



# FPA NexGen Gathering

August 20-22, 2024 | Phoenix, AZ

In 2024, FPA NexGen Gathering will bring the NexGen community, together for three days to develop their foundation as financial planners, foster connections, and build the profession's future. If your firm is interested in supporting the next generation of financial planners, this is the premier event for you.

## About the Attendees\*

Total Attendance

**180**

Total Planners

**54%**

CFP® Professionals

**42%**

\*Source: FPA NexGen Gathering 2023 registration report.



**Gold**  
**\$10,500**

**Silver**  
**\$7,500**

**Bronze**  
**\$4,500**

## Partner Opportunities

Amenity or Event	Choose one Gold Level amenity	Choose one Silver Level amenity	Choose one Bronze Level amenity
See list of events and amenities below			
Company specific push notification through conference app	x	x	x
Insertion in pre-event e-newsletter (sent by FPA to all attendees)	x		
Pre-event attendee list**	x	x	
Post-event attendee list**	x	x	x
Extra drink tickets to share with attendees	8	4	2
Complimentary registrations	3	2	2
Tabletop exhibit display***	x	x	x
Opportunity to network throughout event	x	x	x

## Partner Acknowledgement

Pre-conference <ul style="list-style-type: none"> <li>• Event website</li> <li>• Within marketing materials, as appropriate</li> </ul>	x	x	x
On-site <ul style="list-style-type: none"> <li>• Signage</li> <li>• Walk-in slides</li> <li>• Listing in conference app</li> <li>• Acknowledgment from podium by FPA leadership</li> </ul>	x	x	x

\*\*Attendee lists share names of those who opted-in to receive partner communications and include physical addresses only.

\*\*\*Tabletop exhibit package includes 6' tabletop with two chairs, trashcan, and drape/tablecloth.



## Gold

\$10,500

### Breakout Session - 2 LEFT

Engage with attendees during a 60-minute interactive and conversational breakout session. All content is subject to FPA review and approval. FPA will submit for CFP® CE approval if appropriate. A/V beyond the standard package is an additional cost. A total of three sessions are available.

## Silver

\$7,500

### General Session Underwriting - SOLD

The opportunity includes a two- to three-minute on-stage introduction of the keynote speaker, a mention of your company, acknowledgment of support by FPA leadership during the general sessions, and multiple branding opportunities. FPA must preapprove all comments delivered by the sponsor.

### Headshot Station

Help attendees refresh their professional headshots. The package includes a prep station, photographer, and on-site signage. You can capture attendees' contact information during the event as they sign up for their headshots. After the event, attendees will access their headshots via a branded email. Branding opportunities, such as hairbrushes, ChapStick, etc., can be sourced at an additional cost.

### Receptions - SOLD

Welcome Reception – August 20 **SOLD**

Closing Reception – August 21 **SOLD**

Provide the opportunity for attendees to network and build social connections throughout the meeting. A partner can provide two- to three minutes of comments (to be approved by FPA) at the beginning of each reception and network throughout the event. Branding opportunities may include a themed cocktail, branded drink tickets, up-lighting or logo projection, selfie station, table décor, branded napkins or cups, bar wrap, and signage.

### Breakfast or Lunch - 2 LEFT

A supporting partner can place table tents, chair drops, or a gift at each place setting. Branding opportunities may include table centerpieces, up-lighting or logo projection, buffet table décor, branded napkins or cups, and signage. The partner can offer food and beverage enhancements at an additional cost. A total of three meals are available.



## Bronze

\$4,500

### Official T-shirts -SOLD

Be the first stop for every attendee by handing out the official event t-shirt at your booth. The t-shirt front is the FPA NexGen Gathering 2024 logo, and the back is your company logo.

### Coffee or Snack Break

Offer a sweet treat or a caffeinated pick-me-up during an afternoon break. The opportunity includes signage, branded napkins and/or cups during the break. A total of two breaks are available.

### Cohort Sponsor

Build a deeper connection with one of the five small group cohorts. The opportunity includes up to five minutes of remarks during one cohort session, sharing company materials, the ability to audit all cohort sessions, and hosting cohort members for dinner. Partners can contact cohort members after the meeting if members opt-in to receive communications. A total of five cohorts are available.

### Event App

Help attendees navigate the event and connect with each other—and you! Your banner ad is prominently displayed on the main navigation as well as people and agenda pages providing visibility every time attendees refer to the mobile app. Banner ad can be linked to your website.

### Event Wi-Fi

Create the Wi-Fi password, and FPA will share it with attendees throughout the meeting. The opportunity includes acknowledgment through signage, walk-in slides, and branding throughout the event.

### Registration

Co-locate your exhibit tabletop booth with registration. You can hand out company-specific materials and branded swag.

### Tote Bags

Provide the official event tote bag at your booth. The tote bag will be co branded with your logo and the FPA NexGen Gathering logo. FPA will manage product sourcing.

## How to Engage

You're encouraged to bring thought leaders, interact with attendees as peers, and lead meaningful conversations. Your expertise, insight, and leadership help attendees explore new ways to advance the profession, serve clients, and grow modern planning practices.