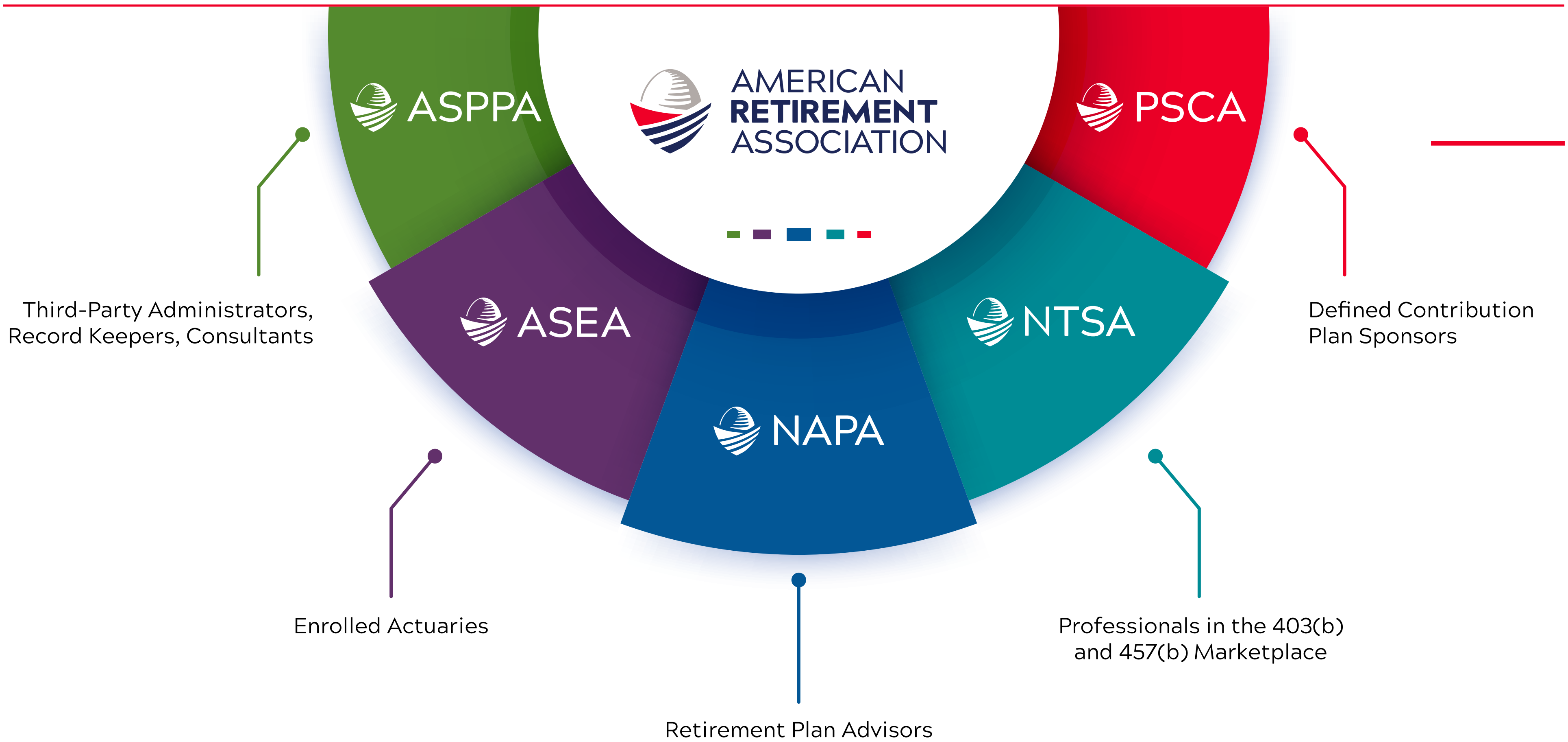
FIRM PARTNER BENEFITS
BROKER DEALERS & RIAs

NAPA

2026


AMERICAN RETIREMENT ASSOCIATION
ASPPA
PSCA
ASEA
NTSA
NAPA
Third-Party Administrators, Record Keepers, Consultants
Defined Contribution Plan Sponsors
Enrolled Actuaries
Professionals in the 403(b) and 457(b) Marketplace
Retirement Plan Advisors

NAPA
National Association of Plan Advisors

The National Association of Plan Advisors (NAPA) was created by and for retirement plan advisors.

Our purpose is to create a framework of policy that gives every working American the ability to have a comfortable retirement.

NAPA is the only advocacy group exclusively focused on the issues that matter most to advisors who work in the retirement plan industry.

350+
Firm Partner Members

22k+
Individual Members

ADVOCACY

AMERICAN RETIREMENT ASSOCIATION
Government Affairs Committee

Your members have the opportunity to work directly with NAPA's Government Affairs Committee (GAC). GAC represents NAPA in communications with the United States Executive Branch, Congress, and government agencies in shaping the retirement industry and protecting our members. We work tirelessly to help businesses of all types implement retirement plans and make it easier for Americans to save for a secure retirement.

NAPA D.C. Fly-In FORUM

Your member advisors may participate in NAPA's annual Fly-In Forum, where the top retirement plan advisors in the country represent their plan clients and explain to lawmakers the industry's core contributions to American workers' efforts to save for retirement.

PROFESSIONAL DEVELOPMENT CREDENTIALS

Our BD and RIA Firm Partner advisors have complimentary access to the training modules for the NAPA CPFA® and NAPA NQPA™ Credential Programs.

NAPA Certified Plan Fiduciary Advisor Credential
The Certified Plan Fiduciary Advisor (CPFA®) Credential demonstrates your knowledge, expertise, and commitment to working with retirement plans. Plan advisors who earn their CPFA® demonstrate the expertise required to act as a plan fiduciary or help plan fiduciaries manage their roles and responsibilities.

NAPA Nonqualified Plan Consultant Credential
The Nonqualified Plan Consultant Credential showcases a consultant's proficiency, knowledge, and dedication in the field of nonqualified deferred compensation and nonqualified executive compensation plans. By attaining the NQPC™ Credential, consultants demonstrate their expertise in advising employers on the intricacies of nonqualified plan design and financing.

NAPA 401(k) Rollover Specialist (k)RS™ Credential
The 401(k) Rollover Specialist (k)RS™ Credential demonstrates an advisor's knowledge, expertise, and commitment to assisting clients with rollovers. Wealth management and retirement plan advisors who earn the (k)RS™ credential prove the knowledge required to comply with new regulations for recommending rollovers to individual retirement accounts (IRAs), from one plan to another plan, and from one IRA to another IRA.

NAPA Qualified 401(k) Specialist Credential
Equip your client-facing professionals with NAPA's Qualified 401(k) Specialist Credential. Designed for those in sales and client relationship roles, it enhances their understanding of retirement plans, allowing them to identify opportunities, anticipate potential issues, and engage clients efficiently and ethically. Boost their confidence and effectiveness in driving sales and offering solutions without delving into the depths of compliance intricacies.

PROFESSIONAL DEVELOPMENT CERTIFICATES & WEBCASTS

Our BD and RIA Firm Partner advisors have complimentary access to the training modules for the NAPA 401(k) Practice Builder and NAPA ESG(k) Certificate Programs.

NAPA 401(k) Practice Builder Certificate

Designed by our BD and RIA Firm Partners, NAPA's 401(k) Practice Builder sales training program was created for the emerging plan advisor. The program is self-paced, takes less than three hours to complete, and is approved for CFP® credit. Our DCIO, Recordkeeper and Service Provider Firm Partners have a unique opportunity to co-brand the program for distribution to advisor customers.

NAPA Introduction to Retirement Plans Certificate

Designed by ASPPA and adapted for the NAPA audience, the Introduction to Retirement Plans (IRP) certificate course is designed for employees with no retirement industry experience. This course provides important foundational knowledge, concepts, and language to help all new employees get oriented during their onboarding process. Bulk Discounts are available.

NAPA Retirement Income for 401(k) Plans Certificate

NAPA's Retirement Income for 401(k) Plans or RI(k)™ Certificate course, will help advisors understand the key terminology needed to communicate with plan sponsors and participants related to retirement income. Plan advisors will become familiar with the retirement income solutions that are available and learn how to implement them following a prudent process with plan sponsors and participants.

NAPA 401(k) Managed Accounts Certificate

NAPA's 401(k) Managed Accounts Certificate Program equips advisors with the foundational knowledge and practical tools to evaluate, implement, and oversee managed account programs on employer-sponsored retirement plans. Through a focused exploration of operational and fiduciary considerations, participant profiling, key terminology, and emerging industry trends, advisors gain the insight and confidence needed to make informed decisions, fulfill their responsibilities, and elevate their managed account service offerings.

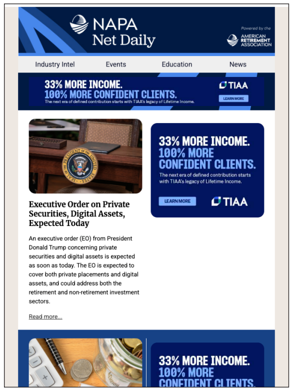
NAPA ESG Investing for 401(k) Advisors Certificate

NAPA's ESG Investing for 401(k) Advisors was created to help advisors gain fluency in ESG principles, strategies, and screening. Advisors gain insight on common questions and concerns, what questions to ask in assessing ESG investment, and learn how to talk about the benefits and risks of ESG investments for retirement plans.

NAPA Webcasts

Complimentary educational webcasts are provided to NAPA members. NAPA Firm Partners can sponsor and host webcasts for a fee.

BUSINESS INTELLIGENCE

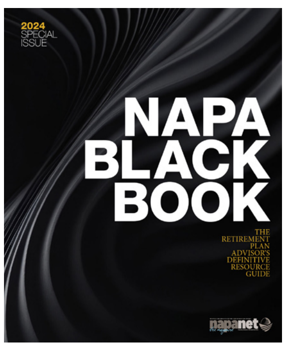


NAPA Net Daily

Your NAPA members receive a daily e-newsletter in their inbox each morning. A member favorite, NAPA Net Daily is designed to provide need-to-know industry information in a quick-read format. Banner advertising and sponsored content opportunities are available for an additional fee.

NAPA Net the Magazine

Your NAPA members receive a free subscription to NAPA Net the Magazine, the official quarterly digital magazine of the National Association of Plan Advisors, featuring a mix of in-depth articles and columns by prominent thought leaders. Advertising and thought leadership article placements are available for an additional fee.



NAPA Black Book

An Advisor's Insider's Guide to the Industry's Top Broker-Dealers, Recordkeepers, DCIO Firms, TPAs, Tools & Tech, Aggregators, Financial Wellness & more. Firm Partners receive a complimentary half page listing in this coveted publication. Enhanced listings and advertising options are available for an additional fee.

NAPA Podcasts

When words alone just won't do, NAPA's podcast brings members timely insights from the retirement industry's leading voices on the most compelling topics. For a separate fee Firm Partners have the opportunity to sponsor ARA podcasts with high profile industry experts or to create your own podcasts on topics of interest to NAPA members.

CONTENT MARKETING

For an additional fee, NAPA Firm Partners can share your thought leadership content with the nation's largest and most engaged retirement advisor audience.

NAPA Firm Partners may leverage the following:

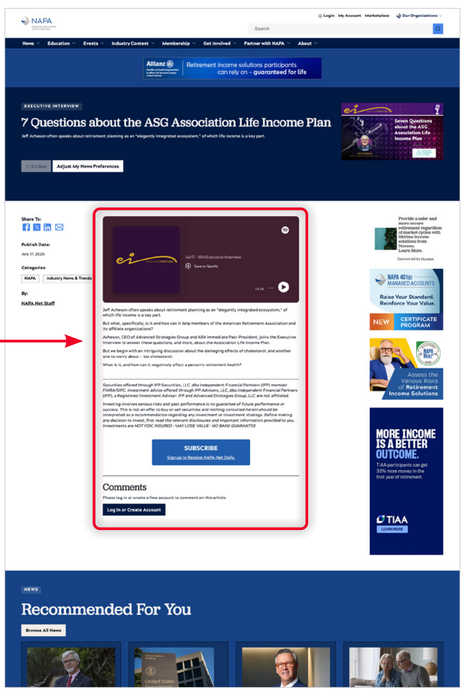
Advertorial Links: NAPA Firm Partners can have their content highlighted in the NAPA-Net Daily up to 10 times during the contracted period, linking readers to thought leadership content on your site.

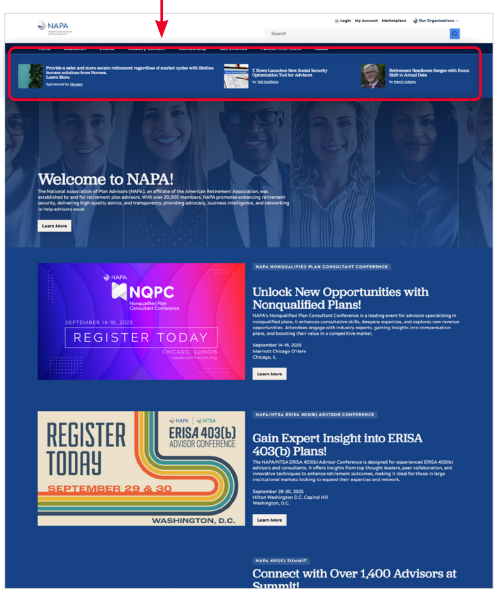
Native Text Article Link: NAPA will feature your thought leadership article alongside other NAPA content on the NAPA site and will provide a full marketing campaign to promote your content on our site.

Native Text Article: NAPA will feature your thought leadership article alongside other NAPA content on the NAPA site and will provide a full marketing campaign to promote your content on the site.

Digital Edition Thought Leadership Exposure: NAPA Net Magazine will feature your one page or two page article as sponsored content in the issue of your choice to drive thought leadership and showcase your expertise in a key area important to your organization.

Please contact Tashawna Rodwell, 303-915-4023 or trodwell@usaretirement.org to learn more about these digital media solutions.





BUSINESS DEVELOPMENT & NETWORKING EVENTS

Our BD and RIA Firm Partner advisors have the unique opportunity to attend the following NAPA conferences at a discounted member rate.

April 19-21, 2026 | Tampa Bay, FL

The NAPA 401(k) Summit is the nation's largest and most prestigious conference for retirement plan advisors, and the only industry convention that delivers actionable, unbiased content designed by advisors, for advisors. Our DCIO, Recordkeeper and Service Provider Firm Partners receive substantial discounts on exhibit booths at the NAPA 401(k) Summit and are also eligible to participate on the NAPA 401(k) Summit Steering Committee.

July 13, 2026 | Washington D.C.

The NAPA Advisor Practice Excellence (APEX) Roundtable, an invitation-only gathering co-located with the NAPA D.C. Fly-In Forum, is exclusively designed for top defined-contribution-practice leaders. The Roundtable offers a dynamic platform for highly interactive conversations, engaging practice management discussions, and business-focused dialogues.

July 14-15, 2026 | Washington D.C.

The NAPA D.C. Fly-In Forum is a convergence of elite advisors committed to advocating and aligning with national policymakers. This event is entirely advocacy focused and includes visits to Capitol Hill. Delegates are advisors who specialize in retirement plan sales and who must meet specific plan and participant thresholds to be approved to participate.

September 27-29, 2026 | TBA

NAPA's Nonqualified Plan Consultant Conference brings together consultants who have an existing nonqualified plan focus, or who are looking to grow in this rapidly expanding arena. In highly interactive and engaging workshops, advisors learn to enhance their consultative value to employers and key employees, while differentiating their practices from the competition and increasing revenue.

October 2026 | TBA

The NAPA/NTSA ERISA 403(b) Advisor Conference is an event designed for experienced professionals working with ERISA 403(b) plans. It is built specifically for ERISA 403(b) specialist advisors and consultants to gain insight from top thought leaders, share ideas with peers, build a national network of contacts, and learn innovative techniques for improving retirement outcomes.

ACCOLADES

NAPA Top Retirement Plan Advisors Under 40 (Aces):
Your top advisor members may participate in NAPA's annual Top Advisor Under 40 – the "Aces" – list. Winners are published on NAPA's portal as well as in NAPA Net Daily, and are profiled in the summer issue of NAPA Net the Magazine. Congratulatory ads are available to firm partners at a highly discounted rate.

NAPA Top Women of Excellence
Established in 2015, NAPA Top Women of Excellence are nominated by NAPA Broker-Dealer/RIA Firm Partners and evaluated by a panel of senior advisor industry experts based on responses to an application comprised of a series of quantitative and qualitative questions about their experience, the size and composition of their practice, awards and recognitions, and industry contributions. Winners are profiled in the spring issue of NAPA Net the Magazine. Congratulatory ads are available to firm partners at a highly discounted rate.

NAPA Top DC Advisor Teams
Your top firm members may participate in NAPA's annual Top DC Advisor Team. Winners are published on NAPA's portal as well as in NAPA Net Daily, and are profiled in the winter issue of NAPA Net the Magazine. Congratulatory ads are available to firm partners at a highly discounted rate.

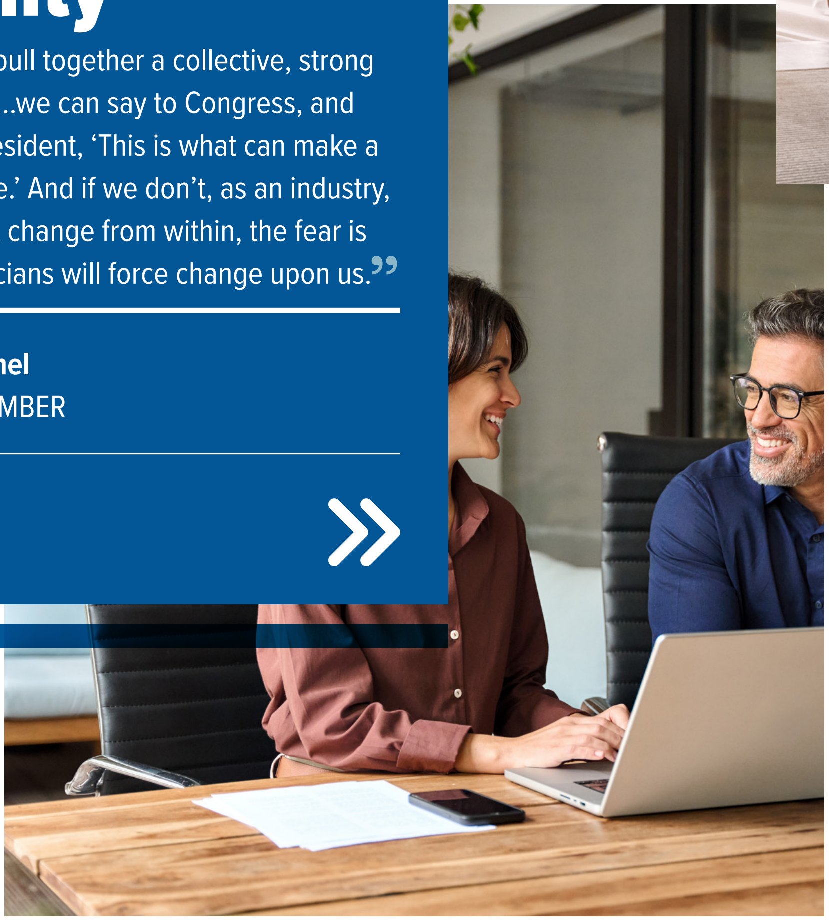
NAPA Top Recordkeepers (Advisors' Choice):
Advisors work with a variety of recordkeepers across different market segments, and in support of plans of all sizes and complexities—and your advisors have the opportunity to identify the very best in the nation.

NAPA Top Social Media Influencers
NAPA's newest accolade celebrating those retirement professionals who are doing it right and raising the bar for the industry as a whole. Their creative, informative—and yes, entertaining—posts stand out, and they're "all in" with spreading the word on social media. Whether it's a bit of wisdom, a dash of inspiration, or retirement plan fundamentals, their content is noticed by peers and plan participants alike.

ACCOLADES SCHEDULE 2026

ACCOLADE	NOMINATIONS SOLICITED	NOMINATIONS CLOSE	VOTING OPENS	VOTING CLOSES	WINNERS ANNOUNCED	COVERAGE IN NNTM
Top DC Advisor Teams & Multi-Office Firms	January 14	February 16	N/A	N/A	**Teams** March 17 **Multi-Office** March 23	Summer
Top DC Wholesalers ("Advisor Allies")	March 3	March 27	April 1	May 15	June 2	Summer
Advisors' Choice (Top Recordkeepers)	N/A	N/A	May 14	June 26	September 7	Fall
Top Women of Excellence	May 14	August 14	September 7	September 28	October 19	Winter
Top Social Media Influencers	August 5	October 15	N/A	N/A	October 29	Winter
Top Retirement Plan Advisors Under 40	May 15	August 28	October 6	October 30	November 13	Spring 2027

Note: All dates subject to change



"What NAPA offers is the ability

for us to pull together a collective, strong message...we can say to Congress, and to the President, 'This is what can make a difference.' And if we don't, as an industry, drive that change from within, the fear is our politicians will force change upon us."

Joe Brumel
NAPA MEMBER

"The great thing about NAPA,

is that not only does it provide us with a voice in Washington, it also provides us with business intelligence... tools...and best practices."

Timothy Rice
NAPA MEMBER

FOR MORE INFORMATION, VISIT

NAPA-NET.ORG