

2012

Strategic Conference Partnership Program

Offering Superior Value
and Quality Support to
Experienced Financial
Professionals Nationwide



Strategic Conference Partnership Program

2012

SSN extends to your organization the opportunity to communicate marketing and sales strategies to an elite group of financial professionals nationwide. Our goal is to ensure that our representatives have the best products available. We recognize that our financial success depends on the success of our partners. As an SSN partner, maximum emphasis will be placed on focusing the attention of our sales force on your products and services.

Partnering with us will allow you numerous avenues to communicate with our representatives.

SSN'S NATIONAL CONFERENCE: DISCOVER

Securities Service Network hosts an annual Broker Dealer Conference. This three-day event provides great visibility and unparalleled access to our Financial Professionals, who represents every region of the United States. SSN will host its national conference, **Discover 2012**, at the Westin Savannah Harbor Golf Resort and Spa in Savannah, GA, on May 2-6, 2012. Our conference program is designed to provide SSN Partners exposure to our representatives. As a Partner, you will be provided exhibit space for the duration of the conference in order to promote your company. During the conference your organization is invited to host a dine-a-round dinner to meet with our advisors in a more personal setting. All Partners receive a list of attendees prior to the conference and a one page profile in our conference book. Executive Partners receive maximum exposure at the conference. At the Executive Partner level, you will be assigned a designated speaking session to present your organization's products, services and sales ideas. SSN prides itself on presenting quality guest speakers at our national conference. As a Strategic Partner, your organization will have the opportunity to sponsor guest speakers for the value-added sessions at Discover 2012. You will be promoted as sponsoring a guest speaker in the *Network News*, in the conference program book, with signage on the day of the event, and with other media. (Space is limited)

COMPREHENSIVE SSN REPRESENTATIVE LISTING

Partners have exclusive access to our sales force. You are provided a comprehensive representative listing, as well as a list of our OSJs. Name, address, telephone, fax numbers, and email addresses will be included, and quarterly updates will be supplied to you at no additional charge. As an extra bonus, you will receive a list of reps ranked by gross dealer concession for your product line.

FEATURED ARTICLES IN NETWORK NEWS

SSN Strategic Partners have the opportunity to place articles in our monthly publication, *Network News*. This publication is an excellent forum to provide investment strategies and advice from key personnel in your organization. Participation allows you the ability to reveal exciting aspects of your organization and provide tools our professionals can use to share in this success.

FLYERS IN OUR REPRESENTATIVE MONTHLY MAILING PACKETS

Our partnership provides the opportunity to include monthly inserts in our representative's pay packages. These inserts can be used to promote products and services or to generate interest in exciting promotional ideas or events.

ADVERTISEMENT ON SSN'S CLIENT PORTAL - FOCALweb

Your organization will have the opportunity to advertise on FOCALweb, SSN's Representative website, to display your web banner ad and list your company's name on FOCALweb's Partner page. In addition to having a hyperlink to your organizations's website, Executive Partners may submit web pages for postings that support your immediate sales and marketing concentrations. Both Executive and Preferred Partners may also submit current wholesaler maps, fixed interest rates and marketing materials.

STRATEGIC PARTNER STATUS ON SSN'S APPROVED PRODUCTS LIST

Your organization will receive Strategic Partner status on SSN's Approved Products List. With a complete listing of approved products, this comprehensive guide serves as a valuable reference tool for SSN's representatives.

OPPORTUNITY TO HOST EDUCATIONAL SESSIONS

In addition to the due diligence opportunities available at our national conference, partners are provided multiple avenues to host educational seminars including web-based seminars, conference calls and the opportunity to host a meeting at our home office for our local reps. This access gives you a direct, cost-effective approach to reach our representatives.



EXECUTIVE PARTNER



The Executive Partner is our premier partnership package and it offers the best opportunity to communicate directly with SSN's Representatives.

EXECUTIVE PARTNER \$38,000

- Comprehensive SSN Representative list, including OSJ's (updated quarterly)
- Speaking session at Discover 2012
- Guest speakers for value-added sessions at Discover 2012 (space is limited)
- Exhibit space throughout Discover 2012
- One-page company profile in the official conference publication

- Conference attendee list prior to the event
- Feature article placement in *Network News* (monthly)
- Flyers in SSN Representatives' pay packages (monthly)
- Advertise on SSN's representative website, FOCALweb, including a web banner ad, a hyperlink to your organization's website, and the option to submit web pages to support sales and marketing efforts
- Strategic Partner status on SSN's Approved Products List
- Training session at SSN's home office
- Web seminars and conference calls with SSN Representatives
- Monthly subscription to *Network News*
- Concentrated sales and marketing efforts based on your needs

Finally, as an Executive Partner, our marketing staff will work closely with your organization to assist your sales and marketing efforts.

PREFERRED PARTNER

As a Preferred Partner, your organization will benefit from a distinct marketing advantage and provide an effective means of communicating with some of the country's top-producing investment professionals.

PREFERRED PARTNER \$24,000

- Comprehensive SSN Representative list, including OSJ's (updated quarterly)
- Guest speakers for value-added sessions at Discover 2012 (space is limited)
- Exhibit space throughout Discover 2012
- One-page company profile in the official conference publication
- Conference attendee list prior to the event

- Feature article placement in *Network News* (monthly)
- Flyers in SSN Representatives' pay packages (monthly)
- Advertise on SSN's representative website, FOCALweb, including a web banner, a hyperlink to your organization's website, and the option to submit web pages to support sales and marketing efforts
- Strategic Partner status on SSN's Approved Products List
- Training session at SSN's home office
- Web seminars and conference calls with SSN Representatives
- Monthly subscription to *Network News*
- Concentrated sales and marketing efforts based on your needs

ASSOCIATE PARTNER

As an Associate Partner, your organization will receive promotional exhibit space at Discover 2012, affording you the opportunity to network with our representatives. The conference provides an excellent setting to discuss your products, services, and other topics about your organization.

ASSOCIATE PARTNER \$16,000

- Comprehensive SSN Representative list, including OSJ's (updated quarterly)
- Exhibit space throughout Discover 2012

- One-page company profile in the official conference publication
- Conference attendee list prior to the event
- Article submission in the *Network News* (quarterly)
- Flyers in SSN Representatives' pay packages (quarterly)
- Strategic Partner status on SSN's Approved Products List
- Monthly subscription to *Network News*
- Training session at SSN's home office
- Web seminars and conference calls with SSN Representatives



Our Mission...

SSN offers superior value and quality support to the experienced financial professional. We recognize that our financial success is dependent upon the success of our affiliated financial professionals and the growth and development of the SSN team.

In pursuit of this mission we will remain true to our core values:

Integrity

Respect

Teamwork

Professionalism

Enthusiasm



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