**WHY AFA?**

The Association of Fraternity/Sorority Advisors is a 501(c)6 professional association, with an annual membership of more than 1,500 professionals. AFA aspires to be the most valued catalytic force in aligning the fraternity/sorority experience with the changing dynamics and enduring principles of higher education.

The Association of Fraternity Sorority Advisors, believes:

- Fraternities and sororities can have a positive, correlative impact and effect on the personal, moral, and social development of members.
- Fraternities and sororities (when well organized, managed, advised and led) are uniquely positioned to provide access to academic and social developmental opportunities compared with more narrowly focused student affairs offerings.
- Fraternity/sorority communities are typically under-served by college administrators (compared to more conventional programs).

**VENDOR MEMBERSHIP**

Vendor membership in the Association of Fraternity/Sorority Advisors is for organizations, companies and suppliers (for-profit or not-for-profit) that support the professional work of our members. Vendor members may be subject to approval of the association president and must be aligned with the associations mission, vision and values. The annual membership, July 1-June 30, provides access to the membership database, conference exhibitor opportunities, sponsorship access and other benefits.

For questions about membership please contact Kyle Moyer at kyle@afa1976.org, or join today by visiting www.afa1976.org.

**ANNUAL MEETING OVERVIEW**

Over 80 percent of our membership typically attends the Annual Meeting. This year, we are scheduled for November 30-December 3, 2016 in Boston, MA. The AFA Annual Meeting provides enriching and impactful educational experiences on relevant topics, trends and issues. Attendees discuss and reflect upon the changing dynamics and enduring principles that impact the fraternity/sorority experience. Additionally, participants will have the opportunity to engage in association business, network with colleagues, meet business partners in the exhibit hall, bid on items in the AFA Foundation Silent Auction, and recognize the achievements of our membership.

The 2015 Annual Meeting attracted campus-based fraternity/sorority advisors and supporting staff from more than 355 campuses and 110 inter/national fraternal headquarters staff and volunteers. There were more than 109 educational sessions presented over the four days of our meeting.

**ANNUAL MEETING EXHIBITORS**

Our Annual Meeting exhibit hall is open to all corporate and nonprofit partners who seek business relationships with campus-based or inter/national headquarter fraternity/sorority advisors. The exhibit hall is open more than 12 hours, over two days and is the central hub of the conference. Exhibitor rates are:

- $1,000 Premium Fee
- $800 Standard Fee
- $500 Reduced Fee for nonprofit organizations (Must provide proof of tax exempt status when registering.) This is shared exhibit booth space for promotional materials/display only. Organizations will receive one 6 ft. table for tabletop display.

Premium and standard exhibitor fees will cover 8 x 8 exhibit booth, 6 ft. table and two chairs along with one (1) complimentary registration. The complimentary registration includes access to programs, events, sessions, social and meal functions. Additional registrations are $250 inclusive of conference meals and $150 without meals. *Registration will open in July 2016.
**2016 Annual Meeting Exhibitor Schedule***:

Wednesday, November 30
- 1:00 p.m. – 5:00 p.m. **AFAF Silent Auction Drop-off/Exhibitor Optional Set-up**
- 8:15 p.m. – 9:30 p.m. **Annual Meeting Welcome Reception**

Thursday, December 1
- 10:00 a.m. – 5:00 p.m. **AFAF Silent Auction & Exhibit Hall Open**
- 11:30 a.m. – 1:30 p.m. **Lunch on Your Own**
- 2:45 p.m. – 3:15 p.m. **Networking Break in Exhibit Hall**
- 5:00 p.m. – 6:00 p.m. **Dinner on Your Own**
- 6:00 p.m. – 7:00 p.m. **Exhibit Hall Reception (Re-Opens)**

Friday, December 2
- 10:00 a.m. – 3:00 p.m. **Exhibit Hall Open**
- 10:15 a.m. – 10:45 a.m. **Networking Break in Exhibit Hall**
- 2:00 p.m. – 2:30 p.m. **Exhibit Hall Closing Festivities & Dessert**
- 2:30 p.m. – 5:00 p.m. **Exhibit Hall Tear-down**

*Subject to change.

**ANNUAL MEETING SPONSORSHIPS**

AFA offers a diverse and flexible selection of sponsorship options for our sponsors. Opportunities range from sponsoring the welcome reception, hosting a networking break, Ignite Fraternity, and much more. All sponsorships are a first-come/first serve opportunity and must be committed by October 21, 2016 in order to receive full recognition benefits at the Annual Meeting. All sponsors are eligible for discounted or waived exhibitor rates based on the level of sponsorship.

As an Annual Meeting Sponsor, your company earns tangible and special benefits. Four different sponsorship levels are available:

- Platinum: $7,500 and up
- Gold: $2,500 - $7,499
- Silver: $1,000 - $2,499
- Conference Sponsor Less than $1,000

**PLATINUM SPONSOR LEVEL**

All Platinum Sponsors receive recognition in the program book, conference signage, the AFA website, social media and multimedia presentations throughout the conference. Sponsors are verbally acknowledged throughout the conference and VIP seating is available during all general sessions and meal functions. Complimentary program book and Guidebook advertising is available upon request. Full contact attendee list is provided pre-conference and post-conference. Platinum sponsors also exhibiting receive priority placement and no exhibitor fees.

**$8,000 – Conference Platinum Sponsor**
Platinum sponsorship offsets the cost of our meeting to assist us with the rising costs of technology, evaluation and assessment, audio-visual needs and other conference costs. Sponsorship allows us to keep participant costs low in order to maximize our number of attendees.

**$7,500 – Welcome Reception/Host Sponsor**
We are seeking four exclusive sponsors to serve as our ‘hosts’ for the Annual Meeting. These sponsors may or may not be from the geographic area, but are willing to welcome attendees at the Welcome Reception and may provide additional organizational or business information to guests at that time. Host Sponsors receive all the benefits of Platinum level sponsors.
**Gold Sponsors**

All Gold Sponsors receive recognition in the program book, conference signage, the AFA website, social media and multi-media presentations throughout the conference. Sponsors are verbally acknowledged during a general session. Pre-conference and post-conference registration list (emails only) are provided as a sponsor benefit. Gold sponsors also exhibiting receive priority placement and are eligible for reduced exhibitor rates, please inquire.

**$5,000 – Fireside (Meet & Greet and Chats)**
Fireside Chats provides the opportunity for campus-based professionals, organization-based professionals and volunteers to establish and maintain the relationships and partnerships necessary for the continual progress of the fraternal movement. Sponsor have the opportunity to distribute marketing collateral to all attendees at both events. A table-top display space provided to share resources and materials will be provided.

**$3,000 – Project Job Search**
Project Job Search is for second year graduate students to gain valuable insight as they embark on their career search. Participants receive helpful tips and tricks on what makes cover letters and resumes stand out and how to navigate interviews. Use this opportunity to make an indelible impression on these future professionals.

**$2,500 – Connections Kicks-Off**
Designed to let new attendees network, learn about AFA, and relax before the Annual Meeting begins. Sponsors are able to place signs at the entrance and reach out to a diverse group of first time attendees.

**$2,500 – Networking Breaks**
Like our educational sessions, networking breaks are vital to the profession. Sponsoring a beverage or small snack break provides an effective way to put your name in front the conference attendees. Networking breaks offer attendees a chance to mix and mingle with their colleagues in a relaxed atmosphere.

**$2,500 – Ignite Fraternity**
Ignite Fraternity a showcase for speakers presenting great, well-formed ideas in under 10 minutes. Sponsors are verbally acknowledged during the session. Benefits include a unique opportunity to provide marketing collateral and/or promotional items to all attendees.

**Silver Sponsors**

All Silver Sponsors receive recognition in the program book, conference signage, the AFA website and multi-media presentations throughout the conference. Access to the conference registration list is available upon request.

**$1,250 – Exhibit Hall Reception**
This event will be held on Thursday, December 1, 2016 and will offer dessert for attendees after the AFA Foundation lunch. You may meet and greet attendees and distribute organizational or business information to guests. This sponsor receives all Silver level sponsor benefits.

**$1,000 – Exhibit Hall Closing Festivities**
This event will be held on Friday, December 2, 2016. Sponsors can place their signs at the front of the exhibit hall while attendees stream in to enjoy an afternoon sweet treat. You can chat with attendees while you’re verbally thanked in the exhibit hall.
$500-$1,250 – Program Book Advertiser
The printed program book is distributed to all attendees. You can view the 2015 book online via Issuu.
Full inside page front or back cover (1 currently available): $1,250
  • Specifications: 8.5 x 11 in with .25 in bleed, high-quality print PDF, 300 dpi, CMKY color
Inside full-page: $900
  • Specifications: 8.5 x 11 in with .25 in bleed, high-quality print PDF, 300 dpi, CMKY color.
½ page: $500
  • Specifications: Half Page: 4.25 x 11 in with .25 in bleed, high-quality print PDF, 300 dpi, CMKY color.

$500-$2,600 Guidebook Advertiser
The Guidebook App, available for iphone and Android users, is free to download and was downloaded by over 1,018 attendees last year. All banner advertisements received more than 23,000 views.
  • Pricing is $500 per ad (up to 5) or exclusive rights for $2,600
  • Specifications: 600 x 110 pixels, 72 dpi, .jpg file, RGB color, suggested to only use large font for readability
  • Ad space reserved by October. 16, 2016; artwork due October 28, 2016.

CONFERENCE SPONSOR
Sponsorship allows us to keep participation costs minimal for attendees and provides the opportunity to outreach to a targeted audience. Attendance contact list is available for the program sponsored.

$500 – #Advance Programs (Pre-Cons)
Connect with attendees before the conference even starts at one of our incredibly popular “pre-cons” As a sponsor, you’ll be able to place signs at the front, pass out literature, receive verbal recognition and even say a few words on Wednesday, November 30, 2016.

$500 – Cobranded Window Decals
Window decals can be produced at a variety of different price points and price of production and would be assumed by conference sponsor. The $500 fee is the sponsorship fee and provides exclusivity for this opportunity.

$500 – Registration Insert or Product Placement
Registration insert may be up to an 8 ½ x 11 flyer to be added to registration materials. Product placement is the opportunity for AFA to distribute a branded promotional item or flyer to all attendees in the most appropriate arena. This may be during registration or other conference events. Specific products we are seeking this year include: Conference Registration plastic envelope/packet, umbrellas, water bottles and notepads. Production and shipping fees of flyer and/or item are assumed by conference sponsor.

The above opportunities are just a starting point of sponsorship options that AFA offers for the Annual Meeting. Have an idea you would like to discuss? Contact Joslyn McGriff at (970) 672-0679 or at joslyn@afa1976.org.