

2017



**Empowering Leaders
and Transforming Lives**

AFC | Association of
Florida Colleges

REGIONS COMMISSIONS CHAPTERS

ANNUAL MEETING AND CONFERENCE

November 1-3, 2017 | INNISBROOK, PALM HARBOR

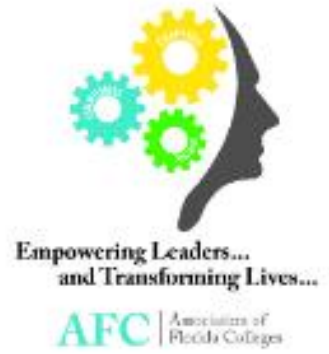
EXHIBITOR AND SPONSOR PROSPECTUS

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2017 ANNUAL MEETING AND CONFERENCE

November 1-3, 2017 | INNISBROOK, PALM HARBOR, FL



The Association of Florida Colleges (AFC) Annual Meeting and Conference is the celebratory event of the year for the Florida College System. The 28 state and community colleges that comprise the Florida College System serve more than 800,000 students annually. It includes an exhibit hall, diverse educational programs, informative membership and association-related meetings, exemplary practice presentations, recognitions and awards, and excellent networking opportunities for members and friends of the Florida College System.

We extend this invitation to showcase your products and services, as well as networking opportunities, to college personnel for two and a half days at our Annual Meeting and Conference. The following pages provide a variety of opportunities to showcase your brand. With your sponsorship, you are welcome to participate in the educational sessions and meal events.

Join us at the 68th Annual Meeting and Conference this November!

EXHIBITOR SCHEDULE AT A GLANCE (Subject to change)

Tuesday, October 31

1:00 pm- 4:00 pm Exhibitor Set-Up

Wednesday, November 1

8:00 am – 4:00 pm Exhibit Hall Open
8:00 am – 10:30 am Coffee and Continental Breakfast
1:00 pm – 3:00 pm Afternoon Break with Exhibitors
6:15 pm – 7:15 pm Welcome Reception with Exhibitors

Thursday, November 2

9:00 am – 4:00 pm Exhibit Hall Open
9:00 am - 10:30 am Coffee and Continental Breakfast
4:00 pm – 6:00 pm Exhibitor Breakdown

EXHIBIT SPACE SPECIFICATIONS

8'X10' Space with side rails
6' draped table
1 wastebasket

7"X44" Identification sign
2 chairs
Security from: TBD

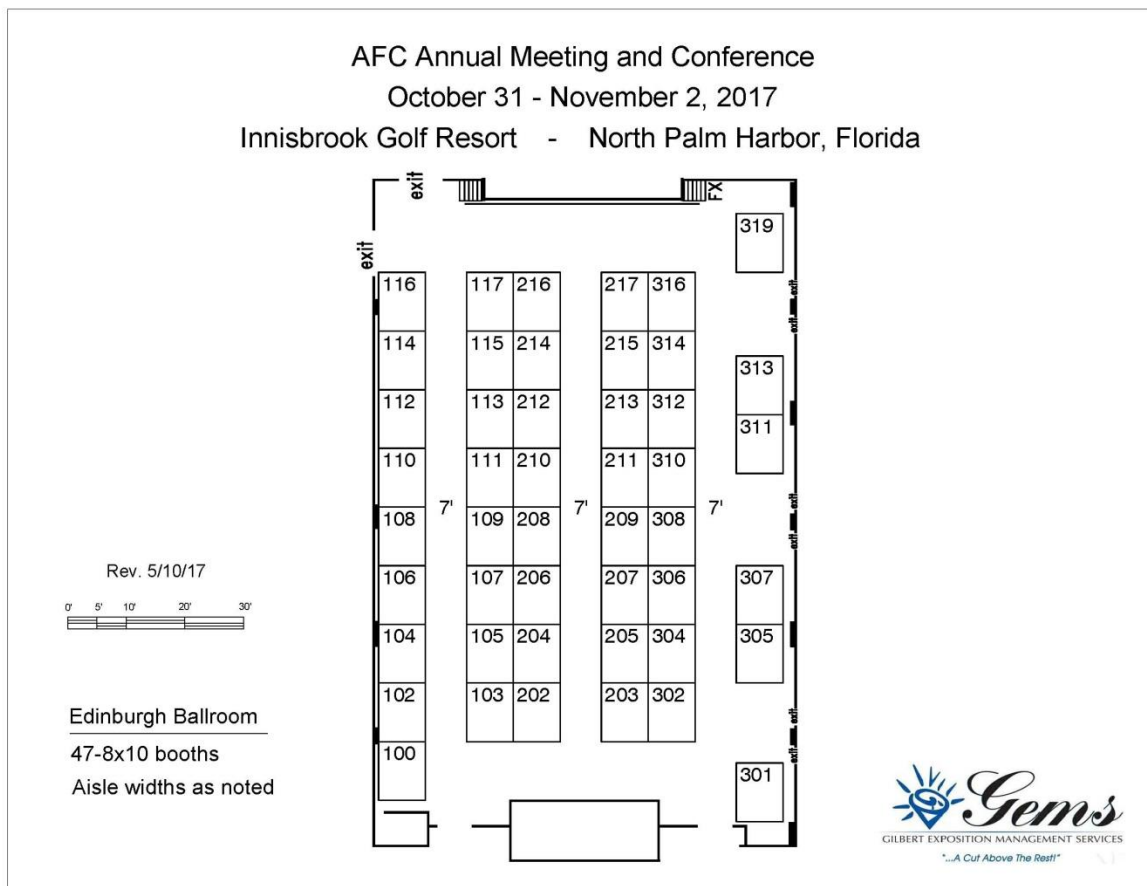
EXHIBITOR CONTRACTOR INFORMATION

Gilbert Exposition Management Services (GEMS)

www.gemsevents.com

407-438-5002

EXHIBIT HALL FLOOR PLAN



HOTEL RESERVATIONS

A room block has been created at Innisbrook. For reservations call: 1-800-492-6899 and ask for the AFC group rate.

SPONSORSHIP OPPORTUNITIES

The following list of opportunities is laid out first by schedule and then by exhibit-only, giveaways, and advertisements. You may select an individual sponsorship or combine with others. A separate fillable application, as well as our rules and policies is provided to you separately.



Tuesday Board of Directors Dinner

4 slots at \$1,500 or exclusive at \$7,000

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at Event	Recognition at Event
	Opportunity to speak
Listing on conference web site	Logo on Conference Web Site
Listing in conference program	Logo in Conference Program
	Half-Page Ad in Conference Program
	Half-Page Ad in CURRENT (AFC Digital Newsletter)
	8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List	Post-Conference Attendee List

Booth space: Additional \$500

Wednesday Morning Coffee and Continental Breakfast in Exhibit Hall

4 slots at \$1,000 or exclusive at \$4,500 **1 Slot Sold! Exclusive No Longer Available.**

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Listing on conference web site	Logo on Conference Web Site
Listing in conference program	Logo in Conference Program
	Half-Page Ad in Conference Program
	Half-Page Ad in CURRENT (AFC Digital Newsletter)
8x10 space with 2 registrations	8x10 Exhibit Space with 2 Registrations

Wednesday Retired Members Lunch

4 slots at \$750 or exclusive at \$3,500

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at Event	Recognition at Event
	Opportunity to Speak
Listing on conference web site	Logo on Conference Web Site
Listing in conference program	Logo in Conference Program
	Half-Page Ad in Conference Program
	Half-Page Ad in CURRENT (AFC Digital Newsletter)
	8x10 Exhibit Space with 2 Registrations in Prime Location
Post-Conference Attendee List	Post-Conference Attendee List

Booth space: Additional \$500

Wednesday Council of Presidents and Past Presidents Reception

4 slots at \$500

3 Slots Sold! 1 spot left! Exclusive No Longer Available.

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at Event	Recognition at Event
	Opportunity to Speak
Listing on conference web site	Logo on Conference Web Site
Listing in conference program	Logo in Conference Program
	Quarter Page Ad in Conference Program
	Quarter Page Ad in CURRENT (AFC Digital Newsletter)
	8x10 Exhibit Space with 2 Registrations in Prime Location
Post-Conference Attendee List	Post-Conference Attendee List

Booth space: Additional \$500

Wednesday Night Karaoke Social

2 slots at \$1,600 or exclusive at \$3,500

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at event	Recognition at Event
	Opportunity to Speak
Listing on conference site	Logo on Conference Web Site
Listing in Conference Program	Logo in Conference Program
	8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List	Post-Conference Attendee List

Booth space: Additional \$500

Thursday Morning Council of Presidents Breakfast

4 slots at \$750

1 Slot Sold! Exclusive No Longer Available.

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at Event	Recognition at Event
	Opportunity to Speak
	Quarter-Page Ad in Conference Program
	Quarter-Page ad in CURRENT (AFC Digital Newsletter) for One year
Listing in Conference Program	Logo in Conference Program
Listing on Conference Web Site	Logo on Conference Web Site
	8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List	Post-Conference Attendee List

Booth space: Additional \$500

Thursday Morning Coffee and Continental Breakfast in Exhibit Hall

4 slots at \$1,000 or exclusive at \$4,500

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Listing on conference web site	Logo on Conference Web Site
Listing in conference program	Logo in Conference Program
	Half-Page Ad in Conference Program
	Half-Page Ad in CURRENT (AFC Digital Newsletter)
	8x10 Exhibit Space with 2 Registrations in Prime Location
Post-Conference Attendee List	Post-Conference Attendee List

Booth space: Additional \$500

Thursday Council of President's Lunch

4 slots at \$1,500 or exclusive at \$6,500

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at Event	Recognition at Event
	Opportunity to Speak
	Quarter-Page Ad in Conference Program
	Quarter-Page ad in CURRENT (AFC Digital Newsletter) for One year
Listing in Conference Program	Logo in Conference Program
Listing on Conference Web Site	Logo on Conference Web Site
	8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List	Post-Conference Attendee List

Booth space: Additional \$500

Thursday After Lunch Sweet or Salty in Exhibit Hall at YOUR Booth!

Attendees will pick up a coupon from your booth prior to lunch for a sweet treat such as ice cream or cookies or salty treat like popcorn or pretzels.

2 slots at \$4,000

Benefits
Signage at Booth
Logo in Conference Program
Logo on Conference Web Site
8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List

Thursday Night Gala and Silent Auction Reception

5 Slots at \$6,500 or Exclusive at \$32,500

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at Event	Recognition at Event
	Opportunity to Speak
	Reserved Seating at Event
Half-page Ad in Conference Program	Full-page Ad in Conference Program
Half-page Ad in CURRENT (AFC Digital Newsletter)	Full-page Ad in CURRENT (AFC Digital Newsletter) for One Year
	Scrolling Banner Ad on AFC Web Site for One Year
Logo in Conference Program	Logo in Conference Program
Logo on Conference Web Site	Logo on Conference Web Site
8x10 Exhibit Space with 2 Registrations	8x10 Exhibit Space with 3 registrations in Prime Location
	Pre-Conference Attendee List
Post-Conference Attendee List	Post-Conference Attendee List

Friday Morning AFC Wellness Run Water **SOLD!**

2 slots at \$250 or exclusive at \$600

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Listing in Conference Program	Logo in Conference Program
Listing on Conference Web Site	Logo on Conference Web Site
Post-Conference Attendee List	Post-Conference Attendee List
Booth space: Additional \$500	Booth space: Additional \$500

Friday Awards Luncheon

4 slots at \$4,500 or exclusive at \$20,000

Individual Benefits	Exclusive Benefits
Signage at Event	Signage at Event
Recognition at Event	Recognition at Event
	Opportunity to Speak
	Reserved Seating at Event
Quarter Page Ad in Conference Program	Full-page Ad in Conference Program
Quarter page ad in CURRENT (AFC Digital Magazine)	Half-page ad in CURRENT (AFC Digital Newsletter) for One year
	Scrolling Banner Ad on AFC Web Site for One Year
Logo in Conference Program	Logo in Conference Program
Logo on Conference Web Site	Logo on Conference Web Site
8x10 Exhibit Space with 2 Registrations	8x10 Exhibit Space with 3 Registrations in Prime Location
	Pre-Conference Attendee List
Post-Conference Attendee List	Post-Conference Attendee List

EXCLUSIVE CONFERENCE SPONSORSHIPS

Hotel Key Cards with Pocket Program

\$7,000

Benefits
Logo in conference program
Logo on conference web site
Half-page ad in conference program
Half-page ad in CURRENT (AFC Digital Newsletter)
Scrolling Banner Ad on AFC Web Site for 3 months
8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List

Keynote Speaker

\$6,000

Benefits
Recognition at Event
Opportunity to Speak
Logo in conference program
Logo on conference web site
Half-page ad in conference program
Half-page ad in CURRENT (AFC Digital Newsletter)
Scrolling Banner Ad on AFC Web Site for 2 months
8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List

Photo Booth

Attendees will get a ticket from your booth to take memorable photos! Photo printouts will be branded with your logo.

\$4,000

Benefits
Branding on Booth
Listing in conference program
Listing on conference web site
8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List

Photos with Keynote Speaker

Your brand will be placed on a large cut-out frame where attendees will have their photo taken with our keynote speaker.

\$3,000

Benefits
Branding on frame
Listing in conference program
Listing on conference web site
8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List

Conference Program

\$2,500

Benefits
Full-Page Color ad on Back of Program
Listing in Conference Program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

Tote Bags

\$2,000

Benefits
Logo on all attendee conference tote bags
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

Name Badges and Lanyards

SOLD!

\$1,500

Benefits
Logo on all attendee badges and lanyards
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

EXCLUSIVE AWARD SPONSORSHIPS

Honorary Life Award

\$1,300

Benefits
Name engraved on award
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

Distinguished Service Member Award

\$1,200

Benefits
Name engraved on award
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

AFC Region of the Year Award

\$1,000

Benefits
Name engraved on award
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

AFC Chapter of the Year Award

\$1,000

Benefits
Name engraved on award
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

AFC Commission of the Year Award

1,000

Benefits
Name engraved on award
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

AFC Board Member of the Year Award

\$1,000

Benefits
Name engraved on award
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

AFC Presidential Leadership Award

\$1,000

Benefits
Name engraved on award
Listing in conference program
Listing on conference web site
Post-Conference Attendee List

Booth space: Additional \$500

Exhibit Booth Only

\$950

Benefits
Listing in conference program
Listing on conference web site
8x10 Exhibit Space with 2 Registrations
Post-Conference Attendee List

OTHER EXCLUSIVE SPONSORSHIPS

Giveaways Placed in Attendee Tote Bags

You may provide your branded giveaway items to be placed in the attendee tote bags at a cost of \$500. Suggested items include pens, notepads, hand sanitizer, chargers, and flash drives.

ADVERTISEMENTS IN CONFERENCE PROGRAM

Full-Page Ad in Conference Program

\$900

Benefits
Post-Conference Attendee List

Half-Page Ad in Conference Program

\$750

Benefits
Post-Conference Attendee List

Quarter-Page Ad in Conference Program

\$500

Benefits
Post-Conference Attendee List

SPONSORSHIP APPLICATION

An online application is ready for you at:

<http://www.myafchome.org/myafcannualconference#Exhibitor>

RULES AND POLICIES

These documents are included in the online application.

QUESTIONS?

Please contact:

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Communications and Marketing Coordinator
Association of Florida Colleges
850-222-3222
awilliams@myafchome.org