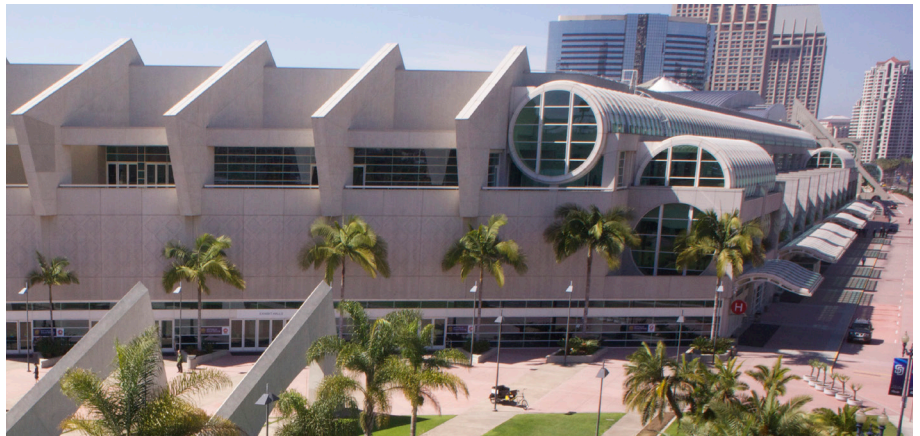


AFP® 2017

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.

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 Community Service Day & PaintFest

The AFP Aware program supports a healthier environment for its members, employees and community. A community service project is offered the first day of the conference where a group of attendees volunteer with a local charitable organization in the conference city. Attendees can also visit the PaintFest booth on the exhibit floor and paint pre-drawn murals provided by the Foundation for Hospital Art.

SOLD

BBVA Compass

AFP Canadian Reception

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.

SOLD

citi DISCOVER

AFP Conversations at AFP 2017

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.

SOLDSTATE STREET
GLOBAL ADVISORS**AFP Executive Breakfast**

A breakfast networking event exclusively for executive-level corporate practitioners. Your sponsorship includes prominent signage at the event, registrations for your company representatives to attend the event and an attendee list before the event.

SOLD

RBC | Royal Bank

AFP Executive Institute and Lounge

Designed exclusively for executive-level corporate practitioners, the AFP Executive Institute is two half-days of executive-only, high-impact sessions, two luncheon addresses and other networking opportunities that are complimentary to an attendee's conference registration. Attendees also have access to their own lounge. Gain direct interaction with key leaders of the profession.

SOLD

PNC

AFP Executive Reception

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.

SOLDChatham
Financial**AFP Golf Event**

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—beverage and hole sponsorships still available.

\$5,000 or \$7,500
2 packages available**AFP MindShift Breakfast: Blockchain Revolution**

Don Tapscott, co-author of Blockchain Revolution, argues that blockchain technology will not only transform financial services, but also the structure of the corporation and have profound implications for competitiveness, business strategy and leadership. Become a sponsor of this breakfast reception and pre-conference webinar.

\$50,000

AFP Pinnacle Awards

Looking to associate your brand with the best-of-the-best? This award recognizes innovation in treasury and finance. You will have the opportunity to participate in the presentation of the award and be associated with a charitable donation. Your company name will be placed on all signs and announcements for this event.

SOLDWELLS
FARGO

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SPONSORSHIP OPPORTUNITIES

Certification Luncheon

This exclusive event honors all Certified Treasury Professionals and Certified Corporate FP&A Professionals, and provides the opportunity to reach 1,000 of the profession's most dedicated finance professionals. Benefit from the exposure you will get with company-sponsored giveaways and prominent signage throughout the conference.

SOLD**Conference Connect**

Strategically located in the center of the AFP Exhibit Hall, Conference Connect features seating areas, charging stations and internet access. As a sponsor, you will have an exclusive section within Conference Connect to demonstrate your products. Your company name and logo will be prominently displayed throughout the booth.

SOLD**Emerging Leaders Roundtable**

Sponsor a moderated group discussion for a new community, Emerging Leaders, created by AFP for corporate treasury and finance professionals 40 and under. AFP's Emerging Leaders initiative allows corporate practitioners early in their careers to connect with their peers as they prepare for the challenges of tomorrow. Moderated by, Robert Tereck, innovation and change management expert.

SOLD**FP&A Luncheon**

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.

\$25,000

FP&A Reception

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

SOLD**FP&A Roundtable**

Sponsor a moderated group discussion tailored for corporate FP&A professionals.

SOLD**Industry Roundtables**

Attendees look forward to networking with peers over breakfast at this dynamic event. As the exclusive sponsor, you'll have the opportunity to network with attendees and attend the roundtables.

SOLD**Payments Breakfast**

Attendees will network with other payments professionals and hear from a high level speaker who will frame the current situation of the changing field of payments.

SOLD**Payments Mixer**

After a long day of educational sessions and meetings, attendees will flock to this mixer for a much needed refreshment. Host this first ever payments networking event.

\$20,000

Payments Roundtable and Payments Reception

Attendees can network with other corporate treasury and finance practitioners involved in payments strategy or payments operations.

SOLD**Retirement Plans & Benefits Reception**

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.

\$15,000

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SPONSORSHIP OPPORTUNITIES

Retail Reception

\$20,000

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

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 Museum

\$15,000 - \$25,000

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**SOLD**

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.

Conference Mobile App**SOLD**

Packed with features that support prospecting and brand visibility, the mobile app is the onsite go-to resource for attendees. Sponsorship includes splash page ad, banner ad, icon on app home page and one email per day (Sunday-Tuesday) to attendees during the conference.

**Hand Sanitizer**

\$9,000

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

Lanyards**SOLD**

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.



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SPONSORSHIP OPPORTUNITIES

Learning Lounges

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.

SOLD

Deutsche Bank

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. Attendees can also sit for a professional makeup session and receive an expertly photographed headshot. Sponsorship includes branding and signage in the 20x20 exhibit hall booth space.

SOLD**DISCOVER****Notepads and Pens**

The high-quality notebook and pen is always a take-away hit, and with your logo on them, this sponsorship offers strong brand recognition. Can also be sold as individual sponsorships.

\$40,000

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 exhibit hall and session room hallways. This is a great opportunity to promote your company multiple times per day, every day.

\$40,000

SPONSORSHIP OPPORTUNITIES

BRAND RECOGNITION

Conference Mobile App - Push Notifications and Banner Ads

The mobile app is the main point of contact between AFP and our attendees. Call attendees to action directly through the app with banner ads or push notifications.

\$7,500 or \$10,000
2 spots available

Digital Signage at Exhibit Hall Entrance

Digital monitors displayed in three entrance units to the exhibit hall, Halls D-H. 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 or Outside Room

Opportunity to drop marketing materials and/or a logo promotion item in each attendee hotel room or outside the 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 or \$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. Can also be sold as individual days.

\$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
DISCOVER

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. For an additional \$500, be recognized on the interactive map on the AFP 2017 mobile app.

AFP 2017 Newsletters

\$2,200 - \$3,500

AFP 2017 Newsletters are an excellent resource for AFP's audience looking for the latest news and updates about AFP 2017. Four target segments to choose from: treasury, finance, executive-level and registered conference attendees.

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 in Mobile App by Track

\$3,500

Place your logo on the first and last screen on each session evaluation for a selected track. Evaluations are distributed via the mobile app at more than 140 education sessions, workshops and roundtables.

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.