



2012 ARTICLE COMPETITION

The fi360 Article Competition is a chance for AIF® and AIFA® designees to showcase their position as thought leaders in the fiduciary community. All eligible, submitted articles will be featured on fi360.com and be eligible to be published by our article competition media partner, AdvisorOne.

The winning article and author will be honored at the [2012 fi360 Conference](#), awarded a \$1,000 cash prize, and be featured in AdvisorOne.

Prizes:

All acceptable submissions will be available for public viewing on fi360.com along with bio and contact information for the author. In addition, AdvisorOne will be reviewing all submitted articles for consideration of publication.

The author of the article chosen by fi360 and AdvisorOne to be the most outstanding will be awarded a \$1,000 cash prize, recognized at the 2012 fi360 Conference, and be featured on AdvisorOne as the winner of the 2012 fi360 Article Competition.

Guidelines:

All articles must help fiduciaries better understand or perform their roles or advocate for higher standards of care. While articles may be as general or specific in nature as the author desires, articles that are timely and/or tied to specific topics are more likely to be accepted for publication.

Articles to be considered for the prize to be awarded at the 2012 fi360 Conference are due by March 12, 2012.

Visit fi360.com/articlecompetition for more information.

Please sign and return this form to fi360 at the time of submission. Articles should be submitted electronically to resources@fi360.com.

Name:

Company name:

Daytime phone number:

Company URL:

Signature: _____

By signing this form, I acknowledge that I have read and accept the Official Rules of the fi360 Article Competition, that the article submitted is the original work of the author and that I own the rights to grant permission to both fi360 and AdvisorOne to publish the article.

Official Rules of the fi360 Article Competition

1. Article length: Submissions of any length will be accepted and considered for the cash award. AdvisorOne may suggest edits to longer articles to make them more suitable for publication.

2. Prize Eligibility: All articles submitted on or before March 12, 2012 are eligible for the cash prize to be announced and awarded at the 2012 fi360 Conference, April 25-27, 2012 in Chicago, IL. Winners need not attend the conference to be eligible for prizes. Fi360 will make an attempt to notify the winner before the end of March 2012.

Articles must be written by active AIF, AIFP, or AIFA designees.

3. Disclaimers: Neither fi360 nor AdvisorOne guarantee any article becoming published. Fi360 and AdvisorOne hold sole discretion as to which articles are suitable for appearing on their respective sites.

All rights to original materials are retained by the author. By submitting the article for consideration, however, the author does agree to allow fi360 and/or AdvisorOne to publish the article, as submitted, on their respective websites for public viewing and comment and to be recognized as an AIF or AIFA designee.

4. Previously published submissions: Articles submitted to the article competition must not have appeared in another publication. Articles previously distributed by the author to his or her clients via their personal or company website or newsletter are eligible. The author must have full right and authority to grant permission to both fi360 and AdvisorOne to publish the submitted article.

5. Plagiarism: By submitting articles for consideration, the author acknowledges the work as original. Any outside sources or ideas must be properly acknowledged and cited. It is the responsibility of the author to fact-check his or her article and to include references, if appropriate.

6. Judging and Prizes: All articles submitted will be judged individually for appropriateness of being made available on fi360.com and/or AdvisorOne. One winner will be chosen by a joint committee of fi360 and AdvisorOne for the \$1,000 prize and feature placement on AdvisorOne. Judges may consider public comments submitted through fi360.com in making their decisions. All decisions are at the discretion of the committee and are final.