

2013 Membership Development Conference



Top Chef: Doing Membership Right!

Dear Business Partner:

Greetings! The Association of Florida Colleges (**AFC**) cordially invites you to participate in 2013 Membership Development Conference. The conference will bring together members representing all 28 of Florida's Community and State Colleges. This year, our Membership Development Conference will be held in Cape Coral, **FL, July 11-12, 2013** at The Westin Cape Coral Resort at Marina Village located at **5951 Silver King Blvd., Cape Coral, Florida 33914**.

Join us as we learn ways to help grow membership in our quest to reach 2013 AFC President, Mr. Byron Todd's goal of 10,000 members this year. The AFC would like to extend an invitation to you to participate in a wonderful opportunity to market your goods and services for one day to the 100 college personnel who represent a portion of the 8,000+ AFC members. While they may not be the final decision makers, they perhaps have the greatest impact on the administrative, technology, learning resources, educational, marketing and publicity decision-making at our 28 community colleges across the state. The networking and exposure that is available to you and your staff through this conference is unique and valuable. The deadline for conference registration and sponsorship is July 5, 2013. Room rates and information regarding the hotel are listed at the end of this document.

AFC Membership Development Conference:

The conference is designed to assist chapter and commission leaders in designing, developing, and executing a membership development plan. Strategies on marketing, recruitment, and member retention will be shared along with best practices from successful campaigns. Leaders will learn to use the Member Toolbox to increase their chapter and commission membership by developing a specific and targeted plan of action. Don't miss this exciting and beneficial conference!

Thank you for your special consideration of this opportunity. We look forward to sharing with you in this higher education partnership.

Sincerely,

Adrienne Bryant

Adrienne Bryant, Exhibitor and Sponsor Sales, Association of Colleges

2013 Membership Development Conference Sponsorship Information

PLATINUM Level Sponsors (\$600.00) Benefits:

- One Half page advertisement in an issue of *Current*
- Recognition on www.myafchome.org event page until 9/30/13
- Promotion Materials in Conference Registration Packet*
- Introduction of Company at the Conference
- One skirted reserved table w/ two chairs during conference exhibit hours
- Participation in all conference meals and snacks
- Two (2) complimentary conference registrations

GOLD Level Sponsors (\$450.00) Benefits:

- One ¼ page advertisement in an issue of *Current*
- Recognition on www.myafchome.org event page until 9/30/13
- Promotion Materials in Conference Registration Packet*
- Introduction of Company at the Conference
- One skirted reserved table w/ two chairs during conference exhibit hours
- Participation in all conference meals and snacks
- One (1) complimentary conference registrations

SILVER Level Sponsors (\$250.00) Benefits:

- Recognition on www.myafchome.org event page until 9/30/13
- Introduction of Company at the Conference
- One skirted reserved table w/ two chairs during conference exhibit hours
- Participation in all conference meals and snacks
- One (1) complimentary conference registration

SPONSOR REGISTRATION FORM
2013 MEMBERSHIP DEVELOPMENT CONFERENCE

Institution/Company Name: _____

Representative #1: _____ Representative #2: _____
(If PLATINUM sponsor - complimentary / others-please note additional registration below)

Address: _____

Phone: _____ FAX: _____

E-Mail: _____

Please mark the sponsorship level for which you are registering. All sponsorships include one complimentary conference registration, except for the PLATINUM sponsor, which includes two (2) complimentary conference registrations.

_____ \$600.00 PLATINUM Sponsor
_____ \$450.00 GOLD Sponsor
_____ \$250.00 SILVER Sponsor

- After July 5, 2013, no sponsorship or conference registration refunds will be given.

- Due to insurance and liability reasons, all conference sponsors will be responsible for ensuring their own transportation, set-up and break-down of all exhibit materials at each conference location

- Business Partner Sponsors are responsible for their own transportation, accommodations, and meals not listed in the program and not included in the registration fee.

I would like to donate one or both of the following:

_____ Small door prize (\$5 to \$20 value)
_____ Large door prize (\$25 to \$50 value)

_____ \$129.00 Additional Attendee Conference Registration **Prior to** July 5, 2013

_____ \$149.00 Additional Attendee Conference Registration after July 5, 2013

_____ Sponsorship Total Amount
_____ Additional Attendee Total Amount
_____ Total Amount due by check or credit card

I wish to pay by: _____ Check _____ Credit Card _____ / _____
Card Number Exp. Date

Please make checks payable to **Association of Florida Colleges** and mail to:

Adrienne Bryant
Exhibitor and Sponsor Sales
Association of Florida Colleges
113 East College Avenue
Tallahassee, FL 32301

Phone (850) 222-3222 Fax (850) 222-2327 Email: abryant@myafchome.org