



2016 EVENTS

FPA Annual Conference - BE BALTIMORE

September 14 – 16 • Baltimore, MD • Baltimore Convention Center

CONFERENCE OVERVIEW

The FPA Annual Conference—BE Baltimore 2016 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, at one time.

Increase your exposure at the FPA Annual Conference to gain the competitive edge over your competition. The conference has a variety of sponsorship opportunities created to generate face-to-face interactions with financial professionals and advisers who are actively looking for your products and services.

- High Impact Sponsorships
- Technology and Communication Sponsorships
- Hospitality Sponsorships

ATTRACTING HIGHLY QUALIFIED BUYERS AND DECISION MAKERS

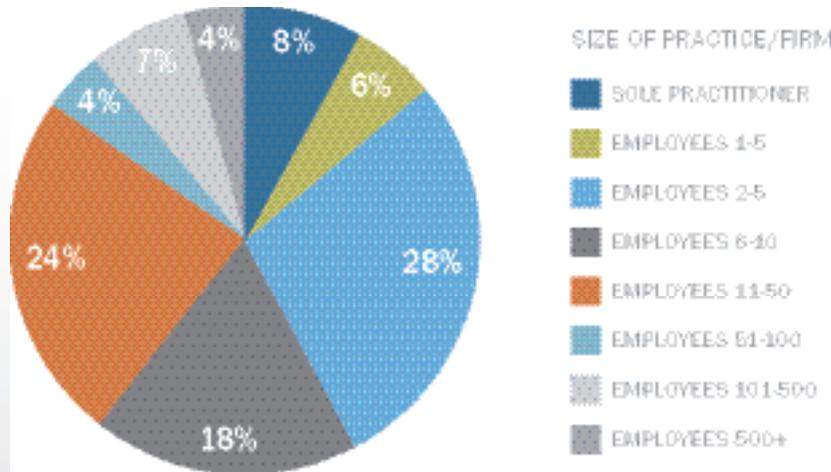
Decision Makers: 59% of attendees are in a decision-maker role
Chief Executive Officer | Partner | President | Sole Proprietor

ATTENDEES: 1,500–2,000 FINANCIAL PLANNING PROFESSIONALS AND ADVISERS

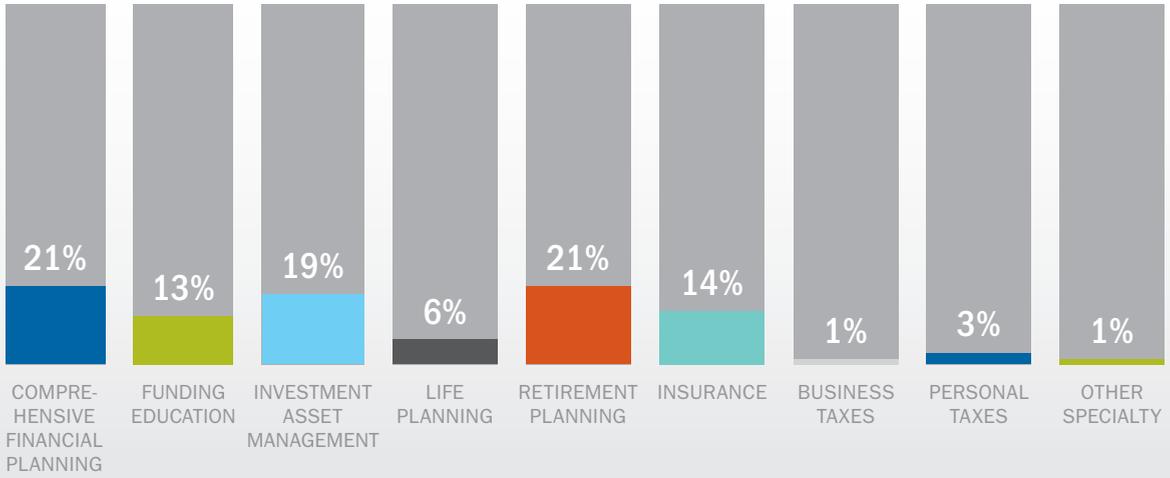
Experience: Over 50% of attendees have 15 years of experience or more in the financial services industry.

Clientele: 90% of attending RIAs work with high-net worth clients.

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



AREA OF SPECIALTY
SERIES 1



For pricing and a full list of benefits please see next page.

For more information visit:
FPA-BE.org

BENEFITS	GOLD	SILVER	BRONZE
Concurrent Sponsored Speaking Session (date/time based on your sponsorship level)	X	X	X
Exhibition space	10x20	10x10	10x10
Registrations	5 (includes speaker)	4 (includes speaker)	3 (includes speaker)
Literature and giveaway placement within attendee bags	X	X	
Opportunity to reserve space to host a VIP gathering at the headquarter hotel	X		
One use of pre attendee mailing list (excludes email addresses)	X	X	X
One use of post attendee mailing list (excludes email addresses)	X	X	X
Advertisement in onsite program guide	1 Full Page Color Advertisement		
Advertisement in <i>Journal of Financial Planning</i> (Conference Edition)	1 Full Page Color Advertisement		
Mobile Application Push Notification to all conference attendees	3 time use	2 time use	1 time use
Logo displayed on large screen prior to general sessions	X	X	X
On site recognition includes conference signs	X	X	X
Logo placement on attendee bags	X		
Logo recognition in <i>Journal of Financial Planning</i> FPA BE issue	X	X	X
Logo recognition with link featured on the FPA Annual Conference website and the mobile application	X	X	X
Logo in onsite program guide	X	X	X
Amenity of your choosing (wi-fi, hydration station, power to go, receptions, lunches)	X	X	
PRICE	\$50,000- \$60,000	\$30,000- \$50,000	\$20,000- \$30,000

For more information visit:

FPA-BE.org

ADDITIONAL BE PROMOTIONAL SPONSORSHIPS

EXHIBIT BOOTH SPACE

- 10x10 exhibit booth space of your choice includes: pre and post attendee list along with mobile application recognition
- Two full conference attendee registrations

Cost: *Institutional Members* – \$8,500

Non Members – \$10,500

UPGRADE YOUR BOOTH SPACE

Increase your exposure for the best-possible conference experience and upgrade your booth size.

Please contact Lucy Solomon at LSolomon@OneFPA.org for any exhibit booth inquiries.

Institutional Member Cost:

- 10x20 – \$13,500
- 10x30 – \$18,500
- 20x20 – \$23,500

For more information visit:

FPA-BE.org

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