



FCA
FLORIDA
COLLECTORS ASSOCIATION

October 7-9, 2024
Cheeca Lodge & Spa
Islamorada, Florida



Unlock Your Success
in the FL Keys!

Register for your sponsorship at https://www.fla-collectors.com/2024_annual_conference.php.

Sponsorship Opportunities

Investment:

Diamond Sponsorship (1 Available): \$10,000

Platinum Sponsorship: \$3,000

Gold Sponsorship: \$2,000

Silver Sponsorship: \$1,500

Pre-Conference Benefits

- One complimentary conference registration. (Additional staff for \$499 per person.)
- Recognition on the conference website and FCA home page (leading up to the Conference) with a link to your website.
- Social media recognition. One post prior to the conference on the FCA public LinkedIn page.
- Recognition in conference promotional e-mails.
- Attendee list in Excel format provided four weeks before, two weeks before and one week after the event. List will include name, title, company, address, phone and email for attendees who did not opt out of receiving marketing from affiliates/ sponsors.
- FCA will ask attendees on the registration form what their current struggles are and then attempt to connect them with vendors who provide that service.

Onsite Benefits

- Announcement of sponsorship during the opening and closing sessions.
- Recognition on a looping PowerPoint before and after sessions and during reception.
- Opportunity to place an advertisement (flyer or branded item) in the meeting room.
- Opportunity to place an additional promotional item in conference attendee bag.
- Micro Blast Video – Get your company name on the big screen! Record a brief infomercial of your desired content to be played during the conference. This bite-sized advertising is meant to captivate your audience and potential clients while making your existing clients proud! Feel free to include client testimonials. If needed, FCA will provide a recording platform for your use in creating a video.
- A FCA Board liaison to make your experience the best possible.
- NOTE: There will be no tabletop displays this year.

More To Come

The committee continues to work on additional items to make this the best possible experience for our sponsors! These items are still in the planning stages but we anticipate that they will be added to the program:

- Dedicated Sponsor Reception and Cornhole Tournament where you will have some one-on-one time with attendees in a fun atmosphere. Each sponsor will be given drink tickets to purchase drinks for their current or prospective clients. In addition, we will have a set of cornhole bags with your logo on it. These will be used for the cornhole tournament and can be given away by you after the event.
- Best practices roundtable session where we will allow sponsors to share best practices utilizing their products and services.

Post-Conference Benefits

- Updated list of all conference attendees
- Recognition in post conference email blast
- A 3-month ad on the Florida Collectors Association website.
- An email blast to all FCA members, at some point after the conference, to all FCA members regarding your products and services. These will be strategically spaced after the conference with highest priority going to highest sponsorship levels and/or Vendor members of FCA. Language to be provided by vendor and sent by FCA.
- Don't want to ship your swag back home, leave it with the FCA staff and they will send all leftover swag to FCA members not in attendance at the conference after the conference.

Additional Benefits for Upper-Level Sponsors

Diamond Sponsors

- Two additional social media posts prior to the conference on the FCA public LinkedIn page.
- One additional complimentary conference registration. (Additional staff for \$499 per person.)
- Company logo on attendee badges.
- Sole, conference headline sponsor of the event.
 - Tabletop signage at all events not otherwise sponsored by another vendor.
 - Conference headline sponsor recognition in registration area.
- Ten-minute speaking opportunity at the beginning of the opening general session to demo their product/service..
- An additional nine-month ad on the Florida Collectors Association website.
- Company ad will be included in a minimum of three conference email blasts to all FCA members. (Ad to be provided by the vendor.)
- One pull-up size banner to be set around the perimeter of the session room.
- One cocktail table placed on the session room terrace on all days of the event. This table will offer a landing space for you to have one-to-one conversations, share company collateral and/or business cards. A tabletop sign will be provided by FCA.

Platinum Sponsors

- One additional social media posts prior to the conference on the FCA public LinkedIn page.
- Co-sponsor with other platinum sponsors of the Welcome Reception and Welcome Reception Bar.
 - Tabletop signage at the reception.
- Five-minute speaking opportunity at the beginning of the opening general session to demo their product/service.
- Company logo (with other Platinum sponsors) on the pocket agenda.
- An additional 6-month ad on the Florida Collectors Association website.
- One pull-up size banner to be set around the perimeter of the session room.
- One cocktail table placed on the session room terrace on all days of the event. This table will offer a landing space for you to have one-to-one conversations, share company collateral and/or business cards. A tabletop sign will be provided by FCA.

Gold Sponsors

- Two-minute speaking opportunity at the beginning of the opening general session.
- Co-sponsor with other gold sponsors of the lunch.
 - Tabletop signage at lunch.
 - Opportunity to place an advertisement on the lunch tables.
- An additional 3-month ad on the Florida Collectors Association website.

Year-Long Sponsorship Opportunity Available

FCA has over 75 members and is the 5th largest Unit of ACA International. Its members include firms with many purchasers of the products and services your company provides. Vendors providing products and services to collection professionals have an opportunity to be highly visible to FCA's membership throughout the year by participating in this new year long opportunity.

You can add this on to your event sponsorship package, or, if you are unable to attend the conference, take this opportunity to get in front our members instead.

Investment: \$1,000

Benefits

- A one-year ad on the Florida Collectors Association website.
- Your logo placement with hyperlink to your website in each eBlast that is sent out to FCA members throughout the year.
- Quarterly promotions (4) on FCA's LinkedIn page.
- Attendee list in Excel format provided four weeks before, two weeks before and one week after the event. List will include name, title, company, address, phone and email for attendees who did not opt out of receiving marketing from affiliates/sponsors.
- May provide a chair drop flyer at the FCA Annual Conference.
- Recognition of your year-long sponsorship on a looping PowerPoint at the FCA Annual Conference.
- An opportunity to place a promotional item in the conference attendee bag at the FCA Annual Conference.

