



FPA®

ANNUAL  
CONFERENCE

# Exhibitor Prospectus

**FPA ANNUAL CONFERENCE 2024**

SEPTEMBER 18-20, 2024 | COLUMBUS, OHIO

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



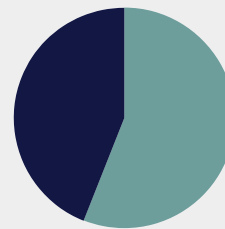
## Meeting Snapshot

2.5 days of learning and networking

Up to 1,000 attendees

70+ exhibitors and companies

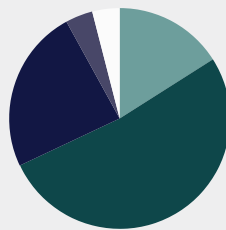
## Assets Under Management



56% \$150M+

44% \$0-149M

## Size of Firm (Employees)



16% Sole Practitioner

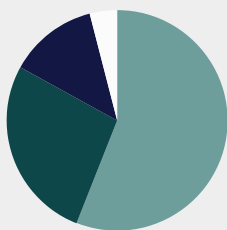
53% 2-10

24% 11-100

4% 101-499

4% 500+

## Professional Role



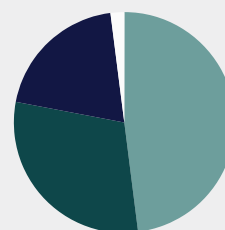
56% Owner/Partner

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

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 below.

**10' x 10' Booth \$9,000**

**10' x 20' Booth \$15,000**

**20' x 20' Booth \$25,000**

### All Exhibitors Receive

- Two conference registrations used to access the exhibit hall floor and attend sessions,\* a \$1,798+ value
- Pre-and post-attendee lists that include name and USPS address (no email/phone), a \$1,000 value
- A 1/2 page ad in an upcoming *Journal of Financial Planning* issue, which is a \$2,250 value
- 6' draped table, 2 chairs, wastebasket, black pipe and drape (8' back wall, 3' siderails), 17" x 11" ID sign
- Free access to meeting WiFi
- Listing within:\*\*
  - Conference signage
  - FPA Annual Conference website and conference app
- Note: Booth purchase does not include carpet, electrical, or wired internet. All can be purchased separately.

\*Additional registrations may be purchased as needed

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



## FinTech UX \$7,500

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 UX exhibitors also have the opportunity to present a 10-minute pitch during lunch breaks. FinTech UX exhibitors will also receive a *JFP* Skyscraper Banner Ad valued at \$750.

- 8' H x 1M tower with front panel graphics
- 2M counter with sliding doors, 2 stools, 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 allows the sharing of information about undergraduate or graduate programs. The opportunity includes a 10' x 10' booth package outlined above, except for a *Journal of Financial Planning* ad.

## 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 acknowledgment on signage at each food station and in the conference app. The 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 is available for an additional cost upon request.

### S'mores Station \$12,000

Host Fall fun that is sure to be a crowd-pleaser with a s'mores station located in or next to your booth. Includes jumbo marshmallow carving, pretzel rods, graham crackers, Hershey's chocolate, Reese's cups, Oreos, brownie bites, chocolate sauce, Nutella spread, and strawberries.

### Other Food and Beverage Booth Draws \$6,000-\$10,000

If interested in learning more about these options, please contact your sales rep or Krys Whildin at [krys.whildin@naylor.com](mailto:krys.whildin@naylor.com) or (352) 333-3406.





# Interactive Games & Activities

*The below items require a conversation with FPA or Naylor staff prior to booking.*

## Golf Simulator TBD – Please call your rep

Invite attendees to perfect their golf swing. While they wait their turn on the links, engage them in conversation. Branding opportunities are offered for an additional fee.

## Cash Cube \$15,000

Give attendees the opportunity to win a prize. Attendees enter a telephone booth-sized enclosure and try to catch fake cash spinning around them. Prizes are the responsibility of the exhibitor. Branding opportunities like custom funny money or a decal are offered for an additional fee.

## Photo Booth \$15,000

Send attendees home with a souvenir. The digital photo booth features 2" x 6" photo strips, 4" x 6" postcards, color or black and white filters, backgrounds, and borders. Branded borders are available for an additional cost. Branding opportunities like decals or a wrap are offered for an additional fee.

## QB Challenge \$7,000

Attendees can test their accuracy with this football toss game. The opportunity includes a 3' x 6' structure with space for up to two players at a time. For an additional cost, FPA can source branded mini-football balls that attendees can keep after participating in the challenge or brand the unit.

## Basketball Double Pop-a-Shot \$7,000

Get a little competitive! The double pop-a-shot keeps score of attendees' shots in a timed game. For an additional cost, FPA can source branded mini-basketballs that attendees can keep after participating in the challenge or brand the unit.

# Giveaways & Services

## Massage Station \$17,500

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 \$9,000 **SOLD**

Help attendees refresh their professional headshots. The package includes a prep station with a mirror, hair products, a 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 with a safe place to charge their phones. The opportunity 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. The opportunity includes seven 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. The package includes greeting attendees and handing 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.





# Breakout Speaking Engagements

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

**Second Day \$9,000**

**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 breakout 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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### Dedicated Email

**Pre-Meeting \$8,000**

**Post-Meeting \$8,000**

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

### 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 three placements are available.







# Hotel and Convention Center Branding

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## WiFi \$15,000

Provide attendees access to WiFi throughout the convention center. The supporter can create the WiFi password. Information will be listed in the on-site signage.

## Conference App \$7,500

Be front-and-center where attendees can access conference information like the full agenda, speaker presentations, and exhibitor listing. The opportunity includes a splash page when the app opens and a clickable sticky banner ad on the home page. Information to access the app will be listed in the signage.

## Hotel Key Cards \$7,500

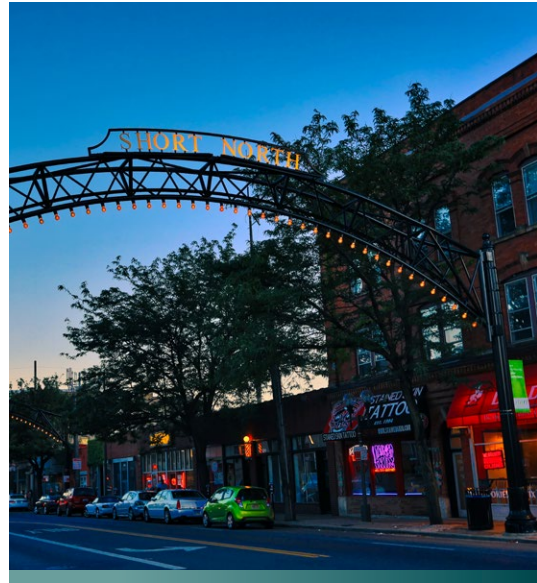
Brand the key cards attendees use to access their hotel rooms. Branding available on one or both sides of the card.

## Banners and Clings

Showcase your brand on banners or clings in high traffic areas throughout the convention center.

**Placement information** is available through our convention services partner, GES.

If interested, please contact your sales rep or Kryl Whildin at [kryl.whildin@naylor.com](mailto:kryl.whildin@naylor.com) or (352) 333-3406.







## 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 insight and feedback for your firm, and 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.

### DE&I Reception \$3,500

Join a diverse group of members to kick off the meeting with a networking reception. The package includes the opportunity to make remarks, signage, branding, logo placement, and networking. Estimated reach: up to 50. Opportunity cost only; F&B costs are the responsibility of the sponsor.

### Women and Finance Reception \$3,500

Support a fast-growing sector of financial planners! The package includes the opportunity to make remarks, signage, branding, logo placement, and networking. Estimated reach: up to 100. Opportunity cost only; F&B costs are the responsibility of the sponsor.

### NexGen Reception \$3,500

Host an evening reception for NexGen planners at FPA's largest annual conference. The event will include the opportunity to provide remarks at the top of the reception, branding, logo placement, and networking. Estimated Reach: 100. Opportunity cost only; F&B costs are the responsibility of the sponsor.

## Interested in exhibiting?

**Krys Whildin**

krys.whildin@naylor.com  
(352) 333-3406

## Exhibitor with questions?

**Event Support Services**

EventSupportServices@naylor.com