



27th Annual PFAC Educational Conference

May 4 - 7, 2022

Anaheim, CA

SPONSORSHIP OPPORTUNITIES



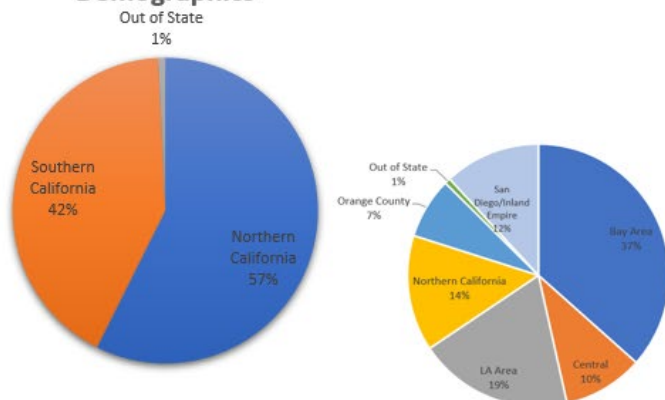
Why Become a Sponsor?

- PFAC enjoys membership growth and currently has over 950 active members.
- PFAC members manage over \$20 billion in assets including:
 - Over \$93 million in assets involving Guardianship of the Person/Estate
 - Over \$3 billion in assets involving Conservatorship of the Person/Estate
 - Over \$20 billion in Trust assets
 - Over \$890 million in Decedent Estate assets
 - Over \$780 million in assets as Power of Attorney
 - Over \$32 million in assets as Representative Payee
- PFAC members are responsible for 4900+ estates as Conservators of the Estate
- PFAC members currently appointed for 4500+ individuals as Conservators of the Person.
- PFAC members manage 4200+ trusts including Special Needs Trusts
- PFAC members manage 3000+ real properties.
- PFAC is an authorized educational provider by the Professional Fiduciaries Bureau for continuing education license requirements.
- PFAC is an approved provider of MCLE education by the California Bar Association.

Attendee Demographics

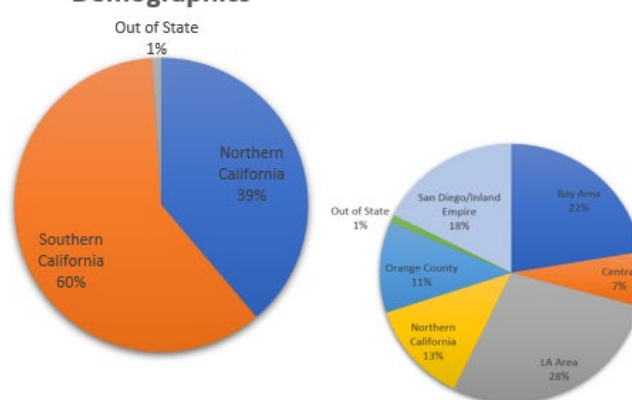
The annual PFAC Educational Conference is attended by 700-800 people each year. This audience is approximately 80% professional fiduciaries with the remaining attendees being those from fiduciary related businesses. Depending on the location of the conference, attendees are approximately 60/40 split between southern and northern California with a small number of out-of-state attendees.

2020 Conference Attendee Demographics



Virtual Conference

2019 Conference Attendee Demographics



Disneyland Hotel, Anaheim, CA

Location

This year's conference takes place at the magical Disneyland Hotel in Anaheim, California. Located just steps from the Downtown Disney District, this hotel is a short stroll to both Disneyland Park and Disney California Adventure Park.

Schedule

The schedule includes dedicated exhibit hall hours and structured activities located in the exhibit hall to keep attendees engaged and interacting. Breakfasts, breaks, PFAC raffle, and wine tasting are all located within the exhibit hall.

Wednesday, May 4 – 7:30AM to 8:00PM

Exclusive Exhibit Hours - 2 Exhibitor Set Up Noon to 4:00PM Pre-Conference Intensives
Sponsor and Exhibitor Appreciation Reception Opening Welcome Reception

Thursday, May 5 – 7:00AM to 8:45PM

Exclusive Exhibit Hours - 3.25
Breakout Sessions General Sessions
A Taste of PFAC Wine Tasting
New Member Information Session

Friday, May 6 – 7:00AM to 9:00PM

Exclusive Exhibit Hours – 3.5
Breakout Sessions
General Sessions
Annual PFAC Member Meeting Dinner on the Adventure Lawn

Saturday, May 7 – 7:00AM to Noon

No Exhibit Hours
General Session
Breakout Sessions
Conference Close

Reserve Your Sponsorship online at PFACMeeting.org

For more information, contact Hollie Grimaldi Flores, Meeting
Director, at hollie@olsenmgmt.com or call 844.211.3151

Thank you for your support of PFAC and professional fiduciaries.

TITANIUM SPONSOR *(only 1 available)***Investment:** \$25,000**Benefits:**

Gold sponsorship benefits PLUS

- **Exclusive sponsorship** of the 2022 Conference
- **Exclusive sponsor of Exhibit Hall Charging Station**
- **Exclusive sponsor of Badge Printing Kiosk**
- **Exclusive sponsor of Attendee Wi-Fi** - company logo on conference attendee Wi-Fi landing page
- **Upgrade to additional opportunity for a short Breakout Session introduction** for a total of two (2) breakout session introductions
- **Upgrade to Two (2) 8'x10' exhibit spaces** or One (1) 8'x20" exhibit space. Includes pipe and drape, 6' skirted table, two chairs, wastebasket, and identification sign.
- **Upgrade to Five (5) Full Conference Registrations** including one ticket per registration each to the Friday Dinner and Dessert in the Park events
- **Upgrade to Five (5) Exhibit Hall Only badges**
- **Upgrade to Five (5) invitations** to the exclusive Sponsor & Exhibitor Cocktail Reception at the Conference
- **Exclusive sponsor of Friday Evening Dinner.** Includes: Dinner Table Amenity, dinner table centerpieces, and one-hour character photo opportunity in themed background. Photo to be delivered to attendee with customer logo
- **Upgrade to Signage in Three (3) Breakout Rooms** throughout Conference
- **Upgrade to Ten (10) push notifications** in Conference App (\$1,000 value)
- **Upgrade to One (1) exclusive meal sponsor**
- **Upgrade to Full-Page Advertisement** in the 2022 Conference Resource Guide.

PLATINUM SPONSOR *(only 1 available)***Investment:** \$20,000**Benefits:**

Gold sponsorship benefits PLUS

- **Exclusive sponsorship** of the 2022 Conference
- **Upgrade to additional opportunity for a short Breakout Session introduction** for a total of two (2) breakout session introductions
- **Upgrade to Two (2) 8'x10' exhibit spaces** or One (1) 8'x20" exhibit space. Includes pipe and drape, 6'-skirted table, two chairs, wastebasket, and identification sign.
- **Upgrade to Three (3) Full Conference Registrations** including one ticket per registration each to the Friday Dinner and Dessert in the Park events
- **Upgrade to Three (3) Exhibit Hall Only badges**
- **Upgrade to Three (3) invitations** to the exclusive Sponsor & Exhibitor Cocktail Reception at the Conference
- **Exclusive logo on Hotel Key Card Envelope**
- **Exclusive logo on Registration confirmation email**
- **Exclusive sponsor of participant USB Flash Drives containing all Conference materials.** Handed out to participants at registration.
- **Exclusive sponsor of Friday Dessert-in-the-Park.** Includes: One-hour character photo opportunity during dessert-in-the-park themed venue. Photo to be delivered to attendee with customer logo
- **Upgrade to Signage in Two (2) Breakout Session Rooms** throughout Conference
- **Upgrade to Seven (7) push notifications** in Conference App (\$700 value)
- **Upgrade to One (1) exclusive meal sponsor**
- **Upgrade to Full-Page Advertisement** in the 2022 Conference Resource Guide.

GOLD SPONSOR

Investment: \$15,000

Benefits:

Silver sponsorship benefits PLUS

- **Opportunity for short introductions** at the beginning of a General Session and a breakout session
- **Upgrade to Two (2) invitations** each to the Friday Dinner and Dessert in the Park events
- **Co-sponsor of Attendee Conference Bag**
- **One (1) branded item in Attendee Bag**
- **Rotating ad on home page** of 2022 PFAC Conference website
- **Upgrade to Five (5) push notifications** in Conference App (\$500 value)
- **Full page ad** in the Annual Member Directory

SILVER SPONSOR

Investment: \$10,000

Benefits:

Bronze sponsorship benefits PLUS

- **Opportunity for short introduction** at the beginning of a Breakout Session
- **Upgrade to Two (2) invitations** to the Friday Dessert in the Park event
- **Rotating logo** projected in General Session room
- **Signage in Breakout Room** throughout Conference
- **Three (3) push notifications** in Conference App (\$300 value)
- **Upgrade to Half-Page Advertisement** in the 2022 Conference Resource Guide
- **One-time use each of Conference Attendee mailing list** (one preshow; one post show.)
- **Logo and link** on the PFAC Conference website sponsor page.
- **Company listing** in Conference App

BRONZE SPONSOR

Investment: \$5,000

Benefits:

- **One 8'x10' exhibit space.** Includes pipe and drape, 6' skirted table, two chairs, wastebasket, and identification sign.
- **Two (2) Full Conference Registrations**
- **Two (2) Exhibit Hall Only badges.**
- **Two (2) invitations** to the exclusive Sponsor & Exhibitor Cocktail Reception at the Conference
- **Company logo** on group sponsor "Thank you" banner in Registration area at the 2022 PFAC Conference
- **Logo and link** on the PFAC Conference sponsor page of the Conference website
- **Quarter-Page Advertisement** in the 2022 Conference Resource Guide
- **One, shared, Meal sponsor**
- **One-time use each of Conference Attendee mailing list** (one preshow; one post show.)
- **PFAC Conference Promotional Package** includes Company listing in the 2022 Conference Resource Guide including a 50-word business description, listing and link on the PFAC Conference website sponsor page, listing on the 2022 Conference App and listing on group sponsor banner in the registration area at the 2022 PFAC Conference

I look forward to the PFAC Annual Conference year after year. I'm finding that the changes in legislation impact my business and PFAC is my best resource to remain current and informed."

– Donna, Los Altos

PROMOTIONAL SPONSORSHIPS *(No Exhibit Space Included)*

PREMIUM PROMOTIONAL SPONSOR

Investment: \$2,500

Benefits:

General Promotional Sponsor Benefits PLUS

- One (1) Full Conference Registration (does not include ticket to the Friday Dinner or Dessert events)
- One (1) invitation to the exclusive Sponsor & Exhibitor Cocktail Reception at the Conference
- Logo and link on the PFAC Conference sponsor page of the Conference website
- One Quarter-Page Advertisement in the 2022 Conference Resource Guide
- One, shared, Break sponsor
- One-time use each of Conference Attendee mailing list (one preshow; one post show.)
- PFAC Conference Promotional Package*

GENERAL PROMOTIONAL SPONSOR

Investment: \$1,500

Benefits:

- One (1) Full Conference Registration (does not include ticket to the Friday Dinner)
- One (1) invitation to the exclusive Sponsor & Exhibitor Cocktail Reception at the Conference
- Logo and link on the PFAC Conference sponsor page of the Conference website
- One-time use each of Conference Attendee mailing list (one preshow; one post show.)
- PFAC Conference Promotional Package*

FRIEND OF PFAC

Investment: \$500

Benefits:

- One (1) invitation to the exclusive Sponsor & Exhibitor Cocktail Reception at the Conference
- Logo and link on the PFAC Conference sponsor page of the Conference website
- One-time use each of Conference Attendee mailing list (one preshow; one post show.)
- PFAC Conference Promotional Package*

*Includes Company listing in the 2022 Conference App with a brief business description, a link on the PFAC Conference website sponsor page, and a logo on the group sponsor banner in Registration area at the 2022 PFAC Conference.

ADDITIONAL SPONSORSHIPS (Sold Separately):

Exclusive Sponsor of Attendee Water Bottle	\$2,500
Exclusive Logo on Badge Lanyard	\$2,500