

Description

Value

(if purchased separately)

Sponsorship Level

		PLATINUM	GOLD	BASIC
Super-sized booth (eight-foot tables and two chairs)	\$1,400	Included		
Standard booth (six-foot tables and two chairs)	\$1,100		Included	Included
Electricity supplied to booth	\$100	Included	Included	Included
Standard hotel room for 4 nights	\$730	Included		
Breakfast, Lunch and Breaks all 3 days	\$350pp	2 people	2 people	1 person
Thursday night reception tickets	\$120pp	2 people	2 people	1 person
Friday night dinner event	\$140pp	2 people	2 people	
INK advertisement - Full Pages	\$1990	2 full pages		
INK advertisement - Half Page	\$535		half page	
90-sec AV Presentation before a session	Priceless!	Included		
Pre-conference announcements in INK Magazine	\$200	Included	Included	Included
Pre-conference exposure on afcp.org	\$200	Included	Included	Included
Associate Member annual renewal for 2012	\$200/yr	Included	Included	
TOTAL VALUE		\$6050	\$3355	\$1,970
Early Registration Fee (before January 4, 2012)		\$3,950	\$2,250	\$1,150
Late Registration Fee (after January 4, 2012)		\$4,900	\$2,800	\$1,400



AFCP AND ICMA GLOBAL SUMMIT

APRIL 19-21 2012

THE CONFERENCE YOU CANNOT MISS. BE A PART OF THE FREE PAPER INDUSTRY'S LARGEST CONFERENCE AND TRADE SHOW.

EXPANDING HORIZONS

GO PLATINUM!

Your best opportunity to address the entire group of attendees is the 90-second video presentation. This is limited to Platinum Sponsors only. Get the Most from this trade show! Register today.



**FTEN SWEPT
UNDER THE
SKIRTS OF THE PAID
NEWSPAPER INDUSTRY,
CONSIDER THESE FACTS &
JOIN US IN ATLANTA**

- 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.

**APRIL
19-21
2012**

Register Today at
www.afcp.org

**FREE PAPERS REPRESENT A
SEPARATE, DISTINCT INDUSTRY
WITHIN PRINT MEDIA. CLEARLY,
SELLING TO FREE PAPERS IS
GOOD BUSINESS!**

Endless Promotional Opportunities For Vendors in Atlanta!

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 materials 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 Sheraton Atlanta Hotel on or before April 18, 2012. 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 1, 2012.

SPONSORSHIPS & MARKETING OPPORTUNITIES

Sponsorship of meals, functions and other marketing opportunities is a great way to showcase your products and services. There are a limited number of opportunities; please inquire soon.

90 SECONDS OF RECOGNITION

The Platinum sponsor's 90-second video presentation must be submitted to the AFCP office by March 21, 2012 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.

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!

REGISTER

AFCP TRADE SHOW REGISTRATION FORM

ATLANTA, GEORGIA
SHARATON HOTEL 

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Company website: _____

Attendee Name: _____ Title: _____

Additional Attendee Name: _____ Title: _____

Additional Attendee Name: _____ Title: _____

SPONSORSHIP LEVEL: Please circle desired sponsor package. For details on packages please refer to the back of this page. (Early bird price if reserved and paid by 1/4/2012)

	STANDARD	EARLY BIRD
Platinum Sponsor	\$4,900	\$3,950
Gold Sponsor	\$2,800	\$2,250
Basic Sponsor	\$1,400	\$1,150

PLATINUM SPONSORS HOTEL RESERVATION:

Reservation in the name of: _____

Number of rooms _____

check in date _____ check out date _____

Room type (Circle one)

king two double

(room types requested not guaranteed)

PACKAGE PRICE

Number of Additional Trade Show Participants: _____ @ \$280 pp = _____

Number of Additional Thursday Night Dinner Tickets: _____ @ \$150 pp = _____

Number of Additional Friday Night Dinner Tickets: _____ @ \$150 pp = _____

TOTAL SPONSORSHIP PACKAGE:

Less deposit to hold pricing: _____ \$500

Balance to be charged on January 4, 2012: _____

Credit Card Type: _____ Number: _____ Expiration Date: _____ CID: _____

Name on Card: _____

Billing Address: _____

City/State/Zip: _____

I authorize the \$500 deposit to be charged to my card immediately and the balance to be charged on 1/4/2012

Signature: _____

SPECIAL REQUEST: Please let us know if you have any dietary needs or any other requests that will make it the best trade show ever.

LODGING: All attendees must make room reservations directly with the AFCP office 877.203.2327. All attendees are responsible for contacting the AFCP office directly to cancel room reservations. Any cancellation charges are the responsibility of the attendee. Please contact the AFCP office for the cancellation policy.

REGISTRATION PACKAGES: Please refer to the chart on the next page of this brochure for package details. Reservations must be received on or before March 1, 2012. Reservations are accepted on a first come first served basis - so book your booth today!



Fax this
completed form
to **781.459.7770**.
For more informatio
call: Elaine Nelson
at 931.728.6760, or
the AFCP office at
877.203.2327, or go to
www.afcp.org