

## 14th Annual Financial Four'um



October 27, 2022

### OVERVIEW

The 14th Annual Financial Four'um on October 27 is a full-day event focused on the future of financial planning and the rapid pace of change in the profession. This event will be held at various WATCH PARTIES throughout the Pittsburgh area with a fully virtual option available. We invite you to join CFP®s, attorneys, financial decision makers, accountants, and advisors to learn up-to-date information on technical topics, technology, and management skills. Our goal is to provide our partners with virtual/online, and in person, benefits throughout the event so that you can engage with attendees the entire day. Our keynote speakers, breakout sessions and panel discussions are being planned and will be soon confirmed. Registration fees will be significantly discounted for FPA and EPC members; CE credits will be made available for almost every session; and we will be continually be featuring our partners throughout the day. This *partner reference guide* outlines all the benefits you can expect to receive as a 2022 partner, including applicable deadlines. We're looking to build on the successes from last year and make this year even better. We look forward to your involvement and participation.

# PARTNER BENEFITS OVERVIEW

The 14th Annual Financial Four'um will be held October 27. Based on our events to date, and with the Watch Parties, we anticipate increased attendance for this event. Members from other chapters will also be invited to participate.

In this partner benefit reference guide you will find complete details and deadlines pertaining to your benefits for the 14th Annual Financial Four'um. Please review and share as appropriate with your marketing team.

Questions? We're here for you! Contact us any time @ (412) 655-4447 / [AnnMcKenna@FPAPittsburgh.org](mailto:AnnMcKenna@FPAPittsburgh.org)

## FAQ

- Expected attendance: 150+
- Total Watch Parties: 4 (minimum)
- Total keynote sessions: 2
- Total CE credits expected: 6 - 7
- Event fees: FPA and EPC members \$145
- Non-Members \$175
- Full Time College Students - Free



## October 27, 2022

### PARTNER PRICING

Keynote - \$5,000 (2 available)

Gold - \$2,750 (5 available)

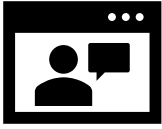
Silver - \$1,500

### \*WATCH PARTY PARTNER PRICING

\$1,000 - Watch Party Only

*\*Watch Parties will be held throughout Pittsburgh and western Pennsylvania. These will enhance your opportunity to network, in person, with attendees. Watch Party Partners will be responsible for providing breakfast, lunch, snacks and beverages throughout the day and celebratory happy hour in addition to your sponsorship fees.*

# PARTNER BENEFITS OVERVIEW



**KEYNOTE PARTNERS** may introduce a keynote speaker, present a breakout session, present at a local chapter meeting and apply to host a watch party.

**GOLD PARTNERS** may present a breakout session, introduce a breakout session and apply to host a watch party.

Topics must be in conjunction with topics needed to complete the 2022 Four'um Program and be approved by the Four'um committee and chapter program committees. Speaker introductions will be pre-assigned by the event education committee and you will be notified in advance with the speaker name, bio and time slot.

Introductions are typically done by the education committee and/or board of directors, however, we want to give you as much exposure as possible and this is an excellent opportunity to introduce yourself and your company before you lead into the bio and introduction.

**KEYNOTE, GOLD and SILVER** partners will have the opportunity to provide a pre-recorded Video that we will embed in a PPT slide to play between sessions.

Maximum time/length of Video: Platinum partners: 60 seconds, Gold partners: 30 seconds, Silver partners 15 seconds  
Details: Please send your company logo. When sending the video please include the name(s), phone #, email and website you would like shown under the video. We just ask that all videos be in 16:9 format or 1920x1080. If videos are taken with a mobile device, make sure that they are filmed horizontally (or wide).

Final deadline to submit MP4 file: October 1. Submit to: [AnnMcKenna@FPAPittsburgh.org](mailto:AnnMcKenna@FPAPittsburgh.org)



## 2 WEBSITES!

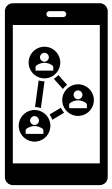
**KEYNOTE, GOLD and SILVER** partners will be promoted on each of the websites. [www.fpapittsburgh.org](http://www.fpapittsburgh.org) and [www.epcpittsburgh.org](http://www.epcpittsburgh.org). Visitors will be able to click on your logo to be redirected to your personalized page.

Final deadline to submit website content: October 1

If content is not received by the deadline, we will link your logo directly to your website.



# PARTNER BENEFITS OVERVIEW



## VIRTUAL EXHIBIT HALL

October 27

**KEYNOTE, GOLD and SILVER** partners will each have an assigned virtual exhibit hall room on October 27. Attendees will be able to go in and out of as many as they choose. This is an opportunity for you to showcase your products, services and branding. Suggested content for your exhibit room may consist of interactive discussions on a topic of your choice, specific discount(s) on products or services they only receive by visiting your exhibit room, drawings for door-prizes, invite attendees to a future free webinar, informal chats/discussions, or simply social interaction through a virtual social setting. The set up and content is completely up to you. It will be a requirement that attendees visit the partners in the exhibit hall in order to receive their CE credit.

We will promote the virtual exhibit hall throughout the day and require attendees to visit with you to obtain their CE credits.



Submit questions to: [AnnMcKenna@FPAPittsburgh.org](mailto:AnnMcKenna@FPAPittsburgh.org)



## VIRTUAL HAPPY HOUR & NETWORKING

October 27

**KEYNOTE, GOLD and SILVER** partners are invited to attend the happy hour and networking event that will take place immediately following the closing session on October 27. The content is still being planned, but rest assured, this promises to be a fun interactive event. More to come!

Submit questions to: [AnnMcKenna@FPAPittsburgh.org](mailto:AnnMcKenna@FPAPittsburgh.org)



# PARTNER BENEFITS OVERVIEW



## ATTENDEE LIST and REGISTRATIONS

Partners will be provided with the list of attendees, along with guidelines on usage of the list, the week prior to the event.

Keynote partners receive 4 event registrations.

Gold partners receive 3 event registrations.

Silver partners receive 2 event registrations.

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## PARTNER PRICING

Keynote - \$5,000 (2 available)

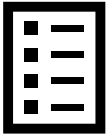
Gold - \$2,750

Silver - \$1,500

**\*WATCH PARTY PARTNER PRICING**

**\$1,000 - Watch Party Only**

\*Watch Parties will be held throughout Pittsburgh and western Pennsylvania. These will enhance your opportunity to network, in person, with attendees. Watch Party Partners will be responsible for providing breakfast, lunch, snacks and beverages throughout the day and celebratory happy hour in addition to your sponsorship fees.



It is our hope that you are willing to commit as a partner of this event in this new format. Please feel free to contact Ann McKenna at [AnnMcKenna@FPAPittsburgh.org](mailto:AnnMcKenna@FPAPittsburgh.org) or (412) 655-4447 with any questions or concerns.

We appreciate your supporting the 14th Annual Financial Four'um.