



OF LONG ISLAND

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FPA of Long Island's 13th Annual Symposium & Exhibition 2012
Friday, October 26, 2012 • Crest Hollow Country Club • Woodbury, New York

FREQUENTLY ASKED QUESTIONS

Q. What is FPA?

A. The Financial Planning Association® (FPA®) is the largest membership organization for personal financial planning experts in the U.S. and includes professionals from all backgrounds and business models. We help connect thousands of consumers to competent and ethical planners who uphold the FPA Standard of Care. Members of FPA are those who commit to the highest standards of professional competence, ethical conduct and clear, complete disclosure to those they serve. They deliver advice using an objective, client-centered, ethical process. FPA membership consists of financial planners and all those who support the financial planning process. FPA's nationwide network of nearly 100 chapters encourage professional development and networking on a local level.

Q. What-Where-When?

A. FPA of Long Island's 13th Annual Symposium & Exhibition will be held at the Crest Hollow Country Club, 8325 Jericho Turnpike, Woodbury, NY 11797, on Friday, October 26, 2012. The event begins at 8:00 AM and ends at 6:00 PM. The information and schedule will be posted online at www.fpali.org under the Meetings & Events tab. For directions to the Crest Hollow Country Club go to: http://www.cresthollow.com/directions_home.cfm.

Q. How many attendees are expected?

A. We are planning on 250 to 300 attendees to be at this event. Our goal is to focus on the entire financial planning community in Nassau and Suffolk County and also invite FPA members from nearby chapters to attend.

Q. Can I bring extra representatives? How many should I bring?

A. Attendance by two representatives is included as part of the Platinum and Gold Level exhibitor fee; the Silver Level fee only includes attendance of one representative. Extra reps are permitted for an additional fee of \$125 each.

Q. Can I attend the sessions and meals?

A. Yes, to acquire a better understanding of current trends in the financial planning profession, we encourage you to participate in as many sessions as you wish. We **WANT** you to join us for networking at the luncheon.

Q. By being a partner, what are my Symposium benefits?

A. Partnership at the Platinum, Gold and Silver levels includes an 8' x 6' booth with pipe and drape, recognition and signage, access to up to 250+ attendees, and a list of attendees before and after the Symposium. All levels include meals and breaks. Platinum and Gold Partners receive other benefits as listed on the *Benefits at a Glance* data sheet. In addition to exposure at the conference, your company will receive the following benefits as an exhibitor:

- Listing in the FPA of Long Island's newsletter as a supporting sponsor (1,200+ distributed bi-monthly).
- Listing in the Symposium 2012 program schedule (1,200+ distributed to financial professionals).
- Promotion on the FPA of Long Island website (www.fpali.org).
- Complimentary conference registrations, including up to 8 CFP® and/or CPA, and/or 3 NY State Insurance continuing education credits.
- All meals (continental breakfast and luncheon).
- Name recognition to over 1,200 financial professionals.

Q. How can I decorate my exhibit space? What can I do or not do?

A. Your exhibit space is limited only to your imagination. Please keep liability issues in mind when deciding on your decorations. Any furniture such as tables, podiums, plants, TV/monitor stands or bookcases are permitted, but all objects that are higher than three feet should be placed near the back of your booth so as not to block the view or front area of any exhibitors around you. Storage of literature and catalogs must be under or on the provided table. Table cloths with company logos are permitted. No items may extend into the aisles.

Q. When can I set up and tear down?

A. All sponsors will have a single booth space of 8' x 6' with pipe and drape, one draped table, two chairs and a company identification sign. Set up time is scheduled for Friday morning between 7:30 and 8:30 AM. The exhibit hall will close at 3:00 PM and break down of your booth can begin at that time. We ask that you remain at the Symposium & Exhibition until 3:00 PM; the conference day ends at 6:00 PM.

Q. Where can I ship my booth and conference handouts?

A. If you will be shipping anything to the Crest Hollow, please **label all cartons** "Hold for FPA-LI Conference 10/26/2012" and send to Crest Hollow Country Club, 8325 Jericho Turnpike., Woodbury, NY 11797 (Phone - 516-692-8000). We ask that you do not have it arrive before Tuesday, October 23rd since storage space is limited at this site. If you need to ship any materials back after the event, your arrangements must be made ahead of time and all items **must be picked up that day**. The Crest Hollow will not be responsible for any items left there.

Q. How do I order electricity for my booth?

A. To have electricity added to your exhibit booth be sure to mark off that item on your registration form and include the additional \$75.00 fee to your registration.

Q. How much literature should I bring?

A. Bring enough materials for approximately 250 attendees.

Q. When are exhibitor hours?

A. The exhibit hall will be open continuously on Friday, October 26, 2012, between 8:30 AM and 3:00 PM. The following are designated break times: (1) Continental breakfast in the exhibit hall between 8:30 and 9:30 AM, (2) AM Coffee Break between 10:30 and 11:00 AM; (3) Coffee Break between 11:50 AM and 12:10 PM; and (4) PM Break between 2:40 and 3:00 PM.

Q. What is the dress code?

A. The dress code is business/business casual.

Q. What is the FPA of Long Island's refund policy?

A. There are no refunds for cancellations or no shows.

Q. How do I give and receive feedback?

A. Throughout the event, the Board, Symposium Director and Committee Members will stop by your booth. This provides you with an excellent opportunity to give your opinions and input on next year's symposium. We strive to make this event an excellent opportunity for you and for our members – it is important you take a few minutes to share your thoughts. Also, the Committee Members will be providing you with details on the annual partnership packages that will be available for 2013, which will again allow partners to participate in a variety of events and activities throughout the year. If you would like to meet with a Committee member one-on-one, schedule an appointment with Tommie Michalik at the exhibitor registration desk. Each session and overall questions are also evaluated by the attendees.

Q. Who do I contact if I have additional questions?

A. Tommie Michalik, Director Strategic Partners, (516) 650-3374, tommie@tsmconsulting4.com
James Graziano, Director Strategic Partners, (631) 656-8884, jgraziano@northridgesecurities.com
Paul Schifter, Director of Symposium, (631)366-1999, paul@newbrookins.com
Janet Cino, Chapter Administrator, (516) 542-2004, fpali@optonline.net