

CONFERENCE OVERVIEW

The FPA Annual Conference is the largest concentrated gathering of CFP® professionals in the United States. This is your opportunity to gather with your target market at one place and time.

The largest gathering of CFP® professionals
1,500-2,000
Attendees



Decision Makers:
59% of attendees are in a decision-maker role
CEO | Partner | President | Sole Proprietor



Experience:
Over 50% of attendees have 15 years of experience or more in the financial services industry.



AUM:
Over 60% of attending RIAs have AUM of \$100MM or more.



ENGAGEMENT:
80% of attendees visited 3 or more exhibitors.



For more information on FPA Annual Conference, please contact CorporateSales@OneFPA.org or call 800.322.4237 Option 5.

FPA ANNUAL CONFERENCE PARTNERSHIP OPPORTUNITIES

BENEFITS	GOLD	SILVER	BRONZE
Speaking opportunity	•	•	•
Exhibition space	10x20	10x10	10x10
Registrations	5	4	3
Logo recognition in <i>Journal of Financial Planning</i> for Conference edition	•	•	•
Logo recognition/company description featured in mobile app and website	•	•	•
Pre & post attendee mailing list	•	•	•
Recognition during General Session	•	•	
Recognition on conference signage	•	•	
Conference mobile application push notification	2		
Advertisement in <i>Journal of Financial Planning</i> for Conference edition	1 Full Page		
COST*	\$75,000	\$40,000	\$30,000

*Be sure to ask about early bird pricing for up to 30% savings.

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EXHIBITOR

Engage with those who matter: the decision makers, the influencers, the budget-holders. We are here to help you achieve your goals by reaching more of the right people, with valuable content to optimize your exhibit. See how exhibiting at an FPA Annual Conference can help your company grow the most valuable relationship in business. Increase your company's visibility among more than 2,000+ attendees decision makers.

Exhibit Booth **\$10,000**

- Two (2) conference attendee registrations
- Pre and post conference attendee mailing list
- Mobile app listing

* Be sure to ask about early bird pricing for up to 30% savings.

Table Top **\$5,000**

- Two (2) conference registrations
- Pre and post conference attendee mailing list
- Mobile app listing
- Six (6) foot table with skirt

FINTECH SHOWCASE

The FPA Annual Conference will spotlight technology firms within a new FinTech Showcase, which will include an inviting, exhibit setup, and feature groundbreaking advancements in financial technology.

Opportunities for partner-hosted content will be extended to all FinTech Exhibitors, including special conference programming and a large LED-display wall with both live presentations and pre-recorded videos.

Shared Table Top (32 available) **\$3,000**

- Two (2) conference attendee registration
- Shared table space (roughly 1 meter wide per exhibit)
- Power and wifi (internet line available for additional cost)
- Pre and post conference attendee mailing list
- Logo recognition/company description (mobile app/web)

Exhibit Booth (4 available) **\$10,000**

- Two (2) conference attendee registration
- Shared table space (roughly 1 meter wide per exhibit)
- Power and wifi (internet line available for additional cost)
- Pre and post conference attendee mailing list
- Logo recognition/company description (mobile app/web)

Presenting Partner (1 available) **\$25,000**

- Three (3) conference attendee registrations
- 10x10 Exhibit Booth
- Power and wifi (internet line available for additional cost)
- Pre and post conference attendee mailing list
- Logo recognition/company description (mobile app/web)
- Looping video on LED wall
- Moderate tech breakout session
- Prominent standing on FinTech Showcase and breakout session
- Featured in pre-conference marketing for FinTech Showcase
- One (1) published conference blog post

SOLD OUT!



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STUDENT OPPORTUNITIES

Student sponsors will have the opportunity to interact with students in a variety of ways during the FPA Annual Conference. The opportunities outlined below are scalable and allow firms to attract/recruit talent, provide one-on-one or group mentorship support, fill internship programs, and foster lifelong relationships with the next generation of financial planners.

Student Dinner Supporting Sponsors **\$4,000 PER TABLE** Wednesday, October 3, 2018

- Host one (1) table of eight (8) students
- One (1) conference attendee registration
- Invitations to all student activities
- Contact information for 8 students provided ahead of the conference
- Your company will be recognized as the provider of each student’s registration fee for Annual Conference 2018
- Recognition, logo and branding for the student dinner
- Two (2) minutes to address attendees

Upon Request:

- Multiple tables may be purchased (receive package incentives)
- Sponsorships may also be split among two firms

New Planner Breakfast Sponsors **\$10,000** Wednesday, October 3, 2018 200 attendees – students, new planners, NexGen attendees

- Two (2) Annual Conference Attendee Registrations
- Invitations to all student activities
- Recognition, logo and branding for the breakfast
- Up to 5 minutes to address attendees
- First right of refusal on next year’s event



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AMENITY PACKAGES

Make an immediate impression by becoming the Official Partner for a variety of different amenities at the FPA Annual Conference.

All amenities packages (listed below) include the following benefits:

- 10'x10' exhibit booth
- Two (2) complimentary FPA Annual Conference registrations
- Access to the pre- and post-conference mailing list
- Ability to purchase additional conference registrations at a 10% discount
- Your sponsor listing located within the conference networking platform (website, mobile app and general session slides), including your logo, company description and a link to your website
- First right of refusal for the chosen sponsorship package for the 2018 FPA Annual Conference

OPENING RECEPTION PACKAGE (EXCLUSIVE) \$20,000

- Listed as the “Official Opening Reception Partner” on signage throughout the conference – The Opening Reception will be the first evening of the conference
- One (1) conference mobile app push notification identifying your company as the Opening Reception Partner
- Logo placement at the specified reception

EXHIBIT HALL GRAND OPENING PACKAGE (EXCLUSIVE) \$20,000

- Listed as the “Official Exhibit Hall Grand Opening Partner” on signage throughout the conference – The Exhibit Hall Grand Opening will be the first day of the conference
- One (1) conference mobile app push notification identifying your company as the Official Exhibit Hall Grand Opening Partner
- Logo placement at the specified reception

EXHIBIT HALL RECEPTION PACKAGE (EXCLUSIVE) \$20,000

- Listed as the “Official Exhibit Hall Reception Partner” on signage throughout the conference – The Exhibit Hall Reception will be held the second evening of the conference
- One (1) conference mobile application push notification identifying your company as the Exhibit Hall Reception Partner
- Logo placement at the specified reception

HYDRATION PACKAGE (EXCLUSIVE) \$25,000

- Listed as the “Official Hydration Partner” on signage throughout the conference
- One (1) conference mobile application push notification identifying your company as the Official Hydration Partner
- Co-branded logo on annual conference water bottle (provided to attendees)
- Customize color of water bottle

ADDITIONAL AMENITIES AVAILABLE

- Espresso Bar
- Power Stations
- Shoe Shine
- Snack Services

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