

AFRDS EXPO 2017 SPONSORSHIP PACKAGE

The AFRDS 2017 Conference and Expo provides a unique opportunity for all AFRDS Members to increase their company's exposure, improve their return on their investment, and demonstrate their support of AFRDS and the product fundraising industry.*

If you would like to participate as a sponsor of AFRDS Expo 2017 in Las Vegas, Nevada January 9-12, please sign up online and pay by check or credit card by **Friday, October 28, 2016.**

To purchase a sponsorship, please login to the [Members Only](#) section of the AFRDS website and navigate to the Online Store where you can select your Sponsorship options.

NEW! STAMPCARD SPONSOR

Stampcards will be provided to every Distributor Attendee. Each attendee will receive a stamp from you when they visit your booth. Distributors fill up their cards for the opportunity to win prizes at the Networking Reception and Annual Membership Meeting. We heard your wishes to draw more traffic to your booths. Please make sure to not "fly-by" stamp!

✦ Stampcard- Exhibitor opportunity only- Logo placement on Stampcard -- \$350

Onsite Benefits:

- ◆ Increase traffic to your booth

Onsite Recognition:

- ◆ Your logo on the stampcard for all Distributors to see daily

✦ Stampcard- Prize Sponsor- \$1250

Onsite Benefits:

- ◆ Increase traffic to your booth

Onsite Recognition:

- ◆ Your logo on the stampcard for all Distributors to see daily
- ◆ Company name and logo on every card as "Prize Sponsor"
- ◆ Draw raffle and present prize at Networking Reception and Annual Membership Meeting
- ◆ Optional tabletop sign for booth

SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

SHOW GUIDE COVERS, SPONSORED ITEMS, & OTHER OPPORTUNITIES^{*†}								
SPONSOR LEVEL:		Pearl	Diamond	Emerald	Sapphire	Ruby	Contributor	Sponsor
Onsite Recognition	Expo Guide One (1) Full Page 4-color advertisement -Or- One 4- color insert (sponsor provided)	✓	✓					
	Company recognition on Expo signage (provided by AFRDS) for all sponsors	✓	✓	✓	✓	✓	✓	✓
	Company recognition in EXPO Guide	✓	✓	✓	✓	✓	✓	✓
	Sponsor Ribbons for Badges	✓	✓	✓	✓	✓	✓	✓
Onsite Benefits	Free Tote Bag Insert ^a	✓	✓	✓		✓		
	Additional Complimentary Badges	✓ (4)	✓ (2)	✓ (2)				
Post Event Benefits	Website Recognition	✓	✓	✓	✓	✓	✓	✓
	Acknowledgement in Membership Directory	✓	✓	✓	✓	✓		
	Acknowledgement in AFRDS <i>Advisor</i> in post-show edition	✓	✓	✓	✓	✓	✓	✓

EVENT SPONSORSHIPS*†

SPONSOR LEVEL:		<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>
Onsite Recognition	Event Branding Opportunity	✓		
	Optional presentation at a Reception	✓ (5 minutes)	✓ (2-3 minutes)	✓ (up to 2 minutes)
	Optional company logo signage (Sponsor provided)	✓	✓	✓
	Company's logo featured as "sponsored by" in Expo Guide	✓	✓	✓
	Optional Table to display literature and info	✓	✓	✓
	Sponsor Recognition in Expo Guide	✓	✓	✓
	Company recognition on Expo signage (provided by AFRDS) for all sponsors	✓	✓	✓
	Sponsor Ribbons for Badges	✓	✓	✓
Onsite Benefits	Complimentary hotel room (2 nights)	✓		
	Opportunity to provide tote bag insert ^a or giveaway at reception	✓	✓	✓
	Additional Complimentary Badges	✓ (4)	✓ (2)	✓ (2)
Post Event Benefits	Website Recognition	✓	✓	✓
	Acknowledgement in Membership Directory	✓	✓	✓
	Acknowledgement in AFRDS <i>Advisor</i> in post-show edition	✓	✓	✓

* Affiliate members do not have voting privileges and may not hold elected offices as outlined in the Association's Bylaws. Non-exhibiting Affiliate and Supplier members do not have access to AFRDS events or the exhibit hall.

^a Tote bag inserts are dependent upon AFRDS having a sponsorship for the tote bag itself.

† All items may be customized and **must be submitted to AFRDS for approval** by October 28, 2016. Sponsor is responsible for selecting, purchasing and delivering items (including all deliver/storage fees) to event site (unless otherwise indicated). Items must arrive at the host Hotel on (or up to two days prior to) January 6, 2017.

Final artwork, including corporate logos must be submitted to AFRDS for approval by **October 28, 2016**.

Additional costs include cost of screen/setup/imprint and/or freight. *All shipping and handling costs, including those charged by the hotel, must be incurred by the sponsor.*