



2012 Education Forum Sponsorship Benefits - Chain

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 Education Forum Sponsorship

The Education Forum is a three-day event at which industry professionals foster their personal and professional growth through education sessions and a myriad of networking opportunities, including evening events. This event provides exclusive access to more than 60 meeting planners on an intimate level.

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.

¹ - Data based on 2006 FICP Economic Impact Study



Education Forum Sponsorship Benefits for Approved Chain Hospitality Partners

Five packages are available for FICP Hospitality Partners. Each package is based on a specific sponsorship price and includes each of the items and benefits listed below. FICP Education Forum Sponsorships are defined as single event sponsorship to FICP. This opportunity will cover association activities pertaining to a specific year's Education Forum.

Qualification Levels

Small Chain (35-49 hotels) – Must have been a minimum Silver Level Sponsor at the 2011 Annual Conference.

Medium Chain (50-200 hotels) – Must have been a minimum Gold level sponsor at the 2011 Annual Conference.

Large Chain (201 + hotels) – Must have been a minimum Platinum level sponsor at the 2011 Annual Conference.

Package Name	Super Platinum	Platinum	Gold	Silver	Bronze
Package Price	\$25,000+	\$15,000-\$24,999	\$10,000-\$14,999	\$5,000-\$9,999	\$3,000
Sponsored Item	Choice of one or multiple opportunities valued at or above \$25,000	Choice of one or multiple opportunities valued at or between \$15,000-\$24,999	Choice of one or multiple opportunities valued at or between \$10,000-\$14,999	Choice of one or multiple opportunities valued at or between \$5,000-\$9,999	Choice of one or multiple opportunities valued at or between \$2,500-\$4,999
Paid Registration Allotments (registration fee applies)	(1) registration for every \$2500 of sponsorship (maximum – 6 spots including the comp spot)	(1) registration for every \$2500 of sponsorship (maximum - 5 spots including the comp spot)	(1) registration for every \$2500 of sponsorship (maximum - 4 spots)	(1) registration for every \$2500 of sponsorship	(1) registration for every \$2500 of sponsorship
Complimentary Registration(s)	1	1	0	0	0
Name Badge Ribbons	Each individual to receive a ribbon for their corresponding level of sponsorship	Each individual to receive a ribbon for their corresponding level of sponsorship	Each individual to receive a ribbon for their corresponding level of sponsorship	Each individual to receive a ribbon for their corresponding level of sponsorship	Each individual to receive a ribbon for their corresponding level of sponsorship

Package Name	Super Platinum	Platinum	Gold	Silver	Bronze
Package Price	\$25,000+	\$15,000-\$24,999	\$10,000-\$14,999	\$5,000-\$9,999	\$3,000
Stage Time	Three Minutes on General Session Stage	Two Minutes on General Session Stage	N/A	N/A	N/A
Voice-Over in General Session	Placement of voice-over will be determined by Producer's recommendation	Placement of voice-over will be determined by Producer's recommendation	N/A	N/A	N/A
General Session Video Scroll Acknowledgment	Company Logo	Company Logo	Company Name	Company Name	Company Name
Onsite Program Acknowledgment	Company Logo	Company Logo	Company Name	Company Name	Company Name
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	Company Logo	Company Logo	Company Logo	Company Name
Marketing Inserts	PDF provided by sponsor (up to four pages in length). PDF to be approved by FICP, loaded on USB drive	PDF provided by sponsor (up to two pages in length). PDF to be approved by FICP, loaded on USB drive	One-Page PDF provided by sponsor. PDF to be approved by FICP, loaded on USB drive	N/A	N/A
Web Site	Company Name, Logo and Hyperlink on FICP Web Site	Company Name, 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.