



# Leaders & Managers Program (LAMP)

Connect with the top financial advisors in the country

March 22-24, 2026 | Nashville, TN  
Gaylord Opryland Resort & Convention Center

**LIMITED SPONSORSHIP OPPORTUNITIES AVAILABLE**

Finseca unites 11,500+ professionals across roles and markets to advance holistic financial planning that protects dreams and drives prosperity.

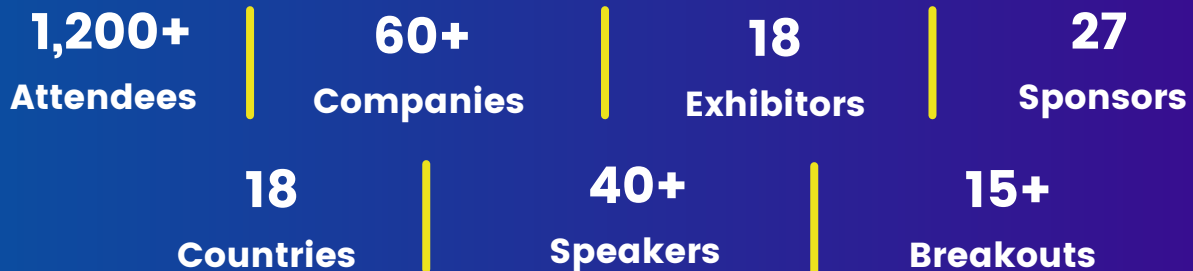
LAMP is the premier event for sales and leadership development, recruiting, retention, and practice management bringing together top leaders to exchange ideas, sharpen strategy, and strengthen their teams and businesses.

Learn more at [finseca.org/lamp](https://finseca.org/lamp)

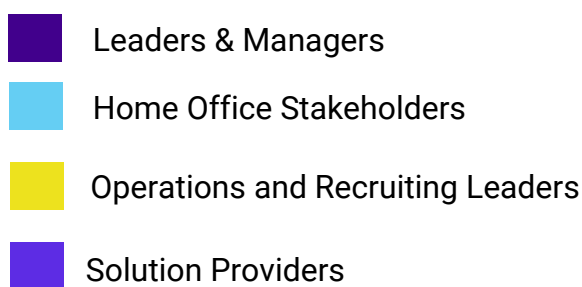
# THREE DAYS, ONE GATHERING OF THE WORLD'S MOST INFLUENTIAL LEADERS IN THE FINANCIAL SECURITY PROFESSION

## Unlimited Connections. **Unmatched ROI**

*\*Based on LAMP 2025 Finseca and GAMA Global Attendee data*



## Who Attends



This conference enhances the skills, insights, and networking of these types of attendees:

### Leaders & Managers

Anyone responsible for leading or managing a career, multiline or fraternal firm, agency, producer group.  
**Including: Managing Partner, General Agent, Regional Vice President, CEO, President, Managing Director, Agency Manager, Regional Director, District Manager, Sales Manager**

### Home Office Stakeholders

Leaders and decision-makers responsible for field operations and career systems.  
**Including: Head of Distribution, Head of Life, Head of Field, Head of Learning, and their respective support teams.**

### Operations and Recruiting Leaders

Leaders who want strategies and technologies that boost organizational growth and support efficiency.  
**Including: COO, Operations Manager, Recruiting Director, Marketing Manager**

### Solution Providers

Organizations that deliver products, services, platforms, or strategies designed to help financial security professionals.  
**Including solutions that: streamline operations, meet compliance requirements, enhance client engagement, and optimize services.**

## Questions?

Please contact [partnerships@finseca.org](mailto:partnerships@finseca.org).

# Corporate Sponsorship Levels and Benefits

Event Recognition Benefits (Per spend)	Corporate Sponsorship Levels			
	Supporting Up to \$10,000	Champion \$10,001 - \$24,999	Premier \$25,000 - \$74,999	Strategic \$75,000 and above
Complimentary registrations	2	2	3	4
Logo recognition on all outgoing event marketing communications/promotions across channels	Small logo	Med. logo	Med. logo	Lrg. logo
Sponsorship recognition on signage throughout the event and in the mobile app	Small logo	Med. logo	Med. logo	Lrg. logo
Logo recognition onscreen at opening main stage session	Small logo	Med. logo	Med. logo	Lrg. logo
Proud Sponsor digital email tag to promote Finseca event participation	X	X	X	X
Pre-Registration attendee list (Opt-in only)	X	X	X	X
Post-event sponsorship recognition in outgoing "Thank You to our Sponsors" across channels	Small logo	Med. logo	Med. logo	Lrg. logo
Logo recognition on event registration page		Med. logo	Med. logo	Lrg. logo
Recap Report			X	X
Private Meeting Space			X	X
Mainstage verbal sponsorship acknowledgement				X
Social Media Mentions				X



## Questions?

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LoTT late night reception

# Sponsorship Opportunities for Solution Providers

Our exhibit hall features a wide range of solution providers, so there's no one-size-fits-all package. Our team will work with you to align with your goals and budget, creating a tailored sponsorship that delivers meaningful results.

## Booth Options

### Exhibit Booths:

10x10 - \$7,500 10x20 - \$12,500

### Each booth package consists of:

- Flag with company logo
- One (1) 6' rectangle table with two (2) chairs
- One (1) wastebasket
- Booth number
- Attendee list (opt-ins only)



## Thought Leadership Opportunities to Increase your Impact

### Main Stage Spotlight "Tech That Moves Business Forward"

\$25,000

Inventory: 4

Demonstrate how your technology drives real results to the entire audience – all in one turnkey package. Your session will also be recorded and featured on Finseca's website for extended exposure.



### Solution Session (Business with Bagels is back!)

\$10,000

Inventory: 8

Lead a 45-minute breakfast breakout session – complete with light breakfast, AV support, and promotion on Finseca's online agenda. This is scheduled prior to the start of the daily agenda and held in the breakout rooms. A unique opportunity for the audience to hear more about your products and services.

**NOT ON MAIN STAGE**

### ! BUNDLE & SAVE!

10x10 Booth + Solution Session  
**\$15,000**

10x10 Booth + Main Stage Spotlight  
**\$20,000**

10x10 Booth + Solution Session +  
Seat on Main Stage Spotlight  
**\$25,000**

*\*Spaces are assigned on a first come, first served basis*

## Questions?

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# Sponsorship Opportunities for Carrier Partners

Carriers are at the heart of the life insurance and financial security industry. These opportunities let you showcase insights on market trends and leadership to all attendees. Gain high-profile recognition by sponsoring keynote speakers or leading main-stage thought leadership sessions!

## Main Stage Session Opportunities

Every year, LAMP main stage speakers awe and inspire. Align your brand with kinetic thought leaders who speak to the business of the future.



### Main Stage Speaking Opportunity

**\$55,000**

This sponsorship includes:

- Member of your field force or executive team to participate in main stage presentation
- Designation in event program as session “Presented by”

*\*Each session to be exclusive, sponsored content*



### Main Stage Keynote Sponsor

**\$55,000**

This sponsorship includes:

- Designation in event program as session “Presented by”
- Opportunity to welcome guests & introduce speaker on the main stage (3-5 minute introduction of keynote speaker)
- A private meet-and-greet and photo for two with the speaker (subject to speaker agreement)

*\*Each session to be exclusive, sponsored content*



**Questions?**

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# Support your Field!

## Sponsorship Add-Ons for Carrier Partners

NEW

### Spotlight Leadership Upgrade

(Before and after the event)

\$10,000

Inventory: 2

Make your presence at LAMP unforgettable with tailored photo and social media opportunities. Capture your team in action with a semi-private photographer, share your story through custom social media posts, and enjoy a curated digital scrapbook of memorable moments—all designed to amplify and put your leadership on display.

This sponsorship includes:

- **Semi-Private Photographer**
  - Capture unforgettable moments of your team at LAMP, including company dinners, breakout and main stage speaking engagements, sponsorship activations, awards ceremonies, and much more!
- **Social Media Spotlight**
  - Two tailored posts from the Finseca team, showcasing your company's presence at LAMP with mutually agreed-upon content.
- **Digital Scrapbook**
  - A curated collection of photos featuring your conference attendees at LAMP, ready for your personal or professional use.

## Finseca Celebration of Excellence Awards

Finseca's Leadership Awards honor exceptional leaders and organizations in the financial security profession. These awards recognize individuals and firms who demonstrate outstanding leadership, innovation, and impact in the industry.



### Key Awards:

- **Hall of Fame:** Leaders advancing the profession through mentorship and advocacy.
- **First in Class:** Outstanding agency or organizational leaders.
- **Emerging Leader:** Managers excelling at recruiting and leading new sales professionals.
- **Master Agency/Firm Awards:** Top-performing agencies/firms meeting financial criteria.
- **Community Impact:** Organizations making significant community contributions.

These awards are presented during Finseca's Celebration of Excellence Dinner, a premier event that highlights the achievements of leaders shaping the future of the industry.

[Click HERE](#) for details on eligibility, categories, and the application process.



# Standout Networking Opportunities

High-touch physical branding opportunities will ensure your company gets noticed. It's time to meet & greet!

## Finseca Women's Community Programming

Show your brand's support for the Finseca Women's Program through sponsorship of one of our main stage events, powered by the Finseca Women's Community. **This sponsor opportunity is non-exclusive.**

### Women's Pre-Con Workshop – Sunday, March 22nd

**\$7,500- \$15,000**

This year's Finseca Women's Program goal is simple - for you to leave with at least one conversation you can't wait to continue. Through an interactive blend of lightning-paced keynotes, guided discussions, and thought-provoking activities, attendees will explore shared challenges, celebrate wins, and exchange innovative ideas surrounded by the top leaders in the profession. Whether it's a connection with a peer, a mentor, or a newfound ally, this session is designed to plant the seeds for deeper relationships and ongoing dialogue.

### LAMP LoTT Late Night Reception

**\$15,000**

**Inventory: Exclusive**

Be the headline sponsor of LAMP's biggest party! Includes VIP wristbands, logo recognition on signage, branded items, and optional upgrades for extra exposure.

### Welcome Reception

**\$15,000**

Join us in kicking off LAMP by sponsoring the Welcome Celebration! Sponsors will enjoy recognition on signage, in the program, and on branded items like drink tickets distributed at the event. Pricing varies based on exclusivity and customizable add-ons.

### Welcome Reception



### Refreshment Break



**Lunch**  
**\$15,000**

Sponsor the domestic attendee lunch! Showcase your logo in prime locations and feature your promotional items on a provided collateral table.

### Refreshment Break

**\$10,000**

**Inventory: 2**

Sponsors will be recognized in the program and on cocktail napkins during the break. Upgrade your sponsorship with specialty stations, like an espresso or smoothie bar, for an additional cost. Pricing depends on exclusivity and customization options.

## Questions?

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# Standout Branding Opportunities

## Lanyards

**\$20,000**

**Inventory: Exclusive**

*(Not available to carriers)*

Exclusive sponsorship of conference lanyards, co-branded with the event logo.

## Key Cards

**\$20,000**

**Inventory: Exclusive**

Display your logo on the hotel room key provided to each LAMP attendee at check-in. Your brand will be front and center as attendees return to their hotel rooms.

## Welcome Bag

**Price: \$15,000**

**Inventory: Exclusive**

Sponsor the welcome bags at the conference, featuring your logo alongside Finseca's, and distributed to attendees during registration.

## Quick Guide

**Price: \$10,000**

**Inventory: 1**

A pocket-sized event guide featuring the agenda and essential information, with your company logo prominently displayed on the back cover.

## Welcome Bag Inserts

*(Welcome Bags must be purchased first)*

**Price: \$2,500**

**Inventory: 10**

Showcase branded promotional product or marketing collateral to all conference attendees. The cost of providing the items will be the sponsor's responsibility.

## Room Drop

**Price: \$5,000 + price of drop item**

Interested in sending a special gift to select attendee guest rooms? Let's explore room drop options!

*Sponsorship covers the cost of the room drop, with items provided or contracted at the sponsor's expense.*

## Welcome Note

**\$10,000**

**Inventory: Exclusive**

Showcase your logo and a message on the welcome note provided to all attendees during registration.

### Lanyards



### Welcome bag



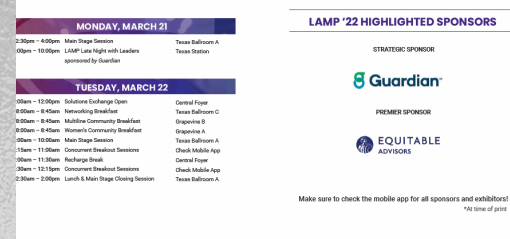
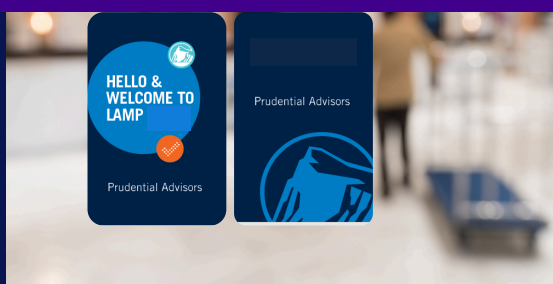
### Quick Guide



### Welcome Note



### Key Cards



# Standout Branding Opportunities

Boost your brand's visibility and engagement with our dynamic digital branding opportunities – the perfect way to connect with your audience digitally.

## Wi-Fi Sponsorship

**\$25,000**

**Inventory: Exclusive**

This premium opportunity includes the sponsor logo every time the event Wi-Fi code and password are shared.

## Mobile App

**\$20,000**

**Inventory: Exclusive**

Sponsor the mobile app with your logo featured on a rotating banner within the app and displayed as the app is downloaded to each attendee's device.

## Know Before You Go Email

**\$10,000**

**Inventory: Exclusive**

(Not available to carriers)

Exclusive opportunity to feature a banner ad in the informational email sent to all attendees prior to the event.

## Company Spotlight

**Price: \$5,000**

**Inventory: 9**

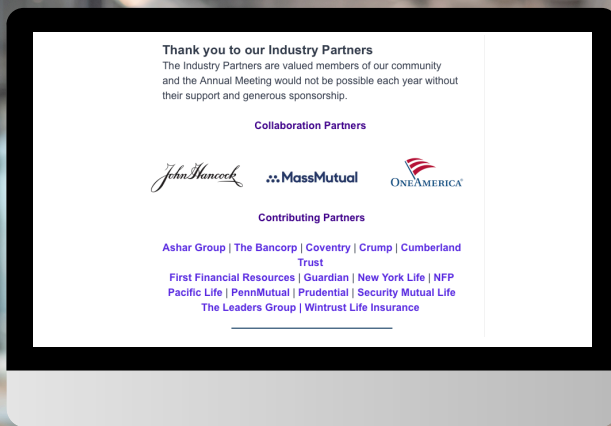
Your company description will be featured in an email sent to all LAMP attendees (opt-ins only) prior to the conference. Three emails (one per week) will be sent starting three weeks before the event. Placement is first-come, first-served, with a limit of three company spotlights per email.

## Mobile App Push Notifications

**\$2,500**

**Inventory: 4**

Promote your booth, products, or special announcements directly to attendees. Finseca will send a personalized push notification on your behalf to all registered app users at a time of your choosing.



**Know Before You Go Email**

**Finseca**

**now**

We invite you to the LAMP 2026 Welcome Reception happening now in Potomac AB! Sponsored by MassMutual

**Mobile App Push Notification**

## Questions?

Please contact [partnerships@finseca.org](mailto:partnerships@finseca.org).

# LAMP Pre-Conference

Please join us to further your leadership experience through our educational and impactful Pre-Conference Sessions. These tailored sessions will specifically address different levels of management and feature customized content that will allow LAMP attendees to get even more out of their experience.

## Pre-Conference Session

**Sunday, March 22, 1-5 pm**

### Leadership Elevation & Acceleration Program (LEAP) Kick-Off

**Pricing: This program is an exclusive benefit for Finseca Partners in Elevation.**

**To learn more, please contact [Partnerships@Finseca.org](mailto:Partnerships@Finseca.org)**

Join Finseca's Leadership Elevation & Acceleration Program! This 12-month course is designed to specifically target your organization's next generation of leadership. Coaching them through a program that will address building high-performance teams, leadership, recruiting, selection, and practice management. Ideal participants in this program would be Mid-Level Managers, Directors, or Manager titles. Mid-Level Managers are often the linchpin of an organization, relaying messages and communicating goals between executives and employees.

### Building a High Performance Business

**Pricing: \$345 per member registrant**

**\$395 per non-member registrant**

Today's tight labor market means the most talented people can be selective. Attracting top talent requires nurturing a culture that fosters individual and collective growth. This workshop is built on the Finseca Foundation's research of the best practices that underpin the development of a successful organization.

By the end of this workshop learners will:

- Identify the leading indicators of high performance.
- Apply a process to promote lasting change.
- Use best practices to create an environment where people:
  - Feel a strong sense of loyalty and commitment to the agency or firm.
  - Are focused on activities that generate the best outcomes.
  - Develop a plan to build a high-performance culture.

This is ideal for: Agency leaders who have the ability to make strategic changes to the business culture.

