

What is FinCon?

FinCon is the world's largest [Fin]ancial [Con]tent Expo.

Launched in 2011 as the Financial Blogger Conference, FinCon ('fin 'kän) has since expanded to include all of the most influential digital and social content creators in the personal finance space.

The annual event is a time to connect with other influencers who create new media (blogging, podcasts, social media, and video) about financial topics (like debt, investing and coupons). In addition, the vast majority of the influencers attend to connect with brands on advertising partnerships.

There are panels and workshops where attendees can hear from experts and other influencers on various topics related to creating, promoting and profiting from money-related content, as well as, what's next in personal finance and investing.



FinCon17 will take place
October 25-28, in Dallas, Texas

FINCONEXPO.COM



HEAR FROM THOUGHT LEADERS



CONNECT WITH INFLUENCERS

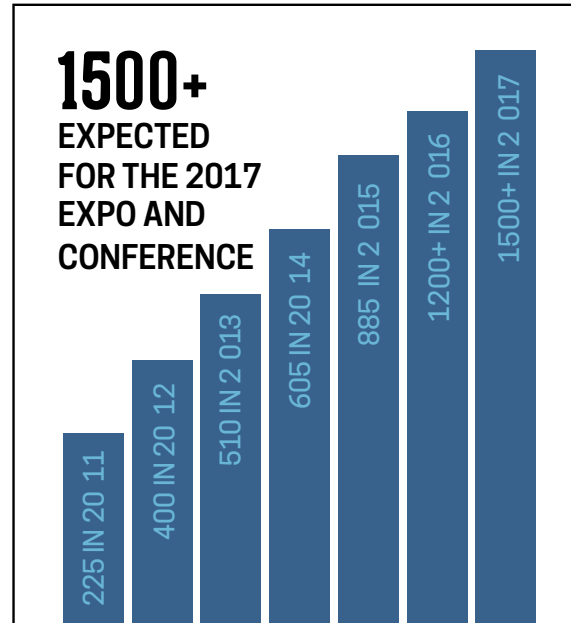


GET ATTENTION FOR YOUR BRAND

Supporting the movement that is reaching millions with a positive money message.

FINCON ATTENDEES

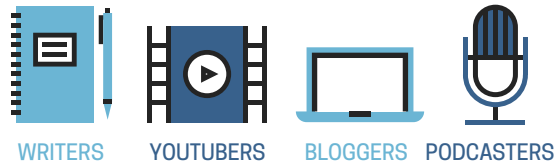
AT-A-GLANCE



TOP NICHES IN ATTENDANCE

- 37.12%** Spending & Lifestyle
- 32.58%** Investing & Retirement
- 9.34%** Other
- 8.08%** Small Business
- 6.82%** Get Out of Debt
- 6.06%** Credit & Banking

THE MAJORITY ARE PERSONAL FINANCE AND INVESTING DIGITAL CONTENT CREATORS



21% MAINTAIN FINANCIAL CERTIFICATIONS LIKE CFP, CPA, OR CFA

30% ARE BOOK AUTHORS

46% FREELANCE IN ADDITION TO HAVING THEIR OWN PLATFORM ONLINE



36 IS THE AVERAGE ATTENDEE'S AGE.

50% FEMALE

50% MALE

BRANDS THAT ATTEND



ALUMNI SPONSORS



ALUMNI SPEAKERS



JEAN CHATZKY
TODAY Show



CARL RICHARDS
Behavior Gap



RAMIT SETHI
New York Times
Bestseller



JEFF ROSE
Good Financial
Cents



PAT FLYNN
Smart Passive
Income



J.D. ROTH
Get Rich Slowly



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Farnoosh.tv



LIZ WESTON
Ask Liz Weston



NOAH KAGAN
SumoMe



CHRIS DUCKER
ChrisDucker.com



CLARK HOWARD

