

2027

Exhibit & Sponsorship Prospectus



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

AFP ICON IS THE LARGEST ANNUAL GATHERING OF FUNDRAISING PROFESSIONALS



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



**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 Services
- 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.



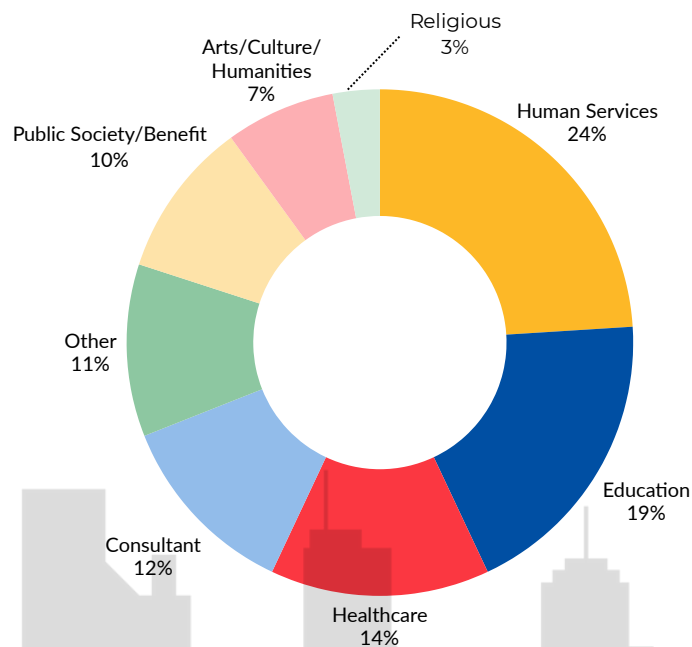
Use that time to your advantage when you...

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.

FUNDRAISING SECTORS REPRESENTED



AFP MEMBERS ARE INFLUENTIAL



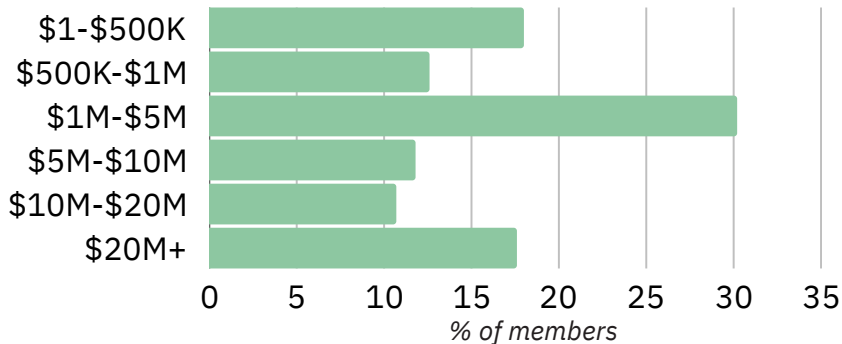
24,500+

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



16+

AVERAGE YEARS IN PROFESSION



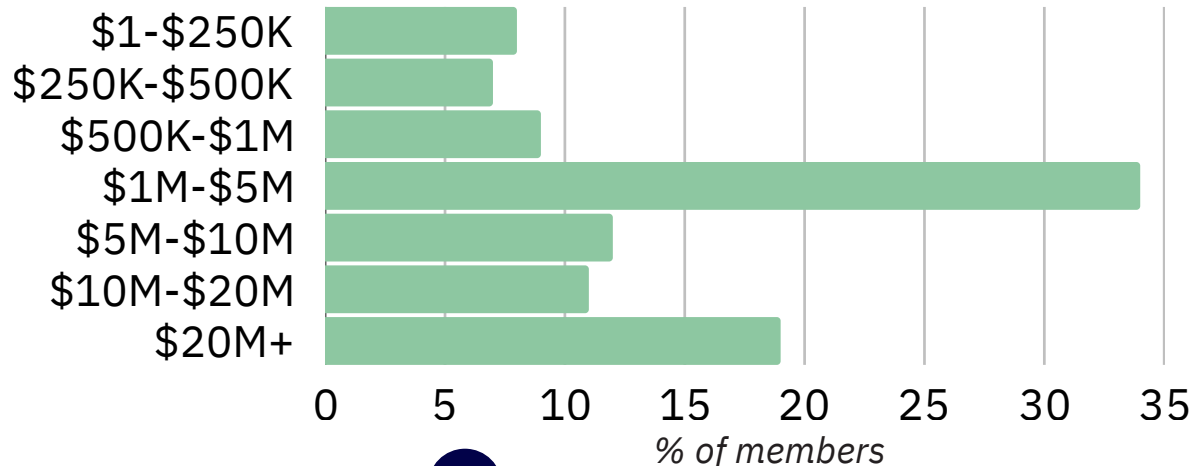
44.5 YEARS

AVERAGE AGE

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 BALTIMORE WITH EVENT SPONSORSHIP

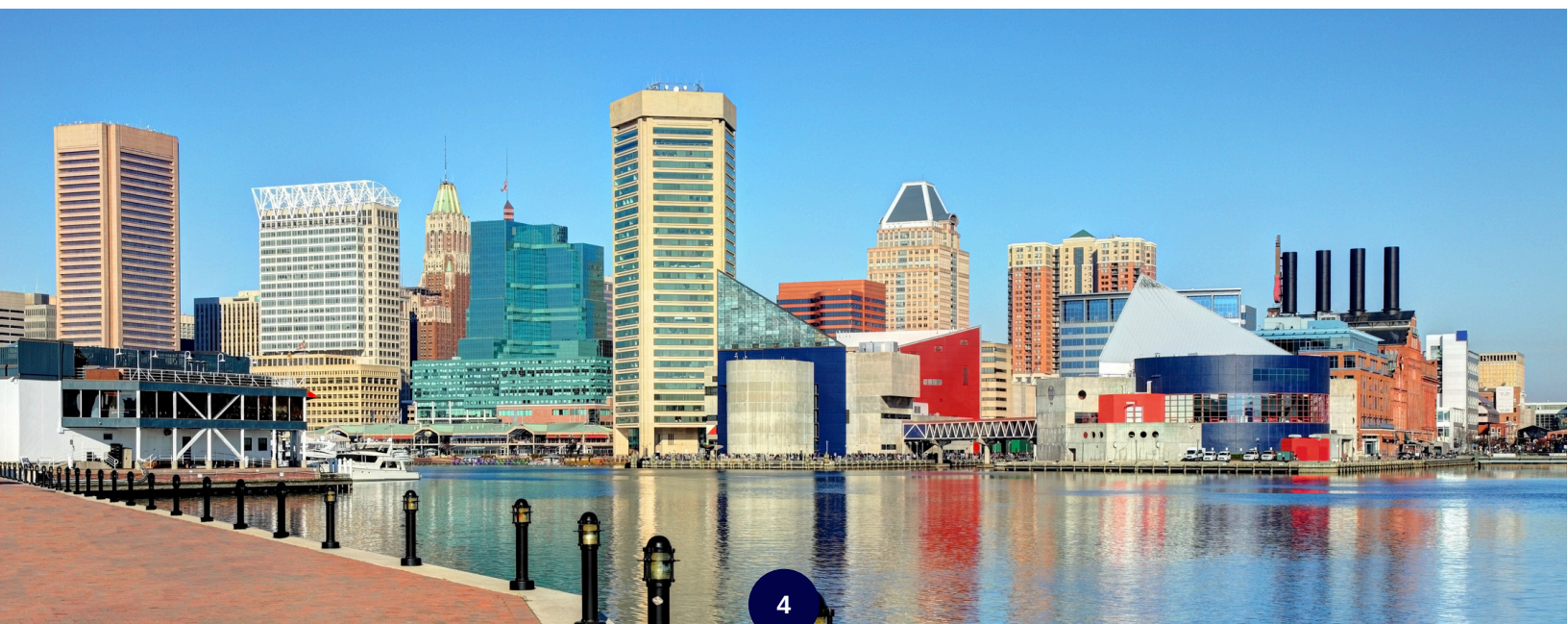
ALL TIERED SPONSORS RECEIVE

- 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 2026 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 Baltimore.

Platinum Sponsorship

\$82,500/\$105,000 exclusive

INCLUDES RECOGNITION AS AN AFP IMPACT OR STRATEGIC PARTNER



Thought Leadership*

- Present up to 3 education sessions in the main conference schedule (content due by **Nov. 20, 2026**)
- Present 2 Learning Lab sessions in the EXCHANGE
- 30-second commercial played during the opening or closing general session (subject to availability).



AFP EXCHANGE

Up to 20'x40' booth (including the corresponding QTY of complimentary welcome reception, general session and AFP EXCHANGE access 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 mobile app promoted post
- Recognition via dedicated social media post thanking sponsor for their support of AFP ICON
- 1 dedicated **pre-event email AND 1 dedicated post-event email** to registered attendees***



Other

8 additional full conference registrations

8 tickets to the ICON Chapter 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

\$55,000

INCLUDES RECOGNITION AS AN AFP DEVELOPMENT PARTNER



Thought Leadership*

- Present up to 2 education session in the main conference schedule (content due by **Nov. 20, 2026**)
- Present 2 Learning Lab sessions in the EXCHANGE
- 30-second commercial played during the opening or closing general session (subject to availability).



AFP EXCHANGE

Up to 20'x20' booth (including the corresponding QTY of complimentary welcome reception, general session and AFP EXCHANGE access 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 mobile app promoted post
- Recognition via dedicated social media post thanking sponsor for their support of AFP ICON
- 1 dedicated **pre-event email AND 1 dedicated post-event email** to registered attendees***



Other

6 additional full conference registrations

6 tickets to the ICON Chapter 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 for footnotes.

SPONSOR TIERS

CONTINUED

Silver Sponsorship

\$27,500

INCLUDES RECOGNITION AS AN AFP VISIONARY PARTNER



Thought Leadership*

Select ONE of the following:

- Present 1 education session in the main conference schedule (content due by **Nov. 20, 2026**)
- Present 2 Learning Lab sessions in the EXCHANGE



AFP EXCHANGE

- Up to 10'x20' booth (including the corresponding QTY of complimentary welcome reception, general session and AFP EXCHANGE access registrations)**



Branding & Promotion

Select **ONE** *Premium* promotional opportunity (3rd 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 secondary location



Digital

- 1 mobile app promoted post
- Recognition via dedicated social media post thanking sponsor for their support of AFP ICON
- 1 dedicated **pre-event email** OR 1 dedicated **post-event email** to registered attendees (select 1)***

Other

- 4 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

\$11,000

INCLUDES RECOGNITION AS AN AFP INDUSTRY SUPPORTER



Thought Leadership*

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



AFP EXCHANGE

Up to 10'x10' booth (including the corresponding QTY of complimentary welcome reception, general session and AFP EXCHANGE access registrations)**



Digital

- 1 mobile app promoted post
- Recognition via social media post from AFP Global thanking Bronze Sponsors for their support of AFP ICON



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 PENDING

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 PENDING

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 PENDING

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 PENDING

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 PENDING

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 STATION

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 (2 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 - 1 per day)

A LA CARTE SPONSORSHIPS

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

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 popup 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)

FUNDRAISING TECH ZONE

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

\$15,000 each

RIBBON BAR

PENDING

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

PENDING

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)

AFP EXCHANGE CONNECTIONS CARD

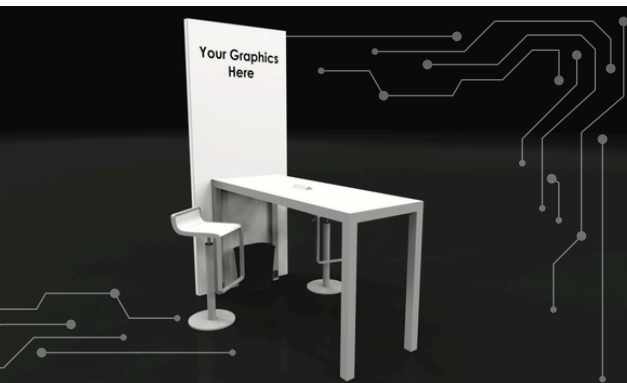
This popular game incentivizes attendees to collect stamps at each participating exhibitor's booth. Once all stamps have been collected, AFP EXCHANGE Connections Cards are dropped off in the AFP HUB and drawn at random to win prizes! Participating companies may also supply a prize** - **more prizes =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

AVAILABLE PRESENTATION TIMES

Sunday, April 11

From 11:15 am - 5:30 pm

Monday, April 12

From 9:00 am - 4:25 pm

Tuesday, April 13

From 9:50 - 11:55 am

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 21, 2027**
- Digital graphic files for custom backwall graphic submitted to show management by no later than **February 10, 2027**

*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!

EXHIBIT IN THE AFP EXCHANGE

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

- Company listing in the official mobile app and on the AFP ICON website
- Access to pre- and post-ICON attendee reference lists, displaying organizations whose personnel will be attending the event
- Pre- and post-event promotion of the AFP EXCHANGE online and via email to AFP members and non-members
- Complimentary EXCHANGE/General Session registrations (allotments listed below) and discounted additional registrations
- Complimentary boxed lunch and coffee in the EXCHANGE each day of the conference
- Opportunity to network and collect leads via the booth or available lead scanning devices, available for purchase

AFP ICON 2027 EXHIBIT BOOTH RATES

Booth Size	AFP ICON 2026 Exhibitors & Sponsors	June 1-August 31, 2026	September 1- December 31, 2026	January 1, 2027 - AFP ICON 2027
10'x10' inline	\$2,600	\$2,850	\$3,100	\$3,350
10'x10' corner	\$2,800	\$3,050	\$3,300	\$3,550
10'x20'	\$5,200-5,600	\$5,700-6,100	\$6,200-6,600	\$6,700-7,100
10'x30'	\$7,020-7,380	\$7,695-8,055	\$8,370-8,730	\$9,045-9,225
20'x20' island	\$9,520	\$10,370	\$11,220	\$12,070
20'x30' island	\$13,940	\$15,215	\$16,490	\$17,765
20'x40' island	\$17,280	\$18,880	\$20,480	\$22,080

SPACE DISCOUNTS

Rates above are reflective of space discounts offered for booths exceeding 200 SQFT (15% off 10'x10' rates), booths exceeding 400 SQFT (30% off 10'x10' rates) and booths exceeding 800 SQFT (40% off 10'x10' rates).

COMPLIMENTARY REGISTRATIONS

Included registration quantities vary based on purchased booth space. Exhibitors occupying 100 SQFT receive 2 registrations, 200-399 SQFT receive 4 registrations, 400-599 SQFT receive 6 registrations, 600-799 SQFT receive 8 registrations, and 800+ SQFT receive 12 registrations. Additional registrations are available for exhibitors to purchase at a discounted rate. Rates and availability will be accessible when the AFP ICON 2027 exhibitor registration and housing site is launched.

[View the Floor Plan](#)
[Apply to Exhibit](#)

THANK YOU TO OUR AFP ICON 2026 EXHIBITORS!

Accurate Append | Alford Group | Allegiance Group + Pursuant | AlmaConnect | Altrata | Antarctic | APPEALPRINTING | Arbor | Arreva | Auctria | Avid | Ballantine | Beth Interactive Inc. | BetterWorld | Blackbaud | Bloomerang | BoardEffect, a Diligent brand | Bonterra | Bridge Philanthropic Consulting, LLC. | BUMP | BWF | Campbell & Company | Cancún Cards | Candid | Carter | CCS Fundraising | CFRE International | Charitybuzz | CharityEngine | Chorus AI | Classy from GoFundMe | CPT Intelligent Technologies | Crescendo Interactive | CrowdChange | Dataro | Deloitte | Deluxe | DivvyUp LLC | DME Delivers | DonorAtlas | Donorbox | DonorDock | DonorPerfect Fundraising Growth Platform | DonorSearch | DONR360 - Built on Oracle NetSuite | Double the Donation | EP Events LLC | Feathr | Fiserv | FreeWill | Fulcrum Nonprofit Leadership | Fundraise Up | FundraisingForce | GalaBid | Givergy | GiveWP | Globalfaces | GoFundraise | Golden | GolfStatus | Grant Professionals Association | Grantlyd | Greater Giving | haku | Handbid | Handwrytten | Harness | Hatch | Infinite Giving | Insightful | Inspired Adventures | Instil | Instrumentl | Intuit | IU Lilly | KidGlov | Kilbreath Events | Kindsight | Landing Rock | LIFE Event Staffing LLC | Little Green Light | LiveImpact | Make Philanthropy Work | MemoryFox | Message Agency | Microsoft Corporation | MIKA | Momentive Software | Moon River Publishing | Moss Adams | Nonprofit Fractionals Network | North American Direct Marketing Inc. | NPact | OnBoard | One to One Print & Promotional Products | OneCause | Palmer Non-Profit Communications | PNC Institutional Asset Management | Postalgia Inc. | Print it Forward | Qtogo Fundraising Services | Raisin Software | Rallyup | RSM US LLP | Rustic Roots | Safe Harbors Business Travel | Saint Mary's University of Minnesota | Scion Nonprofit Staffing / Scion Executive Search | Shstrategy | Solution Dynamics | Springboard by Jackson River | Storyraise | StratusLIVE LLC | Streamworks | SylogistMission | TapKat Solutions LLC | Tatango | TaylorMade Experience Consulting | TextingForLess | The Edge Group | The NonProfit Times | The Stelter Company | Tipalti | University of Washington | Virtuous Software | Voicelogic | W&E Baum | Walmart Business | Windfall Data, Inc. | Winspire | Zulu Nyala Game Lodge

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

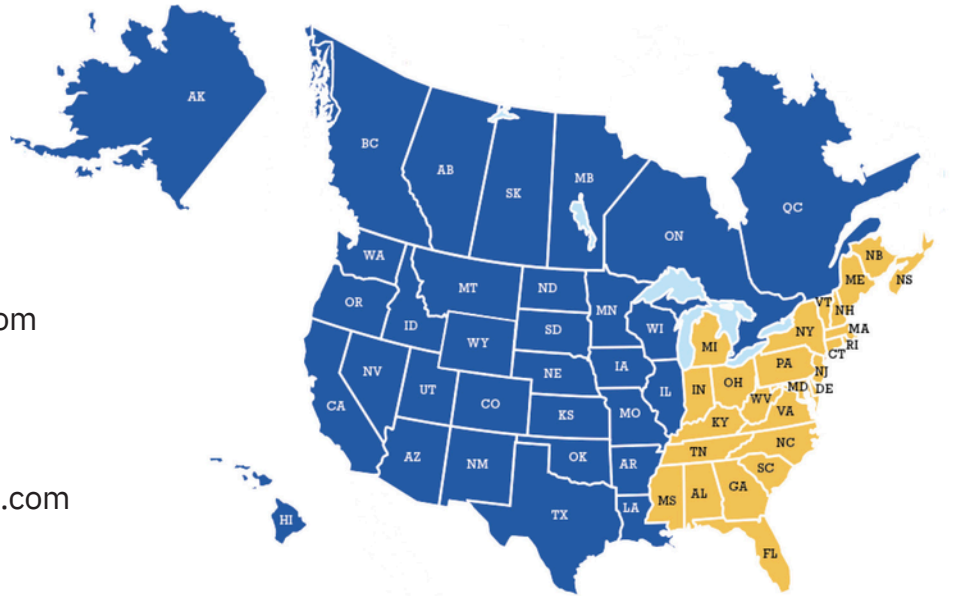
marshall.boomer@theygsgroup.com

■ 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 2028 | MINNEAPOLIS, MN | APRIL 30-MAY 2, 2028

