

SPONSORSHIP INVITATION

EVERYONE CAN RETIRE WELL 2010 CONFERENCE & EXHIBITION

Sunway Pyramid Convention Centre, Petaling Jaya
October 13-14, 2010 (Wednesday & Thursday)

Malaysia is rapidly heading towards an ageing society. According to United Nations' figures, Malaysia is likely to reach an ageing nation status by 2035 with the number of people above the age of 60 reaching 15 per cent of the population. The United Nations categorises any country with 10 per cent of its population above the age of 60 as an ageing nation.

Today more than 10 percent of Malaysians are in the 50 yr + group. Global statistics show that this ageing group has greater purchasing power and wealth than younger adults. In the UK, EU and USA, the 50 yr + group commands more than 75 % of the wealth. It outspends younger adults by \$1 trillion and accounts for more than half of the majority of household expenditure (54%) in the US and the EU.

Though FPAM has organized many conferences and expositions in the past, the ***“Everyone Can Retire Well 2010 Conference & Exhibition”*** is FPAM's first attempt on the rapidly growing ageing and retirement markets. Planned for 700 participants as a gathering for the ageing and retirement industry/community, it aims to bring financial service providers, academicians, doctors, health care experts, gerontologists, affluent consumers, decision makers and government agencies together for 2-days of sharing and caring that we believe will have life-long impressions.

This conference has been carefully designed to encompass the following key segments:

- Policy & Research
- Financial Planning / Financial Products & Services
- Human Capital Development & Employment Opportunities
- Medical, Health Care & Retirement Living
- The Mature Consumers' Market
- Islamic viewpoints

This is a special invitation to your organization to join the efforts of FPAM by being a sponsor of this conference. Each sponsorship package has been carefully designed to enhance the identity and position of the sponsor as an active participant in the retirement and ageing industry. Our advertising and promotions campaign in the Star, the New Straits Times, Malaysian Reserve, the Sun, Edge, Personal Money, Smart Investor and Money Compass, would further generate impact and prominence to the sponsors.

Organized by:

Financial Planning Association of Malaysia

Lot 16-02, 16th Floor, Block B, HP Towers (formerly known as Wisma Semantan)
No.12 Jalan Gelenggang, Bukit Damansara, 50490 Kuala Lumpur
Tel: +60 3 2095 7713 Fax: +60 3 2095 7719 Email: info@fpam.org.my

Details on sponsorship opportunities are as follows:

SPONSORSHIP PACKAGE

A. PLATINUM SPONSORSHIP = RM80, 000.00 (multiple sponsors)

Benefits

1. Exclusive appearance in press conference with VVIPs
2. Speaking session (subject to availability and approval)
3. Logo on all print advertisements.
4. Logo listing on brochure and conference backdrop
5. Logo listing on conference bag
6. Promotional insert in goodie bag (3 only)
7. Free 1-page full-colour advertisement /article either in 3Q or 4Q10 issue of 4E Journal, the official publication of FPAM
8. Four (4) complimentary booths
9. Eighty (80) complimentary seats @RM1,000 each worth RM80,000

B. DIAMOND SPONSORSHIP = RM60, 000.00 (multiple sponsors)

Benefits

1. Speaking session (subject to availability and approval)
2. Logo on all print advertisements.
3. Logo listing on brochure and conference backdrop.
4. Logo listing on conference bag
5. Promotional insert in goodie bag (2 only)
6. Free 1-page full-colour advertisement /article either in 3Q or 4Q10 4E issue of 4E Journal, the official publication of FPAM
7. Two(2) complimentary booths
8. Sixty (60) complimentary seats @RM1,000 each worth RM60,000

C. GOLD SPONSORSHIP = RM40, 000.00 (multiple - sponsors)

Benefits

1. Speaking session (subject to availability and approval)
2. Logo on all print advertisements.
3. Logo listing on brochure and conference backdrop
4. Logo listing on conference bag
5. Promotional insert in goodie bag (1 only)
6. Free 1-page full-colour advertisement /article either in 3Q or 4Q10 4E Journal. the official publication of FPAM
7. Two (2) complimentary booths
8. Forty (40) complimentary seats @RM1,000 each worth RM40,000

D. CORPORATE SPONSORSHIP = RM10, 000.00 (multiple-sponsors)

Benefits

1. One (1) complimentary booth
2. Logo listing on brochure and conference backdrop
3. Ten (10) complimentary seats @RM1,000 each worth RM10,000

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Sponsorship Benefits Summary Table

No	Benefits	Platinum	Diamond	Gold	Corporate
1	Exclusive appearance in press conference with VVIPs	/	X	X	X
2	Speaking sessions (subject to availability and approval)	/	/	/	X
3	Logo on all print advertisements.	/	/	/	X
4	Logo listing on brochure and conference backdrop	/	/	/	/
5	Logo listing on conference bag	/	/	/	X
6	Promotional insert in goodie bag	3	2	1	X
7	Free 1-page Advertisement in 4E Journal	/	/	/	X
8	Complimentary booth	4	2	2	1
9	Complimentary seats	80	60	40	10

We trust that you would agree to be one of the sponsors. In the event that you are interested in taking up any of the sponsorship, please revert to us as soon as possible by completing the attached form. If you require any further information, kindly have your office contact Chan Chow Hun or V. Murugiah at 03-20957713.

Thank You

Yours sincerely,

Tan Beng Wah
Co-Organizing Chairman
Everyone Can Retire Well 2010 Conference & Exhibition
Financial Planning Association of Malaysia

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Sunway Pyramid Convention Centre

SPONSORSHIP FORM

We, _____ agree to
(Name of organization)

(Please tick)

- Become the PLATINUM sponsor
 Become the DIAMOND sponsor
 Become the GOLD sponsor
 Become the CORPORATE sponsor

Exhibition Booths

Exhibition booth(s) take up _____ (quantity)/ (RM5, 000 per booth)

Other suggestion of participation:

Signature
Name
Company Stamp

Date

*Please liaise with V. Murugiah (mu@fpam.org.my), Cliff Tan (cliff.tan@fpam.org.my) or Lloyd Perera (lloyd.perera@fpam.org.my) at 2095 7713 for any follow-up on the above sponsorship.