



## 2012 Education Forum Sponsorship Benefits – Non-Chain

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### 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**<sup>1</sup>? The combined buying power of all meetings departments through **FICP membership calculates to a \$600 million industry**<sup>1</sup>, 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 year<sup>1</sup>.

### 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](http://www.ficpnet.com/sponsorship) or contact [sponsorship@ficpnet.com](mailto:sponsorship@ficpnet.com) for more information.

1 - Data based on 2006 FICP Economic Impact Study



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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.

| 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 <b>\$25,000</b>             | Choice of one or multiple opportunities valued at or between <b>\$15,000-\$24,999</b> | Choice of one or multiple opportunities valued at or between <b>\$10,000-\$14,999</b> | Choice of one or multiple opportunities valued at or between <b>\$5,000-\$9,999</b> | Choice of one or multiple opportunities valued at or between <b>\$2,500-\$4,999</b> |
| Paid Registration Allotments (registration fee applies) | 1  | 2   | 1   | 0   | 1   |
| Complimentary Registration(s)                           | 2  | 1   | 1   | 1   | 0   |
| Host Hotel Complimentary Registration                   | 1 registration spot for Education Forum Host (1 year pre- and 2 years post-conference) | N/A   | N/A   | N/A   | N/A   |
| Name Badge Ribbons                                      | 3  | 3   | 2   | 1   | 1   |
| 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   |

| <b>Package Name</b>                               | <b>Super Platinum</b>  | <b>Platinum</b>   | <b>Gold</b>   | <b>Silver</b>                                     | <b>Bronze</b>                    |
|---|--|---|---|---|----------------------------------|
| <b>Package Price</b>                              | <b>\$25,000+</b>   | <b>\$15,000-\$24,999</b>  | <b>\$10,000-\$14,999</b>  | <b>\$5,000-\$9,999</b>                            | <b>\$3,000</b>                   |
| General Session<br>Video Scroll<br>Acknowledgment | Company Logo   | Company Logo  | Company Name  | Company Name                                      | Company Name                     |
| Onsite Program<br>Acknowledgment                  | Company Logo   | Company Logo  | Company Name  | Company Name                                      | Company Name                     |
| Signage   | Signage at Sponsored<br>Event(s)   | Signage at Sponsored<br>Event(s)  | Signage at Sponsored<br>Event(s)                                    | Signage at Sponsored<br>Event(s)                  | Signage at Sponsored<br>Event(s) |
| Sponsorship Wall-<br>of-Fame                      | Company Logo   | Company Logo  | Company Logo  | Company Logo                                      | Company Name                     |
| Marketing Inserts                                 | PDF provided by sponsor<br>(up to four pages in<br>length). PDF to be<br>approved by FICP. | PDF provided by sponsor<br>(up to two pages in<br>length). PDF to be<br>approved by FICP. | One-Page PDF provided<br>by sponsor. PDF to be<br>approved by FICP. | N/A   | N/A                              |
| Web Site  | Company Name, Logo<br>and Hyperlink on FICP<br>Web Site                                    | Company Name, Logo<br>and Hyperlink on FICP<br>Web Site                                   | Company Name and<br>Hyperlink on FICP Web<br>Site                   | Company Name and<br>Hyperlink on FICP<br>Web Site | Company Name on<br>FICP Web Site |

***Please see Appendix A for Terms & Conditions of Sponsorship.***