

# LEARNING LAB APPLICATION

# AFP ICON 2025

SEATTLE, WA

SEATTLE CONVENTION CENTER

APRIL 27-29, 2025

Exhibitor sessions are 30-minutes in length and take place in one of the Learning Labs in the EXCHANGE at AFP ICON. Dates and times are assigned on a first-come, first-served basis and come with the items listed in the WHAT AFP PROVIDES section of this application. AFP makes no guarantees of attendance or popularity of any sessions at AFP ICON. Contact your Account Executive for tips and ideas to promote your exhibitor session.

**COST PER SESSION: \$2,500**

## WHAT AFP PROVIDES

- Laptop
- Space and schedule
- Space signs
- Directional signs to Exhibitor Session location
- LCD projector with screen
- Two (2) microphones
- HS wired internet connection
- Theater-style setup for up to 75 attendees; space cannot be reconfigured
- Listing of your company name, title of the session and a brief description on the AFP conference website and mobile app

## WHAT YOU NEED TO PROVIDE

- Additional audiovisual arrangements and associated costs
- Promotion of the workshop
- Adherence to the workshop schedule and clearance of the room immediately after your session

Presentation working title, description and lead presenter name/email must be provided to AFP show management by no later than March 14, 2025.

## SESSION DATES & TIMES

**SUNDAY, APRIL 27, 2025**    **TUESDAY, APRIL 29, 2025**

- 11:15-11:45 am
- 12:00-12:30 pm
- 3:15-3:45 pm
- 4:00-4:30 pm
- 9:15-9:45 am
- 10:00-10:30 am
- 10:45-11:15 am
- 11:30 am-12:00 pm

**MONDAY, APRIL 28, 2025**

- 9:15-9:45 am
- 10:00-10:30 am
- 10:45-11:15 am
- 11:30 am-12:00 pm
- 12:15-12:45 pm
- 1:00-1:30 pm
- 1:45-2:15 pm
- 2:30-3:00 pm
- 3:15-3:45 pm
- 4:00-4:30 pm

## GENERAL INFORMATION

Company Name

Key Contact Name

Title

Phone Number

Email Address

Address

City

State

Zip

## PAYMENT

Exhibitor session fees are due to be paid in full at time of contract and are non-refundable. An invoice for your confirmed contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. The contracted total is due in full and required to be remitted within net 10 upon receipt of your invoice. Payments can be made via check, ACH or credit card. A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.

## SIGNATURE

By signing below, exhibitor agrees to abide by the responsibilities set forth in this agreement. In the event the exhibitor violates any portion of this agreement, the exhibitor will not be released from liability and will forfeit to AFP all monies that have been paid. In addition, the exhibitor forfeits the right to occupy the meeting space.

Authorized Signature

Print Name

Date

**Thank you for your support of AFP ICON!**

Completed contracts can be submitted to [afp@theygsgroup.com](mailto:afp@theygsgroup.com) or directly to your Account Executive.

■ East

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