

# Sponsor & Exhibitor Prospectus

ELEVENTH ANNUAL



SPECIAL NEEDS PLANNING  
**SYMPOSIUM**

**FEBRUARY 4-6, 2027**

MERITAGE RESORT & SPA | NAPA, CA

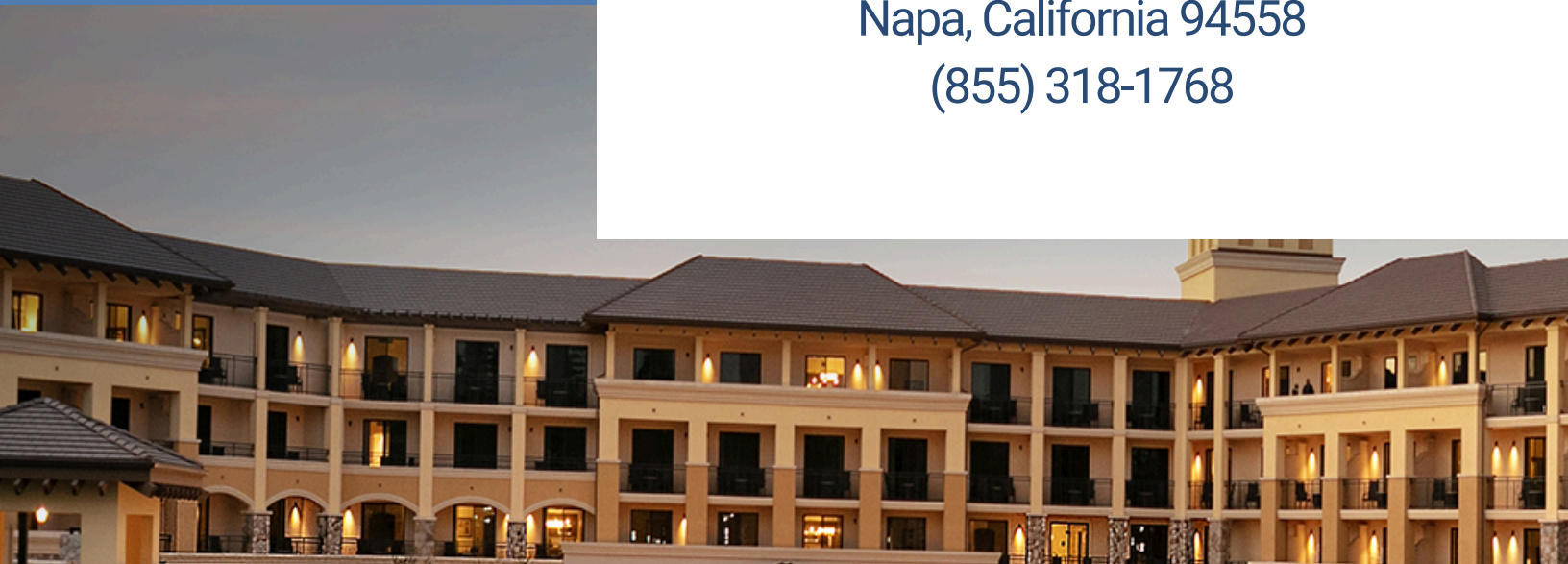
[WWW.SNTSYMPOSIUM.COM](http://WWW.SNTSYMPOSIUM.COM)

# When & Where



## MERITAGE RESORT & SPA

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



### EXHIBIT DATES/TIMES

**Setup:** Wednesday Afternoon, February 3

February 4 **Thursday** 7:30am– 4:30pm  
February 5 **Friday** 7:00am– 4:45pm  
February 6 **Saturday** 7:30am– 11:50am

**Teardown:** Any time after 10:05am on  
Saturday, February 6, 2027



# Why Sponsor the Symposium?

## CONNECT WITH THE RIGHT AUDIENCE

Reach attorneys, fiduciaries, financial advisors, care managers, and other professionals dedicated to special needs planning.

## BUILD MEANINGFUL RELATIONSHIPS

Engage directly with decision-makers and referral partners in an environment designed for conversation, collaboration, and connection.

## SHOWCASE YOUR EXPERTISE

Position your organization as a trusted leader supporting the special needs community and the professionals who serve it.

## INCREASE BRAND VISIBILITY

Gain exposure before, during, and after the Symposium through event marketing, onsite recognition, and digital engagement opportunities.

## BE PART OF SOMETHING BIGGER

Support a conference committed to advancing education, advocacy, and excellence in special needs planning nationwide.



# 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."

-EXHIBITOR

## 2026 STATISTICS

# 574

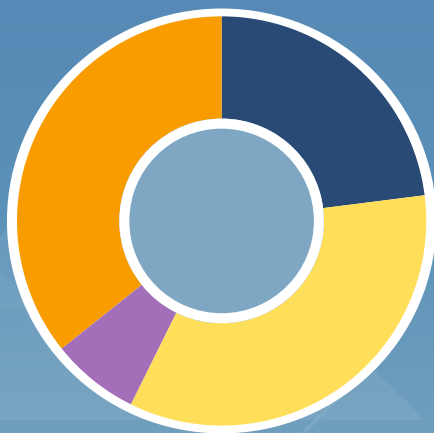
ATTENDEES

# 478

IN-PERSON

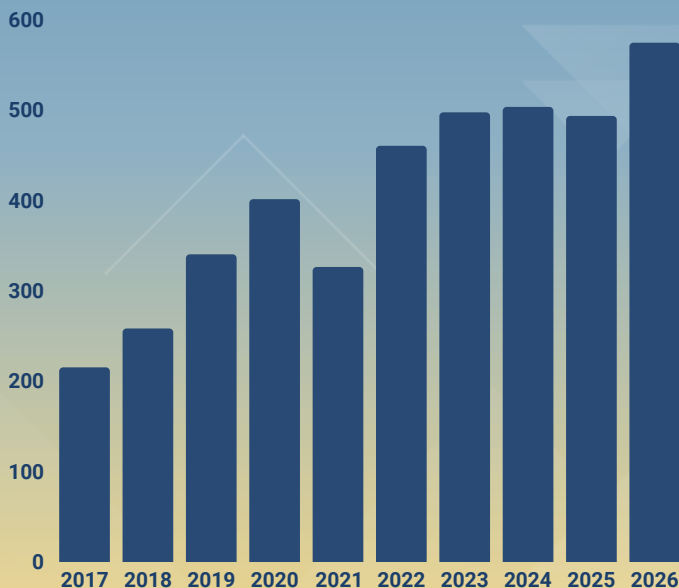
# 96

VIRTUAL



- Attorneys 197
- Professional Fiduciaries 132
- Special Needs Planning Professionals 205
- Financial Advisors 40

## Historical Attendance



## SATISFACTION RATINGS

# 9.1/10

QUALITY OF VISITORS

# 8.2/10

QUANTITY OF VISITORS

# 9.1/10

NETWORKING OPPORTUNITIES

# Top Sponsorships

## ▶ Diamond Sponsor

**\$16,000** | One Available

*Exclusive sponsor of the Friday Night Strolling Dinner Event*

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

## ▶ Platinum Sponsor

**\$14,000** | One Available

*Exclusive host of Thursday Evening Welcome Cocktail Reception*

- **One exhibit table**
- **Access to four (4) full conference registrations, including all meals and events**
- Five-minute address to attendees
- Designation as Platinum Sponsor on conference materials, Symposium website home page with link, and on all marketing emails
- Branded item included in conference attendee kit and welcome packet
- Full-page ad in Symposium Resource Booklet distributed to all attendees
- Acknowledgment as Platinum Sponsor from podium and during all breakouts
- Participation in passport game to drive attendees to the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

# Top Sponsorships

NEW

## ▶ Education & Experience Sponsor

**\$14,000** | One Available

*Exclusive sponsor of Symposium ethics webinars, host of a complimentary webinar for all registered attendees, and presenting sponsor of a designated General Session and conference breakfast*

- **One exhibit table**
- **Access to three (3) full conference registrations, including all meals and events**
- Sponsor logo featured on ethics webinar promotional materials, slides, and recordings
- Host of one two-hour webinar on a topic of the sponsor's choosing, subject to approval by conference organizers, distributed complimentary to all registered attendees, with sponsor logo on all promotional emails
- Presenting sponsor of one designated General Session — sponsor acknowledged by name from the podium at the opening of the session, with signage displayed at the session room entrance for the duration of that session
- Exclusive sponsor of one designated conference breakfast — signage and branded materials at breakfast stations
- Designation as Education & Experience Sponsor on conference materials, Symposium website home page with link, and on all marketing emails
- Branded item included in conference attendee kit and welcome packet
- Full-page ad in Symposium Resource Booklet distributed to all attendees
- Acknowledgment as Education & Experience Sponsor from podium and during all breakouts
- Participation in passport game to drive attendees to the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

NEW

## ▶ Conference Power Sponsor

**\$12,500** | One Available

*The Special Needs Planning Symposium is proudly powered by [Your Organization]*

- **One exhibit table**
- **Access to three (3) full conference registrations, including all meals and events**
- Exclusive logo displayed on Wi-Fi credential cards distributed to all attendees, sponsors, and exhibitors, with ability to select the Wi-Fi password used throughout the conference
- Exclusive logo on all charging stations throughout the exhibit hall and conference common areas
- Exclusive presenting sponsor of the Symposium digital billboard streaming conference photos and highlights throughout the exhibit hall — subject to venue confirmation — with sponsor logo prominently displayed on screen at all times during the Symposium
- Designation as Conference Power Sponsor on conference materials, Symposium website home page with link, and on all marketing emails
- Branded item included in conference attendee kit and welcome packet
- Full-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

# Top Sponsorships

## ▶ PowerPoint Sponsor

**\$11,000** | One Available

*Logo on Symposium PowerPoint used in all sessions*

- **One exhibit table**
- **Access to three (3) full conference registrations, including all meals and events**
- Designation as PowerPoint Sponsor on conference materials, Symposium website home page with link, and on all marketing emails
- 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 the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

## ▶ Online Streaming & App Sponsor

**\$11,000** | One Available

*Exclusive logo on conference application and online streaming platform*

- **One exhibit table**
- **Access to three (3) full conference registrations, including all meals and events**
- Designation as Online Streaming Sponsor on conference materials, Symposium website home page with link, and on all marketing emails
- 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 the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

# Top Sponsorships

## ▶ Lanyard Sponsor

**\$11,000** | One Available

*Exclusive logo on Symposium lanyard distributed to all attendees*

- **One exhibit table**
- **Access to three (3) full conference registrations, including all meals and events**
- Designation as Lanyard Sponsor on conference materials, Symposium website home page with link, and on all marketing emails
- 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 the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

## ▶ Key Card Sponsor

**\$10,500** | One Available

*Exclusive logo on hotel key cards for all event attendees*

- **One exhibit table**
- **Access to three (3) full conference registrations, including all meals and events**
- Designation as Key Card Sponsor on conference materials, Symposium website home page with link, and on all marketing emails
- 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 the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

# Mid-Tier Sponsorships

## ▶ Gold Sponsor

**\$9,000** | Three Available

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

## ▶ Silver Sponsor

**\$6,500** | Four Available

- **One exhibit table**
- **Access to two (2) full conference registrations, including all meals and events**
- Designation as Silver Sponsor on conference materials and Symposium website with link
- Half-page ad in Symposium Resource Booklet distributed to all attendees
- Participation in passport game to drive attendees to the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

## ▶ Welcome & Registration Sponsor

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

***Welcome Sponsor signage at the registration table***

- **One exhibit table**
- **Access to two (2) full conference registrations, including all meals and events**
- Designation as Welcome Sponsor on conference materials and Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Sponsor marketing materials distributed to all attendees in welcome packet
- Participation in passport game to drive attendees to the in-person booth
- Specially designed digital exhibitor page visible to virtual attendees
- Registered attendee list with permission for one pre-event and one post-event email

# Mid-Tier Sponsorships

## ▶ Pre-Session Sponsor

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

*Designation as Pre-Session Sponsor on Symposium agenda for either the Attorney or Fiduciary Track*

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

## ▶ Conference Swag Sponsor

**\$4,500** | One Available

*Exclusive logo placement on swag handed out to all attendees*

- **Access to two (2) full conference registrations, including all meals and events**
- **Exhibit table NOT included**
- Sponsor marketing materials distributed to all attendees in welcome packet
- Designation as Conference Swag Sponsor on conference materials and Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Registered attendee list with permission for one pre-event and one post-event email

## ▶ Espresso Bar Sponsor

**\$4,000 (Thursday)** | **\$5,000 (Friday)** | Two Available (Thursday or Friday)

*Exclusive logo on the espresso bar for 6 hours in exhibit hall, including on cups and napkins*

- **Access to two (2) full conference registrations, including all meals and events**
- **Exhibit table NOT included**
- Designation as Espresso Bar Sponsor on conference materials and Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Registered attendee list with permission for one pre-event and one post-event email



# ▶ Exhibit Booth

**\$4,000** | Limited Availability

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

**Additional booth staff available at \$500 per person (maximum of four additional)**



# Targeted Sponsorships

## ▶ Scholarship Sponsor

**\$3,000** | Two Available | Available until Jan. 15, 2027

*Supports either the Trisha Friedeberg Scholarship (law students and early-career attorneys) or the Will Lindahl Scholarship (fiduciaries and nonprofit professionals)*

- **Registration to the event NOT included**
- **Exhibit table NOT included**
- One (1) seat on the scholarship selection committee
- Scholarship named in honor of your organization for the 2027 event
- Sponsor logo featured on all scholarship promotional materials, including email, social media, electronic, and print
- Designation as Scholarship Sponsor on conference materials and Symposium website with link
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees
- Registered attendee list with permission for one pre-event and one post-event email



## ▶ Meal Sponsor

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

*Sponsorship signage and place-setting marketing materials at a designated meal*

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

# Targeted Sponsorships

## ▶ Pocket Agenda Sponsor

**\$2,500** | One Available

*Exclusive logo on pocket agenda distributed in welcome packet to every attendee*

- **Access to one (1) full conference registration, including all meals and events**
- **Exhibit table NOT included**
- Designation as Pocket Agenda Sponsor on Symposium website with link and on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees

## ▶ Break Sponsor

**\$1,000** | Seven Available

*Sponsorship signage at a designated break*

- **Access to one (1) full conference registration, including all meals and events**
- **Exhibit table NOT included**
- Designation as Break Sponsor on the Symposium agenda, website with link, and conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees

## ▶ Beverage Sponsor

**\$600 (Thursday/Friday) | \$300 (Saturday)** | Five Available

*Sponsorship signage during a designated break*

- **Registration to the event NOT included**
- **Exhibit table NOT included**
- Designation as Beverage Sponsor on the Symposium website with link and on conference materials
- Quarter-page ad in Symposium Resource Booklet distributed to all attendees

Tier	Price	Slots	Registrations	Exhibit Table	Resource Booklet Ad
<b>Diamond</b>	\$16,000	1	5	Yes – first choice	Front full page
<b>Platinum</b>	\$14,000	1	4	Yes	Full page
<b>Education &amp; Experience</b>	\$14,000	1	3	Yes	Full page
<b>Power</b>	\$12,500	1	3	Yes	Full page
<b>PowerPoint</b>	\$11,000	1	3	Yes	Full page
<b>Lanyard</b>	\$11,000	1	3	Yes	Full page
<b>Key Card</b>	\$10,500	1	3	Yes	Full page
<b>Online Streaming &amp; App</b>	\$10,500	1	3	Yes	Full page
<b>Gold</b>	\$9,000	3	3	Yes	Half page
<b>Silver</b>	\$6,500	4	2	Yes	Half page
<b>Welcome &amp; Registration</b>	\$6,000	1	2	Yes	Quarter page
<b>Pre-Session</b>	\$5,500	2	2	Yes	Quarter page
<b>Espresso Bar</b>	\$4,000 / \$5,000	2	2	No	Quarter page
<b>Conference Swag</b>	\$4,500	1	2	No	Quarter page
<b>Exhibit Booth</b>	\$4,000	Limited	2	Yes	Quarter page
<b>Scholarship</b>	\$3,500	2	0	No	Quarter page
<b>Meal</b>	\$2,500 / \$3,000	5	1	No	Quarter page
<b>Pocket Agenda</b>	\$2,500	1	1	No	Quarter page
<b>Break</b>	\$1,000	7	1	No	Quarter page
<b>Beverage</b>	\$600 / \$300	5	0	No	Quarter page