



2012 FICP Annual Conference Sponsorship Benefits: Non-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 million¹**? The combined buying power of all meetings departments through **FICP membership calculates to a \$600 million industry¹**, 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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Package Name	Super Platinum	Platinum	Gold	Silver	Bronze
Package Price	\$100,000+ (\$100,000 Minimum)	\$40,000-\$99,999 (\$40,000 Minimum)	\$25,000-\$39,999 (\$25,000 Minimum)	\$15,500-\$24,999 (\$15,500 Minimum)	\$8,500
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	Choice of one or multiple opportunities valued at or between \$15,500-\$24,999	Choice of one or multiple opportunities valued at or between \$8,500-\$15,499
PAID Registration Allotments (registration fee applies; Representatives must be from the same company)	1 registration for every \$4,000 of sponsorship (max. – 22 spots , including the comp spots)	1 registration for every \$4,000 of sponsorship (max. – 18 spots , including the comp spots)	1 registration for every \$4,000 of sponsorship (max. – 7 spots , including the comp spot)	1 registration for every \$4,000 of sponsorship (max. – 5 spots , including the comp spot)	1 registration for every \$4,250 of sponsorship (max. – 2 spots)
Complimentary Registration(s)	3 Plus, conversion from paid to complimentary registration for every \$4,000 of sponsorship above \$100,000 (up to 5 complimentary registrations)	2	1	1	0
Host Hotel Complimentary Registration	1 registration spot for Annual Conference Host (3 years pre- and 2 years post-conference)	N/A	N/A	N/A	N/A
First – Time Orientation Invitation	1 Invitation to First – Time Orientation.	N/A	N/A	N/A	N/A
Nomination for Hosted Buyer Program	1 Planner Nomination for Hosted Buyer Program	N/A	N/A	N/A	N/A

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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	N/A	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)	Company Name (not individual hotel names)	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)	Company Name (not individual hotel names)	Company Name (not individual hotel names)
Signage	Signage at Sponsored Event(s)	Signage at Sponsored Event(s)	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)	Company Name (not individual hotel names)	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.	N/A	N/A
Mention within "BUY FICP" Pre-Event Messaging	Link to Sponsor Page	Link to Sponsor Page	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	N/A	N/A
Photo Directory Acknowledgment	Company Logo	Company Logo	Company Name	N/A	N/A
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	Company Name and Hyperlink on FICP Web Site	Company Name on FICP Web Site

Please see Appendix A for Terms & Conditions of Sponsorship.

**Please see separate General Session Stage Time Guidelines*