

AFPICON

2024

TORONTO | APRIL 7-9

EXHIBITOR & SPONSORSHIP PROSPECTUS

AFPICON.COM



AFP ICON 2024

94%

SATISFACTION RATE
AMONG ATTENDEES

85%

OF ATTENDEES
ARE ACTIVELY INVOLVED
IN DECISION MAKING

AFP ICON IS THE LARGEST ANNUAL GATHERING OF FUNDRAISING PROFESSIONALS

AFP ICON, AFP's annual conference and exhibition, convenes over 3,500 of the world's leading fundraisers. With 130+ educational sessions, keynote speeches from influential thought leaders in the philanthropic sector, and numerous B2B and B2C networking opportunities, AFP ICON is the premier face-to-face platform to engage the fundraising community

Connect with your Customers. AFP ICON attendees are leaders, influencers, and decision-makers, representing thousands of organizations and a full spectrum of causes that are driving societal change and leading the conversation around today's critical issues

Drive B2B, B2C Revenue. Engage your target audience of fundraising influencers, and network with executives from industry leaders whose products, services and technologies power the industry

Establish Thought and Industry Leadership

Key details about AFP's membership base:

- 27,000+ individual and organizational members
- Raise more than \$100 billion annually—equivalent to one-third of all charitable giving in North America—and millions more around the world
- 240+ local, regional, and collegiate chapters throughout North America and beyond
- Experienced leaders in their organizations, with 60% at C-suite level and additional 27% in management positions
- Sector representation includes 24% in education, 20% in health, 19% in human services, 10% in arts/cultural, and 8% in emergency/relief services



PAST ICON SUPPORTERS

Sponsors:

Presenting Sponsor:

Gold Sponsors:



Silver Sponsors:



Bronze Sponsors:



Supporting Sponsors:



Exhibitors:

Advertisers Printing Company | Agents of Good | Alford Group | Allegiance Group | Altrata | American Fundraising Foundation (AmFund) | Anchor Marketing, Inc. | AppealMaker | APPEALPRINTING | Arreva | Ascend Fundraising Solutions | Ashworth Awards | Assel Grant Services | B Generous | Ballantine | Belmar Consulting | Blackbaud | Bloomerang | BlueLabs Analytics | Bonterra | boodleAI | Bridge Philanthropic Consulting | BWF | Candid | Canopy Resources | Canvas Cloud | Carter | Catapult Fundraising, Inc. | Cathexis Partners | CauseMatch | CauseVid | Certified Voter, LLC | CFRE International | Charidy | Chariot | CharityACE | Charitybuzz | CharityEngine | Classy | CommonTeri Services | Confessions with Jess and Cindy | Crayola Flowers | Crescendo Interactive, Inc. | DivvyUp Socks | Donorbox | DonorPerfect Fundraising Growth Platform | DonorSearch | DonorView | Doro Foundation | Double the Donation | Embark Exploration Co | Event Caddy Gold | Tournament Technology | Event.Gives | EventGroove | Feathr | Foundant Technologies | FreeWill | Fundraise Up | Fundraising 365 - Pure Canopy Coffee | Fundraising Everywhere | FundraisingForce | Funraise | Givergy | GiveSmart, by Community Brands | Give WP | Givzey | Globalfaces-HCB | GoFundraise | GolfStatus | Grant Professionals Association | Grantable | Grantcycle | Gravyty | Greater Giving | Handbid | Handwrytten | iATS Payments by Deluxe | iDonate | Infinite Giving | Instil | Institute for Nonprofit Admin & Research | iWave | Johnson Grossnickle and Associates | Kerfux Group | Kim Joyce & Associates LLC | Kingdom Promotions | Lane Services LLC | Levitate | LifeLegacy | Lilly Family School of Philanthropy at IUPUI | Little Green Light | Maria Byran Creative | Marigold | MemoryFox | Merchant McIntyre Associates | Message Agency | MGI Fundraising Consulting, Inc. | Microsoft Corporation | MIKA | Moonshine Creative Group | Ncentiva | NCS/DipJar | Nimble AMS | North American Direct Marketing Inc. | Omatic Software | OneCause | Palmer Non-Profit Communications | PNC Institutional Asset Management | Pursuant + Giving DNA | Qgiv | Qtego Fundraising Services | RallyUp.com, Inc. | Rayze App | ResultsPlus from Metafile | Ruffalo Noel Levitz | Rustic Roots Creative | Saint Mary's University of Minnesota | Salesforce | Sharpe Group | Silent Auction Pro | Silent Auction Vacations | Sinclair, Townes, & Company | Soukup Strategic Solutions | Springboard by Jackson River | Staupell Analytics Group | StratusLIVE Streamworks | Synergy DMS | TapKate Solutions LLC | Teuteberg Incorporated | The American College of Financial Services | THE CHARLESTON MINT | The Giving Block - Shift 4 | The Nonprofit Quarterly | The NonProfit Times | The Stelter Company | Tolsma Productions | Trillion | Triple V | Truly Engaging | TWCPA | Universal Events | VanillaSoft | Virtuous Software | VOICELOGIC | Q&E Baum | Windfall | Winkler Group | Winspire Inc. | Worldpay from FIS | Zulu Nyala Game Lodge

EXHIBIT IN THE EXCHANGE

Exhibiting in the EXCHANGE at AFP ICON comes with a host of benefits including:

- Invitation to attend our pre-ICON exhibitor webinar, where we'll provide live answers to exhibitor FAQ's
- Access to the pre- and post-ICON attendee reference list, which lists the organizations whose personnel will be attending the event
- Pre- and post-event promotion online and via email to members
- Complimentary EXCHANGE/General Session registrations (allotments listed below) and discounted additional registrations
- All attendees receive complimentary lunch in the EXCHANGE on days 2 and 3
- Opportunity to network and collect leads via the booth or available lead scanning devices, available for purchase

Exhibit discounts are available at 200+ sqft (15% discount), 400+ sqft (30% discount) and 800+ sqft (40% discount).

AFP Business Members save an additional 10% on published rates (individual members do not qualify).

BOOTH RATES

DEADLINE	10'x10' TYPE	RATE
THROUGH JUNE 18, 2023	Inline	\$2,250
	Corner	\$2,350
JUNE 19 - DECEMBER 31, 2023	Inline	\$2,500
	Corner	\$2,600
JANUARY 1 - AFP ICON 2024	Inline	\$2,700
	Corner	\$2,800

COMPLIMENTARY REGISTRATION ALLOTMENTS

Booth Size	Purchased
100 square feet	2 badges
200-399 square feet	4 badges
400-599 square feet	6 badges
600-799 square feet	8 badges
800+ square feet	12 badges

TO PURCHASE A BOOTH, VISIT:

https://s1.goeshow.com/afp/annual/2024/exhibit_sales.cfm

TO VIEW THE FLOORPLAN, VISIT:

https://s1.goeshow.com/afp/annual/2024/floor_map3.cfm

SPONSORSHIP OPPORTUNITIES

GO BIG IN TORONTO!

Enhance your presence and establish your brand as a leader in the industry.

Looking for a custom sponsorship package? Contact your Account Executive or AFP@theygsgroup.com to get started!

ALL TIERED SPONSORS RECEIVE:

- Recognition via the official conference website (AFPICON.com), official mobile app and all ICON-related emails
- Recognition via various signage onsite in Toronto
- Recognition at all general sessions
- Sign for placement in booth recognizing sponsorship

TIERED CONFERENCE SPONSORSHIPS

Platinum Sponsorship

\$75,000/\$100,000 exclusive

INCLUDES RECOGNITION AS AN AFP STRATEGIC PARTNER*

Thought Leadership

Opportunity for a dedicated, branded track of up to three (3) education sessions, focused on a specific topic area. Sponsor may collect attendee leads using a rented badge scanner (additional cost).

Opportunity to present two (2) sessions in a Learning Lab in the EXCHANGE.

Opportunity for a 30-second commercial during the opening general session.

Exhibit Booth

Up to 20'x40' booth in the EXCHANGE (does NOT include booth structure, furnishings, electrical or carpet). Includes ten (10) complimentary EXCHANGE/general session registrations.

Branding & Promotion

One (1) *Premier* promotional opportunity (1st to select):

- o Opening Keynote/General Session
- o Closing Keynote/General Session
- o EXCHANGE Happy Hour
- o Opening Reception
- o Conference App

One (1) *Premium* promotional opportunity (1st to select):

- o Conference Wi-Fi
- o Charging Stations
- o Headshot/Selfie Station
- o Coffee Service
- o Community Receptions
- o Lunch Service
- o Learning Lab Presentation

Onsite

One (1) hanging banner or wall cling in *primary* location

Digital

One (1) dedicated pre-event email sent to registered attendees

One (1) dedicated post-event email sent to registered attendees

One (1) mobile app advertisement

Other

Eight (8) full conference registrations

Eight (8) tickets to the ICON attendees' party

Six (6) VIP seats at the opening and closing general sessions

Access to registered attendee list (name, title and company)

Complimentary ½ page ad in *Advancing Philanthropy*

Gold Sponsorship

\$50,000

INCLUDES RECOGNITION AS AN AFP IMPACT PARTNER*

Thought Leadership

Opportunity to present two (2) sessions in the main conference schedule. Sponsor may collect attendee leads using a rented badge scanner (additional cost).

Opportunity to present two (2) sessions in a Learning Lab in the EXCHANGE.

Opportunity for a 30-second commercial during the closing general session or lunch (subject to availability)

Exhibit Booth

Up to 20'x20' booth in the EXCHANGE (does NOT include booth structure, furnishings, electrical or carpet). Includes five (5) complimentary EXCHANGE/general session registrations.

Branding & Promotion

One (1) *Premier* promotional opportunity (2nd to select):

- o Opening Keynote/General Session
- o Closing Keynote/General Session
- o EXCHANGE Happy Hour
- o Opening Reception
- o Conference App

OR

One (1) *Premium* promotional opportunity (2nd to select):

- o Conference Wi-Fi
- o Charging Stations
- o Headshot/Selfie Station
- o Coffee Service
- o Community Receptions
- o Lunch Service
- o Learning Lab Presentation

Onsite

One (1) hanging banner or wall cling in *primary* location

Digital

One (1) dedicated pre-event email sent to registered attendees

One (1) dedicated post-event email sent to registered attendees

One (1) mobile app advertisement

Other

Six (6) full conference registrations

Six (6) tickets to the ICON attendees' party

Four (4) VIP seats at the opening and closing general sessions

Access to registered attendee list (name, title and company)

TIERED CONFERENCE SPONSORSHIPS

Silver Sponsorship

\$25,000

INCLUDES RECOGNITION AS AN AFP DEVELOPMENT PARTNER*

Thought Leadership

Opportunity to present one (1) sessions in the main conference schedule. Sponsor may collect attendee leads using a rented badge scanner (additional cost).

OR

Opportunity to present two (2) sessions in a Learning Lab in the EXCHANGE.

Exhibit Booth

Up to 10'x20' booth in the EXCHANGE (does NOT include booth structure, furnishings, electrical or carpet). Includes three (3) complimentary EXCHANGE/general session registrations.

Branding & Promotion

One (1) *Premium* promotional opportunity (3rd to select):

- o Conference Wi-Fi
- o Charging Stations
- o Headshot/Selfie Station
- o Coffee Service
- o Community Receptions
- o Lunch Service
- o Learning Lab Presentation

Onsite

One (1) hanging banner or wall cling in secondary location

Digital

One (1) dedicated pre-event email sent to registered attendees

OR

One (1) dedicated post-event email sent to registered attendees

One (1) mobile app advertisement

Other

Four (4) full conference registrations

Four (4) tickets to the ICON attendees' party

Two (2) VIP seats at the opening and closing general sessions

Access to registered attendee list (name, title and company)

Bronze Sponsorship

\$10,000

INCLUDES RECOGNITION AS AN AFP INDUSTRY SUPPORTER*

Thought Leadership

Opportunity to present one (1) session in a Learning Lab in the EXCHANGE.

Exhibit Booth

Up to 10'x10' booth in the EXCHANGE (does NOT include booth structure, furnishings, electrical or carpet). Includes two (2) complimentary EXCHANGE/general session registrations.

Onsite

One (1) hanging banner or wall cling in secondary location

Digital

One (1) mobile app advertisement

Other

Access to registered attendee reference list (title and company)

A LA CARTE SPONSORSHIPS

Premier Sponsorships

OPENING KEYNOTE/ GENERAL SESSION

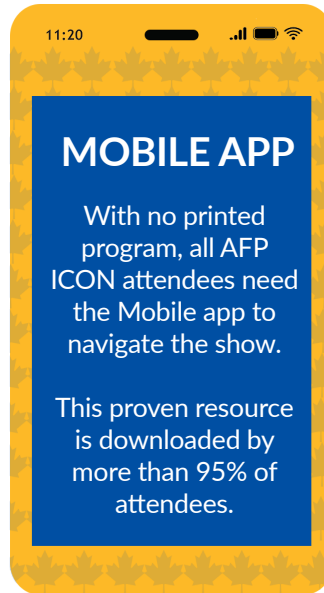
The opening general session is the initial keystone of AFP ICON and will set the tone for the rest of the meeting. This high-energy event is a 'can't miss' for attendees and boasts premier sponsors exposure. Sponsorship includes the opportunity to submit a 2-minute (or less) video to be played before the session begins as well as logo recognition and top-billing as the exclusive opening general session sponsor.

\$25,000

CLOSING KEYNOTE/ GENERAL SESSION

The closing general session is the capstone event that brings together all conference attendees to reflect on their time at AFP ICON and set their focus on returning to their day-to-day. Sponsorship includes the opportunity to submit a 2-minute (or less) video to be played before the session begins as well as logo recognition and top-billing as the exclusive closing general session sponsor.

\$10,000



APP SPONSORSHIP

As the sponsor of the Mobile App, the sponsor will have the opportunity to interact with attendees via sponsored posts. Sponsorship includes a dedicated page and logo recognition within the app.

\$7,500

Premium Sponsorships

CONFERENCE WIFI

Attendees love WiFi, and they'll love your logo on WiFi signage, promoted post and special offer in mobile app as well as your logo on a splashpage.

\$10,000

CHARGING STATIONS

Boost your appearance at the conference when your logo is placed on the charging station

\$5,000 per station

SELFIE STATION

This photo opp is a fun place for participants to capture their memories of the conference. This is your chance to have your organization be part of that memory. As a sponsor of the selfie station, your logo would be included in a customized background. Attendees would be encouraged to post the photos using a specific event hashtag.

\$10,000

COFFEE SERVICE

Sponsoring company will have the opportunity to network and engage with attendees as they arrive and/or depart from session rooms! Collect business cards in exchange for either coffee, soft drinks or a snack. Date and time can be selected by the sponsor and the table must be staffed by sponsoring company representatives for the duration of the break. Inventory is limited and contracted on a first come, first served basis.

\$10,000 per table per day

HEADSHOT STATION

Attendees can visit the headshot station to have professional photographs taken! Sponsorship includes logo exposure on table tents in the headshot station and professional photographer during exhibit hours. Space in the exhibit hall is limited and subject to change.

\$10,000

COMMUNITY RECEPTION

Network with Community Reception attendees! Sponsor will have the opportunity to provide welcoming remarks for one Community Reception in addition to logo exposure on table tents and signage. Inventory is limited and contracted on a first come, first served basis. Choose from one of the following Community Receptions: AFP/PAC, Diverse, International, Canadian Red & White or Young Professional.

\$10,000

LUNCH SERVICE

Enhance your marketing presence with your logo on the lunch cards and signage placed on easels each day and by lunch notifications in the official conference program.

**\$12,500 for all three days
\$5,000 per day**

EXCHANGE Happy Hour (Monday April 8th)

CO-SPONSORSHIP

250 drink tickets, redeemable during the EXCHANGE Happy Hour for one wine or beer with your company logo included on EXCHANGE Happy Hour signage as a co-sponsor.

\$5,000

DRINK TICKET PACKAGE

150 drink tickets, redeemable during the EXCHANGE Happy Hour for one wine or beer with your company name (text only) listed on EXCHANGE Happy Hour signage.

\$3,000

A LA CARTE SPONSORSHIPS CONTINUED

WELCOME RECEPTION

As a sponsor of the Saturday evening Welcome Reception, your company will receive logo recognition on signage around the reception room as well as two minutes to provide opening remarks to event attendees. This event is open to all conference attendees at no charge! Don't forget to take advantage of an added opportunity to have your logo placed on napkins at the event. You will also receive verbal recognition at the General Session.

\$25,000

DIRECTIONAL FLOOR CLINGS

Help attendees to stay on the right track when navigating the convention center to session rooms, the exhibit hall and more! Your logo will be placed on all directional floor clings and your company will receive verbal recognition at the General Session.

\$25,000 exclusive

WATER BOTTLES

Sponsor will receive exposure when your company logo accompanies AFP's on water bottles given to all conference attendees! Additional recognition will be provided via a promoted post and special offers in the Mobile App as well as verbal recognition at the General Session.

\$25,000

TOTE BAGS

Carry around a sense of great visibility with your logo placed on the conference tote bags. Each tote bag is handed out to attendees at the registration booth. Sponsor recognition includes verbal recognition at the General Session and the opportunity to provide one flyer to be inserted into each attendee's bag. Logos are limited to a one-color imprint outlined in black.

\$15,000

HYDRATION STATION SPONSORSHIP

This branding opportunity will allow your company to keep attendees hydrated in Toronto! 20 coolers will be placed outside of meeting rooms, the EXCHANGE and registration every day.

\$12,000

COFFEE BREAKS

Coffee is the number one reason to take a break, so make sure your logo is placed on signage at the coffee station.

\$10,000

SMOOTHIE STATIONS

Attendees can enjoy a Smoothie on the terrace after morning yoga and the afternoon massage. As the Smoothie sponsor your company's logo will be placed on all signage throughout the terrace and will be recognized via push notifications.

\$10,000

MASSAGE STATIONS

Conference attendees will be pampered and rejuvenated with a massage at the conference. As the sponsor your company will receive recognition on all signage. Additional recognition will be provided via a promoted posted and push notifications to all attendees.

\$7,500

SUNRISE YOGA

Attendees start the morning off right with a Sunrise Yoga. Sponsor logo will be included on confirmations for pre-registered attendees, event signage and drop literature on a table by the exit when the session concludes. Additional recognition will be provided via a promoted posted and push notifications to all attendees.

\$5,000

EDUCATION TRACKS

Have your brand follow one of the exciting education tracks through logo recognition on signage outside session rooms and in the Mobile App! Sponsorship includes the opportunity for sponsor to provide chair drop for up to two (2) sessions. Tracks include current and prospective donor research; relationship building; securing the gift; volunteer involvement; leadership and management; and ethics, accountability and professionalism. Chair drop session choice(s) and item subject to AFP review and approval. Production and shipping costs for the item(s) are the responsibility of the sponsor.

\$6,500

All sponsors must also exhibit or 50% premium will apply.

YEAR-ROUND STRATEGIC PARTNERSHIPS

Support AFP throughout the year with year-round strategic partnerships to meet your major marketing and philanthropic goals. Please contact Chris Amos, Director of Strategic Relationships, at Chris.Amos@afpglobal.org to learn more.

CONTACT US

Interested in learning more about AFP ICON or other ways to reach the AFP membership? Here's how!

AFP ICON & Advertising Inquiries:

From *Advancing Philanthropy* and AFP Daily/Weekly to webinars and everything in between, your Account Executive is standing by to answer your questions and create custom packages to help you reach your marketing goals.

CONTACT YOUR ACCOUNT EXECUTIVES TODAY!

■ East

Marshall Boomer

717.430.2223

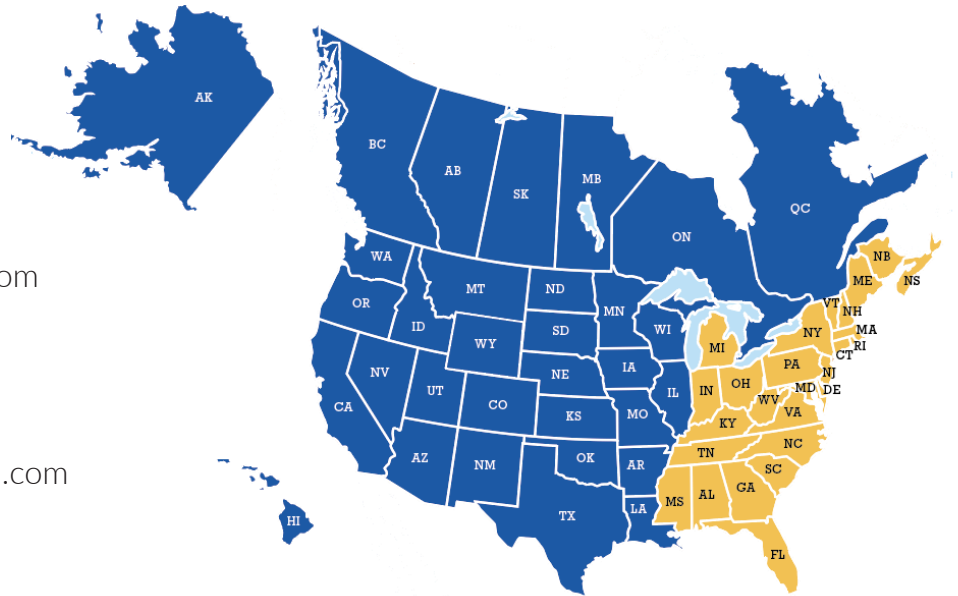
marshall.boomer@theygsgroup.com

■ West/Canada

Natalie Matter Bellis

717.580.8184

natalie.matterbellis@theygsgroup.com



AFP Business Membership

AFP Business Members are eligible for a 10% discount on exhibit booths. To learn more about becoming a Business Member, visit:

<https://afpglobal.org/why-join-afp/afp-membership-categories-and-pricing>

AFP Partners Program

The AFP Partners Program allows partners to reach AFP's high profile membership base and achieve various marketing objectives such as brand awareness, thought leadership, lead generation, direct participation, and corporate social responsibility. To learn more and explore an AFP partnership, **please contact Chris Amos at: chris.amos@afpglobal.org**



FUTURE ICON DATES & LOCATIONS

AFP ICON 2025 | SEATTLE, WA | APRIL 27-29, 2025

AFP ICON 2026 | SAN DIEGO, CA | APRIL 26-28, 2026

AFP ICON 2027 | BALTIMORE, MD | APRIL 11-13, 2027

AFP ICON 2024 | TORONTO, ON | METRO TORONTO CONVENTION CENTRE | APRIL 7-9, 2024