

# AFP® Forum Sponsorships

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AFP® Treasury Management Forum • AFP® of Canada Treasury Management Forum  
AFP® Global Corporate Treasurers Forum



**Sponsorship opportunities are limited!**  
Contact the AFP sales department at  
301.961.8851 for more information

# AFP® Treasury Management Forum

April 21-23, 2010

Gaylord National Hotel and Convention Center | National Harbor, MD

This two-day event provides an exceptional opportunity for treasury management professionals to exchange ideas and experiences. Demonstrate your thought leadership and interact directly with your customers and prospects at the roundtables and marketplace. Forum registrations are included with your sponsorship.

## FEATURED SPONSORSHIPS

**Welcome Reception** .....\$30,000  
Ensure that your name stands out from a select group of vendors.

**Networking Reception**.....\$30,000  
Associate your company with an event that facilitates peer-to-peer interaction that is invaluable to our attendees.

**Thursday Networking Lunch**.....\$30,000  
Seize an opportunity to network with forum attendees one-on-one.

**Thursday or Friday Breakfast and Refreshment Breaks**.....\$30,000  
Put your company's name directly in front of attendees as they fuel up in the morning and throughout the day.

**CD-ROM of Speaker Handouts**.....\$30,000  
Extend the staying power of your brand with the Forum CD.

### FEATURED SPONSORS RECEIVE:

- Three full-forum registrations
- Full-page ad in the Forum program book
- Three half-page ads in an AFP e-newsletter of your choice
- Three months of Web advertising on the AFP topic page of your choice

**GENERAL SPONSORSHIP** .....\$15,000

### GENERAL SPONSORS RECEIVE:

- Two full-forum registrations
- Quarter page ad in Forum program book
- Half-page ad in an AFP e-newsletter of your choice
- One month of Web advertising on the AFP topic page of your choice

### BOTH FEATURED AND GENERAL SPONSORS RECEIVE:

- Access to educational sessions
- Table top display at the AFP Marketplace
- Branding and presence at the event
- Company description in Forum program book
- Pre-registration and post-registration lists (one-time use)
- Recognition in AFP's Online Headlines e-newsletter and Exchange magazine
- Sponsor mention on AFP's Website with a link to your site
- Registration for three of your clients/prospects

[www.AFPonline.org/TMF](http://www.AFPonline.org/TMF)

# AFP<sup>®</sup> of Canada Treasury Management Forum

June 20-22, 2010 | Toronto, Canada



Communicate directly with decision makers and influencers from key customers and prospects. Shorten your sales cycle, demonstrate your thought leadership, create top-of-mind visibility and garner first-hand market intelligence on the issues impacting Canadian treasury.

## **EXCLUSIVE SPONSORSHIP Society of Canadian Treasurers (SCT) Institute..... \$75,000**

The SCT Institute programming is designed for senior-level corporate practitioners. Attendees will experience two-days of executive-only, high-impact sessions, luncheon addresses and other networking opportunities.

### THE EXCLUSIVE SPONSOR OF SCT INSTITUTE RECEIVES:

- Exclusive branding of the Institute
- An opportunity to make welcoming and closing remarks
- Exclusive presence at a private luncheon and dinner reception
- An opportunity to distribute a white paper
- Six full-forum registrations
- One month of advertising in AFP of Canada's Online Headlines e-newsletter
- Three months of Web advertising on the topic of your choice
- Full-page ad in the Forum Program Book
- Two half-page ads in an AFP e-newsletter of your choice

## FEATURED SPONSORSHIPS

Take advantage of these exclusive relationship-building sponsorship opportunities:

### **Sunday Evening Welcome Reception .....\$30,000**

Ensure that your name stands out from a select group of sponsors.

### **Monday and Tuesday Breakfasts .....\$25,000**

Put your company's name directly in front of attendees as they start their day.

### **Monday Lunch.....\$20,000**

Seize this opportunity to network with the forum attendees one-on-one.

### **Forum Registration Bag and Padfolio .....\$25,000**

Extend the staying power of your brand with the forum takeaways.

### FEATURED SPONSORS RECEIVE:

- Three full-forum registrations
- One month of advertising in AFP of Canada's *Online Headlines* e-newsletter
- Three months of Web advertising on the topic page of your choice
- Full-page ad in the Forum Program Book
- Two half-page ads in an AFP e-newsletter of your choice

## GENERAL SPONSORSHIPS .....\$15,000

### GENERAL SPONSORS RECEIVE:

- Two full-forum registrations
- One month of advertising in AFP of Canada's *Online Headlines* e-newsletter
- One month of Web advertising on the topic page of your choice
- Half-page ad in the Forum Program Book

### ALL SPONSORS RECEIVE:

- Access to educational sessions
- Branding and presence at the event
- Company description in the Forum Program Book
- Pre-registration and post-registration lists (one-time use)
- Recognition in AFP of Canada's *Online Headlines* e-newsletter and Exchange magazine
- Recognition for sponsoring three non-AFP member corporate practitioner to attend the forum
- Sponsor mention on AFP's Website with a link to your site

**Contact the AFP sales department at  
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# AFP® Global Corporate Treasurers Forum | May 16-18, 2010

Four Seasons Hotel | Washington, DC

An exclusive event that features interactive roundtables focusing on topics that are foremost on the minds of today's treasurers. Attendance is limited to treasurers, chief financial officers, vice presidents of finance, controllers and assistant treasurers. Reach an elite group of global treasury executives through these sponsorships.

## FEATURED SPONSORSHIPS .....\$50,000

### Wednesday Evening Welcome Reception

Strengthen the visibility of your company among this powerful constituency.

### Thursday Lunch

Optimize your company's exposure and ability to interact with clients at this key event.

### Thursday Reception and Dinner

The cap to an exclusive event, executives walk away with a good feel for the event and sponsor.

#### FEATURED SPONSORS RECEIVE:

- Full-page ad in the Forum program book
- Two half-page ads in an AFP e-newsletter of your choice
- Four full-forum registrations

## GENERAL SPONSORSHIPS .....\$30,000

#### GENERAL SPONSORS RECEIVE:

- Two full-forum registrations
- Half-page ad in an AFP e-newsletter of your choice
- One month of Web advertising on the AFP topic page of your choice

#### BOTH FEATURED AND GENERAL SPONSORS RECEIVE:

- Branding and presence at event
- Access to educational sessions
- Recognition in *Online Headlines*, AFP's e-newsletter, and *Exchange* magazine
- Sponsor mention on AFP's Website with a link to your site
- Company description in the Forum program book
- Pre-registration and post-registration lists (one-time use)
- Registration for three of your clients/prospects

Contact AFP to inquire about an exclusive sponsorship for this event.

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[www.AFPonline.org](http://www.AFPonline.org)

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