

AFP 2021

IN-PERSON 11.7-10 | VIRTUAL 11.7-11

JUNE EXHIBITOR & SPONSOR NEWSLETTER

Congratulations in 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.

EXHIBITOR PORTAL OPENING JULY 6

Tuesday, July 6 your Company's main exhibitor/sponsor contact will receive an email from the AFP Exhibiting Team with instructions on how to access the AFP 2021 Exhibitor Portal where you can begin to register your team for either the on-site or virtual events and update your Company's profile. Stay tuned!

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.

Below are six key sponsorship opportunities for exhibitors to consider:



Puppy Park

What better way to reach your audience than a local puppy park? One of the most popular events at AFP's annual conference is AFP Aware, which provides members with opportunity for both professional and personal growth. This year, your logo can be visible to all AFP Aware Puppy Park visitors.



Gaming Lounge

There is nothing more enticing to attendees than a sponsored gaming lounge that allows them to have fun and offers some unique branding and networking opportunities. Whether you select retro games that feature favorites from childhood or the perfect sports competitive moment, a gaming lounge is sure to surprise and delight.



Treasury and Finance Quest

Limited to an exclusive group of 10 exhibitors, the Treasury and Finance Quest ensures you have a steady flow of attendees coming by your booth to become eligible to win prizes such as an Apple watch, Apple TV and TBD cash prize winners. A treasure map will be inserted into the registration bags, and stickers/stamps (with logos) will be given to participating exhibitors. This option can also be gamified via the mobile app.



Convention Center Video Advertising

Engage conference attendees through digital displays placed in high-traffic areas. Opportunities for video advertising include [salon flags](#) located off the Grand Lobby entrance near registration and bag pick-up; [Hall A Video Marquee](#) to engage attendees as they enter the Convention Center; and [quantum video walls](#) strategically located in educational session hallways. [Learn more.](#)

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SPONSORSHIP OPPORTUNITIES CON'T



Conference App Push Notifications

The mobile app is the main point of contact between AFP and our attendees. Reach attendees directly with your call to action through the app with push notifications.



Virtual Reg Bag

Share your content, promote a contest or provide a discount code to attendees through a virtual attendee registration bag. The bag is sent to all attendees, and you will see all 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.

AFP 2021 WEBSITE RESOURCES

- As of June 11, the nation's capital lifted all pandemic capacity restrictions and DC is open for business! Please read the updated [Back to Business Guide](#) (specifically page 25) provided by Walter E. Washington Convention Center's to get the most updated information and to see convention center is completely open for business too. Please also review [Event Planning Guide](#) for more details on health and safety guidelines.
- Bookmark and continue to check the "[I'm an Exhibitor](#)" webpage for the latest event updates, education materials and how you can amplify your impact and generate success at AFP 2021.
- [Promote your attendance](#) at AFP 2021 through social media and your company's email signatures.
- General Housing for AFP 2021 is open. That means you are able to block rooms for you and your team now so you get the best accommodations available. Reserve your hotel room [here](#). Want to explore Washington, DC, while you are in town? Check out things to do and plan your visit [here](#).
- To ensure you have everything you need for AFP 2021, review the [rules and regulations](#) for exhibitors.
- Stay tuned for more information on the Exhibitor Portal and Exhibitor Services Kit, both available next month.

If you have any questions, please email the AFP Exhibiting Team at exhibiting@afponline.org.