Sponsorship, Advertising and Exhibiting Opportunities

OCTOBER 20–23, 2019  |  BOSTON  |  BOSTON CONVENTION AND EXHIBITION CENTER
Every year, almost 7,000 corporate finance professionals from all over the world come together at the AFP conference, the largest event of its kind. Here they discuss emerging ideas, expand their valuable peer networks, and discover ground-breaking concepts and products from inspiring speakers, exhibitors and sponsors.

Incorporate AFP 2019 into your marketing and branding strategy by showcasing your organization at this exceptional event. Gain maximum brand exposure by directly reaching your target audience while generating interest and traffic towards your exhibit hall booth.

Browse through our various sponsorship, advertising, and exhibiting opportunities to create a custom package that matches your organization's unique marketing goals.
Sponsorship Opportunities
Sponsorship Opportunities

EXHIBITING & SPONSOR PACKAGES

We provide turnkey and tailored exhibiting, meeting space, demo areas and sponsorship opportunities to meet your company’s marketing goals and budget.

Sponsor one of our diverse offerings to maximize your exposure, generate interest and drive traffic to your booth on the exhibit hall floor.

SPONSORSHIP LEVELS

We offer four levels of sponsorship based on your aggregate spend on exhibit space and sponsorships:

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000+</td>
<td>$120,000+</td>
<td>$80,000+</td>
<td>$40,000+</td>
</tr>
</tbody>
</table>
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.

$17,500
1 spot available
citi

AFP Conversations Podcast at AFP 2019
Be part of AFP’s live and recorded AFP Conversations Podcast with speakers and attendees at AFP 2019. Sponsorship includes one live podcast interview, brand recognition for the AFP Conversations Podcast area in the exhibit hall where attendees can listen in onsite, prerecorded advertisements during podcasts and continued exposure with distribution after the event.

$40,000

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

CONTINUED >
## Sponsorship Opportunities (continued)

### ATTENDEE ACCESS & NETWORKING

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsor</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AFP Executive Institute and Lounge</strong></td>
<td>PNC</td>
<td>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.</td>
</tr>
<tr>
<td><strong>AFP Executive Reception</strong></td>
<td>Chatham Financial</td>
<td>This invitation-only networking event is exclusively for executive-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.</td>
</tr>
<tr>
<td><strong>AFP Pinnacle Awards</strong></td>
<td>MUFG</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Certification Luncheon</strong></td>
<td>MUFG</td>
<td>This exclusive event honors all Certified Treasury Professionals and Certified Corporate FP&amp;A Professionals, and provides the opportunity to reach over 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.</td>
</tr>
<tr>
<td><strong>Conference Connect</strong></td>
<td>BNY Mellon</td>
<td>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.</td>
</tr>
</tbody>
</table>

*Contact Kevin Boyle at kboyle@AFPonline.org or 301.961.8861. [www.AFP2019.org](http://www.AFP2019.org)*
## Sponsorship Opportunities (continued)

### ATTENDEE ACCESS & NETWORKING

#### Executive Coaching and Roundtables
Maximize your exposure with the executive audience through multiple events. Provide welcome remarks and participate in two Executive Roundtables with senior practitioners. You’ll also get brand exposure at multiple coaching sessions led by leadership expert Chip Colbert – a popular event returning for AFP 2019.

- **Cost:** $45,000

#### FP&A Luncheon & Reception
Sponsor the two FP&A networking events that bring together this community. Other benefits: branding, opportunity to provide a giveaway and a marketing brochure at the Luncheon and table top to display marketing collateral at the Reception.

- **Cost:** $12,500 (2 spots available)

#### FP&A Roundtables
Sponsor a moderated group discussion tailored for corporate FP&A professionals. Two roundtables are available for sponsorship.

- **Cost:** $15,000 each

#### 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 industry focused roundtables.

- **Status:** SOLD

#### AFP Mindshift Keynote
An in-depth discussion focused on how innovations are impacting the profession. Align your brand with this thought provoking session.

- **Cost:** $30,000

#### Payments Hub
This is the one-stop-shop for all things payments. Package includes sponsorship of the Payments Breakfast and Payments Mixer. Other benefits: branding, opportunity to provide a giveaway and a marketing brochure at the Monday breakfast, table top to display marketing collateral at the Payments Mixer and special recognition on the conference mobile app.

- **Cost:** $25,000 (3 spots available)

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CONTINUED >
Sponsorship Opportunities (continued)

ATTENDEE ACCESS & NETWORKING

Payments Roundtables
Sponsor a moderated roundtable limited to 40 attendees discussing issues in Accounts Receivable or Accounts Payable. Sponsor benefits include welcome remarks, distribution of marketing literature and two attendees from your company can participate.

<table>
<thead>
<tr>
<th>Description</th>
<th>Accounts Receivable</th>
<th>Accounts Payable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payments Symposium</td>
<td>$15,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Retail Reception</td>
<td>$20,000</td>
<td></td>
</tr>
<tr>
<td>Treasury &amp; Finance Quest</td>
<td>$10,000</td>
<td>6 spots available</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>Sponsorships starting at $40,000</td>
<td></td>
</tr>
</tbody>
</table>
## Sponsorship Opportunities (continued)

### ATTENDEE EXPERIENCE

#### AFP 2019 Mobile App
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.

#### AFP Aware Puppy Park in the Wellness Zone
As part of our AFP Aware initiative, this year attendees have the opportunity to take a break and play with 4-6 rescue puppies located in a common area outside of the exhibit hall. You’ll get sponsor branding and recognition at the Tuesday Keynote.

- **SOLD**
- **BMO**

#### Attendee Insights Video Series
Attendee interviews covering popular topics happening at the event. Sponsorship includes static ad featured in each video and one interview with sponsor representative, plus continued exposure after the event with video distribution.

- **$25,000**

#### Charging Stations
Help attendees fuel up at ten charging stations located throughout the convention center. You’ll get branding on each high-top table which charges up to 18 devices.

- **$30,000**

#### Golf Simulator
Attendees will use a golf simulator for an outdoor golf experience right in the exhibit hall. The interactive golf includes playing on 92 world renowned golf courses from waves crashing at Pebble Beach, clouds drift at St. Andrews to rain showers at Kauri Cliffs in New Zealand. Sponsorship includes a lead retrieval scanner to capture participants.

- **SOLD**

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CONTINUED >
## ATTENDEE EXPERIENCE

### Hand Sanitizer
Your company logo will appear on hand sanitizer bottles, which will be placed in branded bins around the convention center.

- **$11,000**

### Lanyards
Have your company name and logo on the official AFP lanyard that is given to almost 7,000 AFP 2019 attendees. One of the most recognizable sponsorship opportunities at the event.

- **SOLD**

### 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.

- **$35,000**

### 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**

### 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**

(CONTINUED >)
## Sponsorship Opportunities (continued)

### ATTENDEE EXPERIENCE

#### Registration Bags
Put your company’s logo in the hands of almost 7,000 attendees and guarantee that it is seen all over Boston. Registration bags are reused by many attendees once they return home from AFP 2019. This sponsorship is a great way to promote your brand during and after the event.

#### Save the Date
Your company branding is displayed on see you next year branded item promoting AFP 2020 in Las Vegas.

#### 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. Two shoe shine chairs (including massage inserts), shoe cleaning, shine and emergency repair service. Shoe shine station is located outside the exhibit hall entrance or next to your booth, with space permitting.

#### Shuttle Bus
Your company’s branding is displayed on the AFP 2019 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 2019.

#### Uber
Be a partner with AFP by offering AFP 2019 attendees discounted Uber rides around Boston. 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.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Registration Bags</td>
<td>TBD</td>
</tr>
<tr>
<td>Save the Date</td>
<td>$25,000</td>
</tr>
<tr>
<td>Shoe Shine Station</td>
<td>$15,000</td>
</tr>
<tr>
<td>Shuttle Bus</td>
<td>$10,000 – $23,500</td>
</tr>
<tr>
<td>Uber</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>BRAND RECOGNITION</strong></td>
<td></td>
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<tr>
<td>-----------------------</td>
<td>---------------</td>
</tr>
<tr>
<td><strong>Hotel Key Cards</strong></td>
<td>Your advertisement imprinted on one side of hotel room key cards, distributed to all conference hotel guests.</td>
</tr>
<tr>
<td><strong>Live Streaming Sessions</strong></td>
<td>Get your brand in front of attendees, and finance professionals who couldn't attend, by sponsoring select sessions live streamed from the event. Package includes branding on the live stream website, on screen before each session begins and all promotional materials. Plus continued exposure after conference with sessions available to AFP members.</td>
</tr>
<tr>
<td><strong>Refreshment Breaks in the Exhibit Hall</strong></td>
<td>During the refreshment break on Monday or 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 station signage.</td>
</tr>
<tr>
<td><strong>Social Central</strong></td>
<td>Live social media posts from AFP 2019 of tweets, photos and videos are displayed on the social media wall. The social media wall is located outside of the exhibit hall. Sponsor branding is placed on the wall.</td>
</tr>
<tr>
<td><strong>Water Bottles and Water Stations</strong></td>
<td>Display your company logo on reusable water bottles that are distributed to every Conference attendee. This is a great opportunity to promote your company multiple times per day, every day. Water coolers will be available throughout the center for attendees to fill their water bottles.</td>
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**TD Bank**
Advertising Opportunities
# Advertising Opportunities

## ADVERTISING OPPORTUNITIES

### AFP 2019-at-a-Glance Advertisement
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 2019 highlights and educational sessions.

*Price*: $3,500 – $7,500

### AFP 2019 Daily News Advertisement
Place an ad in the newsletter, which is distributed electronically to all AFP 2019 attendees on Sunday, Monday and Tuesday.

*Price*: $2,000 – $2,500

### AFP 2019 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.

*Price*: $7,500 – Banner Ads [2 spots available]

*Price*: $12,500 – Push Notifications [3 spots available]

### AFP Digital Product Showcase - Premium Listing
Increase your visibility with a scrolling logo, product image or video on the interactive display outside of the Exhibit Hall. Plus you'll receive data on usage after conference.

*Price*: $2,500

### AFP Retargeting Advertisements
Target AFP members and prospects while they search the internet and interact on social media. Increase your brand exposure and influence with digital marketing pre-and post-conference. You provide the ad creative, we provide the rest. Package includes 100,000 impressions.

*Price*: $10,000

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### Advertising Opportunities

**Breakfast and Lunch Area Banners**
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 2019. Banners are full color and measure 5' high x 15' long. Limited availability.

<table>
<thead>
<tr>
<th>Convention Center Digital Signage – Marquee</th>
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<tbody>
<tr>
<td>Located outside the convention center, the Marquee digital signage is the first thing to catch attendees’ attention as they approach the center. The signage is visible from more than half a mile away.</td>
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<thead>
<tr>
<th>Convention Center Digital Signage – Network</th>
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<tr>
<td>Advertise your message on a number of strategically positioned plasmas throughout the convention center.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Convention Center Digital Signage – Video Wall</th>
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</thead>
<tbody>
<tr>
<td>Spanning the convention center’s lobby, the Video Wall digital signage creates a stunning way to deliver high-impact messages. Attendees will see the Video Wall multiple times per day during the conference.</td>
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<table>
<thead>
<tr>
<th>Convention Center Digital Signage – Stand Alone</th>
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<tr>
<td>Digital signage Stand Alones are placed in high traffic areas throughout the convention center. Each sponsor gets one 20-second ad that runs with AFP ads and other sponsor ads.</td>
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<table>
<thead>
<tr>
<th>Exchange Magazine Advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place a full page ad in the fall issue of <em>Exchange</em> magazine. The fall <em>Exchange</em> magazine is the most popular issue and receives bonus distribution in the registration bags of conference attendees.</td>
</tr>
</tbody>
</table>

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**ADVERTISING OPPORTUNITIES (continued)**

**Breakfast and Lunch Area Banners**

- **Cost:** $6,000
- **Details:** 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 2019. Banners are full color and measure 5’ high x 15’ long. Limited availability.

**Convention Center Digital Signage – Marquee**

- **Cost:** $15,000
- **Availability:** 4 spots available
- **Details:** Located outside the convention center, the Marquee digital signage is the first thing to catch attendees’ attention as they approach the center. The signage is visible from more than half a mile away.

**Convention Center Digital Signage – Network**

- **Cost:** $3,500
- **Availability:** 12 spots available
- **Details:** Advertise your message on a number of strategically positioned plasmas throughout the convention center.

**Convention Center Digital Signage – Video Wall**

- **Cost:** $7,500
- **Availability:** 11 spots available
- **Details:** Spanning the convention center’s lobby, the Video Wall digital signage creates a stunning way to deliver high-impact messages. Attendees will see the Video Wall multiple times per day during the conference.

**Convention Center Digital Signage – Stand Alone**

- **Cost:** $5,000
- **Availability:** 5 spots available
- **Details:** Digital signage Stand Alones are placed in high traffic areas throughout the convention center. Each sponsor gets one 20-second ad that runs with AFP ads and other sponsor ads.

**Exchange Magazine Advertisement**

- **Cost:** $6,950
- **Details:** 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.

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**Contact Information**

Contact Kevin Boyle at kboyle@AFPonline.org or 301.961.8861. | www.AFP2019.org
### Advertising Opportunities (continued)

#### Exhibit Hall Carpet Decals
Place your company logo or advertisement on the carpet in front of your booth. AFP prints and applies the decal in the location(s) of your choice. Decals must be approved by AFP.

- **Cost:** $2,500

#### Floor Decals
Make a statement as attendees enter the Exhibit Hall by adding a floor decal at the West entrance. Decal is located at the top of the escalator bank.

- **Cost:** $12,500
- **Availability:** 2 spots available

#### Registration Bag Insert
Place your advertisement in each attendee registration bag. Inserts can be a brochure (eight pages maximum) or a promotional item not already sponsored by AFP. All items must be approved by AFP.

- **Cost:** $6,500

#### Session Evaluation in Mobile App by Track
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.

- **Cost:** $3,500

#### Stair Graphics
Add your branding to two staircases leading into the Exhibit Hall from the North Lobby.

- **Cost:** $15,000
- **Availability:** 2 spots available
ABOUT AFP®

The Association for Financial Professionals (AFP) is the professional society committed to advancing the success of its members and their organizations. AFP established and administers the Certified Treasury Professional and Certified Corporate FP&A Professional credentials, which set standards of excellence in finance. Each year, AFP hosts the largest networking conference worldwide for over 6,500 corporate finance professionals.

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