

# Sponsor & Exhibitor Prospectus

TEN YEAR ANNIVERSARY



**FEBRUARY 5-7, 2026**

**MERITAGE RESORT & SPA | NAPA, CA**

**[WWW.SNTSYMPOSIUM.COM](http://WWW.SNTSYMPOSIUM.COM)**

# When & Where



## MERITAGE RESORT & SPA

870 Bordeaux Way  
Napa, California 94558  
(855) 318-1768



## EXHIBIT DATES/TIMES

**Setup:** Wednesday Afternoon, February 4

February 5	<b>Thursday</b>	9:00 a.m. – 5:30 p.m.
February 6	<b>Friday</b>	7:00 a.m. – 6:30 p.m.
February 7	<b>Saturday</b>	7:30 a.m. – 12:30 p.m.

**Teardown:** Any time after 11:45 a.m. on  
Saturday, February 7, 2026





# A Message From Your Hosts

We are honored to invite you to be a part of the **10th Annual Special Needs Planning Symposium**, taking place once again at the beautiful Meritage Resort & Spa in Napa, California. Over the past decade, this event has grown into the premier national gathering for professionals committed to serving individuals with disabilities—attorneys, fiduciaries, financial advisors, care managers, and more.

As hosts, we are deeply invested in creating a conference that delivers not just outstanding education, but meaningful connection. We design every detail with intention—selecting speakers who are thought leaders in their fields, curating sessions that address real-world challenges, and making space for rich conversations over shared meals, wine, and learning.

For our sponsors and exhibitors, this isn't just another booth opportunity. It's a chance to stand shoulder-to-shoulder with the people shaping the future of special needs planning—to build trust, showcase your expertise, and be seen as a true partner in this work.

Our attendees come because they are deeply committed to improving the lives of individuals with disabilities. They are thoughtful, curious, and eager to collaborate. We hear time and again from sponsors that this community is one of the most engaged and rewarding groups they've ever worked with.

If you're looking for a place to connect with decision-makers, demonstrate your leadership in the field, and align your brand with a mission-driven movement—this is it.

We can't wait to welcome you to Napa.

*Kevin Urbatsch + Michele Fuller*

# Why Sponsor the Symposium?

The Special Needs Planning Symposium is more than a conference—it's **a community of changemakers**, and a unique opportunity to position your brand at the heart of one of the most engaged and growing sectors in professional services.



## UNMATCHED VISIBILITY

With over 500 attendees expected in 2026, including attorneys, private professional fiduciaries, financial planners, care managers, and public agency leaders, this is the most targeted event for professionals serving individuals with disabilities. Your brand will be showcased across all conference channels—before, during, and after the event.



## THOUGHT LEADERSHIP

Demonstrate your expertise by aligning with a mission-driven event that prioritizes education, ethics, and impact. Sponsors are seen not just as vendors, but as collaborators and thought leaders supporting an essential professional community.



## HIGH-VALUE NETWORKING

Sponsors gain direct access to decision-makers who influence the tools, services, and products used in special needs planning. Whether through exhibit booths, branded sessions, or sponsored events, you'll build meaningful connections with potential clients, partners, and referral sources.



## LOCATION & EXPERIENCE

Held at the luxurious Meritage Resort & Spa in Napa, California, the Symposium blends rich professional development with memorable hospitality. From curated sponsor activations to wine receptions and meals with attendees, this is a sponsorship experience that is both enjoyable and rewarding.





# Historical Attendance

"This was our first time at the event, and we were very impressed with the quality and quantity of leads we received and the relationships we developed."

-2025 EXHIBITOR

## 2025 STATISTICS

# 493

ATTENDEES

# 394

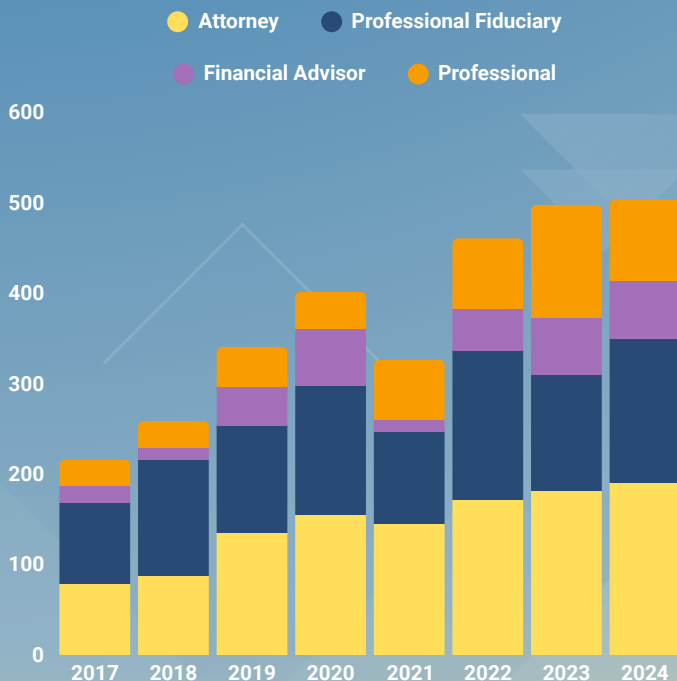
IN-PERSON

# 99

VIRTUAL



- Attorneys 166
- Professional Fiduciaries 157
- Special Needs Planning Professionals 133
- Financial Advisors 37



## SATISFACTION RATINGS

# 9.1<sub>/10</sub>

QUALITY OF VISITORS

# 8.2<sub>/10</sub>

QUANTITY OF VISITORS

# 9.1<sub>/10</sub>

NETWORKING  
OPPORTUNITIES

# Sponsorship Opportunities

## ▶ Diamond Sponsor

\$15,000 | One Available

- **Exclusive sponsor of Friday Night Strolling Dinner Event**
- Designation as Diamond Sponsor on conference materials
- Designation as a Diamond Sponsor on the Symposium website home page with link
- Designation as a Diamond Sponsor on marketing emails
- **One exhibit table – first choice of placement**
- **Access to five (5) conference General Sessions, including all meals and events**
- Five-minute address to attendees
- Logo on all attendee name badges
- Branded item included in conference attendee kit and welcome packet
- Front full-page ad in Symposium Resource Booklet distributed to attendees
- Acknowledgment as Diamond Sponsor during breaks and separate breakouts
- Prominent and exclusive signage at event venue during event
- Participation in passport game to drive attendees to the in-person booth
- Specially designed digital exhibitor page to be visited virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

## ▶ Platinum Sponsor

\$13,000 | One Available

- **Exclusive host of Thursday Evening Welcome Cocktail Reception**
- Designation as Platinum Sponsor on conference materials
- Designation as a Platinum Sponsor on the Symposium website home page with link
- Designation as a Platinum Sponsor on marketing emails for the program
- **One exhibit table**
- **Access to four (4) conference General Sessions, including all meals and events**
- Five-minute address to attendees
- Branded Item included in conference attendee kit and welcome packet
- Full-page ad in Symposium Resource Booklet distributed to attendees
- Acknowledgment as Platinum Sponsor from podium and separate breakouts
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees



# Sponsorship Opportunities

## ▶ PowerPoint Sponsor

\$10,000 | One Available

- Logo on Symposium PowerPoint used in all sessions
- Designation as PowerPoint Sponsor on conference materials
- Designation as PowerPoint Sponsor on the Symposium website home page with link
- Designation as a PowerPoint Sponsor on marketing emails for the program
- **One exhibit table**
- **Access to three (3) conference General Sessions, including all meals and events**
- Branded item included in conference attendee kit
- Full-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

## ▶ Online Streaming & App Sponsor

\$10,000 | One Available

- Logo on conference application
- Designation as Online Streaming Sponsor on conference materials
- Designation as Online Streaming Sponsor on the Symposium website home page with link
- Designation as Online Streaming Sponsor on marketing emails for program
- **One exhibit table**
- **Access to three (3) conference General Sessions, including all meals and events**
- Branded item included in conference attendee kit
- Full-page ad in Symposium Resource Booklet Distributed to all attendees
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

## ▶ Lanyard Sponsor

\$10,000 | One Available

- Logo on Symposium lanyard distributed to all attendees
- Designation as Lanyard Sponsor on conference materials
- Designation as a Lanyard Sponsor on the Symposium website home page with link
- Designation as a Lanyard Sponsor on marketing emails for the program
- **One exhibit table**
- **Access to three (3) conference General Sessions, including all meals and events**
- Branded item included in conference attendee kit
- Full-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

# Sponsorship Opportunities

## ▶ Key Card Sponsor

\$10,000 | One Available

- Logo on hotel key cards for event
- Designation as Key Card Sponsor on conference materials
- Designation as Key Card Sponsor on the Symposium website home page with link
- Designation as Key Card Sponsor on marketing emails for the program
- **One exhibit table**
- **Access to three (3) conference General Sessions, including all meals and events**
- Branded item included in conference attendee kit
- Full-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

## ▶ Gold Sponsor

\$8,500 | Four Available

- Designation as Gold Sponsor on conference materials
- Designation as a Gold Sponsor the on the Symposium website with link
- **One exhibit table**
- **Access to three (3) conference General Sessions, including all meals and events**
- Half-page ad in Symposium Resource Booklet distributed to all attendees
- Sponsor's marketing materials distributed to all attendees in welcome packet
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

## ▶ Silver Sponsor

\$7,000 | Six Available

- Designation as Silver Sponsor on Conference Materials
- Designation as a Silver Sponsor the on the Symposium Website with Link
- **One exhibit table**
- **Access to two (2) conference General Sessions, including all meals and events**
- Half-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees



# Sponsorship Opportunities

## ► Welcome & Registration Sponsor

**\$6,000 | One Available**

- Welcome Sponsor Signage at the Registration Table
- Designation as Welcome Sponsor on Conference Materials
- Designation as Welcome Sponsor on the Symposium Website with Link
- **One exhibit table**
- **Access to two (2) conference General Sessions, including all meals and events**
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Sponsor's marketing materials distributed to all attendees in welcome packet
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

## ► Pre-Session Sponsor

**\$5,500 | Two Available (Attorney-Track and Fiduciary-Track)**

- Designation as Pre-Session Sponsor (either for Attorney-Track or Fiduciary-Track) on Symposium agenda
- Designation as Pre-Session Sponsor on Symposium website with link
- Designation as Pre-Session Sponsor on conference materials
- **One exhibit table**
- **Access to two (2) conference General Sessions, including all meals and events**
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees

## ► Conference Swag Sponsor

**\$4,000 | One Available**

- Exclusive logo placement on swag handed out to all attendees
- Sponsor's marketing materials distributed to all attendees in welcome packet
- Designation Conference Swag Sponsor on conference materials
- Designation as Conference Swag Sponsor on the Symposium website with link
- **Exhibitor table NOT included**
- **Access to two (2) conference General Sessions, including all meals and events**
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Registered attendee list with permission for one pre and post event email to attendees

# Sponsorship Opportunities

## ▶ Exhibit Booth

\$4,000 | Limited Availability

- **One exhibit table - placement determined by registration and payment date**
- **Access to two (2) conference General Sessions, including all meals and events**
- Designation as Exhibitor on the Symposium website
- Designation as Exhibitor on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to in-person booth
- Specially designed digital exhibitor page to be visited by virtual attendees
- Registered attendee list with permission for one pre and post event email to attendees





# Sponsorship Opportunities

## ▶ Espresso Bar Sponsor

\$3,500 (Thursday) \$4,500 (Friday) | Two Available (Thursday or Friday)

- Exclusive logo on the espresso bar for 6-hours in exhibit hall (Thursday or Friday), including on cups and napkins
- Designation as Espresso Bar Sponsor on conference materials
- Designation as Espresso Bar Sponsor on the Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Registered attendee list with permission for one pre and post event email to attendees
- **Access to two (2) conference General Sessions, including all meals and events**
- **Exhibitor table NOT included**



## ▶ Audio Visual Sponsor

\$3,250 | Two Available

- Logo featured between sessions and during breaks for full conference
- Designation as AV Sponsor on conference materials
- Designation as AV Sponsor on the Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Access to one (1) conference General Sessions, including all meals and events**
- **Exhibitor table NOT included**

## ▶ CLE/CE Sponsor

\$3,000 | Two Available

- Logo featured on CE/CLE certificates
- Designation as CLE & CE Sponsor on conference materials
- Designation as CLE & CE Sponsor on the Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Access to one (1) conference General Sessions, including all meals and events**
- **Exhibit table NOT included**

# Sponsorship Opportunities

NEW

## ▶ Scholarship Sponsor

**\$3,000 | Available until Jan. 15, 2026**

- Scholarship for the attendance of one recipient (to be selected by the scholarship selection committee) will be named in honor of your organization for that year's event
- One (1) seat on the scholarship selection committee
- Sponsor logo featured on all scholarship promotional materials, including email, social media, electronic, and print
- Designation as Scholarship Sponsor on conference materials
- Designation as Scholarship Sponsor on the Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Registered attendee list with permission for one pre and post event email to attendees
- **Registration to the event is NOT included**
- **Exhibit table NOT included**



## ▶ The Trisha Friedeberg & Will Lindahl Scholarships

Support accessibility to the Special Needs Planning Symposium by sponsoring our scholarship programs. By joining the Trisha Friedeberg Scholarship and the Will Lindahl Scholarship, you help in making this valuable educational opportunity available to those who might otherwise be unable to attend.

The Trisha Friedeberg Scholarship supports law students and early-career attorneys with a demonstrated commitment to serving individuals with disabilities. The Will Lindahl Scholarship recognizes nonprofit professionals or organizations making a direct impact in the lives of those with special needs. **Each award includes full symposium registration, hotel accommodations, and a travel stipend.** Sponsors play a meaningful role in shaping the future of this work and may participate in the selection process with one voting seat included.



# Sponsorship Opportunities

## ▶ Meal Sponsor

\$2,500 (Thursday) \$3,000 (Friday/Saturday) | Five Available

- Sponsorship signage at designated meal
- Opportunity for marketing materials to be set at place settings at designated meal
- Designation as Meal Sponsor on conference materials
- Designation as Meal Sponsor on the Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Access to one (1) conference General Sessions, including all meals and events**
- **Exhibit table NOT included**



## ▶ Pocket Agenda Sponsor

\$2,500 | One Available

- Logo on pocket agenda distributed in welcome packet to every attendee
- Designation as Pocket Agenda Sponsor on the Symposium website with link
- Designation as Pocket Agenda Sponsor on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Access to one (1) conference General Sessions, including all meals and events**
- **Exhibit table NOT included**

NEW

## ▶ Ethics Webinar Sponsor

\$2,000 | One Available

- Exclusive sponsorship of the 2-Hour Ethics Webinars included for all attendees
- Logo featured on all webinar promotional materials and slides
- Designation as Ethics Webinar Sponsor on conference materials
- Designation as Ethics Webinar Sponsor on the Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Registered attendee list with permission for one pre and post event email to attendees
- **Access to one (1) conference General Session, including all meals and events**
- **Exhibit table NOT included**

# Sponsorship Opportunities

## ▶ Wi-Fi Sponsor

\$2,000 | One Available

- Ability to choose Wi-Fi Password used by all attendees, sponsors, and exhibitors
- Handout of Wi-Fi login to all attendees, sponsors, and exhibitors with logo
- Designation as Wi-Fi Sponsor on conference materials
- Designation as Wi-Fi Sponsor on the Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Access to one (1) conference General Sessions, including all meals and events**
- **Exhibit table NOT included**

## ▶ Break Sponsor

\$1,500 | Seven Available

- Sponsorship signage at designated break
- Designation as Break Sponsor on the Symposium agenda
- Designation as Break Sponsor on the Symposium website with link
- Designation as Break Sponsor on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Registration to the event is NOT included**
- **Exhibit table NOT included**

## ▶ Conference Flowers Sponsor

\$1,000 | One Available

- Sponsorship signage around flowers placed around venue
- Designation as Flower Sponsor on the Symposium website with link
- Designation as Flower Sponsor on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Registration to the event is NOT included**
- **Exhibit table NOT included**

# Sponsorship Opportunities

## ▶ Virtual Attendee Kit Sponsor

\$1,000 | Three Available

- Add sponsor's appropriately sized marketing material in virtual attendee kit
- Designation as Virtual Attendee Kit Sponsor on the Symposium website with link
- Designation as Virtual Conference Attendee Kit Sponsor on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Registration to the event is NOT included**
- **Exhibit table NOT included**

## ▶ Beverage Sponsor

\$500 (Thursday/Friday) \$250 (Saturday) | Five Available

- Sponsorship signage during designated break
- Designation as Beverage Sponsor on the Symposium website with link
- Designation as Beverage Sponsor on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- **Registration to the event is NOT included**
- **Exhibit Table NOT included**



Sponsor	Email to Attendees	Marketing Materials Distributed	Ad in Resource Guide	Number of Full Registration	Exhibit Booth
Diamond \$15,000	Email Before & After Event	Yes	Full Page	5	Free First Choice
Platinum \$13,000	Email Before & After Event	Yes	Full Page	4	Free Second Choice
Lanyard \$10,000	Email Before & After Event	Yes	Full Page	3	Free Third Choice
PowerPoint \$10,000	Email Before & After Event	Yes	Full Page	3	Free Fourth Choice
Online Streaming \$10,000	Email Before & After Event	Yes	Full Page	3	Free Fifth Choice
Key Card \$10,000	Email Before & After Event	Yes	Full Page	3	Free Sixth Choice
Gold \$8,500	Email Before & After Event	Yes	Half Page	3	Free Next Choice
Silver \$7,000	Email Before & After Event		Half Page	2	Free Next Choice
Welcome/ Registration \$6,000	Email Before & After Event	Yes	Quarter Page	2	Free Next Choice
Pre-Session Tracks \$5,500	Email Before & After Event		Quarter Page	2	Free Next Choice
Exhibit Booth \$4,000	Email Before & After Event		Quarter Page	2	\$4,000
Espresso Bar \$3,500- 4,500	Email Before & After Event		Quarter Page	2	\$4,000

Sponsor	Email to Attendees	Marketing Materials Distributed	Ad in Resource Guide	Number of Full Registration	Exhibit Booth
Conference Swag \$4,000	Email Before & After Event	Yes	Quarter Page	2	\$4,000
Audio Visual \$3,250			Quarter Page	1	\$4,000
Scholarship \$3,000	Email Before & After Event		Quarter Page		\$4,000
CE & CLE \$3,000			Quarter Page	1	\$4,000
Meal \$2,500 - 3,000			Quarter Page	1	\$4,000
Pocket Agenda \$2,500			Quarter Page	1	\$4,000
WiFi \$2,000			Quarter Page	1	\$4,000
Ethics Webinar \$2,000	Email Before & After Event		Quarter Page	1	\$4,000
Break \$1,500			Quarter Page		\$4,000
Flowers \$1,000			Quarter Page		\$4,000
Virtual Attendee Kit \$1,000		Yes	Quarter Page		\$4,000
Coffee & Beverage \$500 - \$250			Quarter Page		\$4,000