

AFP 2021

IN-PERSON 11.7-10 | VIRTUAL 11.7-11

AUGUST EXHIBITOR & SPONSOR NEWSLETTER



Congratulations on participating in AFP 2021! We thank you for your support. AFP 2021, an integrated in-person and virtual event taking place Nov. 7-10 in Washington, DC, gives you access to attendees face-to-face and online. Review the information below for important exhibitor and sponsorship announcements.

SPONSORSHIP OPPORTUNITIES

Gain maximum brand exposure at AFP 2021 by directly reaching your target audience while generating interest and traffic towards your exhibit hall booth. [Browse](#) through various sponsorship, advertising, and attendee experience opportunities to create a custom package that matches your organization's unique marketing goals.

Some key sponsorship opportunities for exhibitors to consider:



LinkedIn Corner and Headshot Lounge

Attendees can take a fresh look at their digital presence and gain powerful insights from experts on how to build their brand to showcase themselves as desirable, well-rounded professionals. Sponsors will receive branding and signage in the booth space located in the exhibit hall and within the mobile scheduling assistant.



Conference Daily News

Your ad is placed in a daily newsletter to AFP 2021 registrants highlighting the key events of the day, sent to both virtual and in-person attendees. to participating exhibitors. This can also be gamified via the mobile app.



AFP Exchange

Place an ad in AFP's *Exchange* magazine, an annual publication that will be available for attendees both in person and online.



Puppy Park

What better way to reach your audience than a local puppy park? Your logo can be visible to all AFP Aware Puppy Park visitors.



Virtual Registration Bag

Share your content, promote a contest or provide a discount code to attendees through a virtual attendee registration bag. This bag is sent to all attendees, and you will be able to see analytics on engagement.

Review [in-person and virtual opportunities](#), [virtual opportunities only](#), or [in-person opportunities only](#). For any questions, contact Kevin Boyle at kboyle@afponline.org or 301.961.8861.

EXHIBITOR KIT

Read through the [AFP 2021 Exhibitor Kit](#) for participation rules and regulations, deadline schedules, registration information, exhibitor installation schedules, exhibit hall hours, conference schedules, marketing and sponsorship opportunities, and much more.

Install/Dismantle Schedule Highlights:

- Please check in with AFP by 10 a.m. on Sunday, November 7
- All booths must be installed no later than 2 p.m. on Sunday, November 7
- All carriers (trucking companies) must check in no later than 2 p.m. on Wednesday, November 10 for freight pickup.
- All booths must be cleared no later than 5 p.m. on Wednesday, November 10

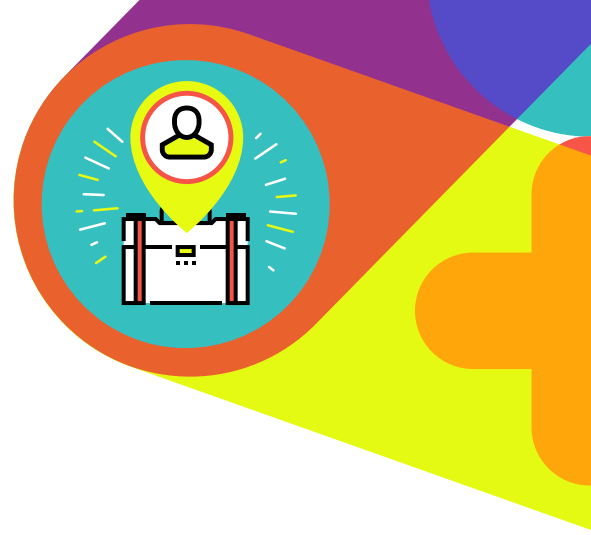
Also review the preferred vendors such as catering service, booth cleaning, photography, security and more. Please note information has been added regarding the Center's exclusive cleaning vendor. The deadline to get your cleaning request in is October 15. For additional information, times and deadlines, [download the Exhibitor Kit here](#).



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EXHIBITOR PORTAL

The Exhibitor Portal is open, and you can access it [here](#) and find an overview and instructions for the portal [here](#). This is your spot to assign complimentary passes and purchase additional passes for your team (non-refundable). This is the only way to be included in the official AFP 2021 Mobile App, which will contain your logo, bio and service category selection.

As a reminder, this is a full conference registration that gives your team access to all educational sessions, featured speakers and networking opportunities throughout the event.

Only the designated primary booth/exhibitor contact has access to the online exhibitor portal. Please contact AFP at exhibiting@afponline.org if you need to change your primary booth/exhibitor contact. Include full business contact information and copy the current primary booth contact on that request.



IMPORTANT COVID-19 INFORMATION AND RESOURCES

The safety of our attendees remains our highest priority and all appropriate measures are being taken to ensure that at the Walter E Washington Convention Center in Washington, DC.

All capacity restrictions in Washington, D.C. have been lifted and the city is 100% open. Everyone must continue to wear a mask indoors in D.C. regardless of vaccination status. There are no exceptions to indoor mask requirements, and they are required at restaurants, except while actively eating or drinking, and on public transportation. Also, please note that some establishments may have additional requirements to enter their facility, so we encourage you to research any activities you have planned outside of the Walter E Washington Convention Center. [Stay updated here.](#)

Check out the Convention Center's recently updated Back to Business guide [here](#) for the latest information on health and safety protocols. Please note the latest changes in Food & Beverage regulations on pages 17-20.

VIRTUAL CORNER

Looking to reach an even larger audience at AFP 2021? Upgrade to a virtual package to reach attendees both in person and virtually. Email the AFP sales team at kboyle@afponline.org to discuss what package is best for you. [Learn more here.](#)

The virtual exhibiting platform and information will launch Mid-September. Look for a new Virtual Exhibitor newsletter to be distributed mid-month in September and October. If you have any questions regarding your virtual presence, please email exhibiting@afponline.org.

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