2027

Exhibit & Sponsorship Prospectus



Get In Touch

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

94% SATISFACTION RATE

85% APPROVE, RECOMMEND OR INFLUENCE PURCHASES

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.

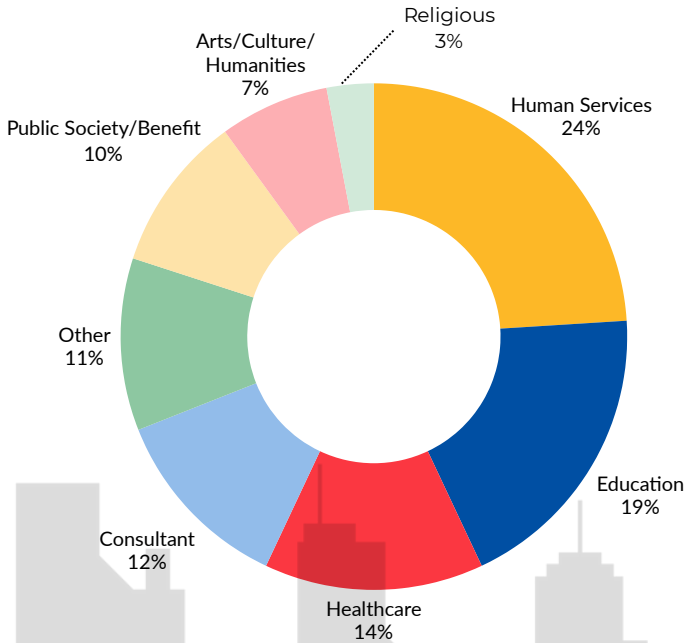
Drive B2B, B2C Revenue. Engage your target audience of fundraising influencers, and network with executives from industry leaders whose products, services and technologies power the industry.

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.

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

FUNDRAISING SECTORS REPRESENTED



AFP MEMBERS ARE **INFLUENTIAL**

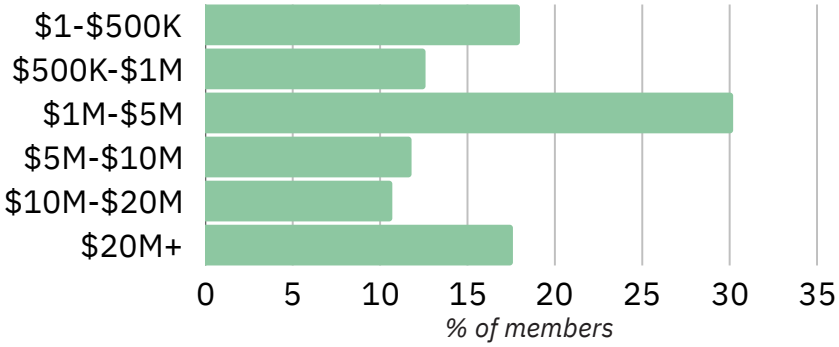
24,500+

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

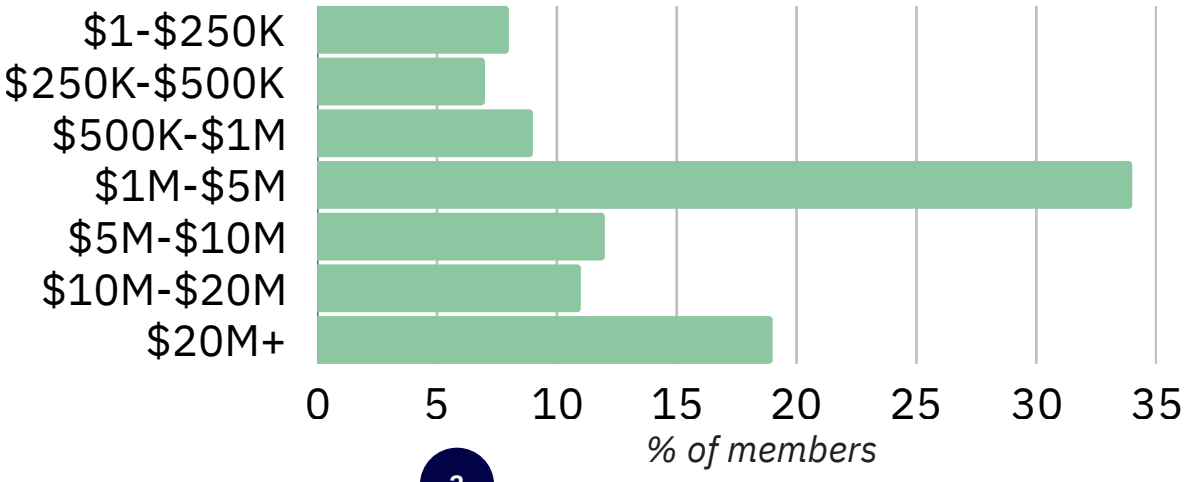
44.5 YEARS

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



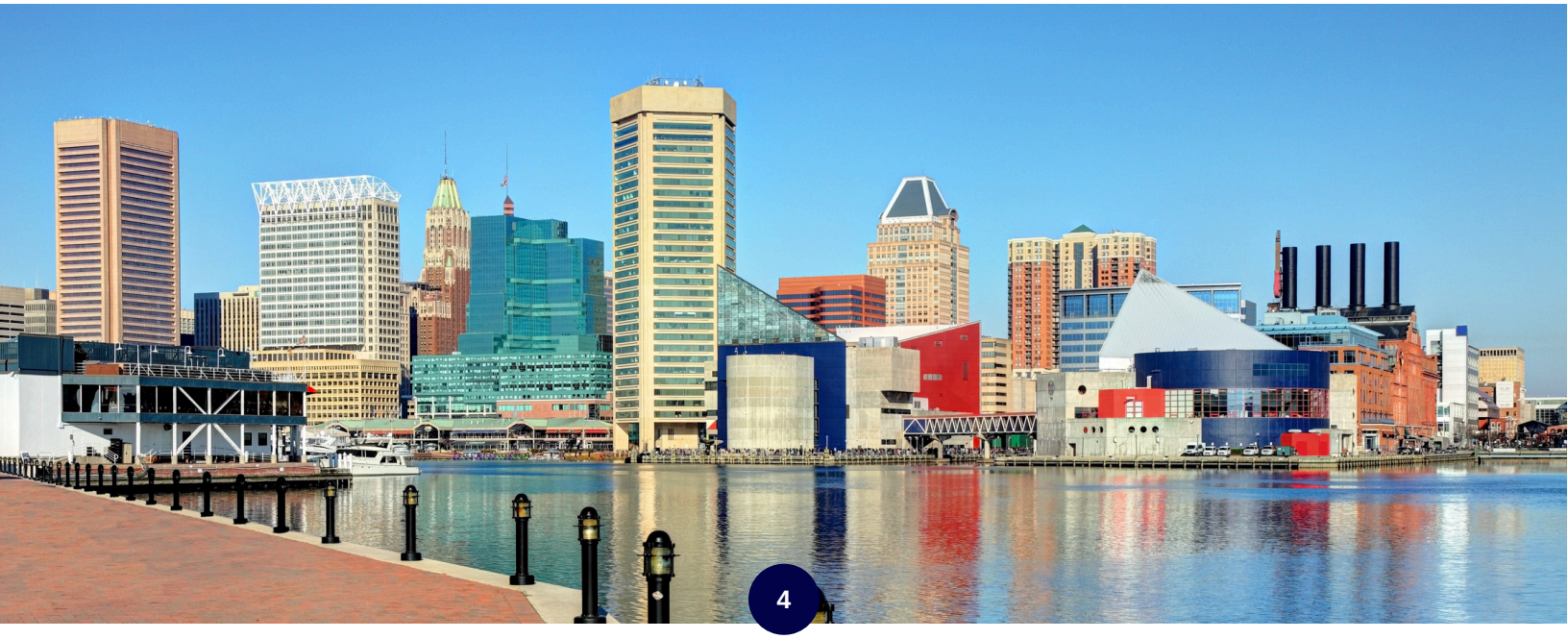
ESTABLISH YOUR BRAND AS A **LEADER IN THE INDUSTRY & GO BIG IN BALTIMORE** WITH EVENT SPONSORSHIP

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)

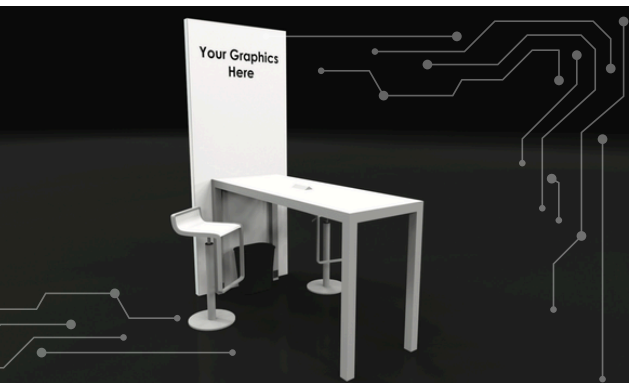
AFP EXCHANGE CONNECTIONS CARD

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 | Grantyd | 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 | Qtego 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 | Shrategy | 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

ANCILLARY EXHIBITOR COSTS

Purchasing an exhibit booth in the EXCHANGE at AFP ICON is the first step to connect with attendees in Baltimore! 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 2026). Badges cost $199 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 10th and move-out begins at 1:30 pm on Tuesday, April 13th. Early departure is not permissible without written consent. Please book your travel accordingly.



EXHIBITOR FURINISHINGS & 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+

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+

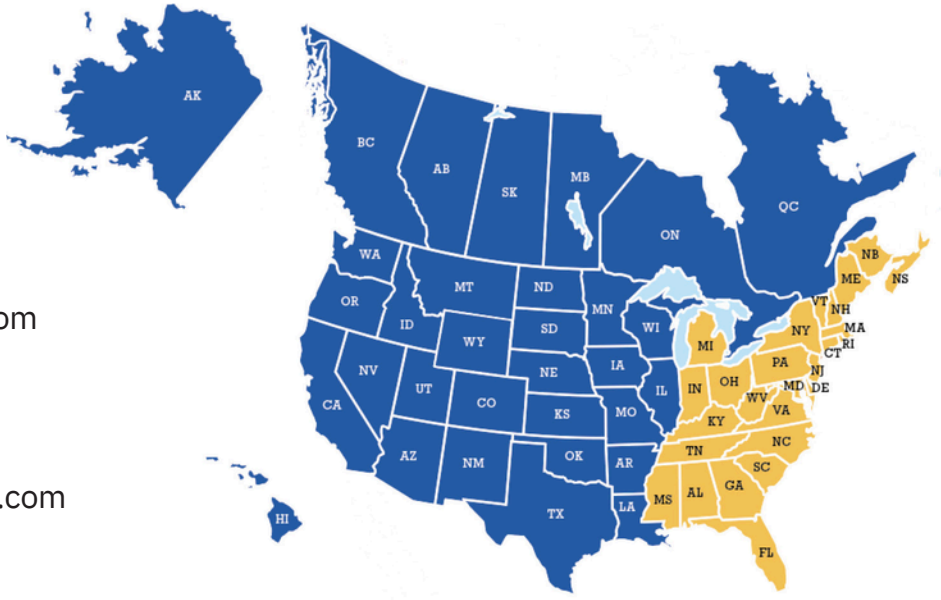
CONTACT US

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

Lauren Kares-Yelk
443.789.6624
lauren.kares-yelk@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 | BALTIMORE CONVENTION CENTER | APRIL 11-13, 2027

EXHIBITOR
TERMS & CONDITIONS
continued

AFP ICON 2027 Conference & Exhibit Show: The AFP ICON 2027 conference and exhibit show ("ICON") will take place April 11-13, 2027, at the Baltimore Convention Center in Baltimore, Maryland. Exhibitor move-in will take place April 10, 2027 and move-out will take place April 13, 2027, at the conclusion of official exhibit show hours.

Contract for Exhibit Space: The signed exhibit space agreement ("Agreement" or "agreement") and subsequent notice of assignment constitute a contract between the Association of Fundraising Professionals ("AFP") and the Exhibiting Organization ("Exhibitor") for the Exhibitor's participation at ICON. Any point not specifically covered in the terms of the signed agreement and these Terms and Conditions are subject to the decision of AFP, whose decision shall be final. Exhibitor shall abide by the rules and regulations as set forth in the terms of the signed agreement, these Terms and Conditions, and the ICON exhibitor service kit before, during, and after ICON, and by other reasonable rules considered necessary by AFP and the Baltimore Convention Center.

Eligibility for Exhibit Space: Prospective Exhibitors whose programs, products, and services support the fundraising profession are eligible to apply. AFP reserves the right to deny participation to any Exhibitors not in good standing with AFP or that do not espouse AFP's core values, at AFP's discretion. Further, Exhibitors and their personnel are expected to comply with any rules and policies of AFP regarding conduct, including anti-harassment policies, and their right to participate in ICON may be terminated for violating the same. View the current attendance policies at https://afpicon.com/page/policies

Assignments/Allocations: Assignments will be made on a first come, first served basis taking into account the date the signed agreement is received, and booth location specifications supplied by the Exhibitor. Selection priority is given to Exhibitors that have exhibited with and sponsored AFP and ICON in previous years. Booth location specifications include proximity to other Exhibitors, and it is the Exhibitor's responsibility to know its proximity to competing Exhibitors.

Payment and Due Dates: Applications submitted on or before January 21, 2027 are eligible to remit a 50% deposit. Balances are due to be paid by January 21, 2027. All applications submitted January 21, 2027 through the event are required to be paid in full to meet approval.

If payment in full is not received per the terms of the invoice, AFP reserves the right to cancel the Exhibitor's booth space, retain all fees paid, and lease the booth space to another Exhibitor.

Should AFP be forced to collect overdue payments from Exhibitor, such fees will be subject to an interest rate of 2.5% per month, in addition to any legal, court, and collections fees incurred by AFP.

Cancellation/Reduction: In the event Exhibitor cancels its participation or wishes to reduce exhibit space, Exhibitor shall promptly notify AFP in writing. If the cancellation or reduction is received by AFP before January 21, 2027, 50% of the full exhibit price or full price for the space relinquished will be retained by AFP. No refund or credit will be granted for cancellations or reductions received after January 21, 2027, and full payment of any unpaid balance is required. Upon cancellation, Exhibitor loses all right to space and AFP reserves the right to reassign space to another Exhibitor. In addition, Exhibitor loses the right to use any complimentary exhibitor registration badges.

AFP reserves the right to treat Exhibitor's downsizing of booth space as a cancellation of the original contract and an offer to purchase new booth space. Exhibitor may be required to move to a new booth location at AFP's discretion. Exhibitor agrees that it is responsible for the total exhibit space rental for the originally contracted and assigned space.

Exhibit Booth Provisions: AFP will provide the following with each booth, unless otherwise stated in the agreement or any other AFP materials: one-line identification sign listing company name and booth number (if requested); 8-foot high back drape and 3-foot high draped side walls; aisle carpeting in all main and cross aisles; around-the-clock security beginning with setup and concluding after all freight has been removed; and a number of exhibitor registration badges based on total booth space leased by Exhibitor. Standard in-line booths may not exceed a height of 4 feet in the front half of the booth. All islands are restricted to a height of 16 feet, including identification signage. No exhibit is permitted to obstruct the view of adjacent booths. Carpeting is mandatory in all booths. AFP reserves the right to enforce revisions, at Exhibitor's expense, of any exhibit booth that does not comply with these guidelines.

Operation of Exhibits: Unless prior written permission by AFP or AFP ICON management is obtained, booths must be staffed at all times during scheduled exhibit hours, and exhibitors must confine all activities to the exhibit space. Booths must be designed and operated in a manner that respects the rights of ICON attendees and other exhibitors. This includes the conduct of all booth staff and company employees both within the booth itself, and within the broader convention facility.

Exhibitors shall not damage or deface any part of the convention facility. Exhibitor may not tack, tape, nail, screw, or otherwise attach anything to convention center walls, posts, floors, ceilings, furniture, or other property of the convention center. Exhibitors are solely responsible for any and all damages to property caused by themselves or their personnel. Should such damage occur, the Exhibitor is liable to the owner of the damaged property. At no time shall AFP accept responsibility or liability for any such damages.

All set-up and dismantling of exhibit booths and sponsorship programs must be conducted during the appropriate times assigned. No storage of exhibit materials will be permitted between or behind booth draping.

Dollies, carts, and other drayage equipment is not permitted on the exhibit show floor during official exhibit show hours without AFP's consent.

Exhibitors shall not, without the express written consent of AFP, distribute any advertising material, literature, souvenir items, or promotional materials anywhere in the convention center except their own allotted exhibit space.

Exhibitor may distribute food or drinks, including alcoholic drinks, from its exhibit space but only with the express written consent of AFP. Service of food and beverage must be provided by the Baltimore Convention Center or designated their contractor.

Character of Exhibits: Companies eligible to exhibit at AFP ICON are limited to those directly or tangentially related to fundraising or the broader non-profit industry, or who through financial, in-kind, or partnership-based contributions, support those industries.

EXHIBITOR
TERMS & CONDITIONS
continued

AFP determines eligibility of any company or product for exhibit. AFP may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the spirit and mission of AFP. Unethical conduct or infractions of rules on the part of Exhibitor or [his/her/their] representative(s) or both will subject the Exhibitor or [his/her/their] representative(s) to dismissal from exhibit areas. If such action is required, it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or their representative(s).

AFP reserves the right to restrict or remove exhibit booth displays that detract from the general character or appearance of the exhibit show or otherwise become objectionable because of noise, materials, methods of operation, or any other reason at AFP's sole discretion.

Policy on Selling: Direct selling of products or services (i.e., cash, check and/or credit cards) is strictly prohibited. No soliciting for business shall be permitted in aisles, within the broader convention facility, in other exhibitor's booths, or anywhere else outside of the exhibitor's contracted booth space.
Violation of this provision will result in immediate expulsion from AFP ICON. Violation of this policy will be determined at AFP's sole discretion. THIS POLICY IS STRICTLY ENFORCED.

Anti-Counterfeiting Policy: No exhibitor may sell, offer, advertise, or display counterfeit or knock-off products.

Violations of Regulations: AFP and/or AFP ICON Management may take enforcement action at its discretion up to and including closing an Exhibitor's booth, for violation by Exhibitor of any of the AFP ICON Booth Terms and Conditions, or breach of the terms of their Booth Application and Contract.

AFP reserves the right to close the booth of and expel any exhibiting company which in its opinion, does not comply with the Terms and Conditions, or whose employee's conduct AFP or AFP ICON management finds objectionable, unethical, detrimental to the character of the event, or to the experience of its attendees.

If AFP and/or AFP ICON Management shuts down Exhibitor's booth due to Exhibitor violating these Terms and Conditions, Exhibitor will not receive a refund or damage compensation from AFP. Repeated violations may result in Exhibitor being banned from participation in AFP ICON, including future shows.

Exhibit Booth Staffing and Early Closure: Exhibit booths must be open and staffed during all official exhibit show hours unless written approval of any exceptions is provided by AFP.

Subletting Space: No Exhibitor shall assign, sublet, or apportion the whole or any part of its assigned exhibit space, or allow representatives, products, or materials from companies other than its own in the said exhibit space.

Non-Exhibiting Organizations: Organizations and individuals without assigned exhibit space are not permitted to solicit business or engage in sales, marketing, or promotional activity anywhere in the convention center, except as authorized by AFP.

Exhibitor Responsibility and Right to Remove the Exhibitor's Property: If an Exhibitor fails to comply in any respect with the terms of the agreement or these terms and conditions, AFP reserves the right to revoke the Exhibitor's assigned exhibit space and offer said space to another Exhibitor, and/or to use said space in any manner at AFP's sole discretion. AFP reserves the right to remove from the exhibit show any or all property of Exhibitors should ICON be canceled or relocated. These rights may be exercised without prior notice or hearing. Exhibitor may still be liable to pay the full amount specified by the agreement or any contracts between AFP and Exhibitor.

Use of Logo: AFP grants permission to Exhibitors to use only the AFP ICON logo, subject to AFP guidelines (available upon request). Requests for AFP ICON logo use must be submitted in writing to AFP with a sample of the marketing collateral for approval. Neither the AFP logo nor the AFP Foundation logo may be used for any marketing or other purposes.

Intellectual Property: The agreement does not imply a license or right whatsoever concerning the intellectual property of AFP. For the purposes of the agreement, "intellectual property" shall mean: all trademarks and service marks registered and/or used by AFP, as well as any right, invention (patented or not), floor plans, designs, utility models, confidential information, commercial names, commercial signs, copyrights, domains, as well as any other intellectual property right protected by law. Exhibitor commits not to use, commercialize, disclose, distribute, give away, or by any means use any property of AFP, or any exceeding or remaining material of those considered intellectual property of AFP.

Hospitality Functions: Only organizations with contracted exhibit space may use ICON function space for hospitality purposes, at AFP's discretion. All requests for function space must be directed to AFP for approval. Upon approval of request, all applications must go through the AFP conference department at for assignment. Hospitality functions may not be open during official program hours, which include social activities by AFP, except as approved in writing by AFP. Exhibitors are not permitted to display equipment or products or to conduct product demonstrations in suites or sleeping rooms during ICON unless they have contracted for hospitality function space.

Safety Codes: No one under the age of 18 is permitted to attend ICON events, unless formally invited by AFP (such as award winners, honorees, etc.). Children are not permitted in the exhibit show or any educational sessions in the convention center or hotels where AFP is holding events and are not permitted on AFP shuttle buses.

Exhibitor is responsible for compliance with all union requirements and fire and safety codes established by the convention center. Decorations must be flame proofed and all hangings must clear the floor.

Electrical wiring must conform with all federal, state, and municipal government requirements and with the National Electric Code safety rules. If inspection indicates that Exhibitor has neglected to comply with these regulations and codes, AFP reserves the right to cancel or remove at Exhibitor's expense any or all part of the exhibit as may be irregular or problematic.

Compliance: Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations, and codes of duly authorized local, county, state and/ or federal government bodies concerning fire, safety, and health together with the rules and regulations of the operator/owners/managers of the convention center property.

EXHIBITOR
TERMS & CONDITIONS
continued

Harassment: AFP wishes to create a welcoming environment and expects all participants to refrain from harassing behavior and speech. AFP reserves the right to take any action it deems appropriate in response to such conduct by any person, including removal of that person from AFP ICON and prohibiting attendance at future events.

Exhibitor Property: While AFP may endeavor to protect Exhibitor property through contracted security personnel, Exhibitor shall be responsible for protecting its own property to its full value, either through purchased insurance or self-insurance, and AFP will not assume liability for any loss or damage to Exhibitor property. In holding ICON, AFP does not act as agent of the Exhibitor, the facility, the general service contractor, or any other party. Claims against any party other than AFP are to be submitted directly to the party involved.

AFP, the Baltimore Convention Center, and their respective employees, representative, and subcontractors, will not be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees or property, however caused. AFP cannot assume responsibility for lost shipments, either arriving or departing the premises, or for moving costs. If exhibit fails to arrive, Exhibitor will remain responsible for booth rent and no refund will be made.

Exhibitor agrees to be responsible for its own property, through insurance or self insurance, and shall hold harmless AFP, the Baltimore Center, and their respective employees and representatives from any damage caused by theft and other perils normally covered by fire and extended coverage of policies. Exhibitor is urged to place supplemental coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. Exhibitor must submit Certificates of Insurance to AFP Show Management prior to approval of third party contractors at least 45 days before conference start date.

Liability Insurance: Exhibitor shall maintain at all times during ICON, and shall furnish a certificate of insurance to AFP as proof of same, commercial general liability of at least $1,000,000. The certificate must name AFP as an additional insured. Exhibitor shall also maintain workers compensation insurance in full compliance with all applicable Federal and State laws, covering all of the Exhibitor's personnel participating in ICON.

Limitation of Liability and Disclaimer of Warranties: AFP is not liable to Exhibitor in any respect for any claims, losses, expenses, injuries, or damages arising out of or related to ICON or Exhibitor's participation in ICON, whether based on breach of contract or warranty, negligence or other tort, or strict liability, unless directly and solely caused by the gross negligence or willful misconduct of AFP. AFP disclaims all warranties, express or implied, including, without limitation, warranties of merchantability and fitness for a particular purpose. AFP shall not be liable to Exhibitor for any indirect, special or consequential damages, including lost profits, whether based upon a claim or action of contract, warranty, negligence, strict liability or other tort, even if AFP is aware of the possibility thereof. Notwithstanding any other provision of this agreement, the maximum liability of AFP to Exhibitor will in no event exceed the amount of fees paid by Exhibitor to AFP. Any claim against AFP by Exhibitor not submitted to AFP within thirty (30) days of the close of the event shall be forever waived, and no suit or action shall be brought against AFP more than one (1) year after the event.

Indemnification: Exhibitor shall indemnify and hold harmless AFP from and against any and all liabilities, damages, actions, losses, claims, costs, and expenses (including reasonable attorney's fees) on account of personal injury, death, or damage to or loss of property arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by Exhibitor, its employees, agents, or contractors. The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of AFP.

ADA Accessibility: Exhibitor must comply with all laws, ordinances, and regulations pertaining to the Americans with Disabilities Act (ADA). Compliance with ADA is mandatory for all Exhibitors within its exhibit space. AFP and service contractors have no responsibility pertaining to the compliance with laws as far as individual Exhibitor's space, materials, and operation is concerned. The convention center shall be responsible for all ADA accessibility requirements and labor accommodation requirements relating to the exhibit show space and attendant facilities. AFP shall be responsible for readily achievable, nonpermanent ADA accessibility requirements which are applicable to AFP if not otherwise provided by the convention center. Exhibitor agrees that it will comply with any ADA provisions applicable to the Exhibitor's exhibit space.

Interpretation: AFP reserves the right to interpret, amend, and enforce these terms as it deems proper to ensure the success of ICON. Display of programs, products, and services at ICON does not constitute, nor should it imply, any endorsement by AFP. Exhibitors may not claim or suggest AFP endorsement of their program, products, or services without the express written consent of AFP. Compliance with AFP's terms and conditions is mandatory for all Exhibitors.
Cancellation or Relocation of ICON: In the event of cancellation or relocation of ICON due to circumstances within AFP's control, AFP's liability shall be limited to a refund of monies or fees paid to AFP by the Exhibitor for exhibit booth rental, conference registration, or sponsorship or advertising.

In the event (i) of cancellation or relocation of ICON due to circumstances beyond AFP's control or (ii) Exhibitor is prevented from participating in ICON due to travel or public gathering restrictions imposed by the Federal government or by the State in which ICON is being held, AFP shall apply the monies or fees paid to AFP by Exhibitor for exhibit booth rental, conference registration, or sponsorship or advertising to the following ICON conference and exhibit show or to another AFP event to which the parties mutually agree.

Forum Selection: Any dispute between AFP and Exhibitor related to, or arising out of, ICON or these terms and conditions shall be subject to the exclusive jurisdiction of the State and/or Federal courts for, or located in, Arlington, Virginia. Exhibitor stipulates that the above-referenced courts shall have in personam jurisdiction and venue over Exhibitor.

SPONSORSHIP APPLICATION

SPONSORSHIP TIERS

Platinum Sponsorship | $82,500/$105,000
Gold Sponsorship | $55,000
Silver Sponsorship | $27,500
Bronze Sponsorship | $11,000

PREMIER SPONSORSHIPS

Opening Keynote/Gen. Session | $25,000
Welcome Reception | $25,000
Closing Keynote/Gen. Session | $10,000
Mobile App | $10,000
WiFi | $10,000

PREMIUM SPONSORSHIPS

Official Lanyard | $12,500
Lunch Service | $7,500/$12,500
Headshot Station | $10,000
Charging Station | $10,000
Selfie Station | $10,000
Coffee Service | $10,000

A LA CARTE

Official Water Bottle | $20,000
EXCHANGE Happy Hour | $4,000/$7,000/$16,500
Official Tote | $15,000
Fundraising Tech Zone | $15,000
Ribbon Bar | $10,000
Affinity Group Receptions | $10,000
Education Track | $6,500
Guided Meditation or Yoga | $5,000
AFP EXCHANGE Connections Card | $1,500

NOTES & CUSTOMIZATIONS:

TOTAL:

GENERAL INFORMATION

Company Name

Key Contact Name

Title

Phone Number

Email Address

Address

City State Zip

PAYMENT

Sponsorships are due to be paid in full at time of contract and are nonrefundable. 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

We agree to abide by all rules and regulations governing the conference, as printed in the sponsors and exhibitors prospectus. Acceptance of this application by the Association of Fundraising Professionals constitutes a contract.

Authorized Signature

Print Name Date

Submit your company logos (color and white/knockout in .eps and PNG formats) and URL to events@theygsgroup.com as soon as possible after contract submission. **Printed signage/logo recognition deadline is February 10, 2026.**

LEARNING LAB APPLICATION

$2,500 PER LEARNING LAB

WHAT AFP PROVIDES

- Laptop
- Space and schedule
- Space signs
- Directional signs to Learning Lab 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 January 21, 2027.

SESSION QUANTITY

SESSION DATES & TIMES

Please indicate which day and time of day you would like to request for your session(s). Your Account Executive or Show Management will contact you to confirm your assigned session date(s) and time(s).

Day	Time of Day
Sunday, April 11, 2027	Morning
Monday, April 12, 2027	Afternoon
Tuesday, April 13, 2027	

Additional Comments/Requests
If you have a preferred date and time for your Learning Lab, please list it below.

GENERAL INFORMATION

Company Name

Primary Contact Name

Title

Phone Number

Email Address

Address

City State Zip

PAYMENT

Learning Lab 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

TOTAL:

FUNDRAISING TECH ZONE APPLICATION

GENERAL INFORMATION

Company Name

Primary Contact Name

Title

Phone Number

Email Address

Address

City State Zip

PAYMENT

Fundraising Tech Zone 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

$6,000 PER FTZ PACKAGE
$1,000 PER ADDITIONAL SESSION

WHAT AFP PROVIDES

- 20-minute presentation in the Fundraising Tech Zone
- 1 custom backwall graphic
- 1 bar-height table
- 2 stools
- Electricity
- Basic internet

WHAT YOU NEED TO PROVIDE

- Additional audiovisual arrangements and associated costs
- 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 must be provided to AFP 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.**

SESSION DATES & TIMES

Please indicate which day and time of day you would like to request for your session(s). Your Account Executive or Show Management will contact you to confirm your assigned session date(s) and time(s).

Day	Time of Day
Sunday, April 11, 2027	Morning
Monday, April 12, 2027	Afternoon
Tuesday, April 13, 2027	

Additional Comments/Requests

If you have a preferred date and time for your Learning Lab, please list it below.

TOTAL:

Submit your custom backwall graphics to events@theygsgroup.com as soon as possible after contract submission.
Printed signage/logo recognition deadline is February 10, 2026.