

The 2010 Pensions & Investments Eddy Awards

Plan Sponsor

ENTRY FORM

The Eddy Awards recognize plan sponsors' outstanding efforts to educate employees about **how to invest** their defined contribution plan assets wisely for retirement.

Entrants must be companies or other institutions sponsoring defined contribution plans that give employees investment choice. The entries must be submitted by the plan sponsor, although the educational materials may have been developed with the help of outside suppliers.

Entries will not be judged if the plan sponsor information on the form is incomplete.

CATEGORIES

- Initial Education - Print
- Ongoing Education - Print
- Special Projects - Print
- Conversions - Print
- Training and Advocacy - Print
- Communicating in a Crisis - Print
- Other Media

DEADLINE FOR ENTRIES: OCTOBER 9, 2009

The 2010 Pensions & Investments Eddy Awards

Plan Sponsor Entry Form

The annual Eddy Awards recognize plan sponsors that provide exceptional investment education to defined contribution plan participants.

Submission deadline: October 9, 2009

Categories

Initial Education - Print

Entries should introduce existing employees to the investment options of a new or modified plan, or new employees to the investment options of an existing plan. Materials must focus heavily on the investment process.

Ongoing Education - Print

Materials should reinforce all or part of your earlier investment education efforts, or change participant investment behavior.

Special projects - Print

Showcase special investment education and communication programs with entries as simple as a single postcard or poster, rather than a full campaign. Entries may focus on one objective, such as launching new investment options, trying to increase the employee deferral, or educating participants to more broadly diversify their asset allocations.

Conversions - Print

This category recognizes campaigns devoted to explaining the transition to a new service provider. These entries do not have to contain all of the investment education expected in initial and ongoing education.

Communicating in a Crisis - Print

Last year's judges added this category to reward outstanding efforts to educate and communicate with plan participants during these extraordinary economic times. The message can vary widely, including (but not limited to): stay the course; avoid taking loans or hardship withdrawals; keep deferral rates the same.

Training and Advocacy - Print

Show your most creative efforts at educating the employees who provide investment education to plan participants or creating advocates from your employee ranks - such as store managers - even if they don't work for the department overseeing the plan.

Other media

This category includes videos, the intranet, internet, e-mail and any other non-print to communicate messages from any of the other categories above. When applicable, you must provide a URL or temporary user ID and/or password valid through March 13, 2010. Please also provide two printed copies of some highlights of your campaign, including the homepage.

Rules & Regulations

The entries will be judged on the effectiveness and completeness of their investment education messages, except where noted. These are programs that best educate about, and encourage, sound investment practice. The entries should have a clear discussion of such concepts as risk and return, diversification, compounding, the impact of inflation on accumulated assets and the risk and return characteristics of each investment option offered. Successful entries in all categories will be creative and will have strong identification with the plan sponsor.

Generic vendor materials will not win if they have not been significantly modified and tailored to the plan sponsor entering The Eddy Awards.

Entries must be accompanied by a letter containing evidence of the effectiveness of the program, e.g., an increase in participation or a change in the average asset mix.

NOTE: Please complete and return this entry form together with **ONE** set of your educational materials. Use a separate envelope and entry form for each category entered; multiple entries may be boxed for mailing only. Do not mount entries on boards. Materials will be returned only if accompanied by an appropriately sized self-addressed envelope.

Plan sponsor entries must include documentation that plan executives approved the submission (if they did not submit the entry themselves).

PowerPoints will not be judged.

Fees & Payment

\$95 per entry. Please include credit card information on the last page of this entry form. If submitting multiple entries, please fill in the credit card details for each submission.

SEND MATERIALS TO

Rob Kozlowski
Pensions & Investments
360 North Michigan Avenue, 4th Floor
Chicago, IL 60601

(312) 649-5407 · rkozlowski@pionline.com

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Plan Sponsor Entry Form

Category Being Submitted: (ONE PER ENTRY FORM)

		Type of Plan (Choose One)			
<input type="checkbox"/> Initial Education - Print	<input type="checkbox"/> Corporate	<input type="checkbox"/> Public	<input type="checkbox"/> Union	<input type="checkbox"/> Not for Profit/Other	
<input type="checkbox"/> Ongoing Education - Print	<input type="checkbox"/> Corporate	<input type="checkbox"/> Public	<input type="checkbox"/> Union	<input type="checkbox"/> Not for Profit/Other	
<input type="checkbox"/> Special Projects - Print	<input type="checkbox"/> Corporate	<input type="checkbox"/> Public	<input type="checkbox"/> Union	<input type="checkbox"/> Not for Profit/Other	
<input type="checkbox"/> Conversions - Print	<input type="checkbox"/> Corporate	<input type="checkbox"/> Public	<input type="checkbox"/> Union	<input type="checkbox"/> Not for Profit/Other	
<input type="checkbox"/> Communicating in a Crisis- Print	<input type="checkbox"/> Corporate	<input type="checkbox"/> Public	<input type="checkbox"/> Union	<input type="checkbox"/> Not for Profit/Other	
<input type="checkbox"/> Training & Advocacy - Print	<input type="checkbox"/> Corporate	<input type="checkbox"/> Public	<input type="checkbox"/> Union	<input type="checkbox"/> Not for Profit/Other	
<input type="checkbox"/> Other Media/all plans (If password protected, temporary access needed October 3, 2009 - March 13, 2010.)					

Plan Sponsor Details

If this entry is being submitted by a service provider, please include proof of knowledge that the plan sponsor is aware of the submission.

Plan Sponsor/Company Name _____

Address _____

Address 2 _____

City _____ State _____ Zip _____

Company URL _____

Plan Sponsor Official overseeing the investment education program (not the vendor):

Name _____ Title _____

Phone _____ E-mail _____

Formal name of plan for which the entry is being submitted _____

About Your Firm and Plan

What was the goal of your investment education program? (use additional sheet if necessary)

Plan Sponsor Name: _____

About your Firm and Plan (Continued from page 1)

How many employees does your institution or company have in the U.S.?

- Fewer than 1,000
- 1,000 to 5,000
- More than 5,000

How many employees are eligible to participate in this plan? _____

Approximately what percentage of your work force is: White collar? _____% College educated? _____%

What was the participation rate **before** you began your education program? _____%

What is the participation rate **now**? _____%

If your educational materials were developed with the aid of external suppliers (including record keepers), identify the companies and their locations*:

Firm _____ Location _____

Firm _____ Location _____

*Complete information on your investment education service providers is necessary for us to properly recognize them if your entry is a winner.

Other Media Entries

If your entry for the Other Media category is a website, please provide the URL and password below. If the site is password protected please allow temporary access from October 3, 2009 thru March 13, 2010.

URL _____ Password _____

Payment Details

Entry Fee: \$95 per submission

Credit Card Information

- Visa
- MasterCard
- American Express

Name on Card _____

Card Number _____

Expiration Date _____ Security Code _____

Signature _____

Entry Submitted By

Name _____

Company _____

Phone _____

E-mail _____

Print out additional Service Provider and/or Plan Sponsor entry forms at www.pionline.com/eddy2010

Submission Deadline: October 9, 2009

SEND ENTRIES TO:
 Rob Kozlowski, Pensions & Investments
 360 North Michigan Avenue, Chicago, IL 60601-3806
 (312) 649-5407 or email rkozlowski@pionline.com