



**FINANCIAL & INSURANCE**  
CONFERENCE PROFESSIONALS

**2023 PARTNERSHIP  
OPPORTUNITIES**

# A COMMUNITY OF INFLUENCE & BUYING POWER

## Membership by the Numbers



650+

meetings professional  
members



200+

companies  
represented



120+

new members  
in 2022



80%

of members have  
10+ years experience

## Member Buying Power



59%

of buyers expect spending per  
person for incentive travel to  
recover above, or significantly  
be above, 2019 levels in 2023.\*



71%

of meetings professionals today  
increasingly have an important  
“seat at the table.”\*

Incentive travel programs will have resumed in

3 out of 4

F&I companies by December 2022, with nearly all other resuming by December 2024.  
Only 4% do not anticipate incentive travel to resume or resume by December 2024.\*

\*2022 Incentive Travel Index, powered by SITE Index, IRF Outlook and FICP in association with Oxford Economics.

# 2023 EVENT OFFERINGS\*

*\*2023 partnership offerings subject to change.*

## JUNE

### Education Forum

June 27-29, 2023

Omni Amelia Island Resort  
Fernandina Beach, Florida

**Sales Date: January 26, 2023**

## AUGUST

### Canadian Seminar

August 14, 2023

Park Hyatt Toronto  
Toronto, Ontario, Canada

**Sales Date: March 30, 2023**

## NOVEMBER

### Annual Conference

November 12-15, 2023

JW Marriott Marco Island Beach  
Resort

Marco Island, Florida

**Sales Date: March 2, 2023**

## DECEMBER

### Strategic Leaders Event

December 4-5, 2023

Loews Chicago Hotel  
Chicago, Illinois

**Sales Date: August 24, 2023**

## EVENT-BASED SPONSORSHIPS



**NEW!**  
Registration  
Desk Sponsor



**NEW!** Daily  
Breakout Room  
Sponsor



Mobile  
App Sponsor

## DIGITAL OFFERINGS

- Website Advertising
- Sponsored Blog Content
- Pulse Survey Sponsor
- FICP Webinar Sponsor
- **NEW!** ThePlanner Sponsor
- **NEW!** TheShowcase

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 2023 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.
  - o 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.

# 2023 FICP ANNUAL CONFERENCE

**November 12-15, 2023**

JW Marriott Marco Island Beach Resort  
Marco Island, Florida

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

2023 Annual Conference sponsorship sales will open on March 2, 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	General Session on-stage sponsor acknowledgement
Patron	1	\$4,200	\$1,575	\$5,775				
Copper	1	\$5,515	\$1,575	\$7,090	Name	✓		
Bronze	2	\$9,715	\$3,150	\$12,865	Name	✓	Name	
Silver 3	3	\$15,225	\$4,725	\$19,950	Name	✓	Name	
Silver 4	4	\$19,425	\$6,300	\$25,725	Name	✓	Name	
Silver 5	5	\$23,625	\$7,875	\$31,500	Name	✓	Name	
Gold 6	6	\$27,825	\$9,450	\$37,275	Name	✓	Name	
Gold 7	7	\$32,025	\$11,025	\$43,050	Name	✓	Name	
Platinum	12	\$55,650	\$18,900	\$74,550	Logo	✓	Logo	✓
Super Platinum	28	Starts at 28 entries; pre-negotiated			Logo	✓	Logo	✓

*Note: sponsor must provide branded artwork assets to FICP. Assets to be approved at FICP's discretion.*

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

*Platinum and Super Platinum sponsorships are pre-sold and not available during the sponsorship sales process.*

*Gold level maximum entries is 10; Platinum level maximum entries is 18; Super Platinum level maximum is at FICP's discretion.*



# 2023 FICP EDUCATION FORUM

**June 27-29, 2023**

Omni Amelia Island Resort  
Fernandina Beach, Florida

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

## Sponsorship Levels

2023 Education Forum sponsorship sales will open on January 26, 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	General Session on-stage sponsor acknowledgement
Bronze	1	\$3,675	\$555	\$4,230	Name	✓		
Silver	1	\$4,725	\$555	\$5,280	Name	✓	Name	
Gold 2	2	\$8,400	\$1,110	\$9,510	Name	✓	Name	
Gold 3	3	\$12,150	\$1,665	\$13,815	Name	✓	Name	
Platinum 4	4	\$16,800	\$2,220	\$19,020	Logo	✓	Logo	✓
Platinum 5	5	\$20,550	\$2,775	\$23,325	Logo	✓	Logo	✓
Super Platinum 6	6	\$26,515	\$3,330	\$29,845	Logo	✓	Logo	✓
Super Platinum 7	7	\$30,265	\$3,885	\$34,150	Logo	✓	Logo	✓

*Note: sponsor must provide branded artwork assets to FICP. Assets to be approved at FICP's discretion.*

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

*Platinum and Super Platinum sponsorships are pre-sold and not available during the sponsorship sales process.*

# 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 – SOLD OUT**
- **Education Forum Pricing – SOLD OUT**



## 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 acknowledgement 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 – SOLD OUT**
- **Education Forum Pricing – \$1,875**

# 2023 FICP CANADIAN SEMINAR



**August 14, 2023**  
Park Hyatt Toronto  
Toronto, Ontario

The 2023 Canadian Seminar provides education focused on trends and challenges unique to the Canadian meetings and events industry and networking with fellow Canadian event professionals. This event is open to hospitality partners serving the Canadian market.

## Sponsorship Levels

2023 Canadian Seminar sponsorship sales will open on March 30, 2023.

Level	Entries	Entry + Sponsorship Value	Registration Fee	Total Invested	Company recognition on event website and event-related materials	PowerPoint scroll at General Sessions	General Session on-stage sponsor acknowledgement
Patron	1	\$1,250	\$325	\$1,575			
Platinum	4	\$10,000	\$1,300	\$11,300	Logo	✓	✓

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

Platinum sponsorship is pre-sold and not available during the sponsorship sales process.

Number of entries and sponsorship deliverables are at FICP's discretion.



# 2023 FICP STRATEGIC LEADERS EVENT



## STRATEGIC LEADERS EVENT

**December 4-5, 2023**

Loews Chicago Hotel  
Chicago, Illinois

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.*

2023 Strategic Leaders Event sponsorship sales will open on August 24, 2023.

Level	Entries	Total Invested	Company recognition on event website and event-related materials	Sponsor acknowledgement
Patron	1	\$2,095	Name	By facilitator
Platinum	3	\$10,000	Logo	✓

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

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

*Platinum sponsorships are pre-sold and not available during the sponsorship sales process.*

*Number of entries and sponsorship deliverables are at FICP's discretion.*

# DIGITAL PARTNERSHIP OFFERINGS

FICP resources anytime, anywhere!

## NEW! 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 in 2023! Visit the [FICP website](#) to learn more.

### Offering

The**Showcase** will feature a dedicated webpage that includes 500 words highlighting your services, along with one video and three photos. The**Showcase** profiles will be 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

## NEW! ThePlanner Sponsor

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

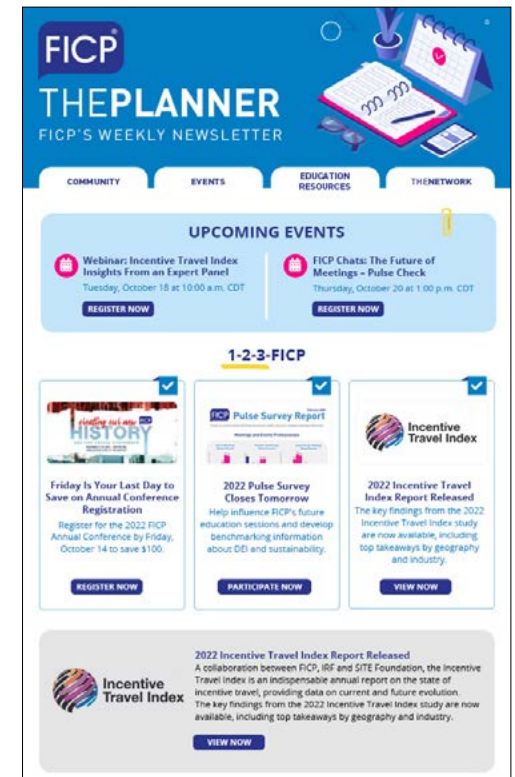
### Offering

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!

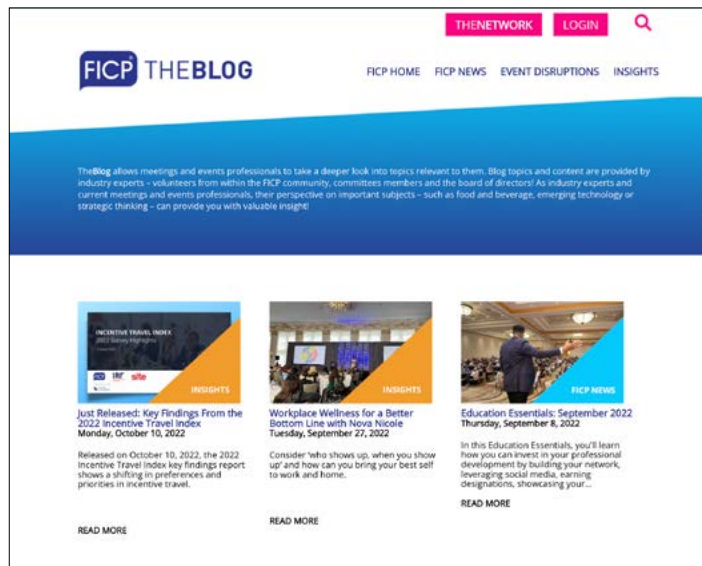
## Sponsored Blog Content

Provide thought leadership by contributing to **TheBlog**, FICP's resource for industry experts to share perspective on important subjects – such as food and beverage, emerging technology or strategic thinking.

### Offering

Includes social media promotion and a callout in an FICP e-newsletter to drive traffic to the blog post. FICP to provide blog metrics at 60 and 90 days. Blog topic and content to be approved by FICP.

**Pricing**  
**\$1,000**



## 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



# DIGITAL PARTNERSHIP OFFERINGS (CONTINUED)

FICP resources anytime, anywhere!

## Website Advertising

### Offering

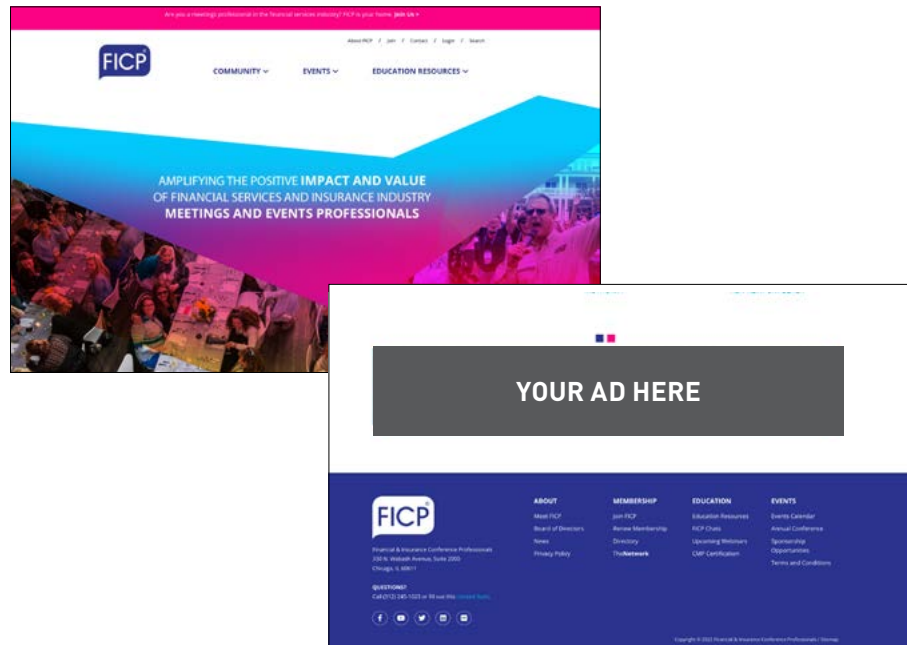
Branded banner on the homepage of the FICP website and linked to a URL of your choosing. FICP to provide click rates.

### Pricing:

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

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

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



## 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.

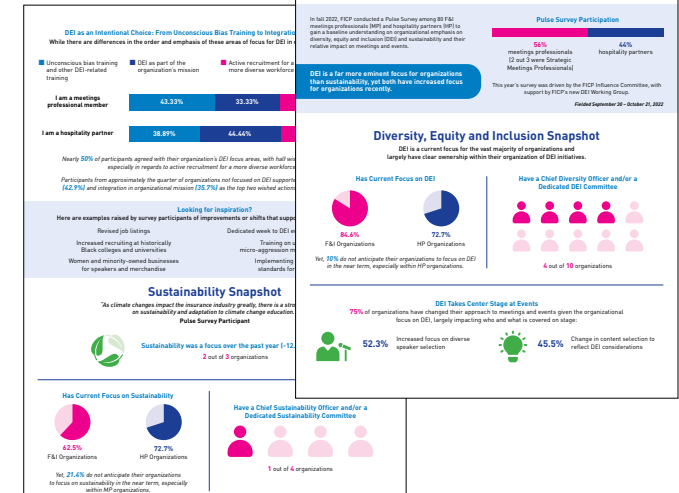
### Offering

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

Meetings and events are back! 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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