



2017 Spring Conference Sponsorship Opportunities

(Hilton Tucson El Conquistador Golf & Tennis Resort, Tucson, Arizona- May 4-5, 2017)

AFA Platinum Sponsor- \$3,000 (two (2) available) *(\$2,800 if commitment received before 3/24/17)*

- Opportunity to make a brief presentation (up to three (3) minutes) during opening remarks and introduce our keynote or main session speaker (1st vendor to commit will introduce keynote speaker).
- Recognition as a Platinum Sponsor on the **Home** page of our website, featuring your company logo and link to your website through the Spring Conference 2017.
- Additional recognition as a Platinum Sponsor at the top of our sponsors' page on the AFA website, featuring your company logo and a link to your website through Spring Conference 2018.
- Recognition as a Platinum Sponsor at BOTH major events (our Spring Conference and Fall Workshop).
 - Your logo prominently displayed on all materials for both events.
 - Recognition from the podium at both events.
- Opportunity to place your promotional items (i.e. pens, coffee mugs, etc.) in the plenary meeting room, at the entrance and exit positions and registration tables throughout the entire day, at both events.
- Three complimentary registrations for your representatives for each event (RSVP required)- *Estimated retail value- \$1,600.*
- Opportunity to market at both events to your clients and prospects, with up to five (5) additional attendees at VIP pricing for each event (RSVP required)- *Estimated retail value- \$500.*
- First choice of marketing booth space (along with other Platinum sponsors) with a 3x6 table and 2 chairs located in the plenary meeting room. There will be no separate community lounge this year to ensure all our sponsors receive maximum marketing exposure.
- Announcements from the podium of door prizes from all vendors to be drawn at the end of the second day of the conference. Punch cards will be given to each attendee to encourage members to visit your booth for an opportunity to win a prize.
- A full page advertisement* (internal placement) in both the Spring Conference and Fall Workshop program and materials binder.

AFA Gold Sponsor- \$2,100 (four (4) available)

(\$1,950 if commitment received before 3/24/17)

- An opportunity to make a brief presentation (up to one (1) minute) at the start of your assigned plenary session at our Spring Conference.
- You also have the opportunity to introduce the plenary presenter after your presentation.
- Your organization logo and link to your site on the sponsors' page of our website through the Spring Conference 2018.
- Recognition as a Gold Sponsor at the Spring Conference and Fall Workshop.
- Opportunity to place marketing items (i.e. pens, mugs, etc.) on the tables in your assigned plenary session.
- Two complimentary registrations for the Spring Conference (RSVP required)- *estimated retail value- \$650.*
- Opportunity to market at the Spring Conference to your clients and prospects, with VIP pricing for up to two (2) additional attendees- *estimated retail value- \$200.*
- Priority choice of marketing booth space (along with other Gold sponsors and after Platinum Sponsors) with a 3x6 table and 2 chairs located in the plenary meeting room. There will be no separate community lounge this year to ensure all our sponsors receive maximum marketing exposure.
- Announcements from the podium of door prizes from all vendors to be drawn at the end of the second day of the conference. Punch cards will be given to each attendee to encourage members to visit your booth for an opportunity to win a prize.
- A full page advertisement* (internal placement) in the Spring Conference program and materials binder.

AFA Silver Sponsor- \$1,200 (twelve (12) available)

(\$1,100 if commitment received before 3/24/17)

- Your organization logo and link to your website on the sponsors' page of our website through the Spring Conference 2018.
- Recognition as a Silver Sponsor at the Spring Conference.
- Two complimentary registrations for the Spring Conference (RSVP required)- *estimated retain value- \$650.*
- Opportunity to market at the Spring Conference to your clients and prospects, with VIP pricing for one (1) additional attendee- *estimated retail value- \$100.*
- A 3x6 table and 2 chairs located in the plenary meeting room. There will be no separate community lounge this year to ensure all our sponsors receive maximum marketing exposure.

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- Announcements from the podium of door prizes from all vendors to be drawn at the end of the second day of the conference. Punch cards will be given to each attendee to encourage members to visit your booth for an opportunity to win a prize.
- Full page advertisement* (internal placement) in the Spring Conference program and material binder.

Event Advertiser/Attendee- \$750

(\$675 if commitment received before 3/24/17)

- Two (2) paid admissions to the Spring Conference- *estimated retail value- \$650.*
- Your organization logo and link to your website on the sponsors' page of our website through the Spring Conference 2018.
- Half page advertisement* (internal placement) in the Spring Conference program and material binder.

* Advertising will be displayed in the dropbox containing the conference program and handout materials, which are extensively utilized by all attendees as a mandatory component for continuing education credit.