



**FINANCIAL & INSURANCE**  
CONFERENCE PROFESSIONALS

**2024 PARTNERSHIP  
OPPORTUNITIES**

# A COMMUNITY OF INFLUENCE & BUYING POWER

## Membership by the Numbers



700+

meetings professional  
members



200+

companies  
represented



160+

new members  
in 2023



80%

of members have  
10+ years experience

## Meetings Are Back and Growing

### Business Meetings

51%

of buyers expect an increase in the number of business meetings in 2024, with 45% planning an increase in the spend per attendee.\*

### Incentive Meetings

65%

of buyers expect the number of incentive meetings to stay flat or increase in 2024, with 69% planning the spend per attendee to hold steady or increase.\*

## Member Buying Power

47%

of buyers expect to host 26 or more in-person events in 2024, with 75% planning those events 12 or fewer months out.\*

75%

of meetings professionals have a direct impact on their organization's strategy.\*

90%

Over 90% of F&I meetings professionals and hospitality partners indicated a high level of trust in FICP, with the association ranking higher in value, relevance and direction when compared to other industry organizations.\*

\*2023 FICP Industry and Perception Study

# 2024 EVENT OFFERINGS\*

*\*2024 partnership offerings subject to change.*

## JANUARY

### Winter Symposium

January 30-31, 2024

Boston Park Plaza

*Boston*

**Sales Date: October 12, 2023**

## JUNE

### Education Forum

June 12-14, 2024

Fairmont Chicago,

Millennium Park

*Chicago*

**Sales Date: January 25, 2024**

## NOVEMBER

### Annual Conference

November 10-13, 2024

Sheraton Denver

Downtown Hotel

*Denver*

**Sales Date: March 7, 2024**

## DECEMBER

### Strategic Leaders Event

All Strategic Leaders Event  
details are pending.

**Sales Date: August 22, 2024**

## EVENT-BASED SPONSORSHIPS



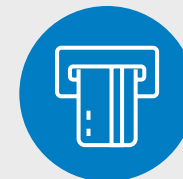
Registration  
Desk Sponsor



Daily Breakout  
Room Sponsor



Mobile App  
Sponsor



**NEW!** Hotel Key  
Card Sponsor

## DIGITAL OFFERINGS

- Website Advertising
- FICP Webinar Sponsor
- The**Planner** Sponsor
- Pulse Survey Sponsor
- The**Showcase**

Visit [ficpnet.com/partner-opportunities](https://ficpnet.com/partner-opportunities) for updated information.

# KNOW BEFORE YOU GO

## What to Know as a Sponsor

- Only active FICP hospitality partners are permitted to apply for sponsorship and attend FICP events. The fee to become a hospitality partner for 2024 is \$435.
- Hospitality partners must secure sponsorship in order to attend an FICP event.
- FICP offers hospitality partnerships to individuals, not companies. Hospitality partnerships are not transferable among colleagues at any point throughout the year.
- Alternatively, sponsorships are secured at the company level. Only one company and its subsidiaries and/or brands may be represented under a sponsorship. You must be an employee of the sponsoring company and an active FICP hospitality partner to attend an event under that company's sponsorship.
  - Note: Destination Marketing Organizations and Independent Representatives may not include member/affiliated companies under their sponsorship.
- Each company/brand may only secure one sponsorship.



Please reference the [Terms & Conditions for Event Participation](#) for full details.



# 2024 FICP ANNUAL CONFERENCE

**November 10-13, 2024**

Sheraton Denver Downtown Hotel  
Denver

With more than 800 attendees, FICP's largest event, the Annual Conference combines leading education, intentional networking and unique experiences for an unforgettable four-day event.

## Sponsorship Levels

2024 Annual Conference sponsorship sales will open on March 7, 2024.

Level	Entries	Entry + Sponsorship Value	Registration Fee	Total Invested	Company Recognition on Event Website and Event-Related Materials	PowerPoint Scroll at General Sessions	One (1) Daily Event Email Sponsorship, or Equivalent
Patron	1	\$4,300	\$1,585	\$5,885			
Copper	1	\$5,615	\$1,585	\$7,200	Name	✓	
Bronze	2	\$9,915	\$3,170	\$13,085	Name	✓	
Silver 3	3	\$15,530	\$4,755	\$20,285	Name	✓	Name
Silver 4	4	\$19,830	\$6,340	\$26,170	Name	✓	Name
Silver 5	5	\$24,130	\$7,925	\$32,055	Name	✓	Name
Gold 6	6	\$28,430	\$9,510	\$37,940	Name	✓	Name
Gold 7	7	\$32,730	\$11,095	\$43,825	Name	✓	Name

*Platinum and Super Platinum sponsorships are sold separately based on the needs of the event. Number of entries and sponsorship deliverables are at FICP's discretion. All dollar (\$) amounts noted throughout the prospectus are in United States dollars.*

# 2024 FICP EDUCATION FORUM

**June 12-14, 2024**

Fairmont Chicago, Millennium Park  
Chicago

With 200 attendees, this FICP favorite provides an intimate setting for meetings professionals and hospitality partners to experience leading education and networking over 2.5 days.

## Sponsorship Levels

2024 Education Forum sponsorship sales will open on January 25, 2024.

Level	Entries	Entry + Sponsorship Value	Registration Fee	Total Invested	Company Recognition on Event Website and Event-Related Materials	PowerPoint Scroll at General Sessions	One (1) Daily Event Email Sponsorship, or Equivalent
Bronze	1	\$3,725	\$565	\$4,290	Name	✓	
Silver	1	\$4,775	\$565	\$5,340	Name	✓	Name
Gold 2	2	\$8,500	\$1,130	\$9,630	Name	✓	Name
Gold 3	3	\$12,250	\$1,695	\$13,945	Name	✓	Name

*Platinum and Super Platinum sponsorships are sold separately based on the needs of the event. Number of entries and sponsorship deliverables are at FICP's discretion. All dollar (\$) amounts noted throughout the prospectus are in United States dollars.*

# ADDITIONAL EVENT-BASED OPPORTUNITIES



## Exclusive Registration Desk Sponsor

Looking to make a first impression? The Registration Desk, one of the most visible event checkpoints, is the first place attendees go when arriving at an FICP event. Sponsor the Registration and Information Desk to make an impact from the moment attendees arrive. This exclusive sponsorship includes logo recognition on signage at the Registration and Information Desk and an opportunity to provide an amenity for all event attendees. Amenity not covered in sponsorship.

- **Annual Conference Pricing** – \$3,000
- **Education Forum Pricing** – \$2,250



## Daily Breakout Room Sponsor

Drive value and maximize brand exposure at the FICP Annual Conference and/or Education Forum by sponsoring an education session breakout room. This opportunity includes logo recognition, one (1) minute of on-stage acknowledgment at each sponsored session to welcome the speaker and attendees and the opportunity to provide enhancements to the breakout room. No recognition in event materials; enhancements not covered in sponsorship. Limited availability; room assigned at FICP's discretion.

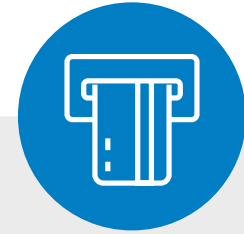
- **Annual Conference Pricing** – \$2,000
- **Education Forum Pricing** – \$1,500



## Exclusive Mobile App Sponsor

Remain top-of-mind with attendees before, during and after the event by sponsoring the Annual Conference and/or Education Forum mobile app. This exclusive sponsorship includes a branded splash screen displayed whenever the app is opened, branded internal graphics displayed within the app and recognition in event-related materials.

- **Annual Conference Pricing** – \$2,500
- **Education Forum Pricing** – \$1,875



## NEW! Hotel Key Card Sponsor

Capture attention and gain exposure by placing your branding directly in the hands of attendees as the Hotel Key Card Sponsor. This opportunity includes sponsor-designed artwork on hotel key cards and includes production and distribution.

- **Annual Conference Pricing** – \$5,500
- **Education Forum Pricing** – \$2,500



# 2024 FICP WINTER SYMPOSIUM



**January 30-31, 2024**  
Boston Park Plaza  
Boston

The 2024 Winter Symposium is a regional event that offers education on timely topics and targeted networking with 100 or so attendees. This event is hosted where a high percentage of FICP meetings professionals work and live, drawing largely from the Northeast.

## Sponsorship Levels

2024 Winter Symposium sponsorship sales will open on October 12, 2023.

Level	Entries	Entry + Sponsorship Value	Registration Fee	Total Invested	Company Recognition on Event Website and Event-Related Materials	PowerPoint Scroll at General Sessions	One (1) daily event email sponsorship, or equivalent
Patron	1	\$1,250	\$325	\$1,575			
Silver	2	\$3,025	\$650	\$3,675	Name	✓	Name
Gold	3	\$4,800	\$975	\$5,775	Logo	✓	Logo

*Platinum and Super Platinum sponsorships are sold separately based on the needs of the event. Number of entries and sponsorship deliverables are at FICP's discretion. All dollar (\$) amounts noted throughout the prospectus are in United States dollars.*



# 2024 FICP STRATEGIC LEADERS EVENT



**FICP**  
**STRATEGIC LEADERS  
EVENT**

**December 2024**

Strategic Leaders Event  
details are pending.

Gain access to FICP's most exclusive event – the Strategic Leaders Event – which is limited only to the highest level and most experienced meetings professionals within our membership. Meetings professional attendance is limited to one person per company and offered on a first-come basis to 30 registrants with over 10 years of meetings management experience.

While the event is organized by and for meetings professionals, FICP is offering an exclusive opportunity for hospitality partners to network with this group over a two-hour reception and dinner.

## Sponsorship Levels

*Please note: Strategic Leaders Event participation includes the reception and dinner portion of the program only.*

2024 Strategic Leaders Event sponsorship sales will open on August 22, 2024.

Level	Entries	Total Invested	Company Recognition on Event Website and Event-Related Materials	Sponsor Acknowledgment
Patron	1	\$2,195	Name	By facilitator

*Please note hospitality partner participation to this event is limited to one Evening Reception and does not include education sessions, breakfast or lunch.*

*Super Platinum sponsorships are sold separately based on the needs of the event. Number of entries and sponsorship deliverables are at FICP's discretion.*

*All dollar (\$) amounts noted throughout the prospectus are in United States dollars.*

# DIGITAL PARTNERSHIP OFFERINGS

FICP resources anytime, anywhere!

## TheShowcase

Your destination is unique! We know it, and we want to hear about it! Through The**Showcase** you can share the important details about what makes your city, destination, property or service the best for the FICP market! Visit the [FICP website](#) to learn more.

## Offering

The**Showcase** features a dedicated webpage that includes up to 500 words highlighting your services, along with one video and three photos. The**Showcase** profiles are visible on the FICP website for six months and included in three promotions (social media, FICP e-newsletter and on The**Network**). FICP is not responsible for the development of any media.

## Pricing

**\$1,750**

## ThePlanner Sponsor

Make a splash in FICP's quick-hit e-newsletter featuring the week's must-take actions.

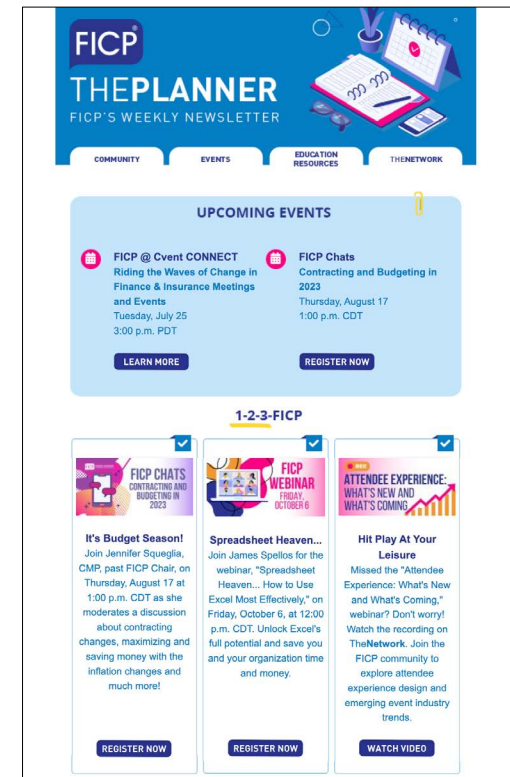
## Offering

Branded banner to be included in The**Planner** and linked to a URL of your choosing. FICP to provide open and click-through rates.

## Pricing

**\$250** for branded banner in one edition of The**Planner**

**\$750** to include a 150-word description of services to accompany your branded banner.



# DIGITAL PARTNERSHIP OFFERINGS *(CONTINUED)*

FICP resources anytime, anywhere!

## FICP Webinar Sponsor

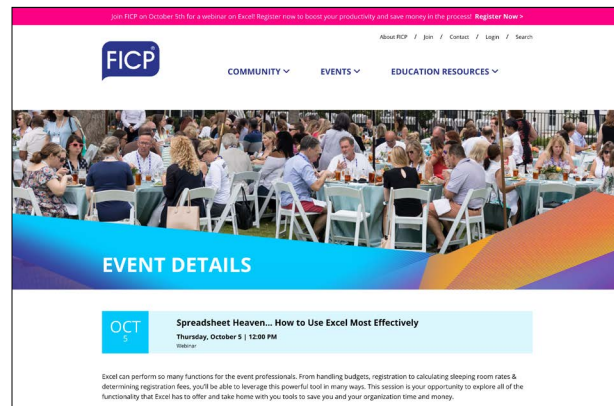
Spanning a range of topics specifically for meetings professionals, FICP webinars are held multiple times throughout the year and available to members live and on-demand.

### Offering

Logo on introductory PowerPoint slide and in all webinar promotions and 30-second introduction and conclusion by sponsor.

### Pricing

**\$1,000** per webinar



## Website Advertising

### Offering

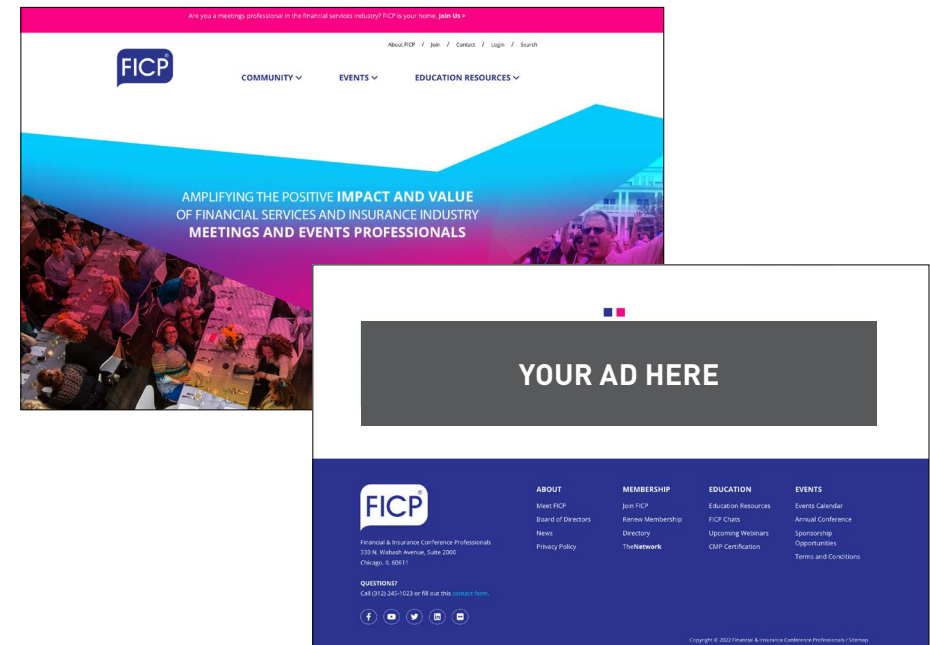
Branded banner on the homepage of the FICP website and linked to a URL of your choosing. FICP to provide click rates.

### Pricing:

**\$1,500** for three months

**\$2,750** for six months

**\$4,500** for twelve months



# DIGITAL PARTNERSHIP OFFERINGS *(CONTINUED)*

FICP resources anytime, anywhere!

## Pulse Survey Sponsor

With its twice-annual Pulse Survey, FICP provides meetings and events professionals and hospitality partners with quick-hitting and timely trend data that is benchmarked over time and reflective of current market conditions.

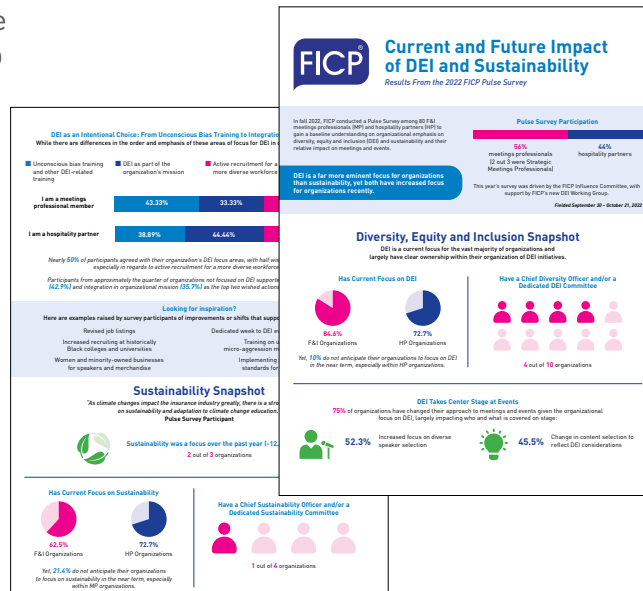
## Offering

Logo recognition on survey invitation emails, final report and blog posts.

## Pricing

**\$1,500** for combined partner opportunity  
(limit four partners)

**\$5,000** for exclusive  
annual sponsorship





# MEETINGS PROFESSIONALS WITH INFLUENCE

Make sure you are top of mind with our influential community of meeting professionals in the financial and insurance industry.

**Contact Steve Bova and Katie King at [sponsorship@ficpnet.com](mailto:sponsorship@ficpnet.com) to discuss your options today.**



**FINANCIAL & INSURANCE CONFERENCE PROFESSIONALS**

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