

# FPA

DENVER  
2010

The Annual Conference of the Financial Planning Community

OCTOBER 9-12, 2010

## EXHIBIT AT THE LARGEST GATHERING OF FINANCIAL PLANNING PROFESSIONALS

### ALL-INCLUSIVE MARKETPLACE

- DEDICATED EXHIBIT HOURS
- STEADY DISPERSED TRAFFIC
- EXCITING MIX OF SERVICES,  
RESOURCES AND PRODUCTS

EXPOSURE TO MORE THAN  
3,000 ATTENDEES  
ONSITE

# EXHIBIT AT FPA DENVER 2010

**W**hen your company exhibits at the year's largest gathering of financial planners and advisers, you get unmatched access to an audience of financial advisers who are actively looking for your products and services. If you are looking to increase your company's visibility and profitability, look no further than exhibiting opportunities at FPA Denver 2010, October 9–12, the annual conference of the financial planning community.

Exhibitors at FPA's annual conference get real results because they target the right people at the right time. Unlike other events aimed at financial planners, the average FPA conference attendee has more assets under management than the average adviser and holds an executive level position at their practice.\* As a result, FPA's annual conference attracts the decision makers and the biggest names in the profession. By exhibiting at FPA's annual conference you have direct access to this valuable audience at the exact time they are the most responsive to the next set of products and services needed to build their business.

If there is only one conference your company exhibits at this year, make sure that it is a conference that counts; make sure that it is FPA Denver 2010!

\*According to the 2008 Readex Research conducted on behalf of FPA, 77 percent of FPA members are in an executive position at their practice (including CEO, president, sole proprietor, partner, manager, director and vice president). FPA members also have an average of \$101.6 million in assets under management.



# EXHIBITING INFORMATION



## Exhibit Hall Hours

### EXHIBITOR MOVE-IN

**Friday, October 8, 2010** 1:00–5:00 p.m.

**Saturday, October 9, 2010** 8:00 a.m.–2:00 p.m.

### EXHIBIT HALL OPEN

**Saturday, October 9, 2010** 5:00–7:00 p.m.

Reception 5:00–7:00 p.m.

**Sunday, October 10, 2010** 11:00 a.m.–7:00 p.m.

Lunch Noon–2:00 p.m.

Exhibit hall refreshment break 3:00–3:45 p.m.

Reception 5:30–7:00 p.m.

**Monday, October 11, 2010** 11:00 a.m.–4:00 p.m.

Lunch 11:45 a.m.–2:00 p.m.

Exhibit hall refreshment break 3:00–3:45 p.m.

### EXHIBITOR MOVE-OUT

Monday, October 11, 2010 4:00–8:00 p.m.

## FPA Denver 2010 Booth Pricing

### FPA INSTITUTIONAL MEMBER

10x10 \$6,500

Each additional booth \$6,000

### NON-MEMBER

10x10 \$9,000

Each additional booth \$8,750

### INCLUDED IN YOUR EXHIBIT BOOTH FEES:

- Pre and post conference attendee mailing list
- Listing on the FPA annual conference Web site
- Company listing in the comprehensive brochure\*
- Company listing in the *Journal of Financial Planning* supplement\*
- Company listing and company description in the onsite program and exhibit guide\*
- Two complimentary full conference registrations with each 10' x10' booth space
- 8' backwall and 3' sidewall pipe and drape
- Booth identification sign
- 24-hour perimeter security on the exhibit hall
- Daily aisle carpet maintenance

\*Pending booth registration and confirmation pryor to the print deadline.



## **FPA Denver 2010 Enhanced Exhibitor Packages**

An enhanced exhibitor package gives you the opportunity to increase your company's exposure and promote your booth at a cost-effective price.

Enhanced exhibitor packages include all the rights and benefits included with basic booth fees, plus:

### **SINGLE BOOTH OPPORTUNITY:**

- The 10' x 10' single booth with all the features of a standard booth
- A ½ page ad in each issue of the FPA Denver 2010 *Daily Pulse* newspaper, which will be delivered to the attendees' hotel rooms each morning and also distributed at the conference.
- An additional 35% discount (off rate-card, taken after the 15% agency discount is applied) on the advertising conference supplement.

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Member Rate:	\$12,750
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Non-member Rate:	\$15,500
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### **DOUBLE BOOTH OPPORTUNITY:**

- The 10' x 20' double booth with all the features of a standard booth
- A junior-page (⅔ page) ad in each issue of the FPA Denver 2010 *Daily Pulse* newspaper, which will be delivered to the attendees' hotel rooms each morning and also distributed at the conference.
- Exhibitor Workshop Space: FPA will reserve a workshop space for you for a one hour focus group, product demo or discussion group. Your space will hold up to 50 people, and your workshop will take place in the exhibit hall during show hours.
- An additional 35% discount (off rate-card, taken after the 15% agency discount is applied) on the advertising conference supplement.

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Member Rate:	\$18,250
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Non-member Rate:	\$23,500
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**Connect with  
financial advisers  
who are seeking  
your services  
by becoming an  
FPA Institutional  
Member!**

**Institutional membership** is the best way to present your products, services and expertise to FPA's diverse membership of independent financial advisers. Not only does institutional membership give your company visibility through FPA's member-exclusive channels, but it also is the best way to show that your company is committed to FPA and each of its individual members.

In essence, FPA Institutional Membership gives your organization credibility and goodwill that exceeds what advertising can buy. If you're looking to expand or strengthen your business, institutional membership is an investment that more than pays for itself. With you institutional membership you receive:

- A trusted platform to speak directly to every FPA member
- Exclusive discounts on exhibits, advertising and research tools
- And, the best way to be recognized for your support for individual advisers who belong to FPA

If you want your company to succeed when doing business with more than 25,000 FPA members, you simply cannot afford to not be an FPA Institutional Member.

**Make an investment that counts — become an FPA Institutional Member today!**

Visit [www.FPAnet.org/Membership/Company/Institutional](http://www.FPAnet.org/Membership/Company/Institutional) for more information or call Patty Bailey at 800.322.4237, ext. 7304

# FPA MEMBER POSITION

60% of FPA members run their own practices as the CEO, president, sole proprietor, or partner.

77% of FPA members are in an executive position at their practice, (includes list above and managers, directors and vice presidents).

Independent IAR/RIA	43.24%
Dual-registered rep	20.63%
Registered Rep	19.65%
Other	4.86%
Trust company	4.37%
Non-registered fee-only planner	2.89%
Insurance agency/broker	2.32%
CPA firm	2.04%

Source: FPA's 2009 Salary Survey

Average of  
17.5 years of  
experience  
in the financial  
services industry.

Source: 2008 Readex Readership survey conducted on behalf of FPA



## Assets Under Management

Of those who manage assets, they personally manage an average of **\$101.6 million**.

Source: 2008 Readex Readership survey conducted on behalf of FPA



Source: FPA's 2009 Salary Survey

## **TAKE ADVANTAGE OF SPECIAL OPPORTUNITIES...**

### **Professional Development Pavilion**

FPA Denver 2010 attendees will find unique educational opportunities on the exhibit floor in the Professional Development Pavilion (PDP). The PDP includes:

- The Learning Center, where both live and recorded educational presentations give attendees a chance to earn additional continuing education credit
- The Cyber Café with Web access and portals to FPA's online tools and resources
- Exhibitor presentation areas where exhibitors can demonstrate products or conduct other sales presentations

### **Receptions and Lunches**

The FPA Denver 2010 exhibit floor will be the central destination for every attendee because the exhibit hall is also the first stop for receptions, lunches and refreshment breaks.

### **Other Traffic Builders**

The exhibit hall is already the busiest area at FPA's annual conference, but annual conference exhibitors also benefit from special onsite promotions that get attendees to actively engage with sponsors and exhibitors.

## **CONTACT YOUR FPA RELATIONSHIP MANAGER TO LEARN MORE ABOUT SPECIAL EXHIBIT FLOOR OPPORTUNITIES.**

### **Exhibiting at FPA's annual conference makes a difference...**

*"As one of the largest opportunities for financial planning professionals to network and gain valuable insights on industry trends, relevant compliance topics and investment strategies, we wouldn't miss the FPA's annual conference. This event has provided us a tremendous opportunity to engage clients and prospects to really understand their most critical needs so we can help serve them better."*

—Paul Zettl, Managing Director, TD AMERITRADE  
Institutional Marketing and Corporate Events

*"When evaluating marketing and distribution opportunities to financial advisers for Laserfiche, there really is only one organization that comprehensively has what we are looking for and one flagship event that we build our programs around: FPA and FPA's annual conference."*

—Marcel Tsai, Laserfiche Document Imaging  
International Marketing Specialist

*"The Financial Planning Association is a long-time strategic partner of ours. FPA's annual conference continues to grow in importance and quality year after year and is important to our business."*

—Paul Franchi, Artio Global Investors  
Head of Advisory Services

*"MoneyGuidePro has been exhibiting at FPA's annual conference since our inception and we consider our presence there a vital component of our sales and marketing strategy. FPA allows us to bring our product directly to the most active and influential advisors in the industry which is why I consider it a no-brainer."*

—Chadwick Blythe, MoneyGuidePro (PIEtech, Inc.)  
Vice President of Sales

# DON'T MISS YOUR OPPORTUNITY TO EXHIBIT AT 2010's BIGGEST FINANCIAL PLANNING CONFERENCE!

**Contact your FPA relationship  
manager today for more information  
on exhibiting at Denver 2010!**

**Suzie Black**  
Relationship Manager  
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**FPA**  
FINANCIAL PLANNING ASSOCIATION  
*The Heart of Financial Planning™*