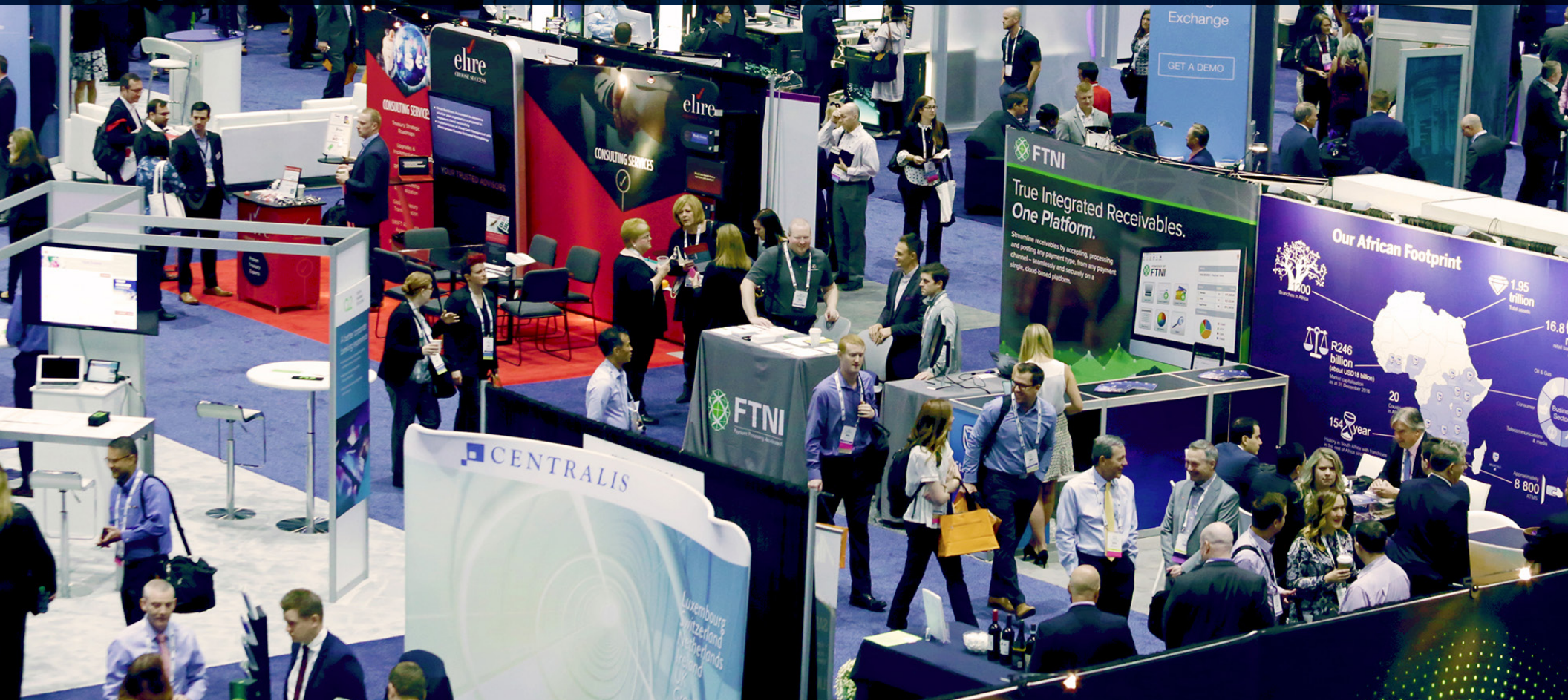


AFP 2018

CHICAGO | NOVEMBER 4-7

SPONSORSHIP, ADVERTISING AND EXHIBITING OPPORTUNITIES

NOVEMBER 4-7, 2018 | CHICAGO | MCCORMICK PLACE



AFP 2018

CHICAGO | NOVEMBER 4-7

Every year, over 6,500 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 and exhibitors.

SPONSORSHIP | ADVERTISING | EXHIBITING

Incorporate AFP 2018 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.

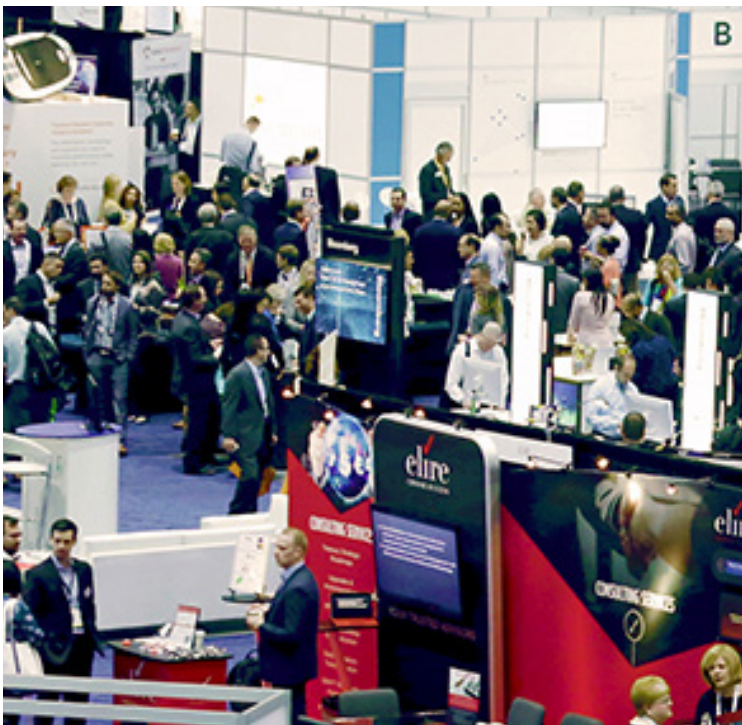


AFP 2018

CHICAGO | NOVEMBER 4-7

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:

PLATINUM	GOLD	SILVER	BRONZE
\$200,000+	\$120,000+	\$80,000+	\$40,000+

SPONSORSHIP OPPORTUNITIES



ATTENDEE ACCESS & NETWORKING

AFP Aware Community Service Day & Paintfest

SOLD

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.

BBVA Compass

AFP Canadian Reception

\$17,500

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.

1 spot available



AFP Conversations Podcast at AFP 2018

SOLD

Be part of AFP's live and recorded AFP Conversations Podcast with speakers and attendees at AFP 2018. Sponsorship includes pre-recorded advertisements during podcasts, and recognition for the AFP Conversations Podcast area outside of the exhibit hall.

STATE STREET GLOBAL ADVISORS

AFP Executive Breakfast

SOLD

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.

RBC | Royal Bank

[CONTINUED >](#)

SPONSORSHIP OPPORTUNITIES (continued)



ATTENDEE ACCESS & NETWORKING

AFP Executive Institute and Lounge

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.

SOLD



AFP Executive Reception

This invitation-only networking event is exclusively for senior-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.

SOLD



AFP Pinnacle Awards

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.

SOLD



Certification Luncheon

This exclusive event honors all Certified Treasury Professionals and Certified Corporate FP&A Professionals, and provides the opportunity to reach 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.

SOLD



Conference Connect

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.

SOLD



[CONTINUED >](#)

SPONSORSHIP OPPORTUNITIES (continued)



ATTENDEE ACCESS & NETWORKING

FP&A Luncheon & Reception

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

\$12,500
2 spots available
Adaptive Insights | hostanalytics
Vena

FP&A Roundtable

Sponsor a moderated group discussion tailored for corporate FP&A professionals.

SOLD
PELOTON

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.

SOLD
FIFTH THIRD BANK



AFP Mindshift Keynote

Features Nancy Giordano and Mike Walsh, two visionaries who share their insights into key advancements in artificial intelligence, robotics, and augmented reality impacting organizations of all sizes. CNBC's Senior Analyst and Financial Industry Expert Ron Insana will also moderate an in depth discussion focused on how these innovations are impacting the profession. Align your brand with this thought provoking session.

SOLD
Capital One Bank

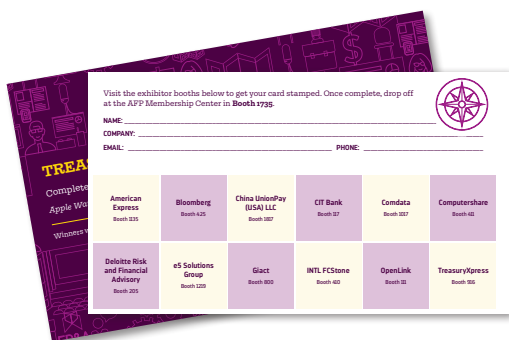
Payments Hub

Payments is moving at the speed of tech and Payments Hub is at the center of it all. 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 at the Monday breakfast, table top to display marketing collateral at the Payments Mixer and special recognition on the conference mobile app.

\$25,000
2 spots available
FIS | Fiserv.
NACHA
The Electronic Payments Association

CONTINUED >

SPONSORSHIP OPPORTUNITIES (continued)



ATTENDEE ACCESS & NETWORKING

Payments Roundtable

\$17,500

Up to 75 corporate treasury and payments professionals will gather the first day of AFP 2018 to discuss payments best practices, industry-specific issues and forward-looking challenges in a roundtable format. The roundtable is moderated by AFP's Payments Subject Matter Expert. Sponsor benefits will include welcome remarks, distribution of marketing literature to all attendees, and two attendees from your company can participate in the roundtable.

Retail Reception

\$20,000

This reception brings together corporate treasury and finance professionals working in the retail industry, to meet and network.

Treasury & Finance Quest

\$10,000

6 spots available

Participate in the ultimate booth traffic builder. Limited to an exclusive group of 10 exhibitors, the Quest ensures that you have a steady flow of attendees coming by your booth to become eligible to win prizes. The Treasury & Finance Quest card is inserted into registration bags. Stamps with logos are provided to participating exhibitors.



Computershare | Georgeson

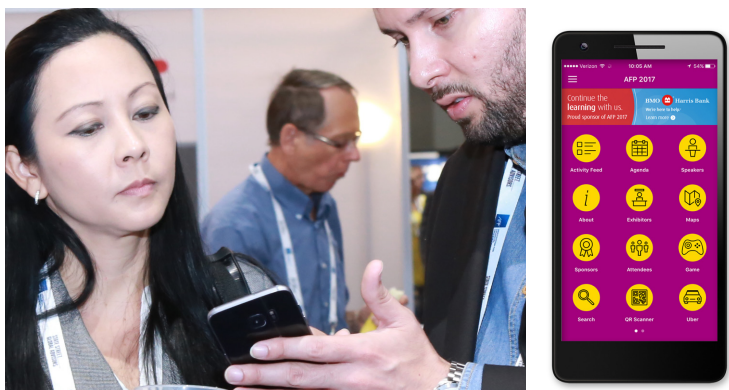
treasuryXpress
Smart. Scalable. On-Demand.

Welcome Reception - Revel Motor Row

\$10,000 - \$40,000

Previously occupied by the Chicago Illinois Automobile Club and the Chicago Defender Building, this interesting piece of architecture was built by the famous Philip Maher in the 1930's and is as historic as it is interesting. Attendees will experience this history of Chicago at this well attended opening event. Multiple sponsorship packages available.

SPONSORSHIP OPPORTUNITIES (continued)



ATTENDEE EXPERIENCE

AFP 2018 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.

SOLD

BMO  Harris Bank

Bookstore Bags

This sponsorship is a great way to promote your brand throughout the convention center as attendees tote around their purchases from the AFP Membership Center.

\$12,000

Digital Graffiti Wall

A customizable digital graffiti wall that combines interactive technology with digital drawing capabilities. Attendees will interact with the wall by answering questions supplied by AFP and sponsor. Sponsor can submit 10 questions, questions will be pre-approved by AFP.

SOLD

 **Fidelity**
INVESTMENTS

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

 **Dade**
Systems
The Experts in Complex Payments

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

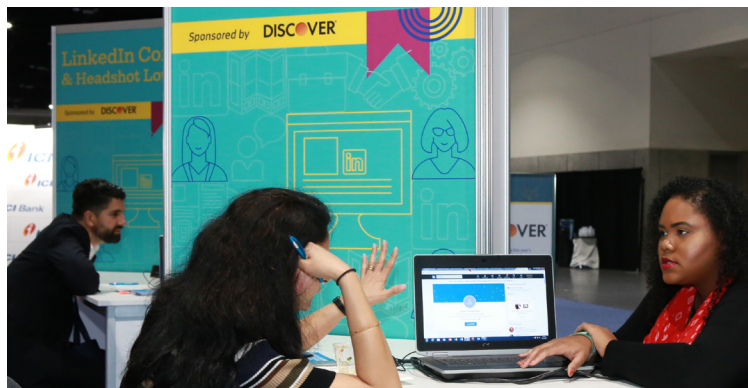
Have your company name and logo on the official AFP lanyard that is given to over 6,000 AFP 2018 attendees. One of the most recognizable sponsorship opportunities at the event.

SOLD

STATE STREET GLOBAL ADVISORS

CONTINUED >

SPONSORSHIP OPPORTUNITIES (continued)



ATTENDEE EXPERIENCE

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.

SOLD

 Deutsche Bank

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.

\$30,000

Mobile Cubes

Four branded phone charging stations are placed around the convention center. Sponsor can run a display ad on the built-in tabletop monitors.

\$30,000

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

Registration Bags

Put your company's logo in the hands of more than 6,500 attendees and guarantee that it is seen all over Chicago. Registration bags are reused by many attendees once they return home from AFP 2018. This sponsorship is a great way to promote your brand during and after the event.

SOLD

 SUNTRUST

Save the Date

Your company branding is displayed on see you next year branded item promoting AFP 2019 in Boston.

SOLD

 Santander

[CONTINUED >](#)

SPONSORSHIP OPPORTUNITIES (continued)

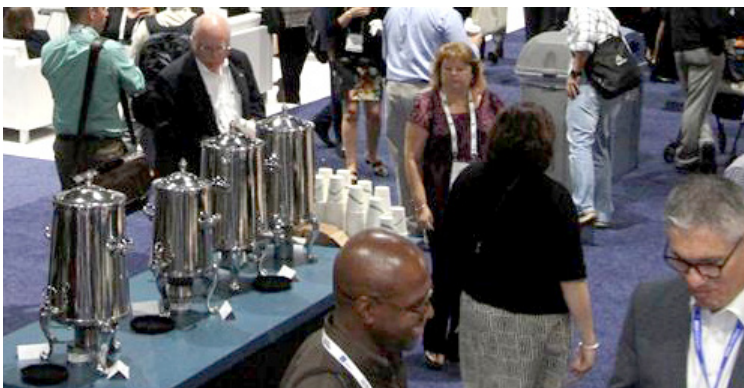


ATTENDEE EXPERIENCE

Shoe Shine Station

\$15,000

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**

\$30,000 - \$50,000

Your company's branding is displayed on the AFP 2018 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 2018.

Specialty Coffee Area

\$20,000

Sponsor a coffee cart and get your company name out there. These branded carts are located in the exhibit hall. Along with high traffic placement, AFP provides signage, and branded sleeves for the coffee cups. Four total carts are available.

**Uber**

\$20,000

Be a partner with AFP by offering AFP 2018 attendees discounted Uber rides around Chicago. 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.

Yoga in the Sky

\$17,500

Attendees will kick their day off with a yoga session on the 99th floor and skydeck of Willis towers. A great way for attendees to refresh the mind and body before they head into the sessions and networking. Sponsorship includes a branded yoga mat and towel. This event is limited to 100 registrants.

SPONSORSHIP OPPORTUNITIES (continued)



BRAND RECOGNITION

Exhibit Hall Sponsored Benches

\$5,000

Advertise your message on park benches placed throughout the exhibit hall. This is a perfect way to drive traffic to your booth.

Hotel Key Cards

\$25,000 each package

Your advertisement imprinted on one side of hotel room key cards, distributed to all conference hotel guests.

Package A: Hotel key cards for Chicago Downtown Marriott, Hilton Chicago, Hyatt Regency Chicago, Marriott Marquis, total of 2,945 rooms.

Package B: Hotel key cards for Hyatt Regency McCormick Place, Intercon Mag Mile, Palmer House Hilton, Sheraton, total of 2,600 rooms.

Hotel Room Drops, Inside Room or Outside Room

\$15,000 or \$10,000

Opportunity to drop marketing materials and/or logo promotion item in each attendee hotel room our outside the Hyatt Regency McCormick and Hyatt Regency Chicago – a total of 2,095 rooms – Sunday night only. Limited to one item/piece of collateral, i.e. one flyer, one giveaway, etc. Packages available for all hotels.

Refreshment Breaks in the Exhibit Hall

\$25,000

During the refreshment break on Monday and 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, including selected branded table tops and table cloths.

Social Central

\$40,000

Live social media posts from AFP 2018 of tweets, photos and videos are displayed on the social media wall. The social media wall is located outside of the exhibit hall. A twitter feed runs on the AFP 2018 website prior to the event. Sponsor branding is placed on the wall and twitter feed on the AFP 2018 website.

Water Bottles and Water Stations

\$40,000

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.



IFP 2018

CHICAGO | NOVEMBER 4-7

ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES



PAYMETRIC POWERS GLOBAL COMMERCE FOR LENOVO

When you are the biggest PC maker in the world, you require an integrated payment solution that can keep up with the challenges of compliance, security and integration, while controlling costs and scaling to support global payment methods.

Learn why Lenovo trusts Paymetric.



AFP 2018-at-a-Glance Advertisement

\$3,500 - \$7,500

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 2018 highlights and educational sessions.

AFP 2018 Daily News Advertisement

\$2,000 - \$2,500

Place an ad in the newsletter, which is distributed electronically to all AFP 2018 attendees on Sunday, Monday and Tuesday.

AFP 2018 Mobile App - Push Notifications and Banner Ads

\$7,500 or \$12,500
4 spots available for each

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.

AFP Digital Product Showcase

\$2,500

Feature your latest technologies or products along with your company logo, description and the location of your booth on an interactive display outside the AFP 2018 exhibit hall. Data is provided post-conference on the most visited product categories, product views, and other interactions.

AFP Retargeting Advertisements

\$10,000

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.

Breakfast and Lunch Area Banners

\$6,000

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 2018. Banners are full color and measure 5' high x 15' long. Limited availability.

[CONTINUED >](#)

ADVERTISING OPPORTUNITIES (continued)



Convention Center Digital Signage - Premium

\$10,000

5 spots available

Digital monitors displayed at shuttle bus drop-off within the convention center. Nine monitors total, (1) 20 second ad. Your ad runs with AFP and other sponsor ads.

Convention Center Digital Signage - Standard

\$5,000

10 spots available

Digital signage standalones 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

\$6,950

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.

Exhibit Hall Carpet Decals

\$2,500

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.



Program Book Advertisement

\$3,500 - \$5,000

The program book details the daily events, sessions, speakers, exhibitors and much more. These books are distributed in attendee registration bags. Space is limited; advertising opportunities include full page ads on the inside front cover, inside back cover, back cover and at the start of each section.

Registration Bag Insert

\$6,500

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.

Session Evaluation in Mobile App by Track

\$3,500

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.



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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