

2026

Exhibit & Sponsorship Prospectus

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AFP ICON IS THE LARGEST ANNUAL GATHERING OF FUNDRAISING PROFESSIONALS



**3,000+ OF THE
WORLD'S LEADING
FUNDRAISERS**



**94% SATISFACTION
RATE**

**85% APPROVE, RECOMMEND
OR INFLUENCE PURCHASES**

**Attendees seek the following
products/services in exhibit halls
like the AFP EXCHANGE...**

Donor Research | Prospect Identification
Fundraising Counsel Database Management |
Wealth Screening Member Benefits Programs |
Donor Recognition | Special Gifts | Education &
Training Recruiting | Financial Services Online
Fundraising Service | List Sales & Services |
Computer Software & Hardware | Planned Giving |
CRM Online Engagement | Direct Marketing
Services Fundraising Programs Special Events
Telemarketing | Video Production Printing
Services Publishers & Resource Materials

**78% of attendees spend up to 3 hours
connecting with sponsors and exhibitors
onsite and via the mobile app. An additional
21% spend more than 3 hours.**

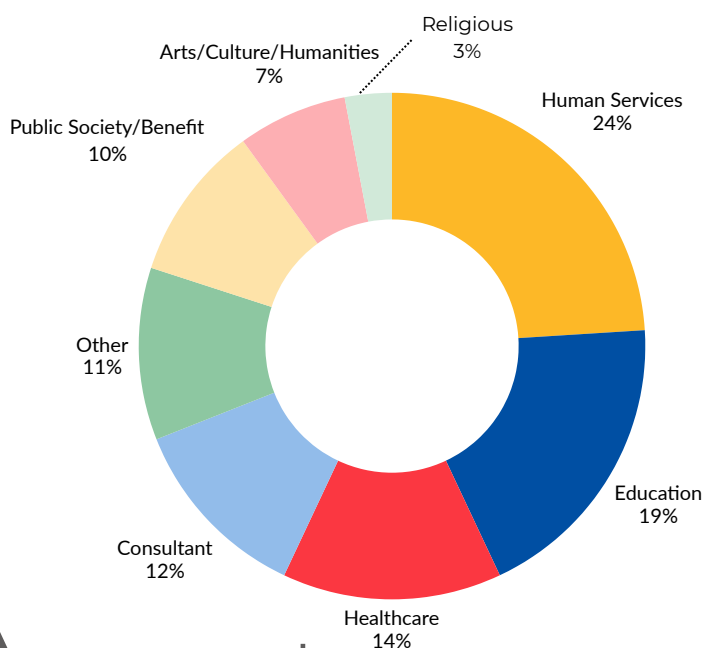


Use that time to your advantage when you...

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. Position your brand and messaging among 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.



AFP MEMBERS ARE INFLUENTIAL



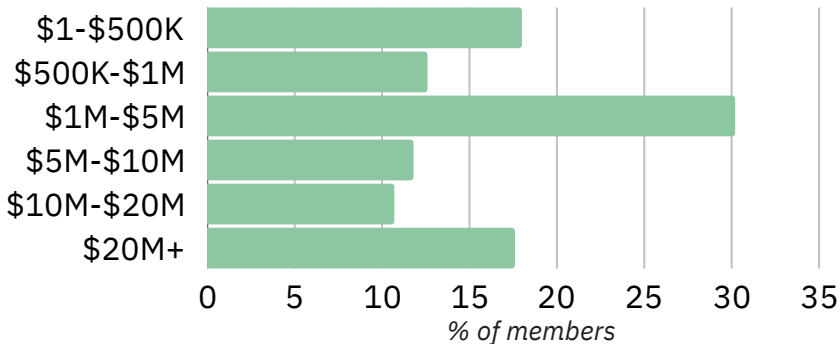
27,000+

INDIVIDUAL & ORGANIZATIONAL MEMBERS

60% C-SUITE LEVEL LEADERS

WITHIN THEIR ORGANIZATIONS AND AN ADDITIONAL 27% HOLD MANAGEMENT POSITIONS

ANNUAL OPERATING BUDGETS



240+

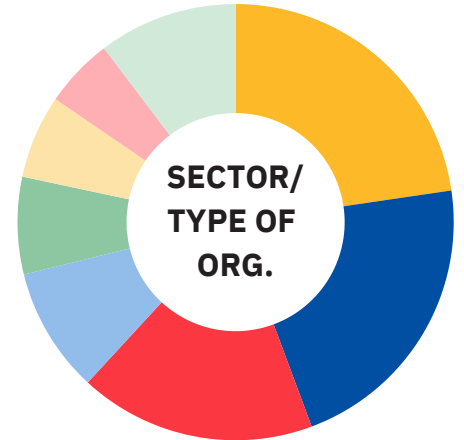
LOCAL, REGIONAL & COLLEGIATE CHAPTERS THROUGHOUT NORTH AMERICA & BEYOND

19+

AVERAGE YEARS IN PROFESSION

44.5 YEARS

AVERAGE AGE

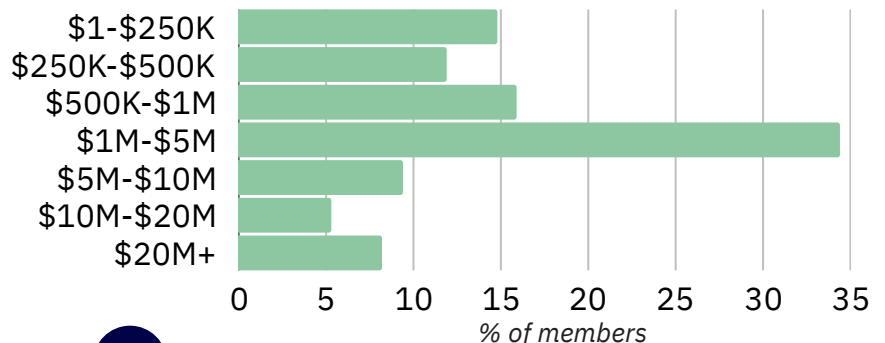


EDUCATION.....22%
HUMAN SERVICES.....21%
HEALTH.....17%
CONSULTANTS.....9%
ARTS.....7%
PUBLIC SOCIETY BENEFIT.....6%
RELIGION.....5%
OTHER.....10%

AFP members raise more than \$100 billion annually—equivalent to **one-third of all charitable giving in North America**—and millions more around the world



DOLLARS RAISED



ESTABLISH YOUR BRAND AS A LEADER IN THE INDUSTRY & GO BIG IN SAN DIEGO WITH EVENT SPONSORSHIP

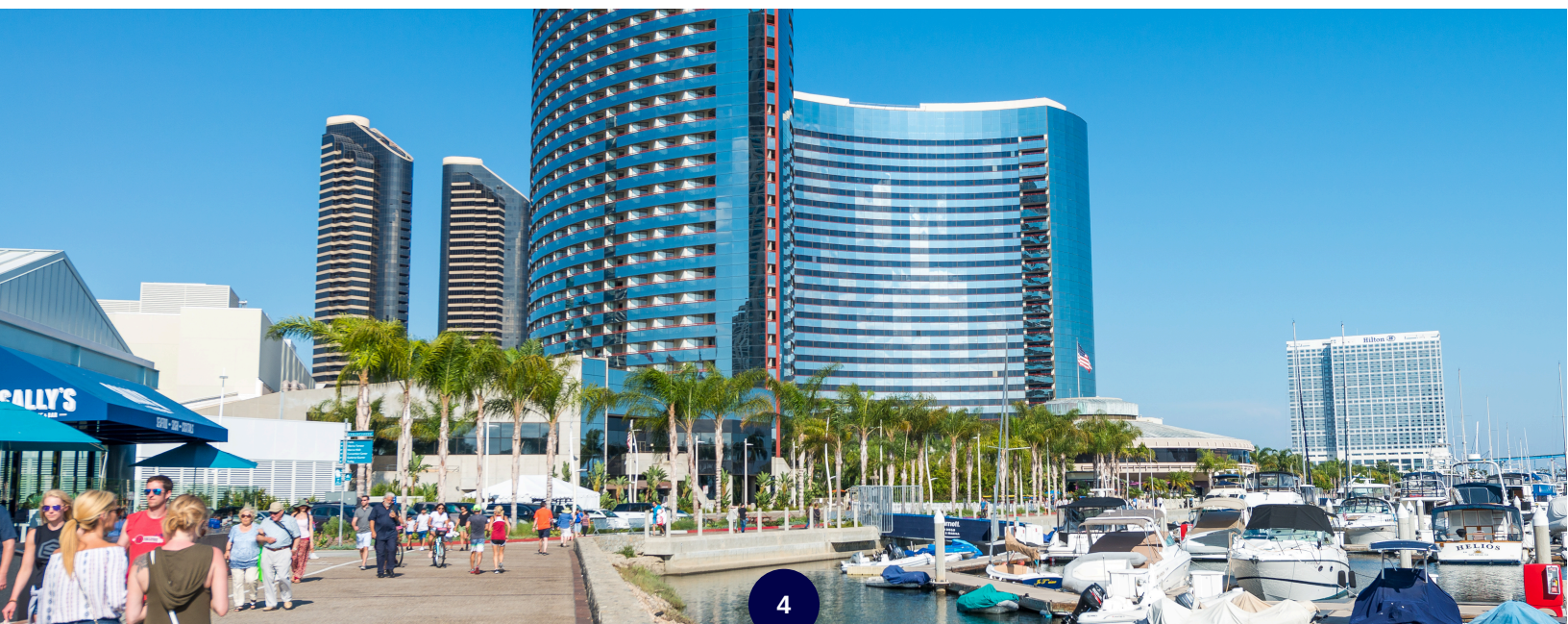
ALL TIERED SPONSORS RECEIVE

- Recognition via the official conference website, mobile app and all ICON-related materials
- Recognition via various onsite signage
- Recognition at all general sessions
- Sign for placement in booth recognizing sponsorship

THANK YOU TO OUR AFP ICON 2025 SPONSORS!



Contact your Account Executive or AFP@theygsgroup.com to get started on **custom sponsorship packages!**



SPONSOR TIERS

The **optimal** way to maximize multi-platform exposure to attendees of the event **before, during and after** their time in San Diego.

Platinum Sponsorship

\$78,750/\$105,000 exclusive

INCLUDES RECOGNITION AS AN AFP IMPACT OR STRATEGIC PARTNER



Thought Leadership*

- Dedicated, branded track of up to 3 education sessions to be focused on a specific topic area
- Present 2 Learning Lab sessions in the EXCHANGE
- Provide a 30-second commercial during the closing general session (subject to availability).



Exhibit Booth

Up to 20'x40' booth in the EXCHANGE**

12 complimentary EXCHANGE/general session registrations



Branding & Promotion

Select **ONE Premier** promotional opportunity (1st to select):

- Opening Keynote/General Session
- Closing Keynote/General Session
- EXCHANGE Happy Hour
- Welcome Reception
- Mobile App
- WIFI

Select **ONE Premium** promotional opportunity (1st to select):

- Official Conference Lanyard
- Lunch Service
- Headshot Station
- Charging Stations (2)
- Selfie Station
- Coffee Service
- Learning Lab Presentation



Onsite

1 hanging banner or wall cling in primary location



Digital***

- 1 dedicated pre-event email sent to registered attendees
- 1 dedicated post-event email sent to registered attendees
- 1 mobile app banner ad



Other

8 additional full conference registrations

8 tickets to the ICON attendees' party

6 VIP seats at the opening and closing general sessions

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

Automatic Right of First Refusal on branding & promotion selection and education session quantity/date and time for AFP ICON 2027 until Nov. 30, 2026.

Gold Sponsorship

\$52,500

INCLUDES RECOGNITION AS AN AFP DEVELOPMENT PARTNER



Thought Leadership*

- Present 2 education session in the main conference schedule
- Present 2 Learning Lab sessions in the EXCHANGE
- Provide a 30-second commercial during the opening general session (subject to availability).



Exhibit Booth

Up to 20'x20' booth in the EXCHANGE**

5 complimentary EXCHANGE/general session registrations



Branding & Promotion

Select **ONE Premier** promotional opportunity (2nd to select):

- Opening Keynote/General Session
- Closing Keynote/General Session
- EXCHANGE Happy Hour
- Welcome Reception
- Mobile App
- WIFI

OR

Select **ONE Premium** promotional opportunity (2nd to select):

- Official Conference Lanyard
- Lunch Service
- Headshot Station
- Charging Stations (2)
- Selfie Station
- Coffee Service
- Learning Lab Presentation



Onsite

1 hanging banner or wall cling in primary location



Digital***

- 1 dedicated pre-event email sent to registered attendees
- 1 dedicated post-event email sent to registered attendees
- 1 mobile app banner ad



Other

6 additional full conference registrations

6 tickets to the ICON attendees' party

4 VIP seats at the opening and closing general sessions

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

Automatic Right of First Refusal on branding & promotion selection and education session quantity/date and time for AFP ICON 2027 until Nov. 30, 2026.

See next page 5 footnotes.

SPONSOR TIERS

CONTINUED

Silver Sponsorship

\$26,250

INCLUDES RECOGNITION AS AN AFP VISIONARY PARTNER



Thought Leadership*

Select ONE of the following:

- Present 1 education session in the main conference schedule
- Present 2 Learning Lab sessions in the EXCHANGE



Exhibit Booth

Up to 10'x20' booth in the EXCHANGE**

4 complimentary EXCHANGE/general session registrations



Branding & Promotion

Select ONE *Premium* promotional opportunity (3rd to select):

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



Onsite

1 hanging banner or wall cling in secondary location



Digital***

Select ONE of the following:

- 1 dedicated pre-event email sent to registered attendees
- 1 dedicated post-event email sent to registered attendees
- 1 mobile app banner ad

Other

4 additional full conference registrations

4 tickets to the ICON attendees' party

2 VIP seats at the opening and closing general sessions

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

Automatic Right of First Refusal on branding & promotion selection and education session quantity/date and time for AFP ICON 2027 until Nov. 30, 2026.

Bronze Sponsorship

\$10,500

INCLUDES RECOGNITION AS AN AFP INDUSTRY SUPPORTER



Thought Leadership*

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



Exhibit Booth

10'x10' booth in the EXCHANGE**

2 complimentary EXCHANGE/general session registrations



Digital***

Select ONE of the following:

- 1 dedicated post-event email sent to registered attendees
- 1 mobile app banner ad



Other

Access to registered attendee reference list (title and company)

*Sponsor may collect attendee information from those who choose to attend the education and/or Learning Lab session(s) using lead retrieval scanners or other means. Rental and all costs associated with lead retrieval devices are the responsibility of the sponsor.

**EXCHANGE exhibit booths do NOT come equipped with booth structure, furnishings, electrical or carpet. Please visit the exhibitor services kit for rates and ordering information.

***Subject to inventory availability at time of sponsorship contract approval.

PREMIER SPONSORSHIPS

Available for selection by **platinum and gold** sponsors.

OPENING KEYNOTE/GENERAL SESSION

SOLD

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 sponsor exposure. Sponsorship includes the opportunity to submit a 30-second (or less) video to be played before the session begins as well as logo recognition and top-billing as the exclusive opening general sponsor.

\$25,000 exclusive

WELCOME RECEPTION

As the 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 exclusive

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 30-second (or less) video to be played before the session begins as well as logo recognition and top-billing as the exclusive closing general sponsor.

\$10,000 exclusive

MOBILE APP

As the primary onsite resource for attendee schedule management and overall ICON navigation, the official mobile app is typically downloaded by 95% of attendees. The sponsor of the mobile app will receive recognition on onsite signage, on a mobile app splash screen and via banner advertising within the app.

\$10,000 exclusive

WIFI

The WiFi sponsor single-handedly keeps attendees connected to one another and to their everyday responsibilities and resources. The official sponsor of the WiFi will receive recognition on onsite signage and in the mobile app. Ask about the capability to customize the password!

\$10,000 exclusive

PREMIUM SPONSORSHIPS

Available for selection by **gold and silver** sponsors.

OFFICIAL LANYARD

Attendees are required to wear the official event lanyard at all times during ICON-related activities. The exclusive sponsor of this high-visibility opportunity will have their logo printed alongside event or AFP branding on more than 3,000 lanyards.

\$12,500 exclusive

LUNCH SERVICE

Your logo and brand recognition exposure is amplified when you align with the only provided meal function each day. Lunch within the convention center is complimentary to all ICON attendees and always well received. Sponsor receives logo recognition on onsite signage and within the mobile app.

\$12,500 exclusive

\$7,500 per day (2 available)

HEADSHOT STATION

SOLD

Attendees will stop by the headshot station to have a professional photo taken to update and refresh their online professional profiles. Station can be placed in or near the sponsor's exhibit booth. Recognition includes logo exposure on signage and within the mobile app.

\$10,000 exclusive

CHARGING STATIONS (2)

Position your brand at the heart of the EXCHANGE. These coffee table-height stations, equipped with multiple power outlets, offer a convenient and essential service to event attendees needing to recharge their devices. Located in the AFP HUB and/or other high-traffic areas, these stations provide an ideal opportunity to increase brand visibility and engage directly with event participants.

\$10,000 each (3 sets available)

SELFIE STATION

The selfie station is an attendee photo opportunity and activation located in the registration area. Attendees will delight in local or themed backdrops and props. Sponsor will receive logo or branding placement within the background image and input on image selection as well as the opportunity to have collateral placed on a table or literature rack adjacent to the selfie station.

\$10,000 exclusive

COFFEE SERVICE

Keep attendees energized throughout the morning or afternoon! Sponsor recognition includes 1,000 coffee sleeves featuring your company logo to be placed at coffee stations during the indicated break and ability to place a popup banner adjacent to up to 4 stations in the EXCHANGE.

\$10,000 each (3 available)

A LA CARTE SPONSORSHIPS

Available to all exhibitors. Non-exhibiting sponsors are subject to 50% premium on rates as listed below

OFFICIAL WATER BOTTLE

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. **Sponsor is responsible for producing and shipping water bottles to San Diego.** Sample must be provided to AFP Global and must be co-branded (AFP Global and sponsor). Digital proof required for approval prior to enter into production.

\$20,000 exclusive

EXCHANGE HAPPY HOUR

This energized event takes place on Monday evening and is open to all AFP ICON attendees free of charge. As the exclusive sponsor, you will receive logo recognition on EXCHANGE Happy Hour signage, a bar placed as close to your booth as possible and 400 drink tickets, redeemable for one domestic beer or wine during the event. Sponsor may provide cocktail napkins for use at all bars and/or a pop up banner or tabletop sign for the bar nearest their booth.

\$16,500 exclusive

Co-sponsorship offering includes logo recognition on EXCHANGE Happy Hour signage and 250 drink tickets per co-sponsor. Drink tickets are redeemable for one domestic beer or wine during the event.

\$7,000 co-sponsorship (3 available)

Drink ticket package includes company name (text only - no logo) and booth number on EXCHANGE Happy Hour signage as "Supporting Sponsors" and 100 drink tickets. Drink tickets are redeemable for one domestic beer or wine during the event.

\$4,000 each (multiple available)

OFFICIAL TOTE

Carry around a sense of great visibility with your logo placed on the conference tote bags. Each tote bag is available to attendees in the registration area. Sponsor is responsible for producing and shipping the totes to San Diego. Sample must be provided to AFP Global and bags must be co-branded (AFP Global and sponsor). Digital proof required for approval prior to enter into production.

\$15,000 exclusive

NEW!

FUNDRAISING TECH ZONE

Champion the area dedicated to sharing innovations and progress in the technology space.

\$15,000 each

NEW!

RIBBON BAR

All attendees will visit the ribbon bar—located in the registration area—to build their flair and foster networking. Sponsorship includes logo recognition on the ribbon bar structure and signage plus the opportunity to collaborate on one custom ribbon.

\$10,000 exclusive

AFFINITY GROUP RECEPTIONS

Network with attendees of one of the listed Affinity Groups at their Saturday evening reception at the convention center! Sponsor will have the opportunity to provide welcoming remarks for one Affinity Group 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 Affinity Group receptions:

- IDEA
- International

\$10,000 each

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 one session. Tracks available for selection include:

- Current and prospective donor research
- Relationship building
- Securing the gift
- Volunteer involvement
- Leadership and management
- Ethics, accountability and professionalism

\$6,500 per track (6 available)

GUIDED MEDITATION or YOGA

Champion attendees' mental and physical health by supporting a guided meditation or yoga class. 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 exclusive

NEW!

PASSPORT

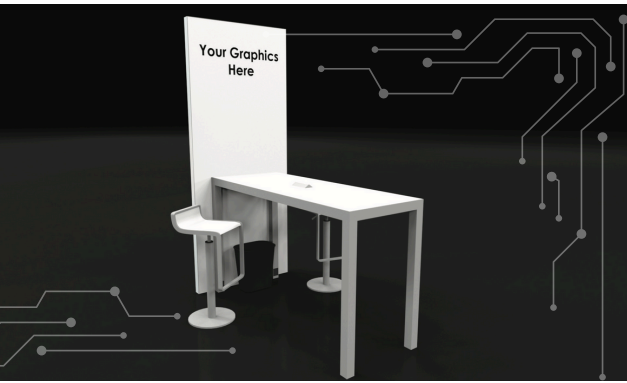
This popular game incentivizes attendees to collect stamps at each participating exhibitor's booth. Once all stamps have been collected, passport cards are dropped off in the AFP HUB and drawn at random to win prizes! Participating companies may also supply a prize** - **more prizes = more winners!**

\$1,500 each (15 available)

*Chair drop session choice(s) and item subject to AFP review and approval. If multiple items are supplied, the items must arrive bound or packaged together. Production and shipping costs for the item(s) are the responsibility of the sponsor.

**Passport prizes must be valued at a minimum of \$250. Winners will be prompted to visit the sponsor's booth to claim their prize unless the prize can be digitally delivered. Sponsors are responsible for coordination of prize delivery to winners.

FUNDRAISING TECH ZONE



The Fundraising Tech Zone is an amazing opportunity for emerging companies to showcase their technology expertise. There is a wide range of tech disrupting how non-profits and fundraisers work. Put your company at the forefront of the conversation! Each Fundraising Tech Zone package includes one 20-minute presentation in addition to a fully customizable exhibit.

WHAT AFP PROVIDES

- 20-minute presentation in the Fundraising Tech Zone*
- 1 custom backwall graphic
- 1 bar-height table
- 2 stools
- Electricity
- Basic internet
- 2 EXCHANGE/General Session Registrations

WHAT YOU NEED TO PROVIDE

- Additional audiovisual arrangements and associated costs (if necessary)
- Promotion of the session
- Adherence to the session schedule and clearance of the session presentation area immediately after your session
- Presentation working title, description and lead presenter name/email submitted to show management by no later than **January 30, 2026**
- Digital graphic files for custom backwall graphic submitted to show management by no later than **March 6, 2026**

*AFP cannot guarantee attendance at any sessions. Instructions to submit content/session descriptions will be provided by show management.

PACKAGE PRICE: \$6,000

Add a 2nd presentation for an additional \$1,000!

AI | PEER-TO-PEER FUNDRAISING | DIGITAL WALLETS | ONLINE CROWDFUNDING | SECURITY TOKEN OFFERINGS | NFTS | CRM SYSTEMS
CLOUD BASED SERVICES | MACHINE LEARNING | DATA ANALYSIS | EGS FUNDRAISING | MOBILE FUNDRAISING SOLUTIONS

EXHIBIT IN THE AFP EXCHANGE

Exhibiting 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 of the AFP EXCHANGE 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

RATES THROUGH NOV. 21, 2025

Booth Size	Standard Rate
10x10 inline	\$2,450
10x10 corner	\$2,600

RATES NOV. 22, 2025-JAN. 31, 2026

Booth Size	Standard Rate
10x10 inline	\$2,775
10x10 corner	\$2,925

RATES AS OF FEB. 1, 2026 - ICON

Booth Size	Standard Rate
10x10 inline	\$3,075
10x10 corner	\$3,225



ANCILLARY EXHIBITOR COSTS

Purchasing an exhibit booth in the EXCHANGE at AFP ICON is the first step to connect with attendees in San Diego! In addition to the purchase of the cost of exhibit space, please consider the costs below for budgeting purposes. Additional details and access to the order forms and websites to order these products and services will be provided to all exhibitors once they are available.



EXHIBITOR BADGES

All approved exhibitors will receive a complimentary allotment of badges through our registration partners at **Maritz Global Events**. Complimentary badges grant exhibitors access to the EXCHANGE, general sessions and any all-attendee events (excluding invitation-only and ticketed events). Exhibitors may purchase additional registrations using the registration and housing site once the booth is approved and after the site launches (target: mid-December 2025). Badges cost \$149 for EXCHANGE/general session access and \$599 for full conference access.

More information about attendee badges can be found at afpicon.com/registration_policies. Attendee rules and regulations apply to **all AFP ICON attendees, including exhibitor attendees**.



HOTELS/HOUSING BLOCK

All approved exhibitors will receive access to book hotel rooms through our housing partners at **Maritz Global Events**. Room blocks are available at the Hilton San Diego Bayfront (HQ), Marriott Marquis San Diego Marina, Manchester Grand Hyatt, Marriott Gaslamp Quarter, Omni San Diego Hotel, Hilton San Diego Gaslamp Quarter with nightly rates ranging from \$319-356 per night.

Please note: Exhibitor move-in begins at 9:00 am on Saturday, April 25th and move-out begins at 1:00 pm on Tuesday, April 28th. Early departure is not permissible without written consent. Please book your travel accordingly.



EXHIBITOR FURNISHINGS & UTILITIES

Exhibit booths do not come furnished and do not include utilities (with the exception of lights in the AFP EXCHANGE).

All approved exhibitors will receive access to rentals, shipping and labor information through our approved general services contractor, **The Expo Group**. Turnkey booth packages (includes: carpet, a table, chairs and wastebasket) are available for rental and cost approximately \$897-1,282.

Carpeting or floor covering is required of all exhibitors. Exhibitors may rent, ship in or carry in floor covering. Estimated rates for frequently rented items are listed to the right. Cost includes delivery to exhibit and removal at the end of the event.

FREQUENTLY RENTED ITEMS & SERVICES

For all items below, rates are indicative of the least expensive model or size offered and are reflective of **orders placed before discount deadlines**. Additional options will be available via the service kit.

The Expo Group (Discount Deadline: Mar. 23, 2026)

10'x10' carpet (no padding).....	\$358+
8' Draped Table.....	\$287+
Chair or Barstool.....	\$137-273+
Material Handling.....	\$3.02 per CWT+
Standard Time Labor.....	\$196.65/hour+
Over Time Labor.....	\$294.98/hour+

Freeman A/V (Discount Deadline: TBD)

32" Monitor.....	\$TBD+
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Maritz (Discount Deadlines: Feb. 17 and Mar. 31, 2026)

Lead Retrieval.....	\$549-\$599+
Electric.....	\$260-450+
Internet (WiFi).....	\$200-300+
Internet (broadband).....	\$900-1,400+

CONTACT US

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

AFP ICON, AFP LEAD, PRINT & DIGITAL ADVERTISING

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 EXECUTIVE TODAY!

■ East

Marshall Boomer

717.430.2223

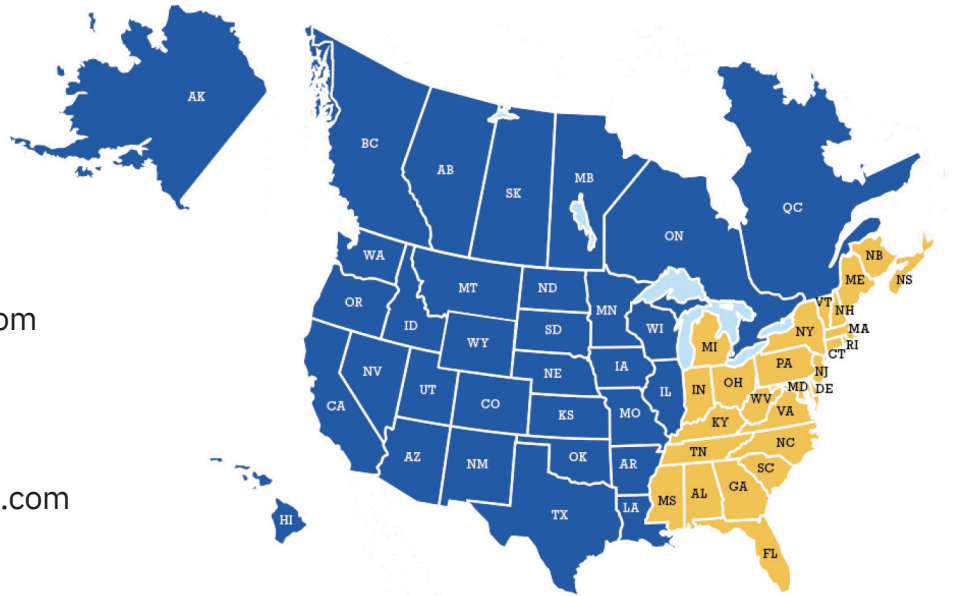
marshall.boomer@theygsgroup.com

■ West/Canada

Natalie Matter Bellis

717.580.8184

natalie.matterbellis@theygsgroup.com



AFP STRATEGIC PARTNER PROGRAM

The AFP Strategic Partner Program provides unparalleled access to 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 AFP ICON DATES AND LOCATIONS

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



AFP ICON 2028
MINNEAPOLIS, MN

