



The Premier Vendor Partner (PVP) Program is the Insured Retirement Institute's highly regarded affinity program for the retirement industry.

Through the PVP Program, Solution Providers and IMOs have the opportunity to advance and maximize their visibility among hundreds of thousands of financial professionals. Companies within the PVP Program are given ample benefits and occasions to disseminate their unique messaging, amplify their brand, and go beyond their normal reach. The IRI PVP Program is open to customization in order to optimize exposure and produce the right marketing support for the unique needs of all campaigns.

Sponsored Webinar

Host a webinar of your design which will be logistically managed and marketed by IRI to our database and distribution lists of 150K financial advisors and IRI membership.

Content subject to IRI approval.

> 2 Webinars

Collaborative Research Partnerships

PVP member-defined and member-funded research, designed in partnership with IRI. Surveys, co-branded report(s), infographics, fact sheets, produced, and published by IRI in coordination with PVP member, reaching 150k+ financial advisors and industry professionals. Content subject to IRI approval. Project timing based on resource availability. PVP members will receive a \$6,000 credit to apply to the project expense. This is a Solution Provider and IMO members only benefit. *This is a Solution Provider and IMO members only benefit.*

Recognition in IRI's Monthly Membership Newsletters

> 4 issues

Advertisement or Article in IRI Insight

IRI Insight is published every month and is distributed to 150K financial advisors.

> 6 issues

Complimentary Dedicated Emails to IRI's Database

Receive complimentary dedicated emails to IRI's database of 150K financial advisors and IRI membership. *Subject to IRI approval.*

> 2 Emails

Membership Fees

Solution Provider and IMO
Member

\$30,000

Solution Provider and IMO
Non-member

\$40,000

Sponsored Social Media Campaign

Tap into IRI's social media network. A social media campaign will consist of two tweets from IRI's Twitter account and one LinkedIn post from IRI's LinkedIn account over the course of one week.

Content subject to IRI approval.

> 1 Campaign

Recognition at all IRI conferences

Premier Vendor Partner recognition during conference general session and in rotating slide deck. Partners will receive logo recognition during conference.

IRI Service Directory

Complimentary company listing with discounted pricing for advertisements.