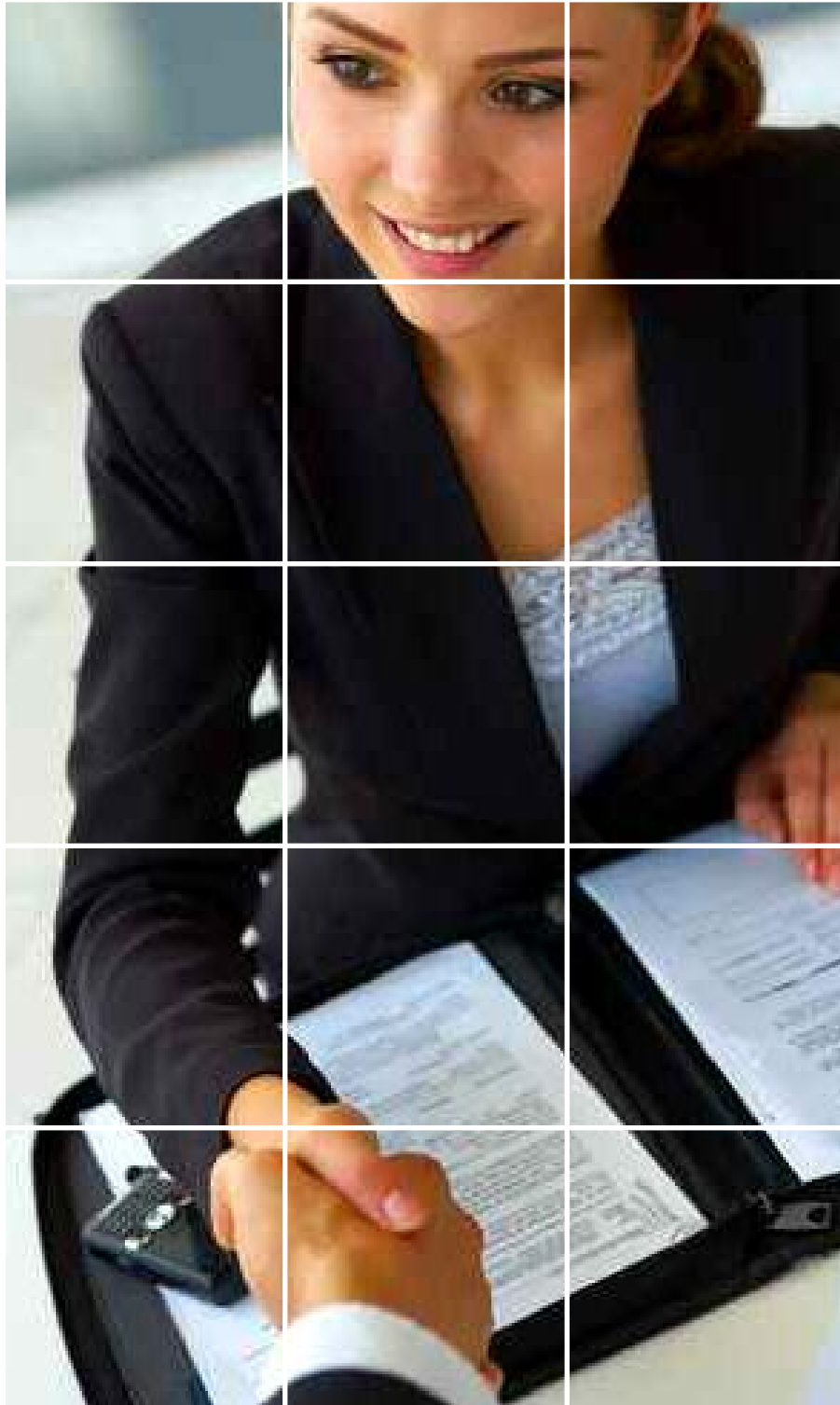


IFP Events Opportunities 2009

How you can get involved



Institute of Financial Planning
The Choice of the Professional Practitioner

The benefits of sponsoring the IFP

With quality audiences and a reputation for excellence in programming, the IFP produces high quality, leading events for Financial Planners in the UK.

Sponsorship of IFP events offers:

- **Networking opportunities** - in both professional and social environments, with IFP members, non members as well as other significant industry figures including IFP Board members, speakers and so forth
- Full delegate lists including addresses and phone numbers
- Branding opportunities
- Product promotion
- Accreditation in the event marketing literature including, IFP website, email bulletins, press releases, event programmes and IFP magazine - Financial Planner
- An association with excellence and creativity



There are many benefits to
be gained through
sponsorship of the IFP and
these can be tailored to suit
your individual requirements

Flagship Event: The IFP Annual Conference and Exhibition

Targeted delegate number: 375



The Financial Planning event of the year takes place each autumn, and generates significant opportunities for sponsorship and exhibiting. The 21st conference in 2008 attracted over 375 delegates, representing the top Financial Planners in the UK. We are happy to discuss the potential sponsorship opportunities and a separate programme detailing all opportunities for this event will be available in March 2009.

Regional Financial Planning Conferences

Targeted Delegate numbers: 50-100

Lead Sponsorship £3,500

Exhibition £1,500

In 2009, the IFP will stage six regional Financial Planning conferences around the UK, providing focus for planners to cover the issues that matter most to them. Again, there are opportunities for sponsors and exhibitors including:

Lead Sponsor

- Exhibition space
- Three free delegate spaces
- Delegate list pre & post event (excluding e-mail addresses)
- 150 word profile in the conference programme
- Recognition as Lead Sponsor on key promotional material produced by the IFP
- Making the welcome address at the start of the event
- Speaking opportunity during the event (subject to agreement with conference committee)
- Your corporate branding on delegate packs
- The opportunity to include your company's marketing material within each delegate pack
- The opportunity for placing signage at the event
- Your logo & 60 word corporate profile will feature in the conference programme

Financial Planning Week

7-13 September 2009

Cost: £10,000 (as one of max. 4 key sponsors)

Financial Planning Week aims to raise awareness of the value and benefits of Financial Planning for consumers in the UK, providing them with information and guidance on how to improve their overall "financial fitness". The inaugural Financial Planning Week in 2008 was a great success and 2009 promises to build upon that strong foundation. Valuable benefits exist for developing your own brand with consumers and Planners via association with a worthy public interest initiative.



Exhibition benefits include:

- Exhibition space
- Two free delegate spaces (to include personnel on your stand)
- Delegate list pre & post event (excluding e-mail addresses)
- Your logo & 60 word corporate profile will feature in the conference programme and other marketing material

Sponsor an IFP branch

Make a difference at the core of Financial Planning - sponsor an IFP branch. Work closely with the branch chairman and build sound relationship with the members in that region.

Host IFP meetings at your offices

We are regularly looking for venues for CFP Licensees days, Values Based Financial Planning workshops and other events. If you can help us by providing an appropriate venue, we'd be pleased to hear from you.

New for 2009 - Continuing Professional Development

Continuing Professional Development for IFP members is a major part of our annual programme. A new look scheme for 2009 has created a great opportunity for one organisation to associate with good practice and professional development, by linking your brand to this new scheme and online platform.



The Art and Science of Financial Planning Workshop

Targeted Delegate numbers: 30-50

Cost: £5,000

Aimed at highly experienced Financial Planners, the inaugural "Art and Science" workshop in 2008 was a great success. Partner the IFP at this two day event in 2009 to focus on the demanding needs of the most experienced and highly qualified in the profession.

Life Planning workshops Help us to take Financial Planning to a new level

Partner the IFP in these events and help planners to bring a whole new dimension to their client service, by learning appropriate techniques to identify and develop strategies to meet client life goals.

George Kinder - Seven Stages of Money Maturity - Two Day Workshop

Targeted Delegate numbers: 60

Cost: £5,000



Fellows' Dinner

Targeted Delegate numbers: 20-40

Cost: £5,000

IFP fellows have reached the pinnacle of the Financial Planning profession, forming the most highly qualified and influential group of planners in the UK. Fellows Day provides an opportunity for sharing information at the highest level and discovering new ideas. It provides an excellent opportunity via sponsorship for your firm to establish close ties with the elite of the profession.



NEW FOR 2009

Susan Galvan - Holistic Financial Planning workshop: forgiving bonds of trust - Two Day Workshop

Targeted Delegate numbers: 30

Cost: £3,000

IFP Golf Day

Targeted Delegate numbers: 50

Cost: £7,000

This is a unique occasion to get to know a core group of Financial Planners on a more informal level. Participants will include the IFP Chief Executive, Former Presidents, members of the IFP Board, in total around 50 delegates.

- Complete autonomy as lead sponsor of this event
- Three free delegate spaces to attend
- Display space and opportunity to signature this event (exhibition area is subject to venue constraints)
- Opportunity to make an address/present prizes

What opportunities are available?

Regional Conferences & Exhibitions				
Region	Date	Location	Lead Sponsor	Exhibition
North of England	26.02.09	Leeds	£3,500	£1,500
South East	30.04.09	London	£3,500	£1,500
Northern Ireland	21.05.09	Belfast	£3,500 Sole Sponsor	N/A
Central	11.06.09	Coventry	£3,500	£1,500
Scotland	17.11.09	Edinburgh	£5,000	£1,500
<i>Additional sponsorship opportunities:</i>				
Breakfast Sponsor	£1,500	Dinner Sponsor	£2,500	
Exhibition:	£1,500	Delegate Bags	£600	
South West	03.12.09	Bristol	£3,500	£1,500

Other Events			
Event	Date	Location	Lead Sponsor
Branch Chairmen's Day & Dinner	September 2009	TBC	2 x £4,500
Branch Programme	N/A	N/A	£5,000
IFP Golf Day	May 2009	TBC	£7,000
Art & Science Workshop	May 2009	TBC	£5,000
Fellows' Day & Dinner	June 2009	TBC	£5,000
George Kinder 2 Day Workshop	July 2009	London	£5,000
Susan Galvin Workshop	February 2009	London	£3,000

All prices quoted exclude VAT.

Discounts available for multiple sponsorship and exhibition packages:
Contact Cath Davies for further information.



Cath Davies
Business Development Manager
Institute of Financial Planning
Whitefriars Centre
Lewins Mead
Bristol BS1 2NT
Tel: 0117 945 2470
E-mail: cath@financialplanning.org.uk
Web: www.financialplanning.org.uk