



NATIONAL
ADVISORS
TRUST

2012 Annual Shareholder Conference

May 23-25, 2012

Gaylord National Resort

(just minutes outside of Washington, DC)

Meet Face-to-Face with your Target Advisors at our Annual Event

A sponsorship at our Annual Shareholder Conference gives your company a chance to connect with some of the industry's top independent investment advisors and key decision makers. They are eager to learn about solutions that can help them deliver superior service to their clients and aid in their firms' operations. Bring your solution to their attention by sponsoring this premier event.

An Influential Audience

National Advisors Trust - Built by advisors for advisors

With a strong and growing asset base, National Advisors Trust is the largest independent, RIA-owned trust company in the nation, and is authorized to do business in all 50 states. The company serves over 135 RIA firms that collectively manage more than \$100 billion in total client assets. The company provides trust and custody solutions, an advanced multi-custodian investment management platform, and a wide range of programs and services to promote the success of participating RIA firms and their clients. Another reason for the company's success is that National Advisors Trust respects and supports the client-advisor relationship.

Gaylord National Resort

A first-class destination.

Our conference is being held at the Gaylord National Resort, located just minutes outside of Washington DC. Gaylord National is world renowned for its first-class conference and meeting facilities, luxurious rooms and service. Read more about the "jewel of the capital region" on page 2.

Supporting Trusted Advisors

www.NationalAdvisorsTrust.com

Your General Sponsorship Investment Includes the Following: \$9,500 General Sponsorship

Space is provided on a first come, first served basis. **We have 40 sponsorship spaces available.**

Exhibit Space

A 6 foot skirted table, including the option of electrical and/or internet capability and 2 chairs. A tabletop exhibit or banner is preferred for this space. Floor displays are discouraged unless they can fit into a 6 foot space.

Two Complimentary Attendees

Each sponsoring company will receive two complimentary conference registrations (2 attendees). Registration includes entrance to all sessions, networking programs and social events, excluding the shareholder business meeting. Additional conference attendee registrations may be purchased for the discounted price of \$2,000 per person with a maximum of 2 additional attendees.

Your Company Description in the Conference Brochure

Each sponsor may include a 50-word company description and logo in our conference brochure that will be mailed to our attendees prior to the conference. Another copy of the agenda brochure will be provided to attendees when they register at the conference.

Your Company Description on our Conference Website Link

Each sponsor may include a 50-word company description and logo with contact information to be posted on our online Conference Website. All attendees go to this location to register online for the conference. Your company information can be updated online at anytime prior to the conference to accommodate your compliance qualifications.

Access to Email Newsletters to All Shareholder Firms

Once the conference has been announced to our shareholder firms, you will be able to participate in our email newsletters. These email communications allow you to provide information or education in our bi-monthly newsletters that go to all shareholder firms and their staff. Attachments are discouraged, however, links are encouraged. Maximum length of each email communication is 10 email lines (320 words or 1,420 characters including spaces). You may participate in the newsletter until one month after the conference.

Gaylord National Resort, a first-class destination

Our conference is being held at the Gaylord National Resort, located just minutes outside of Washington DC. Gaylord National is world renowned for its first-class conference and meeting facilities, luxurious rooms and service. A spectacular 18-story glass atrium welcomes you to the hotel, offering sweeping views of the Potomac River, Washington DC and Old Town Alexandria. Everything you need is under one roof – restaurants, shopping, networking areas, business center, and a 20,000-square-foot spa and fitness center. Each guest room features high-speed wireless Internet access and spacious bathrooms with double vanities. You can even charge your laptop in the in-room safe while you're away. For late-night excitement, an express elevator delivers you to the two-story rooftop Pose Ultra Lounge. The Gaylord is the perfect place to stay to enjoy the region's rich cultural and business destinations. Located in National Harbor MD, in Prince George's County, Gaylord National offers convenient access to Washington DC with an hourly shuttle service, water taxi to Old Town Alexandria, and shuttle service to Ronald Reagan National Airport.

Additional Sponsorship Opportunities

Take advantage of these supplementary sponsorship opportunities (in addition to the general sponsorship amount of \$9,500) to get your name in front of top advisors from across the country. Reserve your space quickly as they are allocated on a first-come, first-served basis.

(2) Breakfast Sponsor - \$3,000

Includes a 5-minute presentation during the main agenda on the day of your breakfast sponsorship.

(2) Lunch Sponsor - \$4,000

Includes a 10-minute presentation during the main agenda on the day of your lunch sponsorship.

Dinner Cocktail Reception Sponsor - \$5,000

Includes a 5-minute presentation during the main agenda on the 1st full day (Thursday, 5/24/12).

After Dinner Entertainment Sponsor - \$8,000

Includes a 10-minute presentation during the main agenda on the 1st full day (Thursday, 5/24/12). The entertainment will follow our formal dinner on the 1st night (Thursday, 5/24/12) and will be attended by all attendees.

Conference Executive Padfolio Sponsor - \$3,000

Your logo, along with our conference logo, will be included on the front cover of the conference executive padfolio that will be distributed to all attendees upon registration. Your company information will be included in the front pocket of the padfolio. Attendees use the padfolio to take notes during presentations at the conference. No other note-taking materials are provided.

Keynote Speaker Sponsor - \$10,000

National Advisors Trust will introduce you at the beginning of the keynote session, and you will have the privilege of introducing the conference keynote speaker. You will also have a 10-minute presentation during the main agenda on the 1st full day (Thursday, 5/24/12), and your logo will be highlighted on the Conference Agenda

(5) General Session Speaker Sponsor - \$2,500

National Advisors Trust will introduce you at the beginning of one of the general sessions, and you will have the privilege of introducing the speaker for that general session. You will also have the opportunity to briefly promote your company before you introduce the speaker.

(10) Breakout Session Speaker Sponsor - \$ 1,000

National Advisors Trust will introduce you at the beginning of one of the breakout sessions, and you will have the privilege of introducing the speaker for that breakout session. You will also have the opportunity to briefly promote your company before you introduce the speaker.

Cyber Café Sponsor - \$5,000

Your company logo will go on all cyber café computers and tables strategically located in the exhibit area for use by our attendees. This venue will be open and available for the duration of the conference.

Massage Oasis Sponsor - \$2,500

Sponsor the massage oasis where attendees will receive 5-15 minutes of rest and relaxation by a credentialed massage practitioner. This is a great opportunity to create awareness and direct traffic to your company's exhibit.

Shoe Shine Stand Sponsor - \$2,500

Sponsor the shoe shine stand and generate awareness for your company as attendees get their shoes shined. This is another great way to help drive traffic to your company's exhibit.

Key Card Sponsor- \$3,500

Your logo, along with our conference logo, will appear on the room key cards for all attendees.

Sponsor Events Before & After Conference

Get Personal with Attendees

We encourage you to interact with attendees, and get creative in generating awareness for your company. For example, you might consider offering a prize drawing at your booth to attract attendees.

Another idea would be to organize an event for attendees to help promote your company's offerings in a more personal venue. Your event could be scheduled either before 1:00 pm on Wednesday, May 23, or after 3:00 pm on Friday, May 25, since the schedule between those times is very full.

Some ideas for an event could include:

- Cocktail Reception or Meet-and-Greet on Tuesday, May 22, in the evening as attendees arrive.
- Breakfast on Wednesday morning, May 23.
- Meet-and-Greet morning session on Wednesday, May 23.
- Lunch and Education session on Wednesday, May 23.
- Cocktail Reception Friday, May 25, in the early evening.
- Small Group Dinner Friday, May 25, for those staying overnight or for Memorial Day Weekend in Washington DC.

Please let us know if you are planning an event so we can help promote your activities to our attendees. We can also provide you with a contact person at the hotel who can assist with your specific event needs. In addition, we will provide you a list of our invitees after we announce the conference.

Immediate Deliverable Dates

January 31, 2012 - Confirmation of sponsorship (return sponsorship form, page 5)

February 15, 2012 - Company logo (.jpg file black/white or color)

February 15, 2012 - 50-word company description with contact person information

February 29, 2012 - Notification if you choose to have an event for attendees before or after our scheduled activities

After we announce the agenda and conference details to attendees, we will provide more detailed information on hotel reservations, other optional activities, mailing information and more.



2012 Annual Shareholder Conference
 May 23-25, 2012
 Gaylord National Resort

Complete the following form to secure your sponsorship space.

Please fax this completed form to 913-498-0798, attention Corrine Smith. A confirmation of your registration will be sent back via email to those listed below.

Company Name _____

Contact Person For Invoices _____

Title _____

Phone Number _____

Address _____

City, State, Zip _____

Email Address _____

Please check what you would like to sponsor

General Sponsorship

\$9,500 - Minimum Amount

Additional Sponsorship Opportunities

(In addition to the General Sponsorship amount)

Breakfast Sponsor - \$3,000

Lunch Sponsor - \$4,000

Cocktail Reception Sponsor - \$5,000

After Dinner Entertainment Sponsor - \$8,000

Conference Executive Portfolio - \$3,000

Keynote Speaker Sponsor - \$10,000

General Session Speaker Sponsor - \$2,500

Breakout Session Speaker Sponsor - \$1,000

Cyber Café Sponsor - \$5,000

Massage Oasis Sponsor - \$2,500

Shoe Shine Stand Sponsor - \$2,500

Key Card - \$3,500

Total _____

Who should be getting information regarding the conference? (Conference Planners, Travel Coordinators, Conference Attendees, Company Contacts, Relationship Coordinator)

Name _____
 Title _____
 Email _____
 Phone _____

Name _____
 Title _____
 Email _____
 Phone _____

Name _____
 Title _____
 Email _____
 Phone _____

Name _____
 Title _____
 Email _____
 Phone _____

To confirm your sponsorship space, complete this form and return with a check for 10% of the total sponsorship fee. This is a non-refundable deposit. The balance will be invoiced and payment will be due within 60 days of invoice date. Failure to pay by due date results in forfeiture of your sponsorship slot and the 10% deposit. By your signature below, you agree to these terms.

Signature

Printed Name/Title

Date

If you have any questions regarding the conference, please contact Corrine Smith
 at csmith@nationaladvisorstrust.com or 913-234-8234.
 Fax completed form to 913-498-0798