



FPA Annual Conference 2025

November 3-5, 2025

MGM Grand

Las Vegas, Nevada





Join Us!



**Welcome to FPA Annual Conference 2025:
The Power of Connection.
The Future of Financial Planning.**

FPA Annual Conference 2025 is one of the largest gatherings of financial planning professionals each year. With more than 1,000 attendees expected, this premier event offers partners an unmatched platform to connect with planners at every stage of their careers—from emerging professionals to firm leaders.

As the profession's most inclusive and energetic event, FPA Annual Conference is designed to inspire new ideas, facilitate powerful connections, and spark innovation in the delivery of financial planning. Your partnership places your brand at the center of this momentum—where planners are building skills, discovering solutions, and shaping the future.

By aligning with FPA Annual Conference, your company will be recognized as a leader committed to the growth and advancement of the financial planning profession. You'll have opportunities to engage directly with decision-makers, showcase your solutions, and demonstrate your value.

Join us as we celebrate FPA's 25th anniversary, revel in the power of connection, and explore what's next in financial planning.

1,000+

Total Attendance

70%

CFP® Professionals

56%

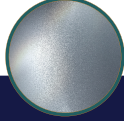


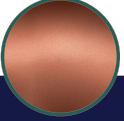
Firm Owners

56%

\$150M+ in AUM



The Opportunities

			
Platinum \$20,000	Gold \$17,000	Silver \$14,000	Bronze \$10,000

Partner Benefits				
Amenity or Event	Choose one Platinum level amenity.	Choose one Gold level amenity.	Choose one Silver level amenity.	Booth only. (10' x 10')
One pre-meeting dedicated email sent by FPA to all conference attendees	✓			
Company insertion in pre-event email (sent by FPA to attendees)	✓	✓		
Half-page ad in the digital <i>Journal of Financial Planning</i>	✓	✓		
Flyer in conference mobile app virtual conference bag	✓	✓	✓	
Pre-event attendee list (opt-in only—names and USPS addresses)	✓	✓	✓	
Post-event attendee list (opt-in only—names and USPS addresses)	✓	✓	✓	✓
Standard 10' x 10' booth	✓	✓	✓	✓
Event registrations*	2	2	2	2
Acknowledgement				
Pre-conference: <ul style="list-style-type: none"> Event website Within marketing materials, as appropriate 	✓	✓	✓	✓
On-site: <ul style="list-style-type: none"> Signage Walk-in slides Conference mobile app 	✓	✓	✓	✓

*Additional registrations available for purchase.



Partner Pavilion

At FPA Annual Conference 2025, we're elevating how attendees connect with the organizations shaping the future of financial planning. That's why we've reimagined the traditional Exhibit Hall as the *Partner Pavilion*—a dynamic, engaging space designed for meaningful conversations, hands-on experiences, and stronger connections between our attendees and valued partners. The Partner Pavilion is more than a showcase—it's a central hub for discovery and collaboration.

Partner Booth

The standard partner 10' x 10' booth positions your brand at the center of the action. Attendees are actively looking for innovative solutions and trusted resources to elevate their practices, and your presence in the Partner Pavilion puts you directly in their path. Every partner receives a complete suite of benefits designed to enhance visibility and drive engagement, including:

- Two conference registrations to access the Partner Pavilion floor and attend sessions
- Pre-and post-attendee lists that include name and USPS address (no email/phone)
- 6' draped table, two chairs, wastebasket, pipe and drape, and ID sign
- Half-page ad* in the digital *Journal of Financial Planning* (reserved for Platinum and Gold sponsors only.)
- Listing within conference signage, website, and conference app

Note: Facility is carpeted. Booth does not include electrical or wired internet. All can be purchased separately.

*Ad placement and timing at the discretion of FPA's editorial staff.

FinTech UX | \$12,000 (limited to 14 partners)

FinTech UX is an exclusive area within the Partner Pavilion that showcases the tools, platforms, and digital solutions shaping the future of financial planning. Limited to just 14 forward-thinking financial technology companies, FinTech UX offers a premium opportunity to stand out as each participating company will lead a 30-minute classroom session, providing dedicated time to engage planners in a focused learning environment and demonstrate your platform's value. The opportunity includes:

- Two conference registrations to access the Partner Pavilion floor and attend sessions
- Pre-and post-attendee lists that include name and USPS address (no email/phone)
- 10' x 10' booth with a 6' draped table, two chairs, wastebasket, pipe and drape, and ID sign
- A 30-minute session in the Partner Pavilion classroom

University Row | \$1,000 (limited to 10 universities)

University Row is a reserved space in the Partner Pavilion for just 10 college and university financial planning programs. This showcase offers a unique chance to promote your undergraduate or graduate offerings to a national audience, recruit future students, build partnerships, and celebrate your program's success.

- Two conference registrations to access the Partner Pavilion floor and attend sessions
- 6' draped table, two chairs, wastebasket, pipe and drape, and ID sign



Platinum Level



Keynote Speaker Sponsorship

Elevate your brand by underwriting a general session, where you'll support an outstanding keynote speaker while gaining high-visibility exposure. This opportunity includes an on-stage introduction of a keynote speaker, a special mention of your company, and acknowledgment of your support by FPA leadership. Your brand will shine through additional exposure on signage and in the mobile app. All remarks will be pre-approved by FPA to ensure alignment with the event's tone and message. This opportunity is limited to three partners.



Paws and Relax

Looking to make a heartwarming impression? Paws and Relax is a special activation in the Partner Pavilion that invites attendees to take a break, unwind, and enjoy some tail-wagging joy. This is intended to be an adoption event with puppies and small dogs provided by rescues and no-kill shelters with the end goal of having the puppies adopted by the end of the conference. Offered over six total hours across two days, this is a high-traffic, high-smile opportunity to associate your brand with wellness and happiness. Your support will be front and center in one of the most talked-about areas of the event. Sponsorship does not include buildout or signage, which gives you full creative freedom to personalize the space and elevate your presence. This opportunity is limited to one partner.



Reception Bar

Make your brand the toast of the Partner Pavilion! As a Reception Bar Sponsor, you'll have the opportunity to connect with attendees in a relaxed, high-energy environment during one of our two networking receptions. Your sponsorship will be associated with one of the most enjoyable and well-attended moments of the conference. This opportunity is limited to four partners per reception. Let's discuss the variety of options to maximize this opportunity!



Reception Dessert Station

Sponsor a reception dessert station in the Partner Pavilion to leave attendees with a lasting (and sweet) impression. These crowd-pleasing stations will be featured during one of the official networking receptions, offering an irresistible selection of treats that draw a steady stream of foot traffic and smiles. Options include sparkling floats, boozy cupcakes, mousse pops, churros, and BYO ice cream. This opportunity is limited to five partners.



Gold Level



Breakout Session

Sponsor a 60-minute breakout session to position your organization as a thought leader in the financial planning profession. This opportunity allows you to deliver meaningful insights, showcase your expertise, and provide valuable resources to an audience eager to learn and engage. Each session includes 10 minutes of live Q&A, giving you the chance to interact directly with attendees and spark deeper conversations. One additional conference registration is provided for your session speaker, and content is subject to review and approval by the FPA Annual Conference Task Force. This opportunity is limited to fourteen partners.



NexGen Reception

Support the next generation of financial planners by hosting a vibrant evening NexGen Reception. This high-energy gathering is designed to foster meaningful connections among emerging professionals—and your brand will be front and center as a champion of their growth. As the exclusive sponsor, you'll be able to deliver welcome remarks, enjoy prominent branding and logo placement, and engage directly with approximately 100 NexGen attendees in a relaxed, welcoming setting. Sponsorship covers the opportunity cost only. Food and beverage expenses are the responsibility of the sponsoring company. This opportunity is limited to one partner.



Massage Station

Give attendees the gift of relaxation with the always-popular Massage Station. This two-day activation offers attendees 15-minute chair massages and provides your brand with continuous visibility in one of the most appreciated wellness experiences at the conference. As the exclusive sponsor, you'll enjoy multiple branding opportunities, including the option to choose the color t-shirts the massage therapists wear to match your brand, signage at the station, and massage tickets—only available at your booth! This opportunity is limited to one partner.



Student Breakfast

Sponsor the Student Breakfast at FPA Annual Conference to start the day—and their careers—off right. This exclusive morning event brings together students from top financial planning programs nationwide for networking, learning, and inspiration. You'll be able to deliver brief welcome remarks, enjoy brand visibility through signage, and engage directly with the students who are shaping the next generation of planning. This opportunity is limited to one partner.



Gold Level (continued)



Conference Tote Bags

Be the brand attendees take with them—everywhere they go. As the exclusive Tote Bag Sponsor of FPA Annual Conference, your logo—along with the official conference logo—will be prominently featured on the conference tote bag distributed to all attendees from your booth. These high-visibility bags accompany attendees throughout the event and often long after, carrying materials, resources, and your brand. It's a simple, practical, and powerful way to ensure ongoing exposure and daily brand impressions. This opportunity is limited to one partner.



Community Celebration

Community focus can include: Diversity and Inclusion, Women and Finance, International and more! FPA is happy to partner with you to identify meaningful communities to celebrate in an intimate, high-energy event for up to 75 attendees to honor connection, belonging, and shared purpose. This celebration offers a powerful platform to align your brand with the values of inclusion, camaraderie, and professional support. As the sponsor, you'll enjoy branding and signage visibility, the opportunity to welcome attendees with brief remarks, and meaningful engagement with a highly targeted and appreciative audience. This opportunity is limited to one partner.



Silver Level



Mobile Conference App

Put your brand at the fingertips of every attendee. The Conference Mobile App is the central hub for navigating FPA Annual Conference, providing instant access to the agenda, speaker bios, session materials, and Partner Pavilion listings. As the exclusive Mobile App Sponsor, your company will enjoy premium visibility whenever attendees open the app. From a branded splash screen on launch to a clickable sticky banner ad on the home page, this sponsorship ensures your message stays top of mind throughout the entire event. This opportunity is limited to one partner.



Conference Notebook

Give attendees something they'll use throughout the event—and long after it ends. The Conference Notebook (a 5" x 7" notepad journal) is a practical, high-value resource for jotting down insights, capturing contacts, and organizing ideas. As the exclusive sponsor, your brand will be co-branded on the notebook cover and featured in a full-page advertisement inside. This is a unique opportunity to showcase your offerings while becoming part of each attendee's personal conference experience. This opportunity is limited to one partner.



30-Minute Classroom Session

Showcase your thought leadership in a focused, high-impact setting with a 30-minute classroom session in the heart of the Partner Pavilion. Limited to just eight participating partners, this opportunity allows you to share insights, highlight solutions, and engage attendees in a meaningful, content-driven experience. Designed for education over promotion, these sessions position your brand as a trusted resource and a valued voice in the profession.



Recharge Room

Be the sponsor of serenity. The Recharge Room at FPA Annual Conference is a thoughtfully designed space where attendees can step away from the bustle, enjoy a moment of calm, and recharge. Outfitted with spa water, cozy chairs, a plush sofa, a charging table, and convenient power drops, the Recharge Room creates the perfect environment for catching up on emails, taking quiet meetings, or simply relaxing between sessions. As the exclusive sponsor, your brand will be front and center in this peaceful retreat, with prominent signage and the opportunity to display your literature or giveaways. This opportunity is limited to one partner.



Extend Your Impact

As we celebrate FPA's 25th anniversary, FPA Annual Conference 2025 presents a unique opportunity for you to connect, engage, and leave a lasting impression on the financial planning community. Beyond our core sponsorship packages, we're excited to offer a selection of opportunities to further amplify your brand and align with the innovative spirit of this milestone event.

Whether you're looking to tailor your sponsorship experience or enhance your visibility, these additional options can be combined with an existing package or selected à la carte to best suit your goals. Let's explore these exciting ways to make your mark on FPA Annual Conference 2025.

Direct-to-Attendee Email | \$4,500 per email

Looking to get in front of attendees before and after the conference? With Dedicated Emails, your message goes straight to the inboxes of all registered attendees—not just those who opted in for partner communications. This is your chance to drive booth traffic, promote your session, and build awareness before attendees arrive.

Please note that these emails are only sent by FPA to FPA Annual Conference registrants and FPA must approve email content prior to dissemination.

Branded Beverage Wafers and Coffee | \$6,000

There's no better way to draw a crowd than with a fresh cup of coffee. You can offer attendees complimentary coffee directly from your booth—turning your space into a high-traffic hub and giving your team more time for meaningful conversations. Whether it's a morning pick-me-up or an afternoon recharge, coffee creates natural connection points and a reason for attendees to stop by, linger, and engage with your brand. This one-hour activation includes up to 500 cups of coffee and branded, edible wafers.

Cell Phone Charging Locker | \$4,000

With the Cell Phone Charging Locker, you can keep attendees connected and your brand front and center. This high-traffic amenity offers a secure and convenient way for attendees to charge their devices while they attend sessions or explore the Partner Pavilion. Featuring eight secure lockers, a custom vinyl wrap, and a 19-inch branded digital display screen, this sponsorship delivers continuous visibility and valuable brand association with a much-appreciated conference service.

Cell Phone Charging Tabletop Station | \$4,000

Make your booth a must-visit stop with the Cell Phone Charging Tabletop Station. This convenient amenity lets attendees recharge their devices while engaging with your team—creating the perfect opportunity for relaxed, uninterrupted conversations. The sponsorship includes seven portable power banks and custom branding on both the charging bay and the chargers, keeping your logo visible while providing a valuable service.



Mobile Office Pod | \$8,400

Offer attendees a private place to take a call, join a virtual meeting, or catch up on emails with the Mobile Office Pod—a quiet space designed for productivity amidst the conference buzz. Your brand will be prominently featured on the exterior and interior of the pod, ensuring visibility every time an attendee steps in for a focused moment. This highly appreciated, high-utility sponsorship aligns your brand with convenience, professionalism, and attendee care. This opportunity is priced per pod, with a total of three pods available for sponsorship.

Giant Lite-Brite | \$6,000

Bring color, creativity, and nostalgia to FPA Annual Conference with the Giant Lite-Brite. This playful, interactive, three-hour activation invites attendees to express themselves, unwind, and connect in a uniquely memorable way. This eye-catching installation is a guaranteed conversation starter and social media magnet—perfect for photos, fun, and brand visibility.

Digital Caricaturist | \$5,000

Add fun and personalization to the Partner Pavilion with a Digital Caricaturist. Attendees will receive custom digital portraits they'll love to share and keep. Your brand will be woven into each moment, with branded signage, the option to include your logo on each digital caricature, and the opportunity to engage with attendees while waiting their turn. It's a playful, interactive way to create lasting impressions and social media buzz. This is a three-hour activation.

Napkin Caricaturist | \$5,000

Sponsoring a Napkin Caricaturist, a unique, three-hour activation where attendees receive a sketch of themselves adding a whimsical twist to the conference experience, and time for them to learn more about your company. It's guaranteed to draw a crowd and attendees walk away with a fun token of your conversation. Your brand will be featured on custom napkins and station signage, ensuring you're part of every laugh, sketch, and shared moment.

Roaming QR Code | \$5,000

Turn curiosity into opportunity with the Roaming QR Code. This creative, mobile activation is designed to drive traffic directly to your booth, landing page, giveaway, or custom message. During three 30-minute roaming sessions, a branded ambassador will wear a giant, eye-catching QR code inviting attendees to scan and engage—to claim a prize or unlock exclusive content.

Postcard Station | \$13,200

Help attendees share their conference experience—and your brand—through the Postcard Station, a charming activation where guests can write and send postcards to colleagues or clients. Your branding will be featured on the postcard designs, station signage, and mailing materials, giving you a lasting presence that extends beyond the event. This is a three-hour activation, including 1,000 custom postcards and postage.



Custom-etched Water Bottles | \$20,300

Create a lasting impression—one sip at a time. The Custom-Etched Water Bottle Station is a one-day activation with one station in which attendees receive a reusable water bottle etched live with a personalized design, name, or message. As the sponsor, your brand will be showcased on station signage. Up to 45 bottles can be custom-etched per hour, per station, and water bottles are provided at additional cost (or sponsor-provided).

Looking for Something More?

Let's Collaborate.

We understand that every brand has unique goals, and we're committed to helping you make the most of your presence at FPA Annual Conference. We're all ears if you have a creative idea or would like to explore a custom activation not listed in this prospectus. From interactive experiences to branded moments that align with your mission, our team is happy to work with you to bring your vision to life.

Let's create something memorable—together.



Join Us!

Before FPA Annual Conference 2025, FPA will host a partner webinar highlighting attendee demographics and ideas for effectively engaging attendees.

Let's Talk!

We look forward to having you join us for FPA Annual Conference 2025 in Las Vegas! We are here to help you maximize this one-of-a-kind opportunity and position you as a partner in planning for our members!



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