



## 57<sup>th</sup> Annual NAEPC Advanced Estate Planning Strategies Virtual Conference Sponsor/Exhibitor FAQ

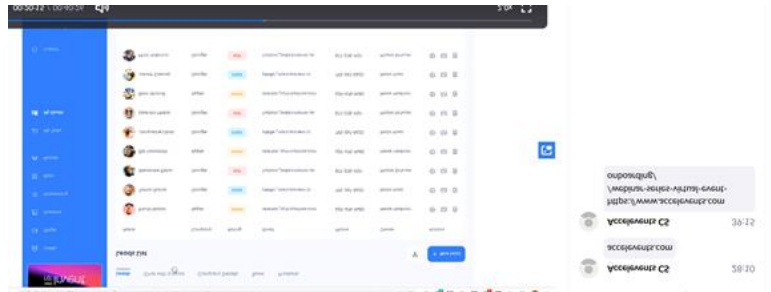
Sponsorship is a partnership where both parties benefit and the NAEPC virtual conference is uniquely positioned to do just that by providing a foundation for success. Your commitment allows NAEPC to not only waive the registration fee and offer this program on a complimentary basis; but, to pass along valuable continuing education credit for nationally-governed bodies like CFP® and the [Accredited Estate Planner®](#) designation.

### Expected Attendees & Disciplines?

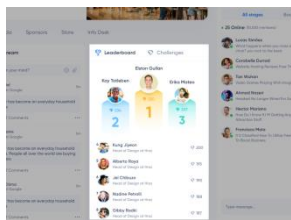
400-500 Attendees. NAEPC and its network of affiliated local estate planning councils are inclusive and multi-disciplinary, welcoming professionals within the legal, accounting, insurance & financial planning, philanthropic, trust, and related disciplines. [View five \(5\) year attendee statistics for prior in-person conferences](#)

### What about Exposure to Attendees?

Aside from email communication to attendees (and messages to prospective attendees) where sponsors have a presence and inclusion on the [conference website page](#), the virtual conference platform will feature sponsors and exhibitors within the exhibit hall area of the conference portal and sponsors are featured on a “slider” within the portal lobby.



### Will Attendees Visit the Exhibit Booth?



Yes! Attendees will be awarded “points” for each booth visited or bonus session attended. At the conclusion of the conference attendees with the most points will win prizes – we call this “gamification” and believe it will generate friendly competition... and more traffic to your booth!

## Who Sets Up My Booth?

*Sponsors & exhibitors will set up their booth just as if we were together in-person. A helpful tutorial will be provided. Stay tuned but suffice it to say, set up is fast, easy, and accomplished online.*

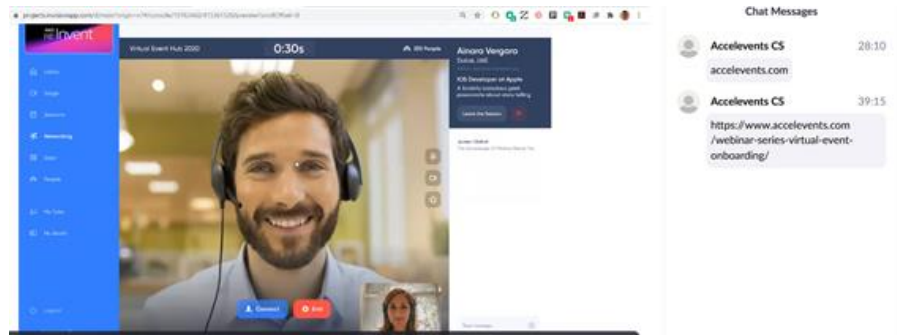
## Tell Me About Data Analytics...

*NAEPC will help you understand your audience and gather data at your booth, through chat/poll/Q&A forums. You will also be provided with:*

- *Lead retrieval*
- *Data generated through chat, polling, Q&A*
- *Number of attendee visits to booth*
- *Material downloads*
- *Video play metrics*
- *Live session data*

## What Does a Virtual Exhibit Booth Include or Look Like?

- *Live stream a booth presentation, or with attendees*
- *Share links & resources*
- *Chat, polling, & Q/A*
- *1-to-1 attendee chat*
- *Upload documents, website link, contact details*
- *Unlimited “staffers”*



## When will the Attendee List be Provided?

*One (1) week prior to the conference and approximately one (1) week after the conference.*



**Be Part of Something Big**  
**A True Conference Experience that Goes Beyond Zoom...**