



ASSOCIATION OF FLORIDA COLLEGES
2015 ANNUAL MEETING & CONFERENCE

Exhibitor and Sponsor Prospectus



**November 11 - 13, 2015 | Buena Vista Palace Hotel
1900 E. Buena Vista Dr. | Lake Buena Vista, FL 32830**

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About the AFC Conference and Exhibit Hall

Partnering with businesses and communities across the state is one of the many ways the 28 Florida colleges provide pathways and pipelines to higher education access and a robust workforce in their efforts to celebrate the many voices represented by the Florida College System. These institutions serve more than 900,000 students annually and today's challenge is to meet the growing needs of a diverse population with limited resources and a changing educational landscape. Performance funding, new accountability measures with a focus on retention and completion, and baccalaureate degrees are the bellwether issues for higher education professionals in the state. How can the Florida College System continue to meet student and community needs while maintaining excellence, access, and student engagement during this critical time of transformation?

One of the answers is through our suppliers! We are seeking suppliers, like you, that have products and services that can help provide solutions for our members. The AFC 2015 Annual Meeting and Conference will be held at the Buena Vista Palace in Lake Buena Vista, FL, November 11-13, 2015. The Annual Conference is the celebratory event of the year for the Florida College System. It includes an exhibit hall with over 35 suppliers, more than 30 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.

Exhibit hours are designed with scheduled breaks such as a welcome reception, snack and coffee breaks that help facilitate increased traffic flow. We also offer the opportunity to purchase advertising in our Convention Program and the Pre- and Post-issues of the AFC e-Newsletter. As an added incentive to visit the exhibit hall, attendees will be given an exhibit hall game that exhibitors will validate when an attendee visits their booth. Attendees must visit a specified number of exhibitors to be eligible for cash drawings. This is a unique opportunity to network with our members that you will want to consider. As an exhibiting company, you are more than an exhibitor; you are our business partner. We are always working to improve the AFC Annual Convention Exhibit Hall for your benefit as well as for our attendees. We greatly appreciate your contribution to the success of our meeting and we look forward to working with you this year.

Important Contacts

AFC State Office	Exhibits and Sponsorships	Advertising
Association of Florida Colleges	Adrienne Bryant, CAE	Tina Ingramm - Ward
113 East College Avenue	Manager, Partnerships	Publications Coordinator
Tallahassee, FL 32301	Phone: 850-222-3222, ext. 104	Phone: 850-222-3222, ext. 108
850-222-3222	Fax: 850-222-2327	Fax: 850-222-2327
www.myafchome.org	abryant@myafchome.org	tingramm@myafchome.org

Official Contractor	Facility
Gilbert Exposition Management Services (GEMS)	Buena Vista Palace Hotel
895 Central Florida Parkway	1900 E. Buena Vista Drive
Orlando, FL 32824	Lake Buena Vista, FL 32830
Web: www.gemsevents.com	Web: http://www.buenavistapalace.com
Phone: 407-438-5002	Phone: 866-397-6516
Fax: 407-852-0286	

Hotel Reservations

Buena Vista Palace Hotel | 1900 E. Buena Vista Drive | Lake Buena Vista, FL 32830

Phone: 866-397-6516 | Website: http://www.buenavistapalace.com

Deadline to book reservations: **October 18, 2015**

AFC Room Rates:

Rate includes: Guest room Internet, self-parking, and use of the Disney Bus System.

Resort View: \$139 Waterview: \$149 1 Bedroom Family Suite: \$209 1 Bedroom Tower Suite: \$278

Cancellation Policy: Reservation must be cancelled 24 hours prior to check-in date.

Exhibit/Sponsorship Schedule

Wednesday, November 11, 2015

8:00 a.m. - 1:00 p.m.	Exhibitor registration and Booth Set-Up
1:00 p.m. - 3:30 p.m.	Exhibit Hall Open; Attendee arrivals and registration
1:30 p.m. - 3:30 p.m.	Arrival Snack Break with the Exhibitors
4:00 p.m. - 5:30 p.m.	Opening General Session; Recognition of Sponsors
5:30 p.m. - 7:00 p.m.	Exhibit Hall Open; Welcome Reception with the Exhibitors (Booths MUST be manned)

Thursday, November 12, 2015

7:00 a.m. - 4:00 p.m.	Exhibit Hall Open
7:00 a.m. - 10:00 a.m.	Coffee Break with Exhibitors
12:00 p.m. - 1:30 p.m.	Exhibit Hall Remains Open; (Lunch is not provided unless we have a sponsor)
1:30 p.m. - 3:30 p.m.	Exhibit Hall Open with Afternoon Snack Break
3:30 p.m. - 6:00 p.m.	Exhibit Hall Closes; Exhibitor Tear-Down

Exhibit Space Specifications

- 8' X 10' Booth Space with side rails (Platinum Sponsor will receive two 8' x 10' spaces)
- Table-tops will not have side rails
- 7" X 44" Identification Sign
- 6' Draped Table
- Two Chairs
- 1 Wastebasket
- Security from Wednesday - Thursday (6:00 PM - 7:00 AM)

It is imperative that booths be properly manned during posted hours. **Times are subject to modification prior to the conference to adapt to any changes of conference sessions.** All exhibitors will receive adequate notice of the final schedule.

No exhibit shall be packed, removed, or dismantled prior to the closing of the Show without permission from the Exhibit Hall Coordinator. If the exhibitor acts in breach of this provision, it is subject to pay as compensation for the distraction to the Exhibition's appearance, an amount equal to one-third total space charge for Exhibitor's allocated area, in addition to all sums otherwise due under this Contract.

The aisles in the exhibit hall constitute common space and are the property of the entire exhibition. Each exhibitor has the responsibility to assure proper flow of traffic throughout the entire hall. Aisles must not be obstructed at any time.

Except as provided herein, aisle space may not be used for exhibit purposes, displays or signs, or for the solicitation of business. Aisle space may be used for decoration only, not exhibiting purposes.

2015 Sponsorship Opportunities

The AFC Annual Meeting and Conference is your opportunity to showcase and promote your products and services, retain relationships with current clients as well as reach new customers, and increase your visibility. AFC is the recognized organization for community college employees in Florida. Our members are actively looking for suppliers and do business with those who support our industry. Take advantage of this unique opportunity to sponsor key aspects of our event today!

How to build a sponsorship package:

1. Choose which of the tiered sponsorship package levels you would like to reach.
2. Select the events/items your company would like to sponsor in order to reach the dollar amount of your chosen sponsorship level. All available opportunities with descriptions can be found on pages 5-8 of this prospectus.
3. Given your selection(s), complete the Exhibit/Sponsorship Application & Contract at the end of this prospectus and return to AFC Exhibit and Sponsor Manager.

	Platinum (15,000+)	Gold (9,000 - 14,999)	Silver (5,000 - 8,999)	Bronze (2,500 - 4,999)
Priority Booth Placement	✓			
Complimentary ad in the AFC on-site program and CURRENT	Full	Half	Quarter	
VIP Seating at sponsored events	✓	✓		
Podium recognition and one-minute speaking opportunity	✓	✓	✓	
Promotional materials in conference tote bags	2	1	1	1
Company name and logo in promotional e-mails	✓	✓		
Complimentary full conference registrations	5	4	3	2
Logo/Listing in the AFC on-site program as an official sponsor	Logo	Logo	Listing	Listing
Hyperlink with company name and logo on the official 2015 AFC Conference web page	✓	✓	✓	✓
Exhibit booth with table, chairs, and waste-basket	2	1	1	1
Company name on signage	✓	✓	✓	
Sponsor ribbons on staff badges	✓	✓	✓	✓
Logo recognition on sponsor slide	✓	✓	✓	✓
List of 2015 conference attendees (post-conference)	✓	✓	✓	✓
AFC Associate Membership (one year)	3	2	1	

Conference Items available for sponsorship

President's Reception and Gala - \$35,000

The premiere conference dinner event celebrating the outgoing AFC President. Each year we recognize award winners and the accomplishments of individuals who have gone above and beyond. Show your support for our community by sponsoring this event. Sponsorship includes reserved VIP seating, podium recognition, your organizational logo featured on sponsor slides and signage. Gala is held on Thursday, November 12.

Closing Awards Luncheon - \$20,000

Each year the Annual Closing Awards Luncheon recognizes AFC's the accomplishments of individuals who have gone above and beyond, and our Chapters, Regions, and Commissions. Show your support for our community by sponsoring this event! Sponsorship includes reserved VIP seating, podium recognition, your organizational logo featured on sponsor slides and signage.

WiFi Internet Access and AFC Conference APP - \$5,500 - FEATURED SPONSORSHIP

Sponsor the WiFi internet access for every AFC attendee! Sponsorship will include your company's logo on the WiFi Splash Page and your company's name as the WiFi password. You'll also receive recognition everywhere the WiFi access information is listed/announced (website, signage at the event, etc.)

Box Lunches for Exhibit Hall - \$8,000

Be the hero of our attendees and keep them chatting with you throughout the lunch break. Box lunches would be served in the Exhibit Hall on a first come, first serve basis to conference attendees.

Council of Presidents / AFC Past Presidents' Reception - \$7,500

This reception is a way of saying thank you to our College Presidents and our AFC Past Presidents for their leadership and support throughout the years. Excellent opportunity to network with leaders in the Florida College System.

Welcome Social - \$4,500

This welcome social is a way of thanking the Board of Directors, industry leaders and friends who have committed time and energy in the interest of advocacy, education and awareness of AFC and the Florida College System. Additional benefits include enhanced visibility through logo recognition during the event and entryway signage.

~~Hotel Key Cards - \$5,000~~ **SOLD**

Be the key message every time attendees reach in their pockets to get into their room. This sponsorship allows your logo on all attendee room keys. Your message is read with each swipe of the card.

Exhibit Hall Grand Opening Reception - \$5,000

This sponsorship includes signage with your company name and logo, one drink ticket per attendee with your company logo, and signage on all bars.

Charging Locker Tower w/monitor - \$4,500

Attendees will remember your name when they plug in, lock up, and walk away. Charging locker consists of 20 units that keep coveted mobile devices safe and secure via a digital lock. TV Monitors and front/back panels offer a great branding opportunity for your organization.

Charging Locker Tower - \$3,500

Provide attendees a quick “jump start” for mobile devices, laptops, and tablets that are about to run out of battery power. Your custom graphics will be on signage at the Charging Station. Your company will be mentioned on the app and the on-site program. Attendees will remember your name when they plug in, lock up, and walk away. Charging locker consists of 20 units that keep coveted mobile devices safe and secure via a digital lock. Front/back panels offer a great branding opportunity for your organization.

Business Lounge/Education Space - \$3,500

A place for attendees to take a break, recharge, relax, and attend micro-sessions.

Beverage/Snack Breaks- \$3,500 each / \$6,500 for two

Your company will be promoted as the refreshment break sponsor every where the break is listed. Also, as a supporting company, you *may provide* personalized cups and/or napkins (pending AFC approval) to maximize exposure in addition to the signage at the break with the company name and logo.

Exhibit Hall Photo Booth - \$3,500

Everyone at the AFC Annual Conference will want a photo keepsake! Attendees must visit your booth to receive a ticket to participate, providing your representatives continuous lead generation. Additional benefits include the sponsor logo included on photo paper.

Exhibit Hall Caricature Booth - \$3,500

Be the destination on the AFC Exhibit Hall show floor with the Caricature sponsorship. Your booth will be one of the most heavily trafficked, as attendees visit to earn tickets for their own caricature drawing, providing your representatives a steady stream of leads and continuous relationship development.

~~Conference Program-~~\$3,000 *SOLD*

You'll make big news with your organization brand on the back cover of the book everyone uses multiple times a day. Your logo will also jump off pages in the “Notes” section of the program, and travel back to the office with all who take the program for future reference, or to share with others.

~~AFC Wellness Fun Run/Walk--~~\$3,000 *SOLD*

For the sixth year in a row, our one mile fun run/walk has become a must-attend event. What better way to feature your organization than on a shirt or accessories they will carry with them long after the conference.

~~Pocket Program--~~\$2,000 *SOLD*

As a sponsor of the always popular Pocket Program, with your company logo and contact information included, everyone at the conference will remember you.

Retirees' Luncheon - \$1,500

This luncheon is in celebration of our Retirees' their accomplishments, and their continued support after retirement. Perfect opportunity to educate our retirees regarding financial advice and other pertinent topics.

Sponsored Push Notification - \$500 each

Attendees will be opening their event app frequently to navigate and plan their experience. Get your message delivered in real time to attendees.

Awards and Recognition

All awards will include the company name engraved on the recipient's plaque, podium recognition, and table-top space in exhibit hall.

Honorary Life Award - \$1,250

The Honorary Life Membership Award is the highest honor that the Association of Florida Colleges can bestow on an individual. It is an award of appreciation for significant, long-term contribution to AFC and/or the state college system. It is the crowning achievement that recognizes long-term dedication to the AFC and the Florida College System.

Distinguished Service Member Award - \$1,250

Distinguished Service Member Award is awarded to members of the Association of Florida Colleges for an exceptional achievement at the chapter, region, commission and/or state level.

James L. Wattenbarger Award- \$1,250

Recognizing outstanding service to the Florida College System by a college president.

AFC Region of the Year Award - \$1,000

Recognizing an Outstanding Region for their commitment to service, excellence, advocacy, and professional development, and outstanding contributions consistent with the AFC mission and goals.

AFC Chapter of the Year Award - \$1,000

Recognizing an Outstanding Chapter for their commitment to service, excellence, advocacy, and professional development, and outstanding contributions consistent with the AFC mission and goals.

AFC Commission of the Year Award - \$1,000

Recognizing an Outstanding Commission for their commitment to service, excellence, advocacy, and professional development, and outstanding contributions consistent with the AFC mission and goals.

AFC Board Member of the Year Award - \$1,000

To recognize outstanding service and commitment to the AFC by a current member of the AFC Board of Directors. The current President bestows this award.

AFC CAP & Gown Award - \$1,000

The purpose of the Collaboration and Partnership for Growing Our Whole Network (CAP and GOWN) Award is to encourage innovative cross-commission, cross-regional, and cross-chapter initiatives by colleges.

Exhibitor-Only Opportunities

All exhibitor-only opportunities include a 6' table, two chairs, waste basket, exhibit hall security, and signage.

Session Partner - \$1,175 - 9 Booths Left

Get extra visibility with a session sponsorship. Company name/logo will be featured on signage outside the selected session (as chosen by AFC staff). Additional benefits include distribution of collateral material on each chair during session, one pre-conference e-mail blast to attendees (by AFC Staff), exhibitor link to website on AFC conference page, and recognition in pre-conference e-mail blast to attendees. Includes 8' x 10' exhibit booth, full-conference passes for two attendees, and a post-conference attendee list.

Marketing Maximizer - \$975 - 9 Booths Left

Let attendees know who you are before they get on site. One pre-conference e-mail blast (including all marketing maximizer companies) will be sent to all attendees by AFC Staff prior to conference start. Additional benefits include exhibitor link to website on AFC conference page, and recognition in pre-conference e-mail blast to attendees. Includes 8' x 10' exhibit booth, conference passes for two attendees, and a post-conference attendee list.

Conference Partner - \$775 - 9 Booths Left

Partner up with AFC and include a promotional piece in our conference tote bags. Additional benefits include one full-conference pass for one attendee, recognition in convention program, and exhibitor listing with link to website on AFC Conference page. Includes table-top in prime location.

Conference Friend - \$575 - 9 Booths Left

Includes one full-conference pass for one attendee, recognition in convention program, and exhibitor listing with link to website on AFC Conference page and table-top in standard location.

Attendee Giveaways

All items will be branded with company logo and AFC logo and included in the conference bags.

Power Bank - \$7,500

A charging station on the go! Sponsorship of the conference Power Bank provides a highly visible branding opportunity for your organization. This small, sleek custom charger is a great travel accessory and will charge most mobile devices.

Water Bottles - \$5,000

Keep attendees hydrated with this exclusive sponsorship. Every attendee will receive a water bottle with your logo, to be refilled at complimentary water stations throughout the hotel.

Notebooks - \$4,000

This important sponsorship makes you the exclusive supporter of the notebooks provided to each participant. The spiral bound notebooks feature your logo along with the AFC logo on the front cover.

Conference Tote Bags - \$2,500 *SOLD*

Maximize your exposure with your name and logo on the official tote bag carried by attendees.

Name Badge Holders and Lanyards - \$1,750 *SOLD*

Ever imagine everyone at AFC wearing your brand? Take advantage of this sponsorship and your company logo will appear on name badge lanyards worn by each attendee and your company receives maximum exposure.

Exhibit/Sponsorship Application and Contract

Sponsorship Item Selection

Please indicate which items you would like to purchase:

Conference Items available for Exclusive Sponsorship

- ☐ President's Reception and Gala - \$35,000
- ☐ Closing Awards Luncheon - \$20,000
- ☐ **WiFi Internet Access and AFC Conference APP - \$5,500 (FEATURED)**
- ☐ Box Lunches for Exhibit Hall - \$8,000
- ☐ Council of Presidents / AFC Past Presidents' Reception - \$7,500
- ☐ Welcome Social - \$4,500
- ☐ ~~Hotel Key Cards - \$5,000~~ **SOLD**
- ☐ Exhibit Hall Grand Opening Reception - \$5,000
- ☐ Charging Locker Tower w/monitor - \$4,500
- ☐ Charging Locker Tower - \$3,500
- ☐ ~~Business Lounge / Education Space - \$3,500~~ **SOLD**
- ☐ Exhibit Hall Photo Booth - \$3,500
- ☐ Exhibit Hall Caricature Booth - \$3,500
- ☐ ~~Conference Program - \$3,000~~ **SOLD**
- ☐ ~~AFC Wellness Fun Run / Walk - \$3,000~~ **SOLD**
- ☐ ~~Pocket Program - \$2,000~~ **SOLD**
- ☐ Retirees' Luncheon - \$1,500
- ☐ Sponsored Push Notification - \$500/each (does not include booth)

Awards and Recognition

- ☐ Honorary Life Award - \$1,250
- ☐ Distinguished Service Member Award - \$1,250
- ☐ James L. Wattenbarger Award - \$1,250
- ☐ AFC Region of the Year Award - \$1,000
- ☐ AFC Chapter of the Year Award - \$1,000
- ☐ AFC Commission of the Year Award - \$1,000
- ☐ AFC Board Member of the Year Award - \$1,000
- ☐ AFC CAP & GOWN Award - \$1,000

Exhibit/Sponsorship Application and Contract

Exhibitor-Only and Attendee Giveaway Item Selection

Please indicate which items you would like to purchase:

Exhibitor-Only Opportunities

- ☐ Session Partner - \$1,175 - 9 Booths Left
- ☐ Marketing Maximizer - \$975 - 9 Booths Left
- ☐ Conference Partner - \$775 - 9 Tables Left
- ☐ Conference Friend - \$575 - 9 Tables Left

Attendee Giveaways

- ☐ Power Bank - \$7,500
- ☐ Water Bottles - \$5,000
- ☐ Notebooks - \$4,000
- ☐ Conference Tote Bags - \$2,500 **SOLD**
- ☐ Name Badge Holders and Lanyards - \$1,750 **SOLD**

Please read the following information carefully, then check and sign box on contract

Critical Dates and Deadlines for 2015 Exhibitors and Sponsors

Please note: Dates and deadlines are subject to change

50% Deposit for Exhibit/Sponsorship	October 9, 2015
Company Logo	October 19, 2015
All Ad Material	October 19, 2015
Remaining Exhibit/Sponsorship Balance	October 23, 2015
Promotional Insert for Conference Tote Please provide 500 pieces	October 30, 2015

I acknowledge that I have read and understand the above requirements and will submit all requested materials to AFC by the deadlines listed. I recognize that the contact name listed on this contract will receive all AFC communications and is responsible for dispersing information to the appropriate associated parties within the organization.

Company Name: _____

Name (printed): _____

Signature of Authorized Sponsor Representative

Date

Exhibit/Sponsorship Application and Contract

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

SPONSORSHIP LEVEL

The total dollar amount of the sponsorship opportunities you selected places you at the following sponsorship level:

- ☐ Platinum (\$15,000+)
- ☐ Gold (\$9,000-\$14,999)
- ☐ Silver (\$5,000-\$8,999)
- ☐ Bronze (\$2,500-\$4,999)
- ☐ None – Individual Sponsor Items/Exhibit Booth Only

Total Cost: _____

BOOTH SELECTION

8'x10' Exhibit Booth:

- ☐ Complimentary Booth with Sponsorship (\$0)
- ☐ Session Partner – (\$1,175)
- ☐ Marketing Maximizer - (\$975)
- ☐ Conference Partner - (\$775)
- ☐ Conference Friend - (\$575)

Total Number of Booths Requested: _____

Total Cost: _____

SPACE SELECTION: We realize some companies are direct competitors and some have special partnerships. Please let us know if you have any special requests regarding booth placement. Requests will be accommodated if possible.

I agree to pay for the above sponsorship in full no later than October 23, 2015.

I also understand that if I cancel my sponsorship, I will be billed \$250 per month from the time of the signed agreement to reimburse AFC for marketing exposure on the AFC website, in CURRENT magazine and the AFC E-Zine.

Signature: _____ Date: _____

Sponsorships may be paid by check or credit card. Please make checks payable to Association of Florida Colleges. Sponsorship amounts must be paid in full no later than October 23, 2015.

_____ My check is included for the amount of \$ _____

_____ Please invoice me

_____ Credit Card _____ Exp. Date: _____

Events Held in Conjunction with Conference: While private events add to the experience of many conference attendees, AFC must approve all events held from November 11-13, 2015 to avoid any conflicts with conference events. Please request approval from AFC prior to finalizing your plans.

Payment for Participants: Total balance due must be submitted with contract. Your booth and sponsorship items will not be officially reserved until your balance has been paid. In no case will a refund be made for a cancellation or reduction of space or sponsorship received after October 23, 2015. Should you cancel or reduce space or sponsorship after October 23, 2015, 100% of your outstanding total balance will still be due.

Security: AFC provides limited security service. Exhibitors are solely responsible for exhibit material and should insure the exhibit against loss or damage.

Use of Space: Exhibitors shall not assign, share, or sublet any space without written consent of AFC. Care must be taken that no display extend more than 8' above the floor or more than 10' in depth from the back wall of the booth, or interfere with the view of other exhibitors. No part of the display may exceed the height of the side walls except in the back half (4') of the booth.

Liability: AFC, the Buena Vista Palace Hotel and the general services contractor will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident, or other causes. Exhibitor agrees to protect, save, and hold AFC, the Buena Vista Palace Hotel, the general services contractor, and all agents and employees thereof (hereafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from and all losses, costs (including attorney's fees), damages, liability, or expense arising from or out of or by any reason of accident of bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees, and business invitees which arises from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

Safety Regulation: Exhibitors must adhere to all municipal and provincial laws, rules, and regulations. No combustible decorations may be used at any time: all drapes, table coverings, and other materials must comply with fire department regulations.

Failure to Occupy Space: The exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the exhibit installation period. This space may be resold, reassigned, or used by show management in any manner deemed suitable. There will be no refund for space not occupied and any outstanding exhibitor balance is 100% due.

Show Cancellation: If the conference or exhibit is cancelled due to circumstances beyond the control of AFC, AFC will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

Music Licensing: The exhibiting company will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

Americans with Disabilities Act: Exhibiting companies shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold AFC harmless from any consequences of exhibiting company's failure in this regard.

Selection of Exhibitors: Only firms and organizations whose services are appropriately related to the purpose of AFC shall be permitted to exhibit. AFC reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate, this reservation being all inclusive as to persons, things, printed matter, products and conduct.

Union Regulations: Exhibiting companies agree to comply with all union regulations as outlined by the hotel and the official general service contractor. It is the exhibit contact listed on the Application/Contract for Exhibit Space who is responsible for ensuring all their staff are aware of and in compliance with such regulations. Detailed information will be provided in the Exhibitor Service Kit.

Sponsorship Reservation Policy: Starting October 1, 2015 all non-purchased sponsorship opportunities become available on a first-come, first-served basis. Sponsors will be held to all rules listed in this prospectus.

Process: Beginning October 1, 2015, all remaining available sponsorships will be offered to all interested parties on a first come, first serve basis. Sponsored events will be awarded, as received, by the AFC office. Sponsorship will not be confirmed unless it is accompanied by payment. Telephone requests will not be accepted. You will receive confirmation of your event or be notified that your request has already been awarded after payment is received. Sponsorships are non-refundable.

Deadlines: In order to begin production of certain conference-related items, the deadline to invest in the 2015 AFC Annual Conference sponsorship program is October 7, 2015. After this date we will accept sponsorship contracts but cannot guarantee on-site materials will be placed in program or hall. All logos to be included in the AFC on-site program are due to AFC by October 19, 2015. AFC must approve any sponsorship requiring artwork or messaging prior to production. AFC accepts no responsibility to include your company name or description in the AFC on-site program or AFC website for your failure to sign up or provide requested information by the deadline dates listed.

Sponsor Promotion and Marketing: AFC reserves the right to use individual sponsorships and/or sponsor names in its marketing and advertising materials. However, AFC does not guarantee the use of any particular sponsorship company name or menu item in any such collateral, in part or in whole, and recognition will be solely for the benefit of AFC Annual Conference and AFC itself. Approved AFC sponsors will receive permission from AFC to use the designation as a 2015 conference sponsor,

and the AFC Conference logo, in sponsor correspondence, collateral, exhibit booth space and on other AFC materials. AFC will supply sponsors with the approved AFC Conference logo upon receipt of a signed copy of the Agreement and payment.

Post Conference Attendee Mailing List: The Post Conference Attendee Mailing List is provided for one time use only. Misuse of this list will result in the loss of your appointment to select sponsorship items and booth placement for the 2016 AFC Annual Conference.

Price and Payment Policy: Please refer to the Sponsorship pages in this prospectus for individual sponsorship pricing. Sponsorship pricing may fluctuate year to year to allow for increases in production costs and materials. Sponsorship payments are due in full upon receipt of invoice and are non-refundable. Sponsorships not paid in full may be resold by AFC to other interested supporters and all payments made become nonrefundable and 100% of your current balance is due.

General Policies, Terms and Regulations:

1. Limited Liability—The liability of AFC for any act, error or omission for which it may be held legally responsible shall not exceed the cost of any cash payment. AFC will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. AFC shall not be subject to any liability whatsoever for any failure to hold the Conference because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of AFC. Unintentional or inadvertent failures of either party to print, publish or circulate the other party's name and/or materials shall not be considered a breach of the Agreement.

2. Cancellation Policy—Sponsor may not cancel this sponsorship after acceptance by AFC except for breach of this Agreement by AFC. Cancelled sponsorships, with the exception of those in breach of this Agreement by AFC, forfeit all monies paid to AFC and 100% of your balance is due.

3. General Terms—The terms and conditions set forth in this document govern the relationship between AFC and sponsor. Unless expressly agreed to in writing by AFC, no other terms or conditions appearing in contracts, orders, insertion instructions or otherwise that conflict with the provisions of this Agreement shall be binding on AFC. AFC shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Agreement. The waiver of any provision of this Agreement shall not be construed to be a waiver of either party's right to later require strict observation and performance of each of the provisions hereof. Facsimile transmission of a copy of this Agreement bearing a signature shall be deemed delivery of a signed original Agreement.

4. Severability—If any section or provision of the terms listed above are deemed illegal by a competent court of law, all other provisions of this the contract shall remain in force.

Contract Acceptance—AFC will only accept a contract from an authorized representative with the full power and authority to sign and deliver the AFC 2015 Exhibit/Sponsorship Contract. The company signing the contract agrees to comply with all of the terms and regulations contained in this document and within the Sponsorship Prospectus, and all policies, rules, terms and regulations adopted after the publication of the original Sponsorship Prospectus, which AFC accepts as part of the Agreement. AFC reserves the right, in its absolute discretion, to reject any contract for sponsorship. Received, signed contracts will not become binding until fully executed by both parties (sponsor and AFC). No modification or amendment to received contracts shall be effective unless made in writing and signed or acknowledged by the party to be bound.