



CFP BOARD

CONNECTIONS CONFERENCE CE2026

OCTOBER 5-7 · LAS VEGAS



SPONSORSHIP PROSPECTUS



**MEET
LEARN
GROW
ENGAGE
ENJOY
CONNECT**

ABOUT THE CFP BOARD CONNECTIONS CONFERENCE

Join us October 5-7, 2026 at ARIA® in Las Vegas for the third annual CFP Board Connections Conference!

This flagship event delivers an immersive three-day experience for professionals across the financial planning ecosystem, featuring compelling keynote speakers, unmatched networking and insights from respected voices in the profession.

The conference offers tailored programming for CFP® professionals, firm leaders, Registered Program faculty, academics, career changers and students, with the opportunity to earn CE credit through select sessions.

For sponsors, the Connections Conference provides direct access to influential decision-makers and a highly engaged audience invested in the future of financial planning. Elevate your brand, build meaningful relationships and gain visibility at the largest official gathering of CFP® professionals.

Sponsorship opportunities are limited — [secure your presence today](#), or [contact us](#) with any questions!

NEW THIS YEAR

We're raising the bar for sponsor engagement with a **dedicated exhibit hall featuring 10+ hours of uninterrupted networking time**, designed to maximize visibility, conversations and relationship-building with top industry leaders.

2026 CONFERENCE AT A GLANCE



1,100+

Attendees Expected



47%

Are expected to be CFP® Professionals



Up to 15

CE Credits Available



200

Undergraduate and Graduate Students Expected



50+

CFP Board Baccalaureate Registered Programs Represented



10+

Hours of Dedicated Networking Time

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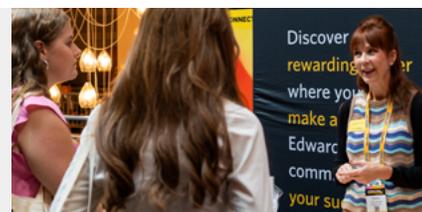
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SPONSORSHIP LEVELS & BENEFITS

	Platinum \$200,000	Gold \$100,000	Silver \$50,000	Bronze \$15,000	Supporter \$7,500
<i>Keynote Session Remarks</i>	2-3 Minute Opening Remarks				
<i>Speaking Opportunity</i>	Premier Session Panelist (priority placement)	Premier Session Panelist	Conference Panelist		
<i>Exhibit Table</i>	10'x10' booth, priority exhibit placement	10'x10' booth	6' tabletop	6' tabletop	
<i>Conference Registrations</i>	5	4	3	2	1
<i>Mobile App Recognition</i>	✓				
<i>VIP Activation Opportunities</i>	✓	✓			
<i>Brand Activation Opportunities</i>	✓	✓	✓	✓	
<i>Financial Planning Hall of Fame Opportunities</i>	✓	✓	✓	✓	✓
<i>Full Sponsor Signage</i>	✓	✓	✓	✓	✓
<i>List of Opted-in Conference Attendees</i>	✓	✓	✓	✓	✓

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Discover rewarding opportunities where you can make a difference in the Edward community. Your success is our success.

VIP ACTIVATION OPPORTUNITIES

Designed for Platinum and Gold sponsors, these exclusive enhancements offer premier access to high-impact relationship-building opportunities.

Student Lounge & Tailgate Reception

\$30,000

This sponsorship supports an exclusive, dedicated space that will welcome and engage the students in attendance. The Student Lounge serves as a hub for networking, career exploration and informal conversations between students and the sponsoring firm. Sponsor receives prominent recognition within the space. In addition, benefits include an exclusive tailgate-themed reception to include the sponsoring firm, all students and all Registered Program directors.

Registered Program Directors' Lounge

\$30,000

The Registered Program Directors' Lounge provides a private, comfortable space for CFP Board Registered Program directors to connect, collaborate and recharge during the conference. Sponsoring this lounge positions your firm as a supporter of financial planning education and academic leadership, with recognition throughout the lounge area.



Night One Reception

\$20,000

SOLD

Be the first to greet attendees during the Welcome Reception! Open to all registrants, this event is a great networking opportunity for attendees and sponsors alike. Food, bar and entertainment will be part of this fun and engaging kick-off event.

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BRAND ACTIVATION OPPORTUNITIES

Designed for Platinum, Gold, Silver, and Bronze sponsors, these optional enhancements provide expanded opportunities for brand visibility and attendee engagement.

360° Social Hub

\$20,000

Position your firm at the center of one of the most dynamic and shareable experiences where attendees step onto a 360° video platform where a rotating camera captures high-energy, slow-motion content instantly branded with your firm's logo. Each video is designed for immediate social sharing—extending your visibility far beyond the exhibit hall.

Headshot Booth (Open All 3 Days)

\$15,000

Sponsor a professional headshot booth, offering attendees updated photos for LinkedIn and professional profiles. This highly trafficked activation delivers strong brand exposure and positive attendee engagement.

Golf Simulator (Open 2 days)

\$15,000

The Golf Simulator provides an interactive, experiential activation that draws consistent traffic. Sponsors benefit from informal networking opportunities in a relaxed, engaging environment.

Exhibit Booth (Larger 10'x10' Footprint)

\$5,000

Upgrade to a larger exhibit booth footprint to create a more impactful on-site presence, allowing for enhanced branding, demonstrations and attendee interaction.

Focus & Flow Wellness Session

\$5,000

An exclusive morning wellness experience to help attendees recharge before a full day at Connections 2026. Includes prominent on-site recognition, verbal acknowledgment, and a premium branded wellness item (e.g., grip socks or travel-friendly fitness accessory) distributed to participants. Align your brand with balance, performance, and well-being in a high-impact, high-visibility setting.

Relaxation Station (Open 1 Day)

\$5,000

Sponsor the Relaxation Station where attendees can pause, recharge and reset during the conference. This wellness-focused activation creates a positive brand association and memorable attendee experience.

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SPONSORSHIPS SUPPORTING THE FUTURE FINANCIAL PLANNER

Available regardless of level — no other sponsorship required.

Student Sponsor

\$60,000

Student Sponsors directly supports 20 undergraduate students' attendance and engagement at the conference. This sponsorship signals a deep commitment to workforce development, access and inclusion, with recognition throughout student-focused programming.

Registered Program Director Sponsor

\$35,000

This sponsorship supports the participation of 10 Registered Program directors at the conference, reinforcing your firm's commitment to strengthening the future of the profession.

Student Breakfast

\$30,000

This sponsorship supports a breakfast gathering for the students in attendance, fostering community and connection at the start of the day. Sponsoring firms are recognized for their commitment to the next generation of CFP® professionals.

Student Financial Planning Liaisons Topgolf Excursion

\$20,000

Sponsor a high-impact social excursion for up to **60 Student Financial Planning Liaisons** representing up to **30 CFP Board Registered Programs** nationwide.

This event offers access to students pursuing CFP® certification. You can build relationships, highlight your firm's culture and career paths, and position your organization as an employer of choice for the next generation of financial planners.

Alcohol-free event.

Registered Program Director Breakfast

\$15,000

Support a breakfast for CFP Board Registered Program directors, creating space for connection and collaboration. Sponsors are recognized as champions of financial planning education.

Registered Program Director Dinner Co-sponsor

\$15,000

Co-sponsor an exclusive dinner for Registered Program directors, offering meaningful engagement with academic leaders who are shaping the future of the profession.

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FINANCIAL PLANNING HALL OF FAME

CFP BOARD

MONDAY, OCTOBER 5, 2026 | 7:00–9:30 P.M. PT

Please note: No other conference sponsorship is required.

Sponsorship opportunities for the CFP Board Hall of Fame Induction Dinner align your organization with the conference’s most prestigious event — an elegant, celebratory evening honoring excellence and lasting impact in financial planning. The dinner brings together the profession’s most influential voices, including executives, innovators, practitioners, educators and thought leaders, to recognize individuals who have elevated the profession and expanded its societal impact.

BENEFITS INCLUDE:

- **Unmatched visibility** among CFP® professionals, firm leaders and stakeholders across financial services.
- **Brand alignment** with excellence, ethics and innovation.
- **Direct engagement** with top decision-makers and influencers shaping the next chapter of the profession.

SPONSORSHIP LEVELS & BENEFITS

	Gold Sponsor \$10,000	Silver Sponsor \$5,000
Number of Guests (Reserved Table)	8	8
Premium Table Location	✓	
On-Site Signage	✓	✓
Verbal Recognition From Stage	✓	
Digital Recognition During Event	✓	✓
Full-Page Ad in Printed Event Program	✓	
Recognition in Printed Event Program	✓	✓
Recognition in Post-Event Communication to CFP® Certificants	✓	
Recognition Through CFP Board Social Media	✓	

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EXHIBITOR HOURS

- **LOAD IN**
Sunday, October 4 at 3 p.m. CT
- **LOAD OUT**
Wednesday, October 7 at 12 p.m. CT
- **EXHIBIT HOURS**
Subject to change, check online agenda.



BOOTH ASSIGNMENT POLICY

Booth assignments will begin in early June 2026. Priority will be given to the highest contributing sponsors, then by the order in which contracts are received. No booths will be assigned without full payment. CFP Board reserves the right to determine final exhibit booth assignments and the right to alter the floor plan at any time.

NETWORKING POLICY

Exhibitors and Sponsors are invited and encouraged to attend all receptions, meals and conference social activities. CFP Board values your participation in our receptions, which offer a more casual atmosphere to interact with attendees. Complete details on all events will be made available.

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**READY TO
GET STARTED?**

CONTACT US TO SECURE YOUR SPOT

corporategrowth@cfpboard.org

All opportunities are subject to availability and approval by CFP Board. Sponsorships are limited and available on a first-come, first-served basis.

CONNECTIONS CONFERENCE CE2026

CFP BOARD

CFP Board is the professional body for personal financial planners in the U.S. CFP Board consists of two affiliated organizations focused on advancing the financial planning profession for the public's benefit.

CFP Board of Standards sets and upholds standards for financial planning and administers the prestigious CERTIFIED FINANCIAL PLANNER® certification—widely recognized by the public, advisors and firms as the standard for financial planners—so that the public has access to the benefits of competent and ethical financial planning. CFP® certification is held by more than 107,000 people in the U.S.

CFP Board Center for Financial Planning addresses diversity and workforce development challenges and conducts and publishes research that adds to the financial planning profession's body of knowledge.

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