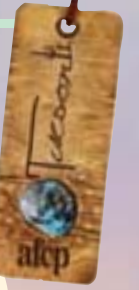


Tucson afcp

ATTENTION VENDORS

JOIN US FOR ANOTHER GREAT AFCP CONFERENCE

APRIL 22-24 2010



THE LEADERSHIP INSTITUTE • TECHNOLOGY SCHOOL • GREAT NETWORKING
GREAT FOOD • GREAT ENTERTAINMENT • AND YOU!



DESCRIPTION

VALUE

SPONSORSHIP LEVEL

	PLATINUM	GOLD	SILVER	BRONZE	BASIC
Standard booth (Six-foot tables and two chairs)	\$800	Included	Included	Included	Included
Super-sized booth (eight-foot tables and two chairs)	\$1,000	Included	Included	Included	Included
Free conference registration	\$750	Included	Included	Included	Included
Signage recognizing your sponsorship status	\$400	Included	Included	Included	Included
One free standard hotel room for four nights	\$850	Included	Included	Included	Included
Free meal tickets for breakfast, lunch and breaks	\$400	2 people	2 people	1 person	1 person
Dinner tickets for Thursday night's opening reception	\$100	2 tickets	One ticket	One ticket	
Dinner tickets for Friday night	\$150	2 tickets	One ticket		
Dinner tickets for Saturday night's Dine Around	\$50	2 tickets	One ticket		
Free Paper INK advertising (per page value)	\$1000	2 free full pages	2 free 1/2 pages	Free 1/2 page	Free 1/4 page
Name recognition and ninety-second AV presentation before a session (See specs on back page.)	Priceless!	Included			
Pre-conference advertising in Free Paper INK	\$200	Included	Included	Included	Included
Pre-conference presentation on the AFCP website	\$200	Included	Included	Included	Included
Associate Membership in AFCP	\$200	Included	Included	Included	\$200

Total Value/Early Registration Fee (before February 1, 2009) \$6,000 + \$3,000 \$2,000 \$1,650 \$1,100 \$800

Total Value/Late Registration Fee (after February 1, 2009) \$6,000 + \$6,000 \$3,500 \$3,000 \$1,800 \$1,200

• Registration fees are reduced by \$200 for AFCP Associate members.



2010 AFCP CONFERENCE & TRADE SHOW

THE WESTIN LA PALOMA, TUCSON, ARIZONA
www.westinlapalomasort.com

DON'T MISS OUT - APRIL 22-24, 2010

AFCP'S ANNUAL CONFERENCE & TRADE SHOW

WHY TARGET FREE PAPERS? **4 BILLION** REASONS!

• WE CAN THINK OF •



Often swept under the skirts of the paid newspaper industry, consider these facts & join us in Tucson!

- Free Paper circulation is growing, rather than falling like paid newspapers.
- Free Papers are a robust \$4 billion industry.
- Free Papers have total circulation in excess of 100 million copies weekly, more than twice that of all paid daily papers combined.
- Free Papers employ thousands of people.
- Free Papers include a diverse mix of publications, from traditional shopping guides distributed by carrier and mail to alternative newsweeklies and community newspapers.
- Increasingly, readers are looking to their local free paper for information.

Free Papers represent a separate, distinct industry within print media. Clearly, selling to free papers is good business!

Endless Promotional Opportunities

The following are ideas for maximizing attendee interaction:

ATTENDEE INTERACTION

Obviously, the key to making strong sales contacts is to maximize interaction with conference attendees.

AFCP will provide signage for all sponsors based on their level of participation.

AFCP will provide an EXCEL spreadsheet of all registered attendees and related contact information three weeks before the conference via email.

AFCP will stuff specialty advertising "stuff," such as pens, note pads, coffee cups, tape measures, luggage tags, etc. in each attendee's registration bag. To have something stuffed in bags, have your items at the Westin on April 16, 2010. You must follow the specific shipping instructions to assure that items are received and stuffed into the registration bags. No flyers and paper handouts, please. Sponsors must provide logos in an acceptable digital format by March 15, 2010.

ADDITIONAL SPONSORSHIPS AND MARKETING OPPORTUNITIES

Sponsorship of meals, functions and other marketing opportunities are great ways to showcase your products and services. Many opportunities exist, please inquire soon.

Super-Size Your Message, GO PLATINUM

Your best opportunity to address the entire group of attendees is the 90-second video presentation in front of the entire group. But this opportunity is limited to Platinum Sponsors only, so step up and make the commitment to get the most from this trade show. Be a Platinum Sponsor!

90-SECONDS OF RECOGNITION

The 90-second video presentation must be submitted to the AFCP office by April 1, 2010 to allow the audio-visual department time to coordinate the video. To maintain our conference schedule, only video or self-timed PowerPoint presentations can be presented. We will maintain a strict 90-second limit on all videos.

BUILD INTEREST IN YOUR DISPLAY

Making sure everyone gets your message is paramount to getting a return on your investment. Build interest in your display and increase traffic. Go to www.afcpconferences.org for tips to gain traffic.

REGISTER TODAY TO ENSURE YOUR PREFERRED LOCATION

Location in the trade show is assigned by sponsorship level (Platinum Sponsors get first choice) and the date you submit your registration. (Some sponsors registered during last year's trade show to assure a great location; however, good locations are available, although limited.) Make sure you get one of the best spots by registering today!

REGISTERING IS EASY!

You can register by completing the form slipped into this brochure or register online at www.afcpconference.org today! For additional information, please call Elaine Nelson at (931) 728-6760 or email her at INKads@afcp.org.

DISCOVER THE AFCP DIFFERENCE!

AFCP's MISSION is to improve the profitability of its members. As sponsors of the AFCP conference, you automatically are entered on the membership roll as an affiliate member, and our mission extends to your business as well as our publishing members. Please let us know what we can do to help make this a successful trade show, adding profits to your company.

SPECIAL TRADE SHOW SESSION

We have scheduled a special session on Thursday morning for specific meetings with sponsors. No other meetings will take place during this time. This is your best opportunity to meet as many attendees as possible and to size up their interest in your products and services.

We ask that you be prepared to present six-minute presentations to small groups at your booth. We will pass out special sponsor visit cards to all participants before this event and they are required to listen to seven sponsor presentations during this hour to be entered into a special drawing. The prize will be a valuable one, and we believe this will help you present more detailed information to our attendees.

The meetings will take place at your booth, and we will ring a bell at the end of six minutes. They will then rotate to another booth and another group will rotate into your area. This session is provided exclusively for you to meet attendees. Make the most of it!

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