



**Joint AFCP & SAPA  
Conference & Trade Show**  
Galt House Hotel - The Heart of Louisville, KY

**APRIL 20-22, 2017**

# FREE COMMUNITY PAPERS ARE THRIVING



Come join in the energy and excitement of this dynamic and thriving group of publications. As the media landscape shifts across North America, readers increasingly rely on Free Community Publications for accessing local information in their communities. These publications represent an important multi-billion dollar industry and they continue to evolve, diversify

& reach a growing audience in the communities they serve.

AFCP's Annual Conference & Trade Show can be your opportunity to connect with key decision makers from these publications, who are looking for ways to continue to build and improve their businesses.

## CUSTOMER CONTACTS

AFCP's team works hard to provide as many opportunities as possible for our Trade Show Partners to interact with our members throughout the conference. Our members appreciate the opportunity to learn about the products and services offered by Trade Show Partners. We always welcome and encourage our Trade Show Partners to participate fully in all the Conference events.

Breakfast, lunch and breaks are all held in the trade show area to facilitate additional traffic. Attendees are persuaded to interact with trade show booths by completing a game piece which will allow them to be entered in a prize drawing. Each Trade Show Partner will be provided with a basket for collecting business cards which will be used to conduct several drawings at the show closing on Friday. Trade Show Partners are also encouraged to offer their own prizes for participants who visit their

booths as part of the closing drawings. AFCP understands that bringing attendees to your booth is key to a successful trade show and we are committed to providing many opportunities to facilitate this.

Trade Show Partners will be provided with an Excel spreadsheet of all registered attendees starting three weeks prior to the show for pre-conference marketing and again after the show if there are late registrations to be added. AFCP also invites all of our Trade Show Partners to supply specialty advertising materials such as pens, note pads, coffee cups, or other novelty promotional items for inserting into each attendee's registration bag. Flyers, brochures and paper handouts are accepted from Platinum and Gold level partners only as part of their upgraded marketing opportunities.

All Trade Show Partners must provide logos in hi-resolution digital format by December 19, 2016 for inclusion in pre-conference promotional ads and

materials. These can be submitted to Wendy MacDonald at [wendy@afcp.org](mailto:wendy@afcp.org).

Sponsorships of meals, functions and a variety of other marketing opportunities are a great way to showcase your products and services. There are a limited number of these opportunities available and they will be sold on a first come basis, so please inquire with Wendy MacDonald right away.

## PARTNERSHIP LEVELS

AFCP provides several different Trade Show Partnership levels to choose from, progressing from Basic, Gold and Platinum to Principal Partner. Each level includes progressively more opportunities for exposure to attendees and prominence in promotional materials, signage and events. The chart on the facing page illustrates what is included in the Basic, Gold and Platinum partnership levels.

## WHY MARKET TO THE FREE PAPER INDUSTRY?

Free Community Publications continue to thrive in their individual markets across the country and are taking advantage of the decline of daily newspapers.

Free Community Publications represent an important multibillion dollar industry across North America.

Free Community Publications are distributed to over 50 million homes across North America on a weekly or monthly basis.

Free Community Publications continue to employ thousands of people from coast to coast in both small communities and major cities.

Free Community Publications include a diverse mix of publications, from traditional shopping guides and community newspapers, to alternative newsweeklies and a variety of special interest publications.

Free Community Publications continue to evolve and diversify year after year – 97.9% of our members have active websites and are offering multimedia opportunities for advertisers.

The AFCP Conference and Trade Show is noted for the focus it places on providing sponsors the opportunity to meet directly with decision makers in the publishing companies they represent.

As the media landscape shifts across North America, readers increasingly rely on Free Community Publications for accessing local information within their communities.

## REGISTER TODAY!

Location in the trade show area is assigned by partnership level and the date you finalize registration. Make sure you get one of the best available spots by registering today!

**Don't Miss...your chance to reach out to this great market!**  
Free papers represent a large and distinct industry within print and online media.

# WHAT YOU GET... PARTNERSHIP LEVELS

DESCRIPTION	Value!	Platinum	Gold	Basic
Super Size Booth ( <i>eight-foot table with two chairs</i> )	<b>\$1,400</b>	Included		
Standard Size Booth ( <i>six-foot with two chairs</i> )	<b>\$1,100</b>		Included	Included
Electricity supplied to booth	<b>\$85</b>	Included	Included	Included
Inclusion in conference promotion materials!	<b>\$150</b>	Included	Included	Included
Pre-conference announcements in INK Magazine	<b>\$200</b>	Included	Included	Included
Pre-conference exposure on the AFCP website	<b>\$200</b>	Included	Included	Included
Breakfast, Lunch and Breaks Thurs. & Fri.	<b>\$270 pp</b>	2 people	2 people	1 person
Thursday Night Opening Reception Tickets	<b>\$140 pp</b>	2 people	2 people	1 person
Friday Night Dinner Event and Club AFCP	<b>\$140 pp</b>	2 people	2 people	1 person
Associate Member annual renewal for 2017	<b>\$250/yr</b>	Included	Included	Included
INK Advertisement - Full Page	<b>\$995 ea.</b>	2 Full pages		
INK Advertisement - Half Page	<b>\$535 ea.</b>		Half page	
One Event Sponsorship ( <i>Breakfast, Break, Lunch, etc.</i> )	<b>\$300</b>	Included		
90 Second AV Presentation before one session	<b>Priceless</b>	Included		
<b>TOTAL VALUE OF THE PACKAGE:</b>		<b>\$5,675</b>	<b>\$3,600</b>	<b>\$2,535</b>
<b>Early Bird 2017 Trade Show Package Price</b> <i>(before 1/5/17)</i>		<b>\$ 3,300</b>	<b>\$2,300</b>	<b>\$1,350</b>
<b>2017 Trade Show Package Price</b> <i>(after 1/5/17):</i>		<b>\$3,750</b>	<b>\$2,600</b>	<b>\$1,500</b>

Additional event and item sponsorships are available to increase exposure. Contact Wendy MacDonald for more details.



# EVENT REGISTRATION

A JOINT CONFERENCE AND TRADE SHOW WITH AFCP & SAPA  
APRIL 20-22, 2017 • GALT HOUSE - LOUISVILLE, KY

Company Name: \_\_\_\_\_

Company Description: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Company Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Placement concerns: \_\_\_\_\_

ATTENDEE NAME	ATTENDEE TITLE	ATTENDEE EMAIL
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

## HOTEL RESERVATIONS:

The AFCP office can assist you in getting our discounted rate of only \$159 per night at our host hotel, the Galt House Hotel in the heart of downtown Louisville. To register the easy way, use the link available on the AFCP home page at [www.afcp.org](http://www.afcp.org) or call our office at 877-203-2327.

## SPONSORSHIP LEVEL

	Standard	Early Bird up to 1/5/17
Platinum Partner	\$3,700	<b>\$3,300</b>
Gold Partner	\$2,600	<b>\$2,300</b>
Basic Partner	\$1,500	<b>\$1,350</b>

**Selected Partner Package:** \_\_\_\_\_

Additional Trade Show Attendees: \_\_\_\_\_ @ \$270 pp= \_\_\_\_\_

Additional Thursday Night Dinner Tickets: \_\_\_\_\_ @ \$135 pp= \_\_\_\_\_

Additional Friday Night Dinner Tickets: \_\_\_\_\_ @ \$135 pp= \_\_\_\_\_

**TOTAL PARTNER PACKAGE:** \_\_\_\_\_

Less deposit to hold pricing: -\$500

Balance to be charged on January 6, 2017: \_\_\_\_\_



Credit Card Type: \_\_\_\_\_ Number: \_\_\_\_\_ Exp. 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 January 6, 2017.

Signature: \_\_\_\_\_ Email: \_\_\_\_\_

*All attendees are responsible for contacting the AFCP office directly at 877-203-2327 to cancel room reservations. Any related cancellation charges are the responsibility of the attendee. Please contact the AFCP office with any questions.*

Click the button above to send the completed form to [wendy@afcp.org](mailto:wendy@afcp.org), or you may fax it to AFCP at 781-459-7770