

IMPORTANT ANNOUNCEMENT

August 11, 2011



PLEASE STOP AND READ THIS IMPORANT ANNOUNCEMENT

2011 J. W. COLE FINANCIAL ADVISOR SYMPOSIUM REGISTRATION INFORMATION

The website for the J.W. Cole Financial 2011 Symposium is officially ready to accept your registration.

Please [click here](#) to register

REGISTRATION DEADLINE IS SEPTEMBER 15, 2011

REGISTRATION FEES AND PAYMENT OPTIONS: Registration fees may be paid by credit card, at the time of registration or by commission debit. Commission debits will be made September 15, 2011. Registration fees for this year's Symposium will be \$199 for Representatives and Assistants. Registration fees for guests will be \$99.

TO RECOGNIZE THE EFFORTS OF TOP PRODUCERS: J.W. Cole Financial will pick up registration fees and provide complimentary hotel room nights for individual advisors that qualify based on an individual's Gross Dealer Concessions (GDC) from July 2010 to July 2011 as follows:

- * Individual Advisor GDC greater than \$150,000 – Waiver of \$199 Symposium Registration Fee
- * Individual Advisor GDC greater than \$300,000 – Waiver of \$199 Symposium Registration Fee and one (1) nights' room at the Vinoy® during the 2011 Symposium
- * Individual Advisor GDC greater than \$500,000 – Waiver of \$199 Symposium Registration Fee and two (2) nights' room at the Vinoy® during the 2011 Symposium

SYMPOSIUM START TIME: The mandatory portion of the Symposium will begin Thursday, October 20th at 8:30 am and end on Friday, October 21st at 3:00 pm. A Welcome Reception for all Symposium attendees will be held Wednesday, October 19th at 6:30 pm.

FLIGHT INFORMATION: Plan to arrive in Tampa on Wednesday, October 19. Two airports serve the St. Petersburg area. Both are approximately 20 minutes from the Vinoy®. Tampa International Airport (TPA) is the airport of choice as it is served by the majority of airline carriers. St. Petersburg-Clearwater Airport (PIE) is served primarily by Allegiant Airlines which has a very limited flight schedule.

TRANSPORTATION TO THE HOTEL: Shuttle transportation will be provided from **Tampa International Airport** to the Vinoy® Renaissance Resort. When registering for the Conference, please be certain to enter your flight information so transportation can be coordinated accordingly. **There will be no shuttle transportation provided from the St. Petersburg-Clearwater Airport.**

HOTEL ACCOMMODATIONS: J.W. Cole has secured a special room rate of \$199 per night at Vinoy® Renaissance Resort & Golf Club, St. Petersburg, FL. This room rate was based on a minimum number of room nights; therefore, all out-of-town Symposium attendees will be required to stay at the Vinoy. Room reservations must be made through the registration website. The hotel is unable to accept room reservations for Symposium attendees. If you wish to stay at the Vinoy® before and/or after the Symposium, the hotel will honor the discounted rate for rooms reserved for October 15, 2011, through October 23, 2011. Credit card information requested during Symposium registration will guarantee your room, however, your credit card will not be charged at this time. Actual payment for hotel lodging will be made to the hotel at the time of check-in.

CHANGES AND UPDATES TO REGISTRATION: During initial registration, you will be asked to create a password or to enter your password from previous years. If you do not remember your password from previous registration, click the "Forgot Password" button, and your password can be reset. Your email address along with your personal password will allow you to change or update your registration information by following the above link and selecting "Existing Registration".

REGISTRATION QUESTIONS: If you have any questions regarding registration, please contact Jane Wood (jane.wood@jw-cole.com) or Jodi Greenfelder (jodi.greenfelder@jw-cole.com), or call the J.W. Cole Financial home office at 866-592-6531.