



FPA[®]

DENVER
2010

The Annual Conference of the Financial Planning Community

PREVIEW GUIDE

October 9-12, 2010
Denver, Colorado

www.FPAAAnnualConference.org

CELEBRATE IN DENVER

This October 9–12, financial planners from around the world will gather in Denver, Colorado, for the profession's most exciting annual conference to date: FPA Denver 2010. As chair of this year's volunteer task force, I would like to personally invite you to join me—along with other peers and colleagues—to celebrate a decade of financial planning leadership and advocacy in the home city of the Financial Planning Association. Together, FPA and the Mile High City—celebrating a historic 150th anniversary—have set the stage for a once-in-a-lifetime event that you simply cannot afford to miss.

I am very proud to say that this year's task force has identified the best and brightest educators and experts—both inside and outside the financial services industry—to provide you with the tools and resources needed to offer the highest level of service to your clients. From the much-anticipated keynote speakers, to the extensive, comprehensive lineup of sessions spanning nine specialized tracks, FPA Denver 2010 is the most robust educational conference available in our industry.

In addition to outstanding sessions, FPA Denver 2010 will give you the opportunity to share your personal stories and learn from some of your most respected colleagues. In the past two years alone, financial planners have found themselves in new territory: managing clients' portfolios through one of the most turbulent markets in recent history, while also taking on additional roles—such as teacher, coach, or counselor—to help their clients address many other aspects of their lives that were affected by the volatile economic environment. FPA Denver 2010 is our chance to come together as a profession, to learn from each other, and to discover new ways to deliver the highest-quality advice to our clients.

So, as we near this year's annual conference of the world-wide financial planning community, I hope that you too will discover how FPA Denver 2010 is not only a great opportunity to enrich your financial planning career, but also the best way to celebrate the very profession itself.

Make plans now to join us this October for **thought-provoking sessions, extensive networking**, and **exceptional exhibits**. Also, please join me in thanking this year's sponsors and exhibitors for all their support of FPA Denver 2010 and the profession.

See *you* in Denver!

Emily Guadagnoli
FPA Denver 2010 Task Force Chair

**EARLY-BIRD REGISTRATION DEADLINE:
AUGUST 27, 2010**

SIMPLY THE BEST

FPA Denver 2010 is more than just the largest gathering of financial planners; it's the convergence of outstanding educational sessions, extensive networking opportunities, and an exceptional exhibit hall full of top-name product and service providers. This event is more than just a conference; it is an experience that can enhance, expand and develop your entire career for the better.

Outstanding Sessions

FPA Denver 2010 features 10 specialized educational tracks custom tailored to your specific learning needs. In addition, this year's program will be approved for numerous continuing education credits for financial planners as well as state insurance. No matter your experience, your business model, or your professional interests, FPA Denver 2010 has exactly what you need when you need it.

Extensive Networking

Whether you are looking to find your next business partner, employer or employee, FPA Denver 2010 is the best place to build your professional network. Meet financial planners, advisers and other financial services professionals in a place where you can share personal experiences, best practices, and most of all, create lasting relationships that can take your career to new heights in the community of financial planners.

Exceptional Exhibits

The FPA Denver 2010 exhibit hall is the best place to find products and services to create a better practice. Companies representing investment advisers, marketing services, mutual fund companies, insurance services, technology companies and practice management consultants will be on hand to help find new solutions to your business challenges. More than just a marketplace, the exhibit hall is full of robust conversations, entertainment and resources for you and your practice.



FPA Denver 2010 promises to be the most robust and comprehensive financial planning events to take place this year and here are just a few reasons why:

- Attend outstanding educational sessions that you won't find anywhere else
- Complete your CE requirements for your financial planning designations
- Network with peers, allied professionals, mentors and protégés
- Find real solutions to business challenges effecting people, processes and technology
- Receive objective, real-world advice with specific processes for real results
- Be inspired by world-renowned keynote speakers!
- Take charge of your educational experience by crafting a custom schedule for your individual needs
- Re-invigorate your practice and your knowledge to give your clients more
- Discover what your peers are up to as it's the best way to improve your own practice
- Be part of the largest conference in the world that focuses on the actual practice of financial planning
- Celebrate the financial planning profession
- Learn what it takes to grow your business and maintain your competitive edge

But don't just take our word for it... Here is what other financial planners have to say:

"To me one of the primary reasons to attend the FPA's annual conference has always been that it is 'the big show' of the financial planning world. No other financial planning conference throughout the year gathers nearly as many practitioners and providers together in one place, to really learn about what's happening in the profession and what the latest trends are."

Michael E. Kitces, CFP®, CLU, ChFC, RHU

"No matter which business model you represent, you can find a collection of ideas, resources and solutions that will help you enhance your practice"

Marc S. Freedman CFP®

"I spend as much time as I can in the exhibit hall. Nowhere else can you find the all the cutting edge tools for your practice under one roof. I not only get to talk to the vendors, but I can meet other users to find out immediately what will work in my firm."

Deena B. Katz, CFP®

"You have to constantly evolve your practice and your knowledge, especially as we move into the 21st century. FPA's annual conference is the best way to accomplish that – through great presentations, keynotes, vendors and especially, the conversation with fellow attendees."

Elizabeth Jetton, CFP®

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REGISTER NOW

Reserve your spot at the year's biggest financial planning conference: **FPA Denver 2010**

BASIC REGISTRATION:

	Early-bird Rate <i>Now through August 27</i>	Full Rate <i>August 28-October 12</i>
FPA Members	\$675	\$875
Students	\$350	\$450
Non-members	\$925	\$1,125

CONFERENCE RECORDINGS:

	Online Package	CD-ROM
FPA Members	\$199	\$395
Non-members	\$299	\$495

REGISTER NOW AND SAVE!

- Visit **www.FPAAnnualConference.org**
- Call **800.322.4237**

