

AFP[®] 2017

Sponsorship, Advertising and Exhibiting Opportunities



OCTOBER 15-18, 2017

SAN DIEGO

**SAN DIEGO
CONVENTION CENTER**

For four days, more than 6,000 treasury and finance decision makers gather at AFP 2017 to explore the emerging technologies, trends, services and products driving the profession. Take advantage of this opportunity to showcase your newest products to this key group of treasury and finance executives.

The finance and treasury professionals attending AFP 2017 are key decision makers; more than 65% are managers or above, with about 36% at the financial executive level. We offer packaged sponsorships: Gold, Silver, or Bronze. These packages offer customized options to meet your overall marketing objectives.

Become a package sponsor or sponsor one of our diverse offerings to maximize your exposure, generate interest and drive traffic to your booth on the exhibit hall floor.

2017

AFP® 2017



Sponsorship, Advertising and
Exhibiting Opportunities

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SPONSORSHIP PACKAGES

GOLD

SILVER

BRONZE

\$120,000 Value

\$80,000 Value

\$40,000 Value

LEAD GENERATION

Premium 30x40 or 20x50 booth space



Premium 30x30 or 20x30 booth space



Premium 20x20 or 10x20 booth space



THOUGHT LEADERSHIP

Onsite Survey



NETWORKING OPPORTUNITIES

Choice of sponsorship: Welcome Reception, Opening Reception on the exhibit floor or Closing Reception on the exhibit floor



STRATEGIC BRANDING

Choice of sponsorship: Lunch on the exhibit floor Monday or Tuesday



Choice of sponsorship: Breakfast on the exhibit floor Monday or Tuesday



Company logo displayed on on-site AFP 2017 signage



Company logo and link on the AFP 2017 website



ADVERTISING AND PROMOTION

Highlighted sponsor/exhibitor on AFP 2017 mobile app



Ad in AFP 2017 Daily News



Full page ad in Exchange magazine



Full page ad in program book



Registration bag insert



Banner in food court on the exhibit floor



Company logo on session evaluation by track



Ad in AFP 2017-at-a-Glance Map



Company logo in program book



One-time use of pre-show registration list



One-time use of post-show attendee list



AFP 2017 ACCESS

6 additional AFP 2017 passes above booth allotment



4 additional AFP 2017 passes above booth allotment



2 additional AFP 2017 passes above booth allotment



SPONSORSHIP OPPORTUNITIES

ATTENDEE ACCESS & NETWORKING

AFP Aware 5K Fun Run/Walk

\$35,000

Attendees can start their day with an invigorating 5K Fun Run/Walk. Your company name and logo appears on the Fun Run/Walk t-shirts and signage at the event.

AFP Conversations at AFP 2017

\$25,000

Be part of AFP's live and recorded AFP Conversations with speakers and attendees at AFP 2017. Sponsorship includes pre-recorded advertisements during podcasts, and recognition for the AFP Conversations area outside of the exhibit hall.

AFP Executive Reception**SOLD**

This invitation-only networking event is exclusively for senior-level corporate practitioners (CFOs, treasurers, presidents, vice presidents, assistant treasurers and controllers/comptrollers only). Your sponsorship includes prominent signage at the event, registrations for your company representatives to attend the event and an attendee list before the event.

**AFP Golf Event**\$3,000-\$20,000
8 packages available

Torrey Pines Golf Course, home to the 2008 U.S. Open, sits on the coastal cliff overlooking the Pacific Ocean and is recognized as the premier golf course. Play golf with an exclusive group of executive-level AFP 2017 attendees. Be part of this valuable networking event—different sponsorship packages are available.

Canadian Reception**SOLD**

Host a well-attended reception with attendees either located or doing business with multinational companies in Canada. Your sponsorship includes prominent signage at the event.

**FP&A Luncheon**

\$25,000

The luncheon enables financial planning and analysis professionals to enhance their networking opportunities in a friendly, relaxed and collegial atmosphere, and hear from a featured speaker.

FP&A Reception

\$5,000 each

This reception brings together financial planning and analysis professionals. Attendees can meet and network with others working in the FP&A function. Four sponsorships are available. Each sponsorship includes a table to display literature.

*3 sponsorships available***Payments Roundtable and Payments Reception****SOLD**

Attendees can network with other corporate treasury and finance practitioners involved in payments strategy or payments operations. As the exclusive sponsor of the only two payments-related networking events at AFP 2017, the sponsor's brand has expanded visibility.

**Pension & Benefits Reception**

\$15,000

This reception brings together executive-level corporate practitioners. Attendees can meet and network with fellow CFOs and treasurers to discuss the future of retirement plans.

Retail Reception

\$20,000

This reception brings together corporate treasury and finance professionals working in the retail industry, to meet and network.

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SPONSORSHIP OPPORTUNITIES

Treasury & Finance Quest**SOLD OUT**

Participate in the ultimate booth traffic builder. Limited to an exclusive group of 10-15 exhibitors, the Quest ensures that you have a steady flow of attendees coming by your booth to become eligible to win prizes. The Treasury & Finance Quest card is inserted into the registration bags. Stickers/stamps (with logos) are provided to participating exhibitors.

Welcome Reception - USS Midway

\$35,000 each

Attendees have the opportunity to enter a floating city at sea and walk in the footsteps of 150,000 Midway sailors who served our country and upheld the American spirit of strength, freedom and peace. Five sponsorship packages are available.

THOUGHT LEADERSHIP

Onsite Survey

\$35,000

Each year, AFP surveys over 6,000 conference attendees on the issues that matter most to them. The results provide a live snapshot of how the latest economic, political, and technological trends are affecting treasury and finance professionals.

ATTENDEE EXPERIENCE

Bookstore Bags

\$12,000

This sponsorship is a great way to promote your brand throughout the convention center as attendees tote around their purchases from the AFP Membership Center.

Charging Stations and Lounge

\$35,000

Five branded phone charging stations are placed around the convention center. Sponsor can run video ads on the stations. Plus, sponsorship includes two ReCharge Stations where attendees can charge their mobile devices in a comfortable and convenient workspace area located within the convention center. Sponsor can also run a display ad or video on the built-in tabletop touchscreen monitors.

Concurrent Session Overflow Area

\$30,000

For sessions that are sold out, attendees can still view the session presentation in the overflow area via a video monitor. Area has sponsor branding and a display ad can run on the monitor when session presentations are not running.

Hand Sanitizer

\$9,000

Your company logo appears on 10 ml Hand Sanitizer Pens, which are inserted in each registration bag.

Lanyards

\$43,000

Have your company name and logo on the official AFP lanyard that is given to over 6,000 AFP 2017 attendees. One of the most recognizable sponsorship opportunities at the event.

Learning Lounges

\$30,000

The Learning Lounge is an exclusive section of the exhibit hall with brief, highly interactive sessions ranging from various educational subjects to personal and professional development topics. Sponsorship includes branding on the lounge, plus the opportunity to introduce each speaker.

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SPONSORSHIP OPPORTUNITIES

LinkedIn Corner with Headshot Lounge

Attendees can meet with our LinkedIn consultant and learn how to engage in their professional network, build connections and use the platform to showcase themselves as desirable, well-rounded professionals. After meeting with the LinkedIn consultant, attendees can sit for a professional makeup session and then receive an expertly photographed headshot. The sponsor gets branding and signage in the 20x20 booth space located in the exhibit hall.

SOLD**Registration Bags**

Put your company's logo in the hands of more than 6,000 attendees and guarantee that it is seen all over San Diego. Registration bags are reused by many attendees once they return home from AFP 2017. This sponsorship is a great way to promote your brand during and after the event.

SOLD**Save the Date**

Your company's branding is displayed on see you next year popcorn bags at Garrett's popcorn station. This area is self-serve.

\$15,000**Shoe Shine Station**

Achieve branding visibility by hosting the Shoe Shine Station. Your company logo is placed on the station that provides attendees with a luxurious and pampered experience. Three shoe shine chairs (including massage inserts), shoe cleaning, shine and emergency repair service. Shoe shine station is located outside the exhibit hall.

SOLD**Shuttle Bus**

Your company's branding is displayed on the AFP 2017 shuttle buses, ensuring visibility to attendees getting on and off the buses. Your logo is also placed on all shuttle service schedules and signs at both the convention center and various hotels, maximizing your exposure during AFP 2017.

\$30,000 - \$50,000**Specialty Coffee Area**

Sponsor a coffee cart and get your company name out there. These branded carts are located in the exhibit hall. Along with high traffic placement, AFP provides signage, and branded sleeves for the coffee cups. Four total carts are available.

\$20,000**Uber**

Be a partner with AFP by offering AFP 2017 attendees discounted Uber rides around San Diego. With this sponsorship, attendees never worry about missing the last shuttle or getting stranded at the end of the night. Riders use your company name as the event code.

\$20,000**Water Bottles and Water Stations**

Display your company logo on reusable water bottles that are distributed to every AFP 2017 attendee, and on 40 water cooler stations throughout the convention center. This is a great opportunity to promote your company multiple times per day, every day. Water coolers are located throughout the exhibit hall and session room hallways.

\$40,000

SPONSORSHIP OPPORTUNITIES

BRAND RECOGNITION

Digital Signage at Exhibit Hall Entrance

Three LED digital meter boards are located at the entrance of the exhibit floor. Each sponsor gets five 8-second ads on a 4-minute loop. Your ads run with other sponsor ads.

\$10,000

*2 spots available***Digital Signage Standalones**

Digital signage placed in high traffic areas throughout the convention center. Each sponsor gets two 8-second ads that run with ads from other sponsors and AFP.

\$5,000

*4 spots available***Exhibit Hall Carpet Decals**

Promote a path to your booth, or place your company logo on the carpet in front of you. AFP prints and applies the decal in the locations of your choice. Decals must be approved by AFP.

\$2,500

Exhibit Hall Sponsored Benches

Advertise your message on park benches placed throughout the exhibit hall. This is a perfect way to drive traffic to your booth.

\$5,000

Hotel Key Cards

Your company logo imprinted on hotel room keys, distributed to all 3,200 hotel guests staying at the two headquarter hotels, Hilton San Diego and Marriott Marquis, plus the Manchester Grand Hyatt. This is an exclusive opportunity.

\$20,000

Hotel Room Drops, Inside Room

Opportunity to drop marketing materials and/or a logo promotion item in each attendee hotel room at our headquarter hotels—Hilton San Diego and Marriott Marquis, a total of 1,950 rooms—Sunday night only. Limited to one item/piece of collateral, i.e. one flyer, one giveaway, etc.

\$15,000

Hotel Room Drops, Outside Room

Opportunity to drop marketing materials and/or a logo promotion item outside of each attendee hotel room at our headquarter hotels—Hilton San Diego and Marriott Marquis, a total of 1,950 rooms—Sunday night only. Limited to one item/piece of collateral, i.e. one flyer, one giveaway, etc.

\$10,000

Refreshment Breaks in the Exhibit Hall

During the refreshment break on Monday and Tuesday, thousands of attendees migrate to the refreshment tables and dessert stations in the exhibit hall. Your company name is placed on all refreshment break and dessert stations signage.

\$20,000

Social Media Wall

Live social media posts from AFP 2017 of tweets, photos and videos are displayed on the social media wall. The social media wall is located outside of the exhibit hall. A twitter feed runs on the AFP 2017 website prior to the event. Sponsor branding is placed on the wall and twitter feed on the AFP 2017 website.

SOLD

ADVERTISING OPPORTUNITIES

AFP 2017-at-a-Glance

\$3,500 - \$7,500

A two-sided fold-out guide that details the event. One side focuses on exhibitors and their locations on the exhibit hall; the other side details the AFP 2017 highlights and educational sessions.

AFP 2017 Daily News

\$2,000 - \$2,500

Place an ad in the newsletter, which is distributed electronically to all AFP 2017 attendees on Sunday, Monday and Tuesday.

Breakfast and Lunch Area Banners

\$6,000

Display your company's message above the breakfast and lunch area in the exhibit hall. Sponsor provides the banner design, and AFP has it produced and displayed at AFP 2017. Banners are full color and measure 5' high x 15' long. Limited availability.

Exchange Magazine

\$6,950

Place a full page ad in the fall issue of *Exchange* magazine. The fall *Exchange* magazine is the most popular issue and receives bonus distribution in the registration bags of Conference attendees.

Program Book Advertisement

\$3,500 - \$7,500

The program book details the daily events, sessions, speakers, exhibitors and much more. These books are distributed in attendee registration bags. Space is limited; advertising opportunities include full page ads on the inside front cover, inside back cover, back cover and at the start of each section.

Registration Bag Insert

\$6,500

Place your advertisement in each attendee registration bag. Items can be a marketing brochure (eight pages maximum, bound or packaged) or a promotional item not already sponsored by AFP. All items must be approved by AFP.

Session Evaluation, by Track

\$3,500

Place your company message on the front page at the bottom of each attendee evaluation form for a selected track. Evaluations are distributed at more than 140 education sessions, workshops and roundtables. You provide the art materials and AFP coordinates the printing of the evaluation.

EXHIBITING OPPORTUNITIES

As an exhibitor, you benefit from a wide range of promotions to maximize your investment. Each 10 x 10 exhibitor booth includes the following:

- Two full AFP 2017 registrations
- Pre/Post-Registered lists (one-time use)
- Your company listing and logo in the AFP 2017 Program Book
- Pre-show promotions
- Web page listings
- Advertising and sponsorship opportunities

AFP EXHIBIT HALL SPACE RESERVATION INFORMATION

Exhibit Space

- Minimum booth size is 10' x 10' (100 square feet).
- \$6,250 for the first 10' x 10' unit; \$4,500 for each additional 10' x 10' unit. Each 10' x 10' unit purchased includes two full AFP 2017 registrations.

Space Assignment

All exhibit space is assigned through a priority points system. AFP reserves the right to make the final determination of all space assignments in keeping with the best interests of the exhibition.

Demonstration Room

\$3,500 for each 10' x 10' (100 square feet) space reserved. Demonstration rooms include carpeting, company sign, electrical outlet and a lockable door. Registration is not included with the rental of a demonstration room. You must be an exhibitor or sponsor to reserve a demonstration room.

Payment

- **Contracts received after December 31, 2016** - payment in full required within 45 days of your signed contract.
- **Contracts received after August 1, 2017** - payment in full with signed contract.
- If your payment is not received by the above scheduled deadlines, AFP will consider your application VOIDED and your selection(s) will be released for general sales.

Cancellations/Refunds

Cancellations must be received in writing. For cancellations received by May 31, 2017, you may receive a 50% refund if the contract is paid in full. There will be no refunds given for cancellations received after May 31, 2017; no exceptions.