

2008 | Program Directors' Conference



August 7-9 ■ Mayflower Hotel, Washington, DC

**Sponsorship/Exhibit/Advertising/Showcase
OPPORTUNITIES**

CERTIFIED FINANCIAL PLANNER

BOARD OF STANDARDS, INC.

Reach Your Target Market!

CFP Board's annual Program Directors' Conference offers a powerful venue to reach decision-makers. This conference attracts program directors from more than 300 Registered Programs across the U.S. that offer CFP education.

Take advantage of the opportunities to promote your products and services to this group!



Sponsorship Opportunities



LEVEL	EVENT/ITEM	PRICE
Platinum Level (\$15,000 or more)	Keynote Speaker, Friday, 8/8 (Sponsor introduces speaker)	\$15,000.00
	Dinner, Friday, 8/8 (Sponsor makes remarks)	\$20,000.00
Gold Level (10,000 - \$14,000)	Lunch, Friday, 8/8	\$11,000.00
	Lunch, Saturday, 8/9	\$11,000.00
Silver Level (\$5,000 – 9,000)	Breakfast, Friday, 8/8	\$7,000.00
	Breakfast, Saturday, 8/9	\$7,000.00
Bronze Level (\$1,000 – 4,000)	Program Binder	\$3,000.00
	Tote Bag	\$2,000.00
	Session Break, Friday 8/8	\$3,500.00
	Session Break, Friday 8/8	\$3,500.00
	Session Break, Saturday 8/9	\$3,500.00
	Session Break, Saturday 8/9	\$3,500.00

Multiple sponsorships will be added to determine the “Sponsorship Level.”

SPONSORSHIP BENEFITS

All sponsors will receive the following benefits:

1. Listed by level on Sponsor Board in the Exhibit Hall
2. Event signage or item imprint
3. Program book list with contact information
4. Program book advertisement at no charge
5. Website listing with link (through April 2009)

Level-specific Additional Benefits:

- Platinum and Gold Level sponsors receive an exhibit booth at no charge
- Silver level sponsors receive a 50% discount on an exhibit booth
- Bronze level sponsors receive a 20% discount on an exhibit booth

Marketing Opportunities



EXHIBIT HALL

The exhibit hall will accommodate 20 exhibitors on a first-come, first-served basis. Each booth will include a black 8-foot by 30-inch skirted table, two chairs, wastebasket, electrical and Internet connections. There will be 10 feet of wall space behind each table. Select your table by number from the layout provided.

Exhibit Hall Hours:

Thursday, August 7.....Set Up / 1:00 p.m. – 5:00 p.m.

Friday, August 8.....Exhibit Hall Open / 7:00 a.m. – 3:30 p.m.

Saturday, August 9.....Exhibit Hall Open / 7:00 a.m. – 3:00 p.m.

Saturday, August 9.....Break Down / 3:00 – 5:00 p.m.

Breakfast, lunch and refreshment breaks will be served in the Exhibit Hall.

Booth Pricing: \$1,500/booth

Those sponsoring conference events receive various levels of discounts off this pricing.

PRODUCT SHOWCASE SESSIONS

The 2008 conference offers six 20-minute presentation opportunities in the breakout rooms for exhibitors to promote their products and services in-depth. The rooms will be equipped with projectors and screens.

Three concurrent sessions will be scheduled in the following time slots:

Saturday, August 9 / 1:30 – 1:50 p.m. / 2:00 – 2:20 p.m.

Showcase Pricing: \$2,000/session

These are only available to those who purchase an exhibit booth.

A one-page ad in the program book is included in the above pricing.

PROGRAM WORKBOOK ADVERTISING

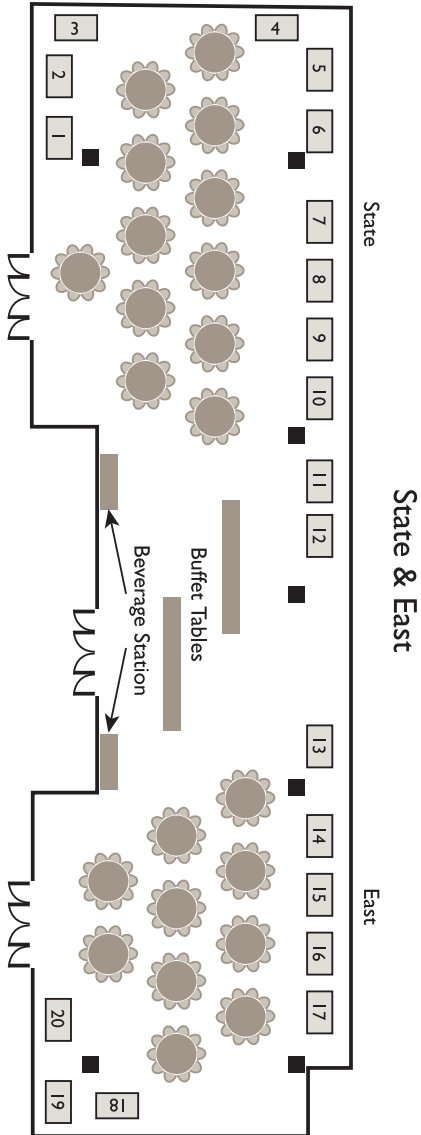
A tabbed section of the workbook binder will carry print advertisements.

Those sponsoring conference events and showcase sessions will be placed in the front of this section.

The advertiser must provide 250 copies of the advertisement on letter-size 3-hole punched paper. The ads may be in color and can be printed on one or both sides of the paper. There are no restrictions on the format or layout. CFP Board reserves the right to review ad content and require changes in the ad copy, to ensure that standards rules of advertising are followed.

Workbook Ad Pricing: \$500

Exhibit Hall Floor Plan



To reserve your space by table number, contact
Asha Williams at 202-379-2250 or awilliams@CFPBoard.org

Schedule of Events



THURSDAY, AUGUST 7

5:00 P.M. Opening Reception (CFP Board Offices)

FRIDAY, AUGUST 8

7:00 a.m. - 8:00 a.m. Breakfast (in Exhibit Hall)
8:00 a.m. - 10:00 a.m. General Session: Welcome; Keynote Speaker
10:00 a.m. - 10:30 a.m. Refreshment Break (in Exhibit Hall)
10:30 a.m. - 11:20 a.m. Concurrent Breakout Sessions
11:30 a.m. - 1:00 p.m. Lunch (in Exhibit Hall)
1:00 p.m. - 3:00 p.m. Concurrent Breakout Sessions
3:00 p.m. - 3:30 p.m. Refreshment Break (in Exhibit Hall)
3:30 p.m. - 5:30 p.m. General Session/Open Forum
6:30 p.m. - 9:00 p.m. Dinner

SATURDAY, AUGUST 9

7:30 a.m. - 8:30 a.m. Breakfast (in Exhibit Hall)
8:30 a.m. - 9:20 a.m. Concurrent Breakout Sessions
9:30 a.m. - 10:00 a.m. Refreshment Break (in Exhibit Hall)
10:00 a.m. - 10:50 a.m. Concurrent Breakout Sessions
11:00 a.m. - 11:50 a.m. General Session
12:00 p.m. - 1:20 p.m. Lunch (in Exhibit Hall)
1:30 p.m. - 1:50 p.m. Product Showcase Sessions
2:00 p.m. - 2:20 p.m. Product Showcase Sessions
2:30 p.m. - 3:00 p.m. Refreshment Break (in Exhibit Hall)
3:00 p.m. - 3:50 p.m. General Session—Exam Determinants
4:00 p.m. - 4:50 p.m. General Session—Council of Education Introduction

For Additional Information:
Visit www.cfp.net or call 1-800-487-1497