

2014 Membership Development Conference



Achieving Success Together

Dear Business Partner:

Greetings! The Association of Florida Colleges (AFC) cordially invites you to participate in 2014 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 **Clearwater Beach, FL, July 17-18, 2014** at the Hilton Clearwater Beach located at **400 Mandalay Avenue, Clearwater Beach, FL 33767**.

The theme "*Achieving Success Together!*" was selected to represent our perseverance to reach AFC President, Peter Usinger'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 June 30, 2014. 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

2014 Membership Development Conference Sponsorship Information

DIAMOND Level Sponsors (\$1,000.00) Benefits:

- Two-minute opportunity to bring a welcome and address group
- One Full page advertisement in the August 2014 issue of *Current*
- Signage recognition at AFC Welcome Reception
- Recognition on www.myafchome.org sponsor thank you page until 9/30/14
- 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**

PLATINUM Level Sponsors (\$500.00) Benefits:

- One Half page advertisement in the August 2014 issue of *Current*
- Recognition on www.myafchome.org sponsor thank you page until 9/30/14
- 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**

GOLD Level Sponsors (\$350.00) Benefits:

- One quarter page advertisement in the August 2014 issue of *Current*
- Recognition on www.myafchome.org sponsor thank you page until 9/30/14
- 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 (\$200.00) Benefits:

- Recognition on www.myafchome.org sponsor thank you page until 9/30/14
- 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**

**As an added incentive to encourage conference attendees to visit and interact with each sponsor/exhibitor, all conference attendees will be given an exhibitor game card. This card will be stamped/filled in once an attendee has visited your table. The cards will then be placed in a drawing for a major conference prize.*

SPONSOR REGISTRATION FORM
2014 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.

_____ \$500.00 PLATINUM Sponsor
_____ \$350.00 GOLD Sponsor
_____ \$200.00 SILVER Sponsor

- After June 30, 2014 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** June 30, 2014

_____ \$149.00 Additional Attendee Conference Registration after June 30, 2014

_____ 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

Tentative Agenda

Thursday, July 17, 2014

9:00 a.m. – 9:15 a.m.	Opening Welcome: AFC President Mr. Peter Usinger, Polk State College
9:15 a.m. – 9:30 a.m.	Greetings:
9:30 a.m. – 9:45 a.m.	Icebreaker –
9:45 a.m. – 10:15 a.m.	
10:15 p.m. – 10:45 p.m.	
10:45 p.m. – 11:15 p.m.	
11:15 a.m. – 11:30 a.m.	Break
11:30 a.m. – 1:00 p.m.	Luncheon:
1:15 p.m. – 1:30 p.m.	
1:30 p.m. – 2:00 p.m.	
2:30 p.m. – 3:00 p.m.	
3:00 p.m. – 3:15 p.m.	Break
3:15 p.m. – 3:45 p.m.	
3:34 p.m. – 4:45 p.m.	
4:45 p.m. – 5:00 p.m.	Wrap Up/Door Prizes
6:00 p.m. – 7:00 p.m.	Reception (IF We have a sponsor)
7:00 p.m.	Dinner on your own

Friday, July 18, 2014

7: 30 a.m. – 8:00 a.m.	Continental Breakfast
8:00 a.m. – 8:30 a.m.	
8:30 a.m. – 9:00 a.m.	
9:00 a.m. – 9:15 a.m.	Break
9:15 a.m. – 9:45 a.m.	
9:45 a.m. – 10:45 a.m.	
10:45 a.m. – 11:15 a.m.	
11:15 a.m. – 11:30 a.m.	Closing/Adjournment