



FPA

ANNUAL  
CONFERENCE

# FPA Annual Conference 2023

SEPTEMBER 27-29, 2023 | PHOENIX, ARIZONA

## EXHIBITOR PROSPECTUS

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We are proud to be our members' *partner in planning*  
and your partner in business success.



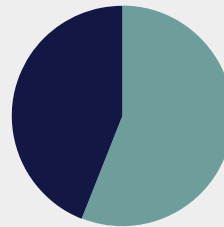
## Meeting Snapshot

2.5 days of learning and networking

Up to 1,500 attendees

100+ exhibitors and companies

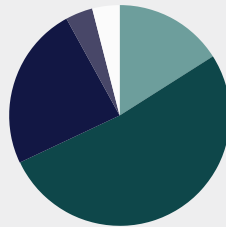
## Assets Under Management



56% \$150M+

44% \$0-149M

## Size of Firm (Employees)



16% Sole Practitioner

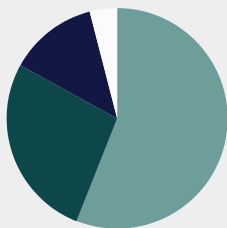
53% 2-10

24% 11-100

4% 101-499

4% 500+

## Professional Role



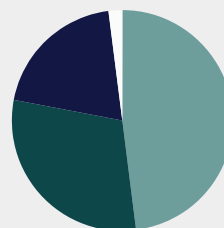
56% Owner/Partner

28% Employee

13% Independent Contractor

4% Other

## Career Stage



48% Advanced

30% Mid

20% Early

2% Career Changer

## Products and Services of Interest to Attendees

Investment products and solutions	Succession planning
Business vendors	Insurance firms
FinTech	RIA firms
Continuing education providers and universities	Brokerages
Potential CFP® professional employers	Wire Houses
Career coaches and consultants	And any company interested in providing a product or service to financial planners!

\*Attendee data compiled from 2022 Annual Conference



# Exhibitor Booths

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Attendees are looking for new and better ways to do business. Be the credible source they learn from on the exhibit hall floor. Ship your build out or take advantage of our standard package listed above.

**10' x 10' Booth \$8,000**

**10' x 20' Booth \$14,000**

**20' x 20' Booth \$24,000**

## All Exhibitors Receive

- 6' draped table, 2 chairs, carpet, wastebasket
- Black pipe and drape (8' back wall, 3' siderails)
- 17" x 11" ID sign
- Free access to meeting WiFi
- Two conference registrations that can be used to access the exhibit hall floor and attend sessions\*
- Pre-and post-attendee lists that include name and USPS address (no email/phone)
- Listing within:\*\*
  - » Conference signage
  - » FPA Annual Conference website, conference app, and onsite notebook
- Note: Booth purchase does not include electrical or wired internet. Both can be purchased separately.

\*Additional registrations may be purchased as needed

\*\*If booth purchased by print or go-live date



## FinTech Ux \$7,000

Highlight your company in this sleek, high impact space. FinTech Ux exhibitors stand out with high-top tables, monitors for ease of demos, and an attention drawing LED wall. Plug in your laptop and you are "good-to-go." FinTech Showcase exhibitors also have the opportunity to present a 10-minute pitch during lunch breaks.

- 8' H x 1M tower with front panel graphics
- 2M counter with sliding doors, 2 stools, carpet, wastebasket, logo wrap
- Computer monitor
- Two 120-AMP power outlets



## University Row \$1,000

Reserved for college or university affiliated financial planning programs, this space provides the opportunity to share information about undergrad or graduate programs. 10' x 10' space placed near the entrance of the hall.

# Food & Beverages

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## Breakfast or Lunch \$15,000

Underwrite breakfast or lunch and bring attendees to the exhibit hall floor. The opportunity includes acknowledgement on signage at each food station, in the conference app, and onsite notebook. Opportunity is limited to one supporter per meal.

## Specialty Hot Espresso Drinks \$10,000

Serve Starbucks from your booth and be one of the busiest places on the exhibit hall floor. The package includes an attendant, regular and decaf beans, a selection of syrups and milks, cups, sleeves, and all condiments. Espresso cart branding available for additional cost upon request.

## Smoothie Bar \$10,000

Healthy smoothies made to order with seasonal berries, bananas, yogurt, and juice. The package includes an attendant, ingredients for 300 servings, blenders, cups, napkins, and service table. Additional smoothie packages can be purchased as needed.

## Happy Hour Bar or Food Station \$7,500

Sponsor a bar or food station on the exhibit hall floor during an evening networking reception. Placed near your booth, the station will include signage or a wrap with your logo. Acknowledgement also includes onsite signage and in the conference app. Available to 10'x10' booths. Up to seven sponsorships available.

## Cookie Oven \$6,000

Beckon attendees to your booth with the smell of freshly baked Otis Spunkmeyer cookies. The package includes an attendant, cookie oven, all baking and serving supplies, and three cases of cookies (200 each). Additional cases can be purchased as needed.

## Fresh Popped Popcorn \$6,000

Serve freshly popped popcorn from your booth. The package includes an attendant, popcorn, serving bags (600 servings), and a service table. Additional popcorn kits can be purchased as needed.

## Starbucks Bike \$5,000

Serve attendees while roaming the meeting space. The package includes a bike, cold brew coffee, flavored syrups, disposable cups and condiments.





# Giveaways & Services

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## Massage Station \$15,000

Give attendees 15 minutes of relaxation at the massage station. The experience includes a massage team for two days and multiple branding opportunities, including tee shirts for massage therapists, signage, and massage tickets. Attendees must stop by your booth to sign up and share their contact information to receive the timed ticket.

## Tee Shirts \$15,000

Commemorate the meeting by handing out the official FPA tee shirt from your booth or providing tickets that attendees can use to pick up shirts nearby. Attendees must provide their contact information to receive a tee shirt. The opportunity includes 1,000 tee shirts with the FPA logo on the front and your logo on the back.

## Headshots \$8,000

Help attendees refresh their professional headshots. The package includes a prep station with a mirror and hair products, photographer and on-site signage. Attendees must stop by your booth to sign up by providing their contact information and receive a ticket. After the conference, attendees will access their headshot via a branded email.

## Cell Phone Chargers

### Locker \$4,000

Provide attendees a safe place to charge their phone. Includes eight secure lockers, branding on a 19-inch display screen, and custom vinyl wrap.

### Tabletop \$1,500

Offer attendees the opportunity to charge up while visiting your booth. Includes eight portable power banks and custom branding on the charging bay and chargers.

### Tote Bags \$2,500

Bring your branded swag bag to hand out to attendees. Package includes the opportunity to greet attendees and hand out bags at the exhibit hall entrance. Your booth will be placed close to the hall entrance. FPA can supply bags at an additional cost.





# Speaking Engagements

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**Guaranteed First Day \$14,500**

**Second or Third Day \$9,000**

Showcase your expertise and dedication to the profession by providing powerful resources and insight into your company's area of focus. Host a 50-minute session with 10 minutes of live Q&A. Additional registration is provided for the speaker. Session content is subject to review and approval by the FPA Annual Conference Task Force. Sponsoring companies must also be exhibitors.

# Attendee Outreach

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**Pre and Post Meeting Dedicated Emails \$8,000**

These will go fast! Reach all registered attendees – not just those who opted in to receive partner communications – before they arrive and encourage them to visit your booth, attend your session or event. A total of three emails will be sent prior to the meeting by FPA. Two emails will be sent post meeting. Limit one per partner.





## Pre-Meeting e-Newsletter \$2,500

Include a message in the official pre-meeting newsletter to attendees. Includes title, up to a 30-word insertion, and link to additional information. A total of four placements are available in November and December.

## Onsite Notebook

### Belly Band – Exclusive! \$6,000

### Full Page Ad \$2,500

### Half Page Ad \$1,500

Reinforce attendees' awareness of your brand by including your ad in the onsite notebook, attendees' only paper-based resource while at the meeting. The belly band package includes a full-page ad on the inside front cover.



# Hotel and Convention Center Branding

## WiFi \$10,000

Provide attendees access to WiFi throughout the convention center. The supporter can create the WiFi password. Information will be listed in onsite meeting notebook as well as onsite signage.

## Conference App \$7,500

Be front-and-center as the only place attendees can access conference information like the full agenda, speaker bios, and exhibitor listing. The opportunity includes a splash page when the app is first opened, a clickable sticky banner ad on the home page. Information to access the app will be listed in onsite notebook and signage.

**SOLD**



# Events and Spaces

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## Roundtable \$12,000

Deliver value to attendees by diving deeper than a sales pitch. Engage up to 10 attendees in a two-hour conversation that provides both insight and feedback for your firm, as well as lively discussion amongst attendees. The package includes identification and invitation of attendees by FPA, a meeting room, and a participant list for 1x email follow-up. AV and F&B are an additional cost. A total of six roundtables are available.

## Spaces and Places \$2,500

Support the diverse needs of attendees. FPA provides space in the convention center for specific audiences, including:

- Speaker Ready Room
- VIP Lounge
- Mothers' Room
- Sensory Inclusive Room

Sponsorship includes signage outside of the room and the opportunity to share marketing materials in the space.



## Interested in exhibiting?

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**Krys Whildin**

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(352) 333-3406

## Exhibitor with questions?

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**Event Support Services**

[EventSupportServices@naylor.com](mailto:EventSupportServices@naylor.com)