

# AFP 2021

IN-PERSON 11.7-10 | VIRTUAL 11.7-11

## JULY EXHIBITOR & SPONSOR NEWSLETTER



**Congratulations in participating in AFP 2021!** We thank you for your support. AFP 2021, an integrated in-person and virtual event taking place Nov. 7-10 in Washington, DC, gives you access to attendees face-to-face and online. Review the information below for important exhibitor and sponsorship announcements.



### EXHIBITOR PORTAL

The Exhibitor Portal is now open, and you can access it [here](#)! This is your spot to assign complimentary passes and purchase additional passes for your team (non-refundable). All logos and company descriptions must be uploaded by **Thursday, July 29, 2021**. This is the only way to be included in the official AFP 2021 Mobile App.

As a reminder, this is a full conference registration that gives your team access to all educational sessions, featured speakers and networking opportunities throughout the event. Only the designated primary booth/exhibitor contact has access to the online exhibitor portal. Please contact AFP at [exhibiting@afponline.org](mailto:exhibiting@afponline.org) if you need to change your primary booth/exhibitor contact. Include full business contact information and copy the current primary booth contact on that request.



### EXHIBITOR KIT

The Exhibitor Kit is now available! View rules and regulations for participating in the conference, deadline schedules, registration information, exhibitor installation schedules, exhibit hall hours, conference schedules, marketing and sponsorship opportunities, and much more. [Download it here](#).



### PINNACLE AWARDS

The AFP 2021 Pinnacle Awards will recognize the very best solutions in treasury and finance. Three finalists will be selected and then everyone gets to vote for the Grand Prize winner. Each of the three finalists will receive up to two complimentary registrations to the AFP 2021 in-person event. If you have a solution that you want to share with the profession, submit it to the AFP 2021 Pinnacle Awards by the deadline of July 30, 2021. [Learn more](#).

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### SPONSORSHIP OPPORTUNITIES

Gain maximum brand exposure at AFP 2021 by directly reaching your target audience while generating interest and traffic towards your exhibit hall booth. [Browse](#) through various sponsorship, advertising, and attendee experience opportunities to create a custom package that matches your organization's unique marketing goals.

Below are key sponsorship opportunities for exhibitors to consider:

#### Booth Traffic Boost



##### Registration Bag Insert

Share your content to attendees through the registration bag that is received by all attendees.



##### Mobile App Push Notifications

The mobile app is the main point of contact between AFP and attendees. Reach attendees directly with your call to action through the app with push notifications.



##### Treasury and Finance Quest

This option ensures you have a steady flow of attendees coming by your booth to become eligible to win prizes. A treasure map is inserted into the registration bags, and stickers/stamps (with logos) are given to participating exhibitors. This can also be gamified via the mobile app.

#### Attendee Engagement



##### AFP Aware

As this community service event is one of the most rewarding and popular events, reach attendees through welcoming remarks, t-shirts, signage branding, exposure on the virtual platform, and more.



##### Gaming Lounge

Whether you select retro games that feature favorites from childhood or the perfect sports competitive moment, a gaming lounge offers unique branding and networking opportunities.



##### Puppy Park

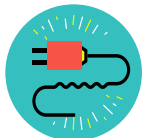
What better way to reach your audience than a local puppy park? Your logo can be visible to all AFP Aware Puppy Park visitors.

#### Brand Awareness



##### Convention Center Video Advertising

Engage conference attendees through digital displays placed in high-traffic areas. [Learn more.](#)



##### Charging Towers

Increase your brand awareness by sponsoring and branding charging towers to be placed throughout the Convention Center.



##### Conference Daily e-Newsletter

Reach attendees through email during the conference by advertising in our daily e-newsletters.

Review [in-person and virtual opportunities](#), [virtual opportunities only](#), or [in-person opportunities only](#). For any questions, contact Kevin Boyle at [kboyle@afponline.org](mailto:kboyle@afponline.org) or 301.961.8861, or Rachel Barkin at [rbarkin@AFPonline.org](mailto:rbarkin@AFPonline.org) or 207.653.0267.