoints and practice management techniques. These sessions are divided into four categories:
 - Technology and Trading
 - Practice Management
 - Investments, Banking, and Retirement Services
 - Custody and Reporting
- Opportunities to expand business connections and network with approximately 1,200 to 1,500 advisors and over 250 exhibiting firms.

IMPACT 2009

Sunday - Wednesday

September 13-16, 2009

San Diego Convention Center

San Diego, CA



IMPACT[®] 2008 Exhibit Hall & Attendee Profiles

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2008 Exhibit Hall Post Conference Evaluations

How much time did you spend visiting the exhibitor booths?

- 1-2 Hours 24%
- 2-3 Hours 32%
- 3-5 Hours 30%

How important are each of the following reasons for visiting the Exhibit Hall?

- Investigate New Products & Services: 82%
- Speak With Current Vendors: 83%

How would you rate the exhibitor booths in terms of the following?

- Relevance of Information: 83%
- Breadth of Products & Services: 83%

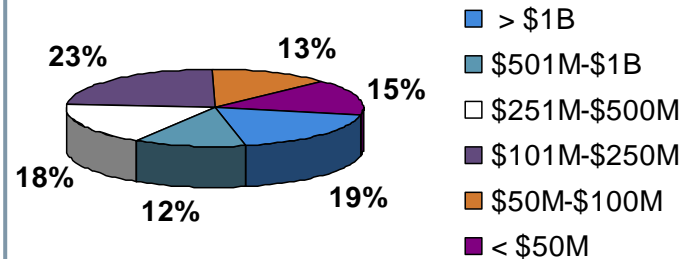
How would you rate the opportunities provided to make beneficial contacts with the following:

- Peers and Colleagues: 82%
- Exhibitors: 88%

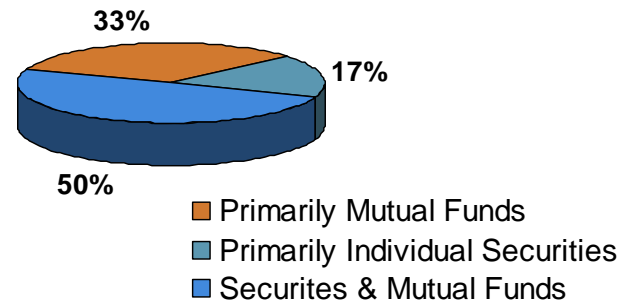
Data collected via post conference evaluation forms submitted by advisors with percentages calculated by top two categories, excellent and very good.

2008 Attendee Profile*

ASSETS UNDER MANAGEMENT



STYLE OF INVESTING



* Self-reported data as collected upon registration

IMPACT[®] 2009 Sponsorship Categories

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The following sponsorships categories are designed to:

- Strengthen brand awareness
- Introduce new products and services
- Build relationships with industry leaders

Marquee Sponsor	\$130,000
Premier Sponsor	\$115,000
Diamond Sponsor	\$100,000
Platinum Sponsor	\$ 85,000
Gold Sponsor	\$ 60,000
Silver Sponsor	\$ 35,000
Bronze Sponsor	\$ 25,000
Platform Participant Exhibitor	\$ 10,000
Exhibitor	\$ 12,500
The Expo Showcase*	\$ 17,500

**Priority is given to Research, Technology and Investment Tools Sectors*



IMPACT® 2009 Sponsorship Benefits Overview

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	MARQUEE	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PLATFORM PARTICIPANT EXHIBITOR	EXHIBITOR	SOLUTIONS SHOWCASE
UPGRADE = Opportunity to elevate benefit for additional cost	\$130,000	\$115,000	\$100,000	\$85,000	\$60,000	\$35,000	\$25,000	\$10,000	\$12,500	\$17,500
EXHIBIT HALL										
20X20 EXHIBIT BOOTH	▼	UPGRADE	UPGRADE							
10X20 EXHIBIT BOOTH		▼	UPGRADE	UPGRADE	UPGRADE					
10X10 EXHIBIT BOOTH			▼	▼	▼	▼	▼	▼	▼	▼
COMPLIMENTARY FULL CONFERENCE REGISTRATIONS	4	4	4	4	4	4	4	2	2	2
FULL CONFERENCE OR DAY PASS REGISTRATIONS	6	4	4	4	4	4	4	4	4	4
SPONSOR RECEPTION	▼	▼	▼	▼	▼	▼	▼			▼
SPEAKING OPPORTUNITY										
SOLO SPEAKER NOMINATION	▼	▼	▼							
PANEL SPEAKER NOMINATION	▼			▼						
ADVERTISING OPPORTUNITY										
CATEGORY EXCLUSIVITY	▼									
SAVE THE DATE	LOGO	LOGO	TEXT	TEXT						
INVITATION	LOGO	LOGO	LOGO	LOGO	LOGO	TEXT	TEXT			TEXT
WEBSITE	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	TEXT	TEXT	LOGO
HYPERLINK	▼	▼	▼	▼	▼	▼	▼			▼
PRE ATTENDEE LIST	▼	▼	▼	▼	▼	▼	▼	▼	▼	▼
EMAIL LIST	▼	▼	▼							
POST ATTENDEE LIST	▼	▼	▼	▼	▼	▼	▼			▼
COMPANY DESCRIPTION CONFERENCE GUIDE	200 WORD	160 WORD	100 WORD	75 WORD	60 WORD	36 WORD	35 WORD	35 WORD	35 WORD	35 WORD
COMPANY DESCRIPTION WEBSITE	100 WORD	50 WORD	50 WORD							
PROGRAM AD	FULL-PAGE	FULL-PAGE	FULL-PAGE	FULL-PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE			1/4 PAGE
PROGRAM AD UPGRADE TO FULL-PAGE					UPGRADE	UPGRADE	UPGRADE			UPGRADE
IMPACT MEDIA LIST	▼	▼	▼	▼	▼					
BRANDING OPPORTUNITY										
CONFERENCE BAG	▼									
CONFERENCE MERCHANDISE, SERVICES OR MEALS		▼	▼	▼						
CONFERENCE MERCHANDISE, SERVICES, MEALS OR BREAKS			▼	▼	▼					
CATEGORY SPECIFIC PROMOTION						▼				

IMPACT[®] 2009 Exhibitor | \$10,000 and \$12,500

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\$10,000 Platform Participant Exhibitor Features:

- 10'x10' exhibit space
- Two (2) complimentary full conference registrations
- Opportunity to purchase up to four (4) additional full conference or day pass registrations
- Preferred exhibit booth placement
- Complimentary one-time use of pre attendee mailing list of advisors who opt-in to being contacted
- Opportunity to purchase post attendee mailing list of advisors who opt-in to being contacted
- 35 company word description in the conference program guide

\$12,500 Exhibitor Features:

- 10'x10' exhibit space
- Two (2) complimentary full conference registrations
- Opportunity to purchase up to four (4) additional full conference or day pass registrations
- Complimentary one-time use of pre-attendee mailing list of advisors who opt-in to being contacted
- 35 company word description in the conference program guide

Platform Participant Exhibitor

A **Platform Participant** is a firm that is participating in one or more of the following Schwab platforms or services:

- Managed Account Select[®]
- Managed Account Access[™]
- Mutual Fund OneSource[®]
- Alternative Investment Source
- Turnkey Asset Management Programs
- Schwab Performance Technologies and Investment Research

IMPACT® 2009 Expo Showcase | \$17,500

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The **Expo Showcase** provides Research, Technology and Investment Tools companies with the exclusive opportunity to showcase products or services in front of a target audience of registered investment advisors.

\$17,500 Expo Showcase Sponsorship Features:

- Opportunity to conduct a 30 minute product demonstration (Presentation to be approved by Schwab)
- Complimentary exhibit registration to include 10'x10'
- Opportunity to select booth placement
- Two (2) complimentary full conference registrations
- Opportunity to purchase up to four (4) additional full conference or day pass registrations
- Complimentary one-time use of pre and post-conference attendee mailing list from advisors who opt-in to be contacted
- Complimentary quarter page advertisement in the conference program
- Opportunity to upgrade to a full-page ad for an additional \$5,000
- Logo and/or text recognition in select conference print, electronic and on-site materials

Coinciding with high traffic times in The Expo, each showcase session is dedicated to one sponsoring company.

Targeted attendance at the showcase is approximately 25-60 attendees per session.

Sessions Dates & Times

Monday, September 14

- 7:15AM-7:30AM (*Breakfast*)
- 11:45AM-12:15PM (*Lunch*)
- 3:25PM-3:55PM (*Break*)
- 5:45PM-6:15PM (*The Expo Reception*)

Tuesday, September 15

- 7:15AM-7:30AM (*Breakfast*)
- 12:00PM-12:30PM (*Lunch*)
- 3:40PM-4:10PM (*Break*)

Time of sessions subject to change pending final agenda.

IMPACT® 2009 Regional Dinner Sponsorships | \$12,500

Activities are subject to change and/or availability

The Schwab regional sales teams will host a buffet dinner at a selected venue for advisors attending the conference on Tuesday, September 15, 2009.

The Regional Dinners will provide an opportunity for your company representatives to network with approximately 80 – 150 advisors, associates and members of the regional sales team.

\$12,500 Regional Dinner Sponsorship Features:

- Priority booth selection
- Co-sponsorship* of regional dinner
- Up to four (4) company representatives in attendance
- Logo and/or text placement and listing in select conference print, electronic and on-site materials
- Pre event dinner attendee list of advisors who opt-in to being contacted

*All Regional Dinners may accommodate two sponsoring firms with the exception of Strategic Sales and National Sales, which will accommodate a single sponsoring firm. These opportunities are available to Platform Participants only.

WESTERN DIVISION

*Four Corners Region Northern CA Region
Northwest Region Southern CA Region*

CENTRAL DIVISION

*Chicago Metro Region Heartland Region
South Central Region Southern Region*

EASTERN DIVISION

*Great Lakes Region Mid Atlantic Region
New England Region New York Metro*

STRATEGIC SALES

Manages national enterprise relationships with a focus on holding companies, broker dealer relationships and TAMP providers.

NATIONAL SALES

Manages advisor relationships from start-up RIAs to \$40 million in total AUM at Schwab. While many of these advisors are small and emerging, some of them are much larger but choose to custody the bulk of their assets at other firms.

IMPACT[®] 2009 Marketing Promotional Opportunities

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Marketing Promotional Opportunities are additional avenues for participating sponsors and exhibitors to further their presence at the conference. The following opportunities are currently available:

\$15,000 Transportation Sponsorship Features:

- Priority booth selection
- Logo and/or text placement on shuttle schedule and select conference print, electronic and on-site materials

This opportunity is available to a maximum of three sponsors

\$8,500 Coffee Station Sponsorship Features:

- Priority booth selection
- Logo and/or text placement on coffee sleeves and select conference print, electronic and on-site materials

This opportunity is available to a single sponsor

\$8,500 Book Store Sponsorship Features:

- Priority booth selection
- Logo and/or text placement in select conference print, electronic and on-site materials
- Opportunity to distribute collateral and/or promotional gift in book store

This opportunity is available to a single sponsor

\$8,500 Evaluation Gift Sponsorship Features:

- Priority booth selection
- Logo and/or text placement on evaluation gift and select conference print, electronic, on-site materials, and on the evaluation gift

This opportunity is available to a single sponsor

\$5,500 Shoe Shine Sponsorship Features:

- Priority booth selection
- Logo and/or text placement in select conference print, electronic and on-site materials
- Opportunity to distribute collateral and/or promotional gift at station

This opportunity is available to a single sponsor