



2012 FICP Annual Conference Sponsorship Benefits: Chains

Who Are Our Members?

Financial & Insurance Conference Planners (FICP) is the premier resource for financial services and insurance industry meeting professionals to exchange proven meeting management techniques and explore trends and new ideas that enhance the value of conferences and meetings. FICP boasts **more than 500 meeting planner members who are decision-makers in their companies.**

Partnership at Its Best

FICP and the hospitality partner community benefit from a win-win relationship. The partnership is unique in that FICP maintains a balanced planner to hospitality partner ratio at all events. This approach allows ample time to network on a highly personal level—**maximizing the return on your investment.**

Big Budgets

Did you know that FICP members report **annual budgets of \$2.8 million**¹? The combined buying power of all meetings departments through **FICP membership calculates to a \$600 million industry**¹, with budgets expecting to increase in future years. Between their small and large meetings, FICP planner members generate approximately \$1.1 million in total room revenue per company every year¹.

Advantages of Annual Conference Sponsorship

The Annual Conference is a three-day event at which industry professionals foster their personal and professional growth through education sessions and myriad networking opportunities, including evening events. This event provides exclusive access to more than 200 meeting planners.

How to Participate

Sponsorship opportunities are offered on a first-come, first-served basis and tend to fill up quickly. Visit the FICP Web site at www.ficpnet.com/sponsorship or contact sponsorship@ficpnet.com for more information.



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As a Chain Hospitality Partner, you must be a minimum gold sponsor (**\$25,000 or higher**) to attend the FICP Annual Conference. For the number of registrations included in the sponsorship packages, as well as the additional spots you receive for being a chain, please review the chain acknowledgment formula below:

35 - 49 Hotels = 1 guaranteed registration at \$1,350 each
 50 - 199 Hotels = 3 guaranteed registration at \$1,350 each
 200 + Hotels = 5 guaranteed registration at \$1,350 each

PLEASE NOTE:

- The above spots are not included in the max # of registrations listed on the below table of recognition
- Super Platinums to receive (1) paid registrations the following year

Package Name	Super Platinum	Platinum	Gold
Package Price	\$100,000+ (\$100,000 Minimum)	\$40,000-\$99,999 (\$40,000 Minimum)	\$25,000-\$39,999 (\$25,000 Minimum)
Sponsored Item	Choice of one or multiple opportunities valued at or above 100,000	Choice of one or multiple opportunities valued at or between \$40,000-\$99,999	Choice of one or multiple opportunities valued at or between \$25,000-\$39,999
PAID Registration Allotments (registration fee applies)	1 registration for every \$4,500 of sponsorship (max. – 26 spots: includes the comp spots; does not include chain allocation)	1 registration for every \$4,500 of sponsorship (max. – 18 spots: includes the comp spots; does not include chain allocation)	1 registration for every \$4,500 of sponsorship (max. – 7 spots: includes the comp spot; does not include chain allocation)
Complimentary Registration(s)	3 Plus, conversion from paid to complimentary registration for every \$4,500 of sponsorship above \$100,000 (up to 5 complimentary registrations)	2	1
Host Hotel Complimentary Registration	1 registration spot for Annual Conference Host (3 years pre- and 2 years post-conference)	N/A	N/A

Package Name	Super Platinum	Platinum	Gold
Package Price	\$100,000+ (\$100,000 Minimum)	\$40,000-\$99,999 (\$40,000 Minimum)	\$25,000-\$39,999 (\$25,000 Minimum)
First – Time Orientation Invitation	1 Invitation to First – Time Orientation	N/A	N/A
Nomination for Hosted Buyer Program	1 Planner Nomination for Hosted Buyer Program	N/A	N/A
Stage Time	4 Minutes on General Session Stage* (Host hotel also allowed to give additional welcome message)	2.5 Minutes on General Session Stage*	N/A
General Session Video Scroll Acknowledgment	Company Logo (not individual hotel logos)	Company Logo (not individual hotel logos)	Company Name (not individual hotel names)
Onsite Program Acknowledgment	Company Logo (not individual hotel logos)	Company Logo (not individual hotel logos)	Company Name (not individual hotel names)
Signage	Signage at Sponsored Event(s)	Signage at Sponsored Event(s)	Signage at Sponsored Event(s)
Sponsorship Wall-of-Fame	Company Logo (not individual hotel logos)	Company Logo (not individual hotel logos)	Company Name (not individual hotel names)
Marketing Inserts	PDF provided by sponsor (up to four pages in length). PDF to be approved by FICP. Link will be uploaded on FICP website.	PDF provided by sponsor (up to two pages in length). PDF to be approved by FICP. Link will be uploaded on FICP website.	One-Page PDF provided by sponsor. PDF to be approved by FICP. Link will be uploaded on FICP website.
Mention within “BUY FICP” Pre-Event Messaging	Link to Sponsor Page	Link to Sponsor Page	Link to Sponsor Page
Photo Directory Advertisement	Complimentary ½-Page Ad	Complimentary ¼- Page Ad	N/A
Photo Directory Acknowledgment	Company Logo	Company Logo	Company Name
Web Site	Company Logo and Hyperlink on FICP Web Site	Company Logo and Hyperlink on FICP Web Site	Company Name and Hyperlink on FICP Web Site

Please see Appendix A for Terms & Conditions of Sponsorship.

***Please see separate General Session Stage Time Guidelines**