

FINCÓN

2017 Sponsorship and Exhibitor Opportunities



OCTOBER 25-28, 2017

What is FinCon?

FinCon is the world's largest [Fin]ancial [Con]tent Expo.

Launched in 2011 as the Financial Blogger Conference, FinCon ('fin 'kän) has since expanded to include all of the most influential digital and social content creators in the personal finance space.

The annual event is a time to connect with other influencers who create new media (blogging, podcasts, social media, and video) about financial topics (like debt, investing and coupons). In addition, the vast majority of the influencers attend to connect with brands on advertising partnerships.

There are panels and workshops where attendees can hear from experts and other influencers on various topics related to creating, promoting and profiting from money-related content, as well as, what's next in personal finance and investing.



FinCon17 will take place
October 25-28, in Dallas, Texas

FINCONEXPO.COM



HEAR FROM THOUGHT LEADERS



CONNECT WITH INFLUENCERS

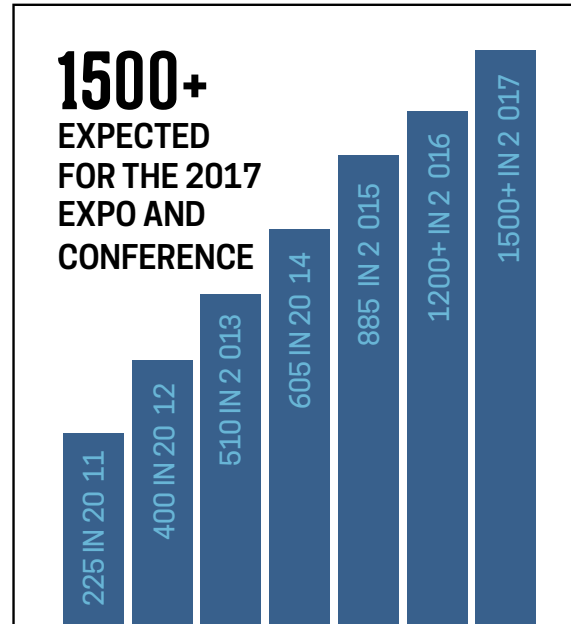


GET ATTENTION FOR YOUR BRAND

Supporting the movement that is reaching millions with a positive money message.

FINCON ATTENDEES

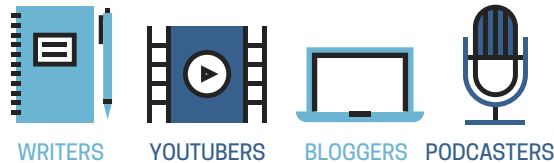
AT-A-GLANCE



TOP NICHES IN ATTENDANCE

- 37.12%** Spending & Lifestyle
- 32.58%** Investing & Retirement
- 9.34%** Other
- 8.08%** Small Business
- 6.82%** Get Out of Debt
- 6.06%** Credit & Banking

THE MAJORITY ARE PERSONAL FINANCE AND INVESTING DIGITAL CONTENT CREATORS



21% MAINTAIN FINANCIAL CERTIFICATIONS LIKE CFP, CPA, OR CFA

30% ARE BOOK AUTHORS

46% FREELANCE IN ADDITION TO HAVING THEIR OWN PLATFORM ONLINE



36 IS THE AVERAGE ATTENDEE'S AGE.

50% FEMALE / **50% MALE**



ALUMNI SPONSORS



ALUMNI SPEAKERS



JEAN CHATZKY
TODAY Show



CARL RICHARDS
Behavior Gap



RAMIT SETHI
New York Times
Bestseller



JEFF ROSE
Good Financial
Cents



PAT FLYNN
Smart Passive
Income



J.D. ROTH
Get Rich Slowly



FARNOOSH TORABI
Farnoosh.tv



LIZ WESTON
Ask Liz Weston



NOAH KAGAN
SumoMe



CHRIS DUCKER
ChrisDucker.com



CLARK HOWARD





“As the ‘must attend’ personal finance media networking event of the year, Clearpoint has found FinCon sponsorship to be a beneficial tool to expand our brand recognition by building authentic relationships, adding new client streams and securing fresh talent for our blog.”

Thomas Nitzsche • ClearPoint



KEY SPONSORSHIPS

PRESENTING SPONSOR

[Exclusive] \$50,000

SOLD

- Wherever the #FinCon17 logo is shown on website, email newsletters, headers, signage, social media outlets, etc. also include “Presented by...” and the sponsor’s logo
- Opportunity to welcome attendees from the main stage before the first keynote
- Moderate one of the panels for the new Money Conversations Track
- 20’ x 20’ Exhibitor Island, including 6’ skirted table, two chairs, wastebasket, small sign, and access to WiFi. Electricity, monitors, furniture upgrades, etc are additional.
- Pro Networking Table
- 20 FinCon passes for staff, partners, clients, etc.
- 2-page spread in the FinCon Connection magazine
- Two blog posts on the FinCon website
- One sponsored post in the FinCon app
- Logo on the splash page of the app
- Mention in official press release
- One Attendee Welcome Bag insert
- Virtual Attendee Welcome Bag insert

PLATINUM SPONSOR

[Exclusive] \$30,000

SOLD

- 20’ x 20’ Exhibitor Island, including 6’ skirted table, two chairs, wastebasket, small sign, and access to WiFi. Electricity, monitors, furniture upgrades, etc are additional.
- Pro Networking Table
- 10 passes for staff, partners, clients, etc

- Opportunity to distribute information and/or gifts to attendees at keynote (first choice)
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda
- Logo displayed on sign at Check-In
- Logo displayed on splash page of conference app
- One full-page ad in FinCon Connection
- One sponsored post in FinCon app blog
- Mention in official press release
- One Attendee Welcome Bag insert
- Virtual Attendee Welcome Bag insert

GOLD SPONSOR

[Exclusive] \$25,000

SOLD

- 30’x10’ Exhibitor Booth includes 6’ skirted table, two chairs, wastebasket, small sign, and access to WiFi. Electricity, monitors, furniture upgrades, etc. are additional.
- Pro Networking Table
- 8 Passes for staff, partners, clients, etc.
- Opportunity to distribute information and/or gifts to attendees at keynote (second choice)
- Logo displayed on finconexpo.com home page as Gold Sponsor
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda
- Logo displayed on the Thank You sign at Check In
- One full-page ad in FinCon Connection
- One sponsored post on the FinCon app
- Mention in official press release
- One Attendee Welcome Bag Insert
- Virtual Attendee Welcome Bag Insert

KEY SPONSORSHIPS *CONTINUED*

SILVER SPONSOR [Exclusive] \$20,000

SOLD

- 20'x 10' Exhibitor Booth Includes two chairs, wastebasket, small sign, and access to WiFi. Electricity, monitors, furniture upgrades, etc. are additional.
- Pro Networking Table
- 6 Passes for staff, partners, clients, etc.
- Opportunity to distribute information and/or gifts to attendees at keynote (third choice)
- Logo displayed on finconexpo.com home page as Silver Sponsor
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda
- Logo displayed on the Thank You sign at Check In
- One half-page ad in FinCon Connection
- One sponsored post in the FinCon app
- One Attendee Welcome Bag Insert
- Virtual Attendee Welcome Bag Insert



Questions? Email us at sponsor@finconexpo.com

BRONZE SPONSOR [Exclusive] \$15,000

SOLD

- 10'x10' Exhibitor Booth Includes 6 chairs, two chairs, wastebasket, small sign, and access to WiFi. Electricity, monitors, furniture upgrades, etc. are additional.
- Pro Networking Table
- 4 Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com home page as Bronze Sponsor
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda
- Logo displayed on the Thank You sign at Check In
- One half-page ad in FinCon Connection
- One sponsored post on the FinCon app
- One Attendee Welcome Bag Insert
- Virtual Attendee Welcome Bag Insert

PARTNER SPONSORS

[Limit 5; 2 Remaining] \$10,000

- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com home page as Partner Sponsor
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine agenda
- One sponsored post in the FinCon app
- Virtual Attendee Welcome Bag Insert



“FinCon has been a catalyst to my career. No other conference have I attended that provided such quality networking, valuable workshop content, and intentional focus on helping you perfect your craft.”

Tai Stewart ▪ Saldia Financial Solutions





“FinCon is by far the best event, and now it is usually the only event, that I go to every year. I actually plan my schedule around it. It’s that valuable.”

Todd Tresidder ▪ *FinancialMentor.Com*



EXHIBITING

THE FINCON EXPO HALL is open Thursday and Friday. You have three options to choose from in 2017. A Pro Networking table is included in Option 1 and can be added to other options or purchased separately.

LESS THAN
10
AVAILABLE

EXHIBITING: OPTION 1
FINCON EXPO HALL BOOTH SPACE
PACKAGE \$4,000+

Our traditional booth options have expanded in 2017 to include triple-wide booths and booth islands.

With all booth sizes you will receive:

- A draped booth space containing 6’ skirted table, two chairs, wastebasket, small sign, and access to WiFi. Electricity, monitors, furniture upgrades, etc. are additional.
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

Booth Size	Thru 6/21/17	After 6/21/17
10’x10’ Exhibitor Booth	\$4,000	\$5,000
20’x10’ Exhibitor Booth	\$8,000	\$9,000
30’x10’ Exhibitor Booth	\$12,000	\$13,000
20’x20’ Exhibitor Island	\$16,000	\$17,000

EXHIBITING: OPTION 2
INNOVATION CENTER EXHIBITOR KIOSK
Contact for Details

Reserved for new startups in consumer personal finance and investing technology with fewer than 25,000 users, less than \$1M in outside funding, and fewer than 3 years in service.

You will receive:

- A 5’x5’ kiosk, high boy, stool, and wastebasket
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda
- Opportunity to participate in the FinCon FinTech Startup Competition

Questions? Email us at sponsor@finconexpo.com

**PRIVATE MEETING SPACE
IN EXPO HALL \$5,000**

Conducting meetings in the Expo Hall has never been easier. You get the benefit of proximity and privacy with these private meeting spaces. Set up just like a booth, our meeting spaces include walls and a door so that you can have a quieter space to meet and not have to go to another floor or area of the hotel.

You will receive:

- A 10'x10' booth space with walls and a door (no ceiling)
- 6' skirted table, two chairs, wastebasket, small sign, and access to WiFi. Electricity, monitors, furniture upgrades, etc. are additional.
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



Questions? Email us at sponsor@finconexpo.com

**EXHIBITING: OPTION 3
SOLUTION CENTER EXHIBITOR
KIOSK \$1,000**



Reserved for the solution providers that provide the tools and services used by attendees (i.e. hosting, ad networks, email marketing, business software).

You will receive:

- A 5'x5' kiosk, high boy, stool, and wastebasket
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

**PRO NETWORKING TABLE
\$1,500**

Pro Networking is a unique opportunity to schedule all of your FinCon business meetings into a 2-hour window. Meet one-on-one, 10 minutes at a time, with up to 12 Pro Pass attendees who you've handselected prior to the event.

You will receive:

- Meet-and-greet style table and two chairs at event
- Access to networking software to schedule meetings with Pro Pass attendees beginning 6 weeks prior to the event
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



“FinCon isn’t just a conference, it’s a community of amazing, collaborative people who epitomize financial empowerment. Where else can you learn so much and have the time of your life simultaneously? If you have to pick one conference this year, make sure it’s FinCon!”

Gina Costantino • Payoff



INNOVATION CENTER

#FINCON16

BROUGHT TO YOU BY:

“At no other point in the year do I get to speak to and learn from some of the smartest people in the online financial space. Unbelievable value and cherished memories!”

Kyle Prevost • Young and Thrifty



NETWORKING SPONSORSHIPS

KICKOFF PARTY SPONSOR

[Exclusive] \$5,000

SOLD

Make a great first impression at FinCon with an exciting KickOff Party. Attendees will be energized and ready to network with new and old friends.

As sponsor of this exclusive event you will receive the following benefits:

- Cost of food and drink not included
- Conference materials will list the party as “KickOff Party hosted by Company Name”
- Opportunity to distribute information and/or gifts to attendees at the party
- Opportunity to display signage at the party
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 4 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

CLOSING PARTY SPONSOR

[Exclusive] \$5,000

Everybody loves a good party and the FinCon Closing Party is no exception. This year’s Closing Party will be held after the Plutus Awards Ceremony on Saturday night. It gives attendees one last opportunity to network in a fun environment.

This package includes:

- Cost of food and drink not included
- Conference materials will list the party as “Closing Party hosted by Company Name”
- Opportunity to distribute information and/or gifts to

attendees at the party

- Opportunity to display signage at the party
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 4 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

FINTECH / INNOVATION CENTER SPONSOR [Exclusive] \$7,500

The FinCon Innovation Center is a special place in the FinCon Expo Hall (Thursday and Friday only) for attendees to learn what’s on the cutting edge in consumer personal finance and investing technology. The stage will host mini-sessions and panels on topics such as crowdfunding, mobile payments, wearable tech, financial apps/software, and cryptocurrencies.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Area will be named “Innovation Center Presented by Your Company Name” in all FinCon materials
- Opportunity to display signage in the stage area
- Opportunity to welcome attendees before the first session each day
- 5’x 5’ Innovation Center Exhibitor Kiosk
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda
- Price of FinTech competition award not included

FINCON ATTENDEE LOUNGE SPONSOR *[Exclusive] \$15,000*

SOLD

The FinCon Lounge is in the center of throughout the conference and expo. Attendees can use the lounge for impromptu meetups, to plan their activities in the Expo Hall, to meet with experts, and much more.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Conference materials will list the lounge as “FinCon Lounge with Company Name”
- Opportunity to distribute information and/or gifts to attendees at the lounge tables
- Opportunity to display signage in the lounge
- Lounge contains a mixture of 10-person round tables and smaller cocktail size tables and chairs
- More decor can be added at cost
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 4 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

MORNING COFFEE SPONSOR

[Limit 3] \$7,500

FinCon involves a lot of late nights. This sponsorship provides attendees with that little extra help they might need in the mornings.

As sponsor of this limited event you will receive the following benefits:

- Cost of coffee is included

- Conference Materials will list coffee as “Morning Coffee hosted by Company Name”
- Opportunity to brand coffee cups, sleeves, napkins
- Opportunity to display signage on the table where the coffee is served
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 2 FinCon passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and in FinCon Connection magazine/agenda

SATURDAY LUNCH SPONSOR

[Exclusive] \$5,000

Provide lunch for FinCon attendees and give them an opportunity to nosh on good food while talking shop with other FinConners. Lunch can be provided on site or off site. Sponsorship does not include the cost of food. Cost of food and drink is not included.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Conference materials will list the event as “Lunch hosted by Company Name”
- Opportunity to distribute information and/or gifts in the lunch space
- Opportunity to display signage at the lunch
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 4 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

Questions? Email us at sponsor@finconexpo.com



“This is the most fun you can have while networking and learning. The energy is contagious, the presentations are incredibly valuable, and attendees genuinely care about each other’s success.”

Steve Stewart • SteveStewart.me



IGNITE FINCON SPEAKING EVENT

SPONSOR [Exclusive] \$8,000

Ignite is a fun gathering of like-minded people where a democratically selected group of speakers get on stage for 5 minute talks on topics designed to entertain, educate, or excite you. Each talk is called a “spark” as it is supposed to “ignite” thought and conversation around a single idea. Ignite is held offsite on Friday night.

As sponsor of this exclusive event you will receive the following benefits:

- Opportunity to distribute information and/or gifts to attendees at the event
- Opportunity to welcome attendees from stage
- Cost of drinks, appetizers, party favors not included
- Conference materials will list the event as “Ignite FinCon hosted by Company Name”
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 4 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

ONE-ON-ONE MENTORING PROGRAM

SPONSOR [Exclusive] \$7,500

The community at FinCon is like no other. Attendees look forward to sharing best practices and helping their fellow attendees achieve success. The FinCon Mentoring Program helps to formalize that process by pairing veteran attendees with newbies for an hour long one-on-one mentoring and coaching session. FinCon will pair attendees based on needs

and strengths in common skill areas.

As sponsor of this exclusive event you will receive the following benefits:

- Recognized on stage at the beginning of the program
- Opportunity to contribute a prize for a giveaway to attendees
- Opportunity to distribute information to attendees at the event
- Opportunity to display signage in the room
- Conference materials will list the event as “Mentoring Program hosted by Company Name”
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

FREELANCER MARKETPLACE SPONSOR

[Exclusive] \$7,500

The Freelancer Marketplace is a special event at FinCon aimed at connecting freelancers and site owners. The marketplace will use matchmaking meeting software to facilitate meeting times and locations. Freelance categories include, writing, editing, video, SEO, web design, social media, and more.

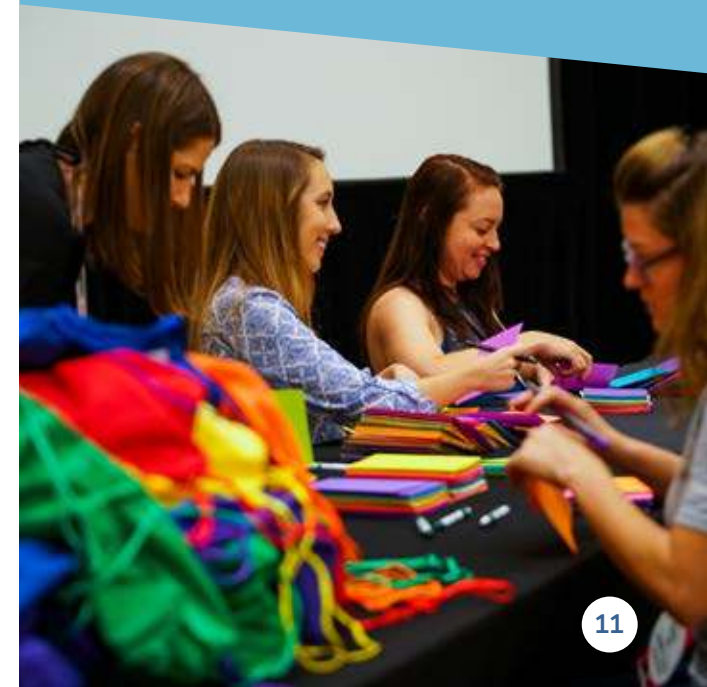
As sponsor of this exclusive event you will receive the following benefits:

- Recognized on stage at the beginning of the program
- Opportunity to contribute a prize for a giveaway to attendees
- Opportunity to distribute information to attendees at the event
- Opportunity to display signage in the room
- Conference materials will list the event as “Freelancer Marketplace hosted by Company Name”
- 10’x10’ Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



“I wondered if it really lived up to the hype. YES.IT.DID. times 50x. It’s so wonderfully infectious to be around people who are so passionate and helpful with what they do.”

Colin J. Ashby ▪ *Rebel with a Plan*



COMMUNITY SERVICE PROJECT SPONSOR [Exclusive] \$7,500

SOLD

Attendees love to give back to the community while at FinCon. With your help we can make it happen. An ideal project would be something attendees can participate in at their leisure during one day of the conference.

As sponsor of this exclusive event you will receive the following benefits:

- FinCon will donate \$1,000 on your behalf to the organization in need
- Opportunity to choose, plan, and organize the community service project
- Opportunity to distribute information and/or gifts to attendees in the hotel meeting room reserved for the community service project
- Opportunity to display signage in the room
- Conference materials will list the event as "Community Service Project hosted by Your Company Name"
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



Questions? Email us at sponsor@finconexpo.com

DINNER/EVENT SPONSOR

[Limited] \$7,500

FinCon attendees love to network and celebrate. Here's an opportunity to throw an event that everyone will be talking about long after the conference is over. Events can be open or VIP. FinCon will help coordinate RSVPs.

As sponsor of this limited event you will receive the following benefits:

- Ideas: pub crawl, happy hour, dinner, coffee shop meetup, game night, walking/bike tour, karaoke, live music, etc.
- You will work with the FinCon team to determine the best time for your event
- Opportunity to distribute information and/or gifts to attendees at the event
- Opportunity to display signage at the event
- Cost of drinks, appetizers, party favors not included
- If the event is open to all, conference materials will list the event as "Event hosted by Your Company Name"
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

WIFI SPONSOR

[Exclusive] \$7,500

SOLD

- Branded WiFi access code or network name included in all related FinCon materials
- Opportunity to display signage in the Check In area
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



"Any financial brand or entrepreneur not attending FinCon is seriously missing out. Motivating. Educational. A networking bonanza. Extra bonus: super nice people everywhere. More than worth it."

Bill Dwight • CEO & Founder, FamZoo.com



EDUCATION & CONTENT SPONSORSHIPS

SOLUTIONS CENTER SPONSOR

[Exclusive] \$7,500

The FinCon Solutions Center is a special place in the FinCon Expo Hall (Thursday and Friday only) for attendees to learn tips and strategies to create, promote, and profit from personal finance and investing-related digital content. The center will host mini-sessions and panels on topics such as email marketing, affiliate marketing and monetization, writing and content management, social media, podcasting and video, as well as, entrepreneurship and small business.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Area will be named "Solutions Center Presented by Your Company Name" in all FinCon materials
- Opportunity to display signage in the stage area
- Opportunity to welcome attendees before the first session each day
- 5'x5' Solutions Center Exhibitor Kiosk
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

PODCAST STAGE SPONSOR

[Exclusive] \$7,500

Several attendees bring their podcasts and produce a show live on our podcast stage. These shows are typically recorded live, and later edited and broadcast over iTunes, Stitcher, etc.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Stage will be named "Your Company Name Podcast Stage" in all FinCon materials
- Recognized from the stage before each show (i.e. "You're listening to the financial podcast, live from the "Your Company Name Podcast Stage"")
- Opportunity to display signage in the stage area
- Opportunity to participate as a guest in one of the live shows (subject to FinCon/show approval)
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

ADVISOR TRACK SPONSOR

[Exclusive] \$7,500

SOLD

As sponsor of this exclusive opportunity you will receive the following benefits:

- Track will be named "Advisor Track Presented by Your Company Name" in all FinCon materials
- Opportunity to display signage in the room
- Opportunity to welcome attendees before the first session each day
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

"FinCon is consistently the best industry event I've attended. From the speakers and sessions, to the planning and execution of the event, the awesome support staff, to the connections you can make with other publishers, content creators, and advertisers, FinCon has it all. It's where the magic happens!"

Ryan Guina ▪ *The Military Wallet*



SOLD

SUCCESS STORIES TRACK SPONSOR [Exclusive] \$7,500

Attendees enjoy hearing case studies from other successful attendees. This track of breakout sessions and panels epitomizes the openness of the FinCon community.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Track will be named "Success Stories Track Presented by Your Company Name" in all FinCon materials
- Opportunity to display signage in the room
- Opportunity to welcome attendees before the first session each day
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

PODCASTING & VIDEO TRACK SPONSOR [Exclusive] \$7,500

Everyone knows podcasting and video education is in high demand. This dedicated track of breakout sessions and panels will bring the best presenters in audio and video to the stage.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Track will be named "Podcasting & Video Track Presented by Your Company Name" in all FinCon materials

- Opportunity to display signage in the room
- Opportunity to welcome attendees before the first session each day
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

MONEY CONVERSATIONS TRACK SPONSOR [Exclusive] \$7,500

SOLD

The Money Conversations Track will include discussions on various personal finance investing topics.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Track will be named "Money Conversations Track Presented by Your Company Name" in all FinCon materials
- Opportunity to display signage in the room
- Opportunity to welcome attendees before the first session each day
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and in FinCon Connection magazine/agenda

Questions? Email us at sponsor@finconexpo.com



"The info I learned last year helped me quadruple my traffic in one year. I can't wait to see what I learned this year does for my blog!"

Jaymee • Smartwomanblog.com



DISCUSSION PANELS TRACK SPONSOR [Exclusive] \$7,500

SOLD

Discussion panels are a great way for you to get a lot of differing perspectives from the financial community.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Track will be named "General Track Presented by Your Company Name" in all FinCon materials
- Opportunity to display signage in the room
- Opportunity to welcome attendees before the first session each day
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



Questions? Email us at sponsor@finconexpo.com

GENERAL TRACK SPONSOR

[Exclusive] \$7,500

SOLD

This track covers everything else that education sessions have to offer. Topics include anything in the areas of creating, promoting, and profiting from digital content.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Track will be named "General Track Presented by Your Company Name" in all FinCon materials
- Opportunity to display signage in the room
- Opportunity to welcome attendees before the first session each day
- 10'x10' Exhibitor Booth
- Pro Networking Table
- 2 FinCon Passes for staff, partners, clients, etc.
-
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



"I just love the networking opportunities that FinCon has! It's literally just like a big ol' family!"

Jessi Fearon • *The Budget Mama*





“FinCon is a highlight for me every year. My online income would be nearly non-existent if it were not for FinCon.”

Eric Rosenberg • PersonalProfitability.com



BRANDING SPONSORSHIPS

HOTEL KEYCARD SPONSOR

[Exclusive] \$5,000

SOLD

- Logo/custom design & message printed on hotel key cards
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

ATTENDEE WELCOME BAG SPONSOR *[Exclusive] \$9,000*

- Logo printed on all reusable, attendee welcome bags
- Two welcome bag inserts
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

WELCOME BAG INSERT

[Limited] \$1,500

WELCOME BAG INSERT: NON-SPONSOR *[Limited] \$2,500*

BADGE LANYARD SPONSOR

[Exclusive] \$10,000

SOLD

- Color logo printed on all attendee badge lanyards
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda

VIRTUAL ATTENDEE WELCOME BAG INSERT *[Limit 5] \$1,500*

- One deal listing of 500 characters or less (including spaces) included in the Virtual Attendee Welcome Bag email to conference attendees in the weeks prior to the conference.
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda



Questions? Email us at sponsor@finconexpo.com

ADD-ON SPONSORSHIPS

CHECK IN / INFORMATION BOOTH SPONSOR *[Exclusive]* \$1,000

- Logo displayed on both Check In booth kickplates

FINCON CONNECTION MAGAZINE AD \$325+

FinCon Connection is the official magazine and conference guide of FinCon. It contains articles from the FinCon community, conference schedules, speaker bios, sponsor logos, and more.

- Full-page color \$1,300
- Half-page color \$650
- Quarter-page color \$325

FINCON PODCAST EPISODE SPONSOR \$325 Per Episode

- Six (6) Money & Media Podcast Episodes will be produced in 2017 (monthly, April-September)
- Episodes will be a mix of featured guests, round tables, and conference updates
- Sponsor will be recognized at the beginning of the episode and in the accompanying blog post (will include a link to company site)

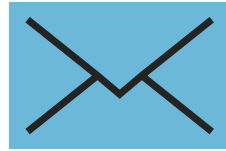
“The Fincon community is amazing. We all seem to be open, supportive, and approachable. We’re willing to talk to anyone, no matter how big or small. We’re willing to share how to get more traffic, how to make more money, how to better connect with readers. We, as a group, have an abundance mindset rather than a scarcity mindset, and this leads to growth and success for everyone instead of a select few.”

JD Roth • *Money Boss*



Questions? Email us at sponsor@finconexpo.com

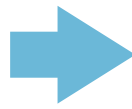
Interested in a FinCon
Sponsorship
or Exhibitor
opportunity?



Email sponsor@finconexpo.com



Learn more about
FinCon by visiting



Supporting the movement that is reaching millions with a positive money message.





— 7TH ANNUAL —
**PLUTUS
AWARDS**

MORE PLUTUS AWARD SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

For information regarding to Plutus Award sponsorships, contact Miranda Marquit: mirandamarquit@gmail.com

ADDITIONAL SPONSORSHIP OPPORTUNITY

THE PLUTUS AWARDS are presented live each year at FinCon, recognizing the individuals, businesses, and new media entities that provide the best information, products, and services in the online personal finance community. The ceremony is a dynamic awards show that is streamed live online and promoted on social media.

PLUTUS AWARDS COCKTAIL HOUR

[Exclusive] \$16,000

Every year, the Plutus Awards provide a cocktail hour prior to the Ceremony. Mingle with FinCon attendees before the show as you provide a Happy Hour conference-goers can enjoy as part of the Plutus Awards experience.

- In conference materials: “Happy Hour hosted by Company Name”
- Display (provided by you) at the Happy Hour event
- Opportunity to provide at least 2 awards presenters during the Plutus Awards ceremony
- Two FinCon passes for staff, partners, or clients
- **Pro networking table at #FinCon17**
- Mention in press releases related to Plutus Awards
- Logo displayed on the Plutus Awards website
- Mentioned by Plutus Awards social media, and mentioned with hashtags #FinCon17 and #Plutus17

PLUTUS AWARDS WINNER GIFT BAG PARTNER

[Exclusive] \$10,000

Winners often snap pictures of their prize bags. You have the chance to get your company logo featured by influencers on their social accounts, as well as have them carried around in the “real world.”

- Credit with providing high-quality bag for the winners, with your logo appearing on the bags along

with the Plutus Awards logo

- Credit with the inclusion of a high-quality gift worth at least \$50
- Opportunity to provide 1 awards presenter during the Plutus Awards ceremony
- Logo appears on the Plutus Awards website
- Mention in press releases related to Plutus Awards
- Logo displayed on the Plutus Awards web site
- **Pro networking table at #FinCon17**
- Mentions by Plutus Awards social media, and extra mentions with hashtags #FinCon17 and #Plutus17

PLUTUS AWARDS PRODUCING PARTNER, GOLD LEVEL

[Exclusive] \$6,500

Receive special recognition at the Plutus Awards Ceremony and beyond.

- Logo displayed on screen at the ceremony
- Opportunity to distribute information and/or gifts to the audience at the ceremony
- Opportunity to include items for the award winner gift bags
- **Pro networking table at #FinCon17**
- Logo displayed on the Plutus Awards web site
- Mentioned by Plutus Awards social media, and mentioned with hashtags #FinCon17 and #Plutus17
- Profile on the Plutus Awards website
- Recognized as sponsor of 1 of the major trophy awards, Blog of the Year
- Inclusion in the Plutus Awards Ceremony program - half page ad