

IMPACT 2010, October 26–29, Boston, MA  
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## IMPACT<sup>®</sup>2010

*charles* SCHWAB

Be Bold. A new decade calls for new thinking. In nearly every aspect of your business, IMPACT 2010 can help your firm be stronger, smarter and more competitive. Be there.

### Speakers

Our 2010 [keynote speakers](#) continue our tradition of delivering rich commentary on wide-ranging topics. Hear from Washington insiders including [Henry M. Paulson, Jr.](#) and [Condoleezza Rice](#). Find out how social media is transforming the way businesses interact with their customers. And in a thought-provoking presentation from [Daniel Gilbert](#), discover the links between today's decisions and tomorrow's happiness.

### Education

Choose from more than [55 provocative sessions](#) on some of the most important issues you face, plus Hands-On Technology sessions focused on the latest enhancements to Schwab Advisor Center™. View the conference [agenda](#).

### The Expo

The Expo is the hub of the conference. Check out products and services from more than [275 companies](#). Visit the Schwab Center to view demonstrations of our latest tools and technologies. The Expo also hosts the bookstore, Cyber Lounges and new for 2010, the [Social Media Lounge](#).

### Special Events

IMPACT 2010 offers many [networking opportunities](#) to connect with peers, talk shop with exhibitors and sponsors, and speak with Schwab executives. Events include receptions in The Expo, regional dinners and a final night event that will be fun, interactive and engaging.

### Hotel & Travel



Schwab has negotiated special rates for IMPACT attendees with several [hotels](#). Three of the hotels are within walking distance of the Boston Convention and Exhibition Center (BCEC). Schwab will provide complimentary shuttle service to and from the BCEC for all other hotels.

### Registration

[Register](#) by July 16 to get the special early-bird rate of \$899 per person for a single registration, or \$849 per person when three or more people from the same firm register on the same day. New this year, sign up for mobile communication to expedite conference check-in.

**OCTOBER 26–29, 2010**  
BOSTON, MA

Register by  
July 16 and  
Save \$151



Be Fit

Participate in the  
iShares & BlackRock  
5k run/walk.  
October 26, 2:00 p.m.



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### Marquee Sponsor



### Premier Sponsors



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