

# AFP® Retail Treasury Forum | April 29 - May 1, 2009

Hilton New York | New York City | Featuring TIFFANY & CO. ....

Exchange strategies and tips exclusive to retail treasury on topics including fraud prevention, gift card legislation, supply chain financing and more. Forum registrations are included with your sponsorship, presenting a great opportunity to demonstrate your thought leadership and interact directly with your customers and prospects at the roundtables and marketplace.

## FEATURED SPONSORSHIPS

**Welcome Reception** .....\$36,000  
Reach potential clients at this kick-off event and reinforce your company name and image.

**Thursday Networking Reception** .....\$25,000  
Seize an opportunity to network with forum attendees one-on-one.

**Thursday Networking Lunch** .....\$20,000  
Interact with decision makers at a unique networking event.

**Thursday or Friday Breakfast OR Thursday or Friday Refreshment Break** .....\$15,000  
Get your company name recognized during one of these social venues.

**Imprinted Promotional Items** .....\$15,000  
*Registration Bags or CD-ROM of Speaker Handouts*  
Extend the staying power of your brand with forum takeaways.

### FEATURED SPONSORS RECEIVE:

- Two 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** .....\$12,500

### 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
- Quarter-page ad in Forum Program Book

### BOTH FEATURED AND GENERAL 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's *Online Headlines* e-newsletter and *Exchange* magazine
- Recognition for sponsoring a non-AFP member corporate practitioner
- Sponsor mention on AFP's Web site with a link to your site
- Table top display at the Retail Treasury Marketplace

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