



## **That 401(k) National Virtual Conference** **Thursday-Friday, January 30-31, 2025, 9 am - 2 pm**

### **2025 is still Virtual**

We find that a virtual format for a national event is easier to manage, attend, and hold. We continue with the virtual tradition on January 30-31, 2025.

### **Virtual, but the same experience, except for food**

We will have a plenty of great content for 401(k) plan providers, just no food (again, sorry).

### **No breakout rooms.**

Whether you attend or sponsor, there is just one Zoom room to attend. If you sponsor, you get the full audience and not at the mercy of the other competing breakout sessions. If you attend, we guarantee that the speakers and topics will be unique from the other national events.

### **More than 100 Plan Providers in Attendance, Avoiding No-Shows:**

We're going to charge a nominal fee for attendance to insure plan providers who reserve a spot will attend because there is nothing worse to promise a certain attendance to sponsors and fail. It will also encourage real 401(k) advisors to attend instead of an advisor who may not have a book

of business and just wants a free show.

**The Bottom Line on Sponsorships:**

\$500 to be a Silver Level sponsor and provide a 2-3 minute presentation on your firm's services at the introduction of the event on January 30th.

\$1,500 to be a Gold Level sponsor and provide a 25-30 minute presentation (subject to approval to avoid redundancy of topics).

Each sponsorship comes with 10 passes, so you can invite your best provider partners. You will also get 5 passes for your staff to attend.

All sponsors get promotion for their sponsorship online at [that401k.com](http://that401k.com)

Sponsorship is free if you commit to a comparable level for a live event in 2025. We are planning live editions in Anaheim, Atlanta, and possibly Washington DC.

**For more information:**

If interested in sponsoring the event or being part of the next regional event, please contact me at [ary@therosenbaumfirm.com](mailto:ary@therosenbaumfirm.com) or 516-594-1557.