

The 2010 Pensions & Investments Eddy Awards

Service Provider
ENTRY FORM

This is your chance to submit your best investment education projects even if the plan sponsor did not enter, or if your materials are generic/off the shelf.

Feel free to enter here the same campaign that your client entered in the plan sponsor Eddy Awards. You could win twice. We also encourage you to enter innovative investment education tools that you make available to your clients.

Please note: In these awards, you may enter only once in each subject category and each size category. Example: You may enter special projects in each size category, but you cannot enter more than once in a single size category within special projects.

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

Service Provider Entry Form

The annual Eddy Awards recognize service providers that provide exceptional investment education to their client's 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 clients' 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, unless the materials are generic.

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.

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

For additional entry forms go to www.pionline.com/eddy2010

Print mailing labels: www.pionline.com/eddylabel

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Service Provider Entry Form

CATEGORY BEING SUBMITTED: (ONE ENTRY PER SERVICE PROVIDER PER CATEGORY)

- Initial Education - Print
 Ongoing Education - Print
 Special Projects - Print
 Conversions - Print
 Communicating in a Crisis - Print
 Training & Advocacy - Print
 Other Media/all plans (If password, protected temporary access needed thru March 13, 2010).

TYPE OF PLAN:

- Corporate
 Public
 Union
 Not for profit/Other
 Generic

NUMBER OF EMPLOYEES PARTICIPATING IN PLAN:

- < 1,000 1,000 to 5,000 >5,000
 Generic materials

Firm Name (Service Provider) _____

Address _____

City _____ State _____ Zip _____

Name _____ Title _____

Phone _____ E-mail _____

Formal name of plan for which the entry is being submitted (if applicable) _____

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 _____

Plan Sponsor firm name (if applicable) _____

Address _____

City _____ State _____ Zip _____

Plan Sponsor Official overseeing the investment education program:

Name _____ Title _____

Phone _____ E-mail _____

Service Provider Name: _____

Plan Sponsor Name: (Leave blank if generic) _____

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

Explain the success at meeting the program's goals? (use additional sheet if necessary)

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