



THE INSTITUTE OF
ADVANCED FINANCIAL
PLANNERS

IAFP 22ND ANNUAL SYMPOSIUM

SEPTEMBER 25TH - 28TH, 2024

HILTON LAC LEAMY HOTEL, GATINEAU, QUÉBEC

SPONSORSHIP OPPORTUNITIES

STAR WARS MAY THE WEALTH BE WITH YOU

MARKET YOUR BRAND THROUGH A PERSONAL CONNECTION

Make an impression on 200+ Financial Planning Professionals at our Annual Symposium. Shine a spotlight on your brand and make lasting connections through one-on-one meetings, breakout sessions, a 60-minute talk and more.

OVERVIEW



SPONSOR BENEFITS

Market Your Brand Through A Personal Connection

Make an impression on 200+ Financial Planning Professionals at our Annual Symposium. Shine a spotlight on your brand and make lasting connections through one-on-one meetings, breakout sessions, a 60-minute talk and more. An opportunity for your organization to be recognized in supporting the benefits of advanced financial planning in Canada.

Robust Attendance

We have doubled our attendance for the past two years holding a virtual conference and expect the numbers to increase for our live event. Attendees earn a large number of credits including Compliance while attending our conference. A majority of the attendees are Advanced Financial Planners who write plans for their clients.

Speaker Opportunities

Speed dating: give your 3 minute pitch and answer questions, this is a great way to get in front of all attendees.

Commercials: professional sponsor commercials run between speakers during the conference.

Sponsor Booths: meet with delegates during breaks and at lunch.

CONFERENCE EVENTS

Advanced Education Day - Day 1 (Platinum and Gold Sponsors)

September 25th • An excellent line up of Speakers provided by **Platinum and Gold Sponsors**.

Full Day Symposium Sessions

September 26th - 28th • A wide range of high calibre Speakers including **Gala, Keynote and Platinum Sponsors**.

More Time with More Delegates

September 26th and 27th • Speed date sessions with the delegates!

Sponsor Booths

The Booths will have a **Sponsor Showcase** during the breaks and lunch hours to meet with the delegates.

Networking

Welcome Reception - September 25th - Mingle with the delegates during the evening Welcome Reception

Dine Around - Choose a restaurant to attend with other delegates - sign up sheets will be available during the conference.

Gala - September 27th - Join the delegates at the evening Gala.

SPONSORSHIP LEVELS OVERVIEW

Outlined below are our available sponsorship opportunities. Each level has a number of promotional benefits for your organization allowing you to highlight your brand and make a lasting impression on over 200 Financial Planning Professionals.

LEVEL	GALA	KEYNOTE	PLATINUM	WELCOME	GOLD
COST (PLUS TAX)	\$15,000	\$12,000	\$11,500	\$10,000	\$8,250
OPPORTUNITIES	1	1	2	3	6
REGISTRATIONS	6	5	4	3	2
WELCOME RECEPTION EVENING	2	2	2	4	2
GALA TICKETS	4	2	2	2	2
ADDIT. REGISTRATIONS	\$945	\$945	\$945	\$945	\$945
ADDIT. GALA TICKETS	\$125	\$125	\$125	\$125	\$125
SPEAKING OP. AE DAY	NO	YES	YES	YES	YES
SPEAKING OP. BEFORE LUNCH	NO	NO	NO	NO	NO
SPEAKING OP. DURING SYMPOSIUM	YES	YES	YES	NO	NO
SPEED DATING 5 MINUTE SESSIONS	YES	YES	YES	YES	YES
COMPANY AD PLAYED ON SCREEN	YES	YES	YES	NO	NO
HOSPITALITY SUITE POSSIBILITY	YES	YES	YES	NO	NO
WEBINAR OPPORTUNITY	YES	YES	YES	YES	YES
RELATIVE SIZE OF LOGO	LARGE	LARGE	LARGE	LARGE	LARGE
LOGO SLIDESHOW	YES	YES	YES	YES	YES
CORPORATE LINKS PAGE FROM EMAIL BROADCASTS	YES	YES	YES	YES	YES
LOGO PAGE IN DELEGATE'S MATERIALS	YES	YES	YES	YES	YES
BROCHURE OR 1-PAGE PROMO PIECE TO BE PLACED IN DELEGATE'S MATERIALS	YES	YES	YES	YES	YES
BROCHURE OR OTHER HANDOUT ON TABLES	DAY 1	DAY 1 OR 2	DAY 1 OR 2	DAY 2	DAY 2
BOOTH	YES	YES	YES	YES	YES
PRIORITY FOR LOCATION SECTION	1ST	2ND & 3RD	2ND & 3RD	4TH	4TH THRU 10TH
LINK ON IAFP WEBPAGES	YES	YES	YES	YES	YES
WELCOME SIGN	YES	YES	YES	YES	YES

SPONSORSHIP LEVELS OVERVIEW (CONTINUED)

LEVEL	SILVER	BREAKFAST	LUNCH	BRONZE
COST (PLUS TAX)	\$7,000	\$5,000	\$5,000	\$4,750
OPPORTUNITIES	8	4	3	4
REGISTRATIONS	2	2	2	1
WELCOME RECEPTION EVENING	2	2	2	2
GALA TICKETS	1	1	1	1
ADDIT. REGISTRATIONS	\$945	\$945	\$945	\$945
ADDIT. GALA TICKETS	\$125	\$125	\$125	\$125
SPEAKING OP. AE DAY	NO	NO	NO	NO
SPEAKING OP. BEFORE LUNCH	NO	NO	NO	NO
SPEAKING OP. DURING SYMPOSIUM	NO	NO	NO	NO
SPEED DATING 5 MINUTE SESSIONS	YES	YES	YES	YES
COMPANY AD PLAYED ON SCREEN	NO	YES	YES	NO
HOSPITALITY SUITE POSSIBILITY	NO	NO	NO	NO
WEBINAR OPPORTUNITY	YES	YES	YES	YES
RELATIVE SIZE OF LOGO	MEDIUM	MEDIUM	MEDIUM	MEDIUM
LOGO SLIDESHOW	YES	YES	YES	YES
CORPORATE LINKS PAGE FROM EMAIL BROADCASTS	YES	YES	YES	YES
LOGO PAGE IN DELEGATE'S MATERIALS	YES	YES	YES	YES
BROCHURE OR 1-PAGE PROMO PIECE TO BE PLACED IN DELEGATE'S MATERIALS	YES	YES	YES	YES
BROCHURE OR OTHER HANDOUT ON TABLES	NO	NO	NO	NO
BOOTH	YES	YES	YES	NO
PRIORITY FOR LOCATION SECTION	11TH AND ON	N/A	N/A	-
LINK ON IAFP WEBPAGES	YES	YES	YES	YES
WELCOME SIGN	YES	YES	YES	YES

Event Access

Registration for proceedings – 6 registrations

Brand Recognition

- Recognition of Sponsoring the Gala; Company Logo and Name included on all media, social media and advertising
- Before the Keynote Presentation: MC will announce Gala sponsored by: your company name and read a short ad provided by the sponsor
- Opportunity to speak during the Symposium – 60 minutes
- Company Commercial – this will be played once all three days during the Symposium
- Booth
- Hospitality Suite possibility
- More time with the delegates, speed date sessions
- Logo on event materials
- Company Logo on the delegate bags
- Full page advertisement in the Delegate's booklet
- Webinar Opportunity – book your time to present a webinar with the IAFP before the end of 2024
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Link on the IAFP web page
- Welcome Reception Tickets x 2
- "Sponsored By" signage at Gala
- Gala Tickets x 4

KEYNOTE SPEAKER SPONSOR (ONE AVAILABLE) \$12,000+tax

Event Access

Registration for proceedings – 5 registrations

Brand Recognition

- Recognition of Sponsoring the Keynote Speaker, Company Logo and Name included on all media, social media and advertising
- Before the Keynote Presentation: MC will announce “Keynote sponsored by: your company name and read a short ad provided by the sponsor”
- Opportunity to speak during the Advanced Education Day – 60 minutes
- Opportunity to speak during the Symposium – 60 minutes
- Company Commercial – this will be played once all three days during the Symposium
- Booth
- Hospitality Suite possibility
- More time with the delegates, speed date sessions
- Logo on event materials
- Company Logo on the delegate bags
- Webinar Opportunity – book your time to present a webinar with the IAFP before the end of 2024
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Link on the IAFP web page
- Welcome Reception Tickets x 2
- Gala Tickets x 2

PLATINUM SPONSOR (ONE AVAILABLE)

\$11,500+tax

Event Access

Registration for proceedings – 4 registrations

Brand Recognition

- Opportunity to speak during the Advanced Education Day – 60 minutes
- Opportunity to speak during the Symposium – 60 minutes
- Company Commercial – this will be played once all three days during the Symposium
- Booth
- Hospitality Suite possibility
- More time with the delegates, speed date sessions
- Logo on event materials
- Webinar Opportunity – book your time to present a webinar with the IAFP before the end of 2024
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Link on IAFP web page
- Welcome Reception Tickets x 2
- Gala Tickets x 2

WELCOME SPONSOR (ONE AVAILABLE)

\$10,000+tax

Event Access

Registration for proceedings – 3 registrations

Brand Recognition

- Opportunity to speak during Advanced Education Day – 40 minutes
- Booth
- More time with the delegates, speed date sessions
- Logo on event materials
- Full page advertisement in the Delegate's booklet
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Webinar Opportunity - book your time to present a webinar with the IAFP before the end of 2024
- Link on IAFP web page
- "Sponsored By" signage at Welcome Reception
- Welcome Reception Tickets x 4
- Gala Tickets x 2

GOLD SPONSORS (SIX AVAILABLE)

\$8,250+tax

Event Access

Registration for proceedings – 2 registrations

Brand Recognition

- Opportunity to speak during the Advanced Education Day – 40 minutes
- Booth
- More time with the delegates, speed date sessions
- Logo on event materials
- Webinar Opportunity – book your time to present a webinar with the IAFP before the end of 2024
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Link on IAFP web page
- Welcome Reception Tickets x 2
- Gala Tickets x 2

SILVER SPONSORS (EIGHT AVAILABLE)

\$7,000+tax

Event Access

Registration for proceedings – 2 registrations

Brand Recognition

- Booth
- More time with the delegates, speed date sessions
- Breakout Session speaking opportunity – 40 minutes
- Logo on event materials
- Half page advertisement in the Delegate's booklet
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Webinar Opportunity - book your time to present a webinar with the IAFP before the end of 2024
- Link on IAFP web page
- Welcome Reception Tickets x 2
- Gala Ticket x1

BREAKFAST SPONSORS (FOUR AVAILABLE)

\$5,000+tax

Event Access

Registration for proceedings – 2 registrations

Brand Recognition

- Booth
- More time with the delegates, speed date sessions
- Logo on event materials
- Half page advertisement in Delegate's booklet
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Webinar Opportunity - book your time to present a webinar with the IAFP before the end of 2024
- Link on IAFP web page
- "Sponsored By" signage during one Breakfast
- Welcome Reception Tickets x 2
- Gala Tickets x 2

LUNCH SPONSORS (THREE AVAILABLE)

\$5,000+tax

Event Access

Registration for proceedings – 2 registrations

Brand Recognition

- Booth
- More time with the delegates, speed date sessions
- Logo on event materials
- Half page advertisement in Delegate's booklet
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Webinar Opportunity - book your time to present a webinar with the IAFP before the end of 2024
- Link on IAFP web page
- "Sponsored By" signage at one Lunch
- Welcome Reception Tickets x 2
- Gala Tickets x 2

BRONZE SPONSORS (FOUR AVAILABLE)

\$3,750+tax

Event Access

Registration for proceedings – 1 registration

Brand Recognition

- More time with the delegates, speed date sessions
- Logo on event materials
- Brochure or 1 page promo piece (~150 supplied by sponsor) will be placed in the delegate packages
- Webinar Opportunity - book your time to present a webinar with the IAFP before the end of 2024
- Link on IAFP web page
- Welcome Reception Tickets x 2
- Gala Ticket x1



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