

FICP 2012 Strategic Partnership Program

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 collective financial impact of members on the hospitality community is significant. 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 Strategic Partnership

Strategic Partnership offers a unique sponsorship opportunity with a variety of exposure levels to planners throughout the year. The program incorporates both event and non-event specific exposure, including registration benefits for the Education Forum and Annual Conference as well as options for inclusion in other activities coordinated by FICP such as participation at regional chapter meetings.

Compared to event-only sponsorship opportunities, Strategic Partnership provides year-round exposure to our meeting planners. Due to the exclusive nature and demand for such partnership, FICP is limiting the number of Strategic Partnerships to (14) in 2012. Unlike event sponsorship, Strategic Partnership offers the option of First Right of Refusal on renewal each year.

How to Participate

Strategic partnerships are offered on a first-come, first-served basis with first right of refusal to existing partners. Opportunities fill up quickly, so don't delay in securing your exposure to this industry-specific audience. 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

2012 Strategic Partnership Grid

Package Name	Double Diamond	Diamond	Emerald	Ruby
Package Price	100000+	\$55,000	\$30,000	\$15,000
Annual Conference				
Purchased Registration(s)	2	1	1	2
Complimentary Registration(s)	3	2	1	0
General Session Video Scroll Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Electronic Onsite Program Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Registration Web Site Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Sponsorship Wall-of-Fame Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Opportunity to Distribute Marketing Materials <i>(FICP Approval Required)</i>	Yes	Yes	No	No
Printed Photo Directory Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Education Forum				
Purchased Registration(s)	0	0	0	1
Complimentary Registration(s)	3	2	1	0
General Session Video Scroll Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Electronic Onsite Program Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Registration Web Site Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Sponsorship Wall-of-Fame Acknowledgment	Company Logo	Company Logo	Company Name	Company Name
Regional Meetings				
Participation at Regional Meeting	Option for One (1) Attendee per Meeting	Option for One (1) Attendee to attend Two (2) meetings	Option for One (1) Attendee to attend One (1) meeting	Option for One (1) PAID at region of choice
Recognition at Regional Meeting	Company Logo	Company Logo	Company Name	No
Other				
Yearlong Company Logo or Name and Web Site Link in Featured Sponsorship Section of Web Site	Company Logo	Company Logo	Company Name	Company Name
Press Release Announcing FICP Partnership	Yes	Yes	Yes	Yes
Black & White Advertisement in Membership Directory	Full Page (Black & White)	½-Page (Black & White)	No	No
Strategic Partner Page in Annual Membership Directory	Company Logo	Company Logo	Company Name	No
Co-Sponsor for One FICP Webinar	Yes	Yes	No	No
Monthly Acknowledgment in <i>NewsNet</i> Newsletter	Company Logo	Company Logo	Company Name	Company Name
Profile in one issue of <i>NewsNet</i> Newsletter	Yes	Yes	Yes	Yes
Official Use of FICP Logo on Sponsor's Promotional Materials <i>(FICP Approval Required)</i>	Yes	No	No	No
Letter to Members Promoting Strategic Partnership	Yes	No	No	No
Opportunity to Conduct Focus Group	Yes	No	No	No



2012 Strategic Partnership Grid

Package Name	Double Diamond	Diamond	Emerald	Ruby
Package Price	100000+	\$55,000	\$30,000	\$15,000
VALUE COMPARISON				
Annual Conference				
Sponsor Recognition Level @ Annual Conference	Platinum	Gold	Silver	Bronze
Corresponding Financial Investment	\$40,000-\$99,999	\$25,000-\$39,999	\$15,500-\$24,999	\$8,000-\$15,499
Complimentary/Paid Registration(s)	(1) Paid Registration for every \$4,000; (2) Complimentary	(1) Paid Registration for every \$4,000; (1) Complimentary	(1) Paid Registration for every \$4,000; (1) Complimentary	2 Paid
Registration Savings vs. Corresponding Range	\$2,700	\$2,700	\$1,350	\$1,350
Education Forum				
Sponsor Recognition Level @ Education Forum	Platinum	Gold	Silver	Bronze
Corresponding Financial Investment	\$15,000-\$25,000	\$10,000-\$14,999	\$5,000-\$9,999	\$2,500-\$4,999
Complimentary/Paid Registration(s)	(1) Complimentary; (2) Paid	(1) Complimentary; (1) Paid	(1) Complimentary	(1) Paid
Registration Savings vs. Corresponding Range	N/A	N/A	N/A	\$350
Other				
Investment if options purchased a la carte	\$30,000 +	\$28,000 +	\$13,500 +	\$7,000 +
Total Strategic Partnership Value	\$111,000+	\$63,000+	\$33,500+	\$17,500+