

AFFI-CON 2018

THE COSMOPOLITAN OF LAS VEGAS | MARCH 3-6

The best place to do business face-to-face.

Sponsorship Prospectus



Sponsoring AFFI-CON 2018 is the best way to promote your company and its brands and increase your exposure before an audience of key decision makers in the frozen food and beverage industry.

PLATINUM

\$12,500

PLATINUM SPONSORSHIPS INCLUDE:

- Company logo displayed on AFFI-CON 2018 website
- Company logo on pre-registration list
- Company logo on AFFI-CON email template
- Company logo in AFFI's daily Frozen Express
- Sponsor designation in AFFI-CON Program & Directory
- ¼ page colored ad in AFFI-CON Program & Directory – **valued at \$750**
- 20% discount on ads within the AFFI-CON Program & Directory
- Company logo on general sponsorship signage throughout AFFI-CON
- (2) Reserved Seats at the Annual Meeting & Industry Spotlight
- (3) Complimentary AFFI-CON registrations – **valued at \$1,800**
- Final AFFI-CON attendee list in excel format
- Priority selection of Exclusive Level meeting rooms

NETWORKING LOUNGE & WIFI

The networking lounge provides attendees with an area to relax and recharge but also provides an area to continue hosting their business meetings. Attendees will be able to rest their feet, charge their phones, catch up on emails or respond to phone calls, all thanks to you. We will also provide treats in the lounge area once a day. Feel free to make the space even more your own by providing throw blankets, reading material or your company pop-up sign.

- Lounge furniture adorned with company logo throw pillows
- Saturday – Monday treats will be served for two hours each day for up to 100 people
- Company logo on napkins for afternoon snacks
- WIFI login credentials will include your company's name

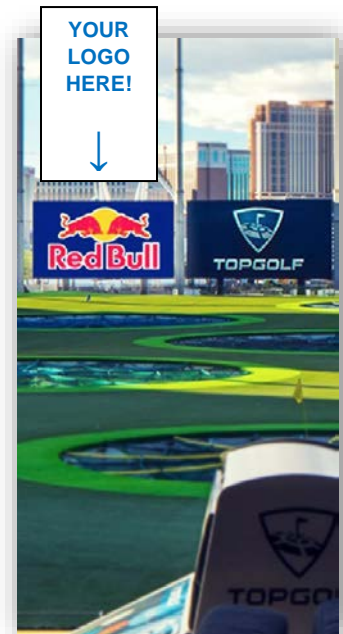


TOPGOLF PRESENTING SPONSOR

Sign up to be the presenting sponsor at the Frozen Food Foundation's newest fundraiser, TopGolf Las Vegas. TopGolf isn't just for golfers. Players hit micro-chipped golf balls that track each shot's accuracy and distance while awarding points for hitting targets on the outfield. It's fun and competitive, a great way to network with conference attendees or entertain your clients while showing support for the Frozen Food Foundation.

- Naming rights
- (1) branded swag item of your choosing for all participants*
- Your logo on the back-net HD spectacular screen
- One complimentary Golf Bay (a bay holds up to 8 participants)
- Signature cocktail in your name
- (1) Full page ad in the Program & Directory

**Item is subject to approval by AFFI*

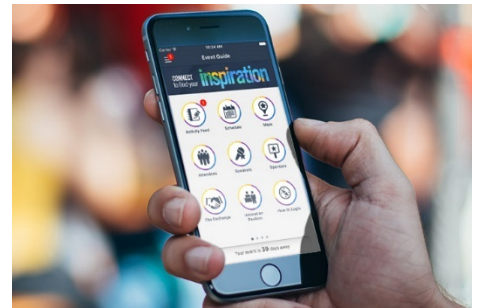


MOBILE APP

The conference will come to life on your smart phone because AFFI-CON 2018 comes with a new and improved mobile app. Attendees will be able to see the most up to date pre-registration list and schedule, schedule meetings, research exhibitors and much more at their fingertips. Make sure your company is the first thing attendees see on this high-tech conference tool!

- Company logo on mobile app splash screen
- One push notification a month leading up to the conference for all attendees*
- Three push notifications allowed during AFFI-CON*

****All notifications for the Mobile App must follow timeline presented by AFFI and is subject to approval by AFFI.***



DIAMOND

\$10,000

DIAMOND SPONSORSHIPS INCLUDE:

- Company logo displayed on AFFI-CON 2018 website
- Company logo on pre-registration list
- Company logo on AFFI-CON email template
- Sponsor designation in AFFI-CON Program & Directory
- 15% discount on ads within the AFFI-CON Program & Directory
- Company logo on general sponsorship signage throughout AFFI-CON
- (2) Complimentary AFFI-CON Registrations – **valued at \$1,200**
- Final AFFI-CON attendee list in excel format

LANYARDS

Put your company logo front and center on AFFI-CON attendees through the lanyards. A badge is required for all AFFI-CON attendees and your company will stand out as the attendees move through the conference week sporting your logo around their necks.

- Company logo on AFFI-CON attendee lanyards
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ATTENDEE BADGE HOLDERS

Every AFFI-CON Attendee must have a badge to attend events and meetings throughout the week. Put your company logo on the badge holders and you will be sure to stand out during the event!

- Company logo on AFFI-CON attendee badge holders
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HOTEL ROOM DROPS

Who doesn't like coming back to a surprise in their room? Drop a company branded item or flyer into the rooms of all AFFI-CON attendees staying at The Cosmopolitan of Las Vegas on a night of your choosing. *Sponsoring company is required to provide item.*

(3) THREE SPONSORSHIPS AVAILABLE

REGISTRATION KIOSKS & ATTENDEE BAGS

Put your company's name on the modernized AFFI-CON registration area! AFFI-CON 2017's registration was such a success we will be using express check-in via barcode on your printed confirmation or mobile phone for the third year in a row. No more signing in!

- Company logo on registration signage
 - Company logo on holding screens for express check-in at registration kiosks
 - Company logo on reusable lunch bags for the first 1,000 registered attendees
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ANNUAL MEETING & INDUSTRY SPOTLIGHT

The AFFI Annual Meeting & Industry Spotlight is the largest gathering of AFFI-CON attendees during the conference. Put your company in front of all AFFI-CON attendees and your product or information on their tables.

(2) TWO SPONSORSHIPS AVAILABLE

- Company branded product on tables during the meeting
 - Company recognition
 - (1) Reserved table
 - Dedicated signage at event
 - (1) Full page ad in the Program & Directory
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MESSAGE STATION

This sponsorship was a HIT at AFFI-CON 2017! Treat AFFI-CON attendees to some relaxation. Masseuses will have chair massages available to attendees in The Hub. Attendees will be able to unwind thanks to your company!

- (3) masseuse available for 6 hours, Saturday – Monday
 - Designated signage in massage area
 - Provide company shirts to the masseuses to maximize company presence
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PROGRAM & DIRECTORY WRAP

Be the first thing attendees will see when they look at their AFFI-CON 2018 Program & Directory. These personalized bands will wrap around the middle of the program after it is printed and bound. The wrap is yours to customize, advertise your booth, products, etc.

CRAFT BEER & WINE RECEPTION

AFFI-CON's most highly attended reception is the Craft Beer & Wine Reception on Sunday night of the conference. Enjoy high quality wines, making you feel like you're wine tasting in Napa Valley, or if you're not a wine drinker, no problem, you'll also find the best craft beers in the area for you to try.

- Company branded cocktail napkins
 - Designated signage at the event
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COFFEE STATION

Help attendees get their caffeine fix and fuel up for their busy day of meetings. Coffee will be available all day in The Hub and complimentary to all registered AFFI-CON attendees. Who doesn't love unlimited coffee?

- Company branded coffee cup sleeves
 - Designated signage near coffee stations
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GOLD

\$5,000

GOLD SPONSORSHIPS INCLUDE:

- Company logo displayed on AFFI-CON 2018 website
- Company logo on pre-registration list
- Sponsor designation in AFFI-CON Program & Directory
- 10% discount on ads within the AFFI-CON Program & Directory
- Company logo on general sponsorship signage throughout AFFI-CON
- (1) Complimentary AFFI-CON registration – ***valued at \$600***
- Final AFFI-CON attendee list in excel format

AFTERNOON TREATS

Everyone can use a little afternoon pick me up. When you only have a short amount of time to eat, the ability to quickly run to The Hub for a snack improves the attendee's day. You will be a lifesaver! Treats will be available in The Hub and complimentary to all registered AFFI-CON attendees.

- Company branded napkins
 - Designated signage near food station
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TOPGOLF RECEPTION

Continue the fun at TopGolf and provide complimentary food and beverage to help fuel participants as they attempt to take home the TopGolf crown.

(2) TWO SPONSORSHIPS AVAILABLE

- Designated signage at event
 - Logo on TVs in reception area
 - Signature cocktail
 - Branded Napkins
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GOLF BALLS

Your company's brand is sure to stick out on the golf balls provided to each TopGolf participant.

- One (1) branded sleeve of golf balls (3) of Titleist Pro V1x or equivalent, provided to each TopGolf participant
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BOTTLED WATER

Make sure attendees stay hydrated throughout the conference. Bottles of water will be available at the registration area with your company's logo - encouraging all attendees to quench their thirst!

AFFI's NextGen PROGRAM

AFFI's NextGen program targets the rising stars and future leaders of the frozen food and beverage industry. Join AFFI in bringing together the next generation of AFFI leaders who will shape the future of the industry.

- Company name on NextGen correspondence
 - Recognition at the NextGen education and reception on Monday
 - Company branded napkins
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REGISTRATION PENS

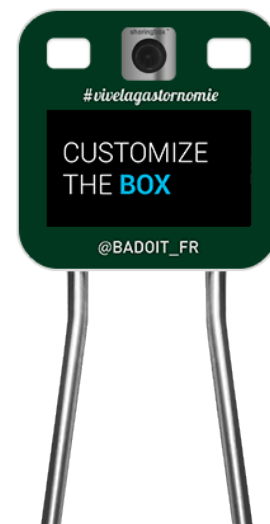
Ever been in a pinch without a pen? Don't let it happen during AFFI-CON. Pens with your company logo will be offered to all registered AFFI-CON attendees in the registration area.

- 1,000 company branded grip gel pens
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PHOTOBOOTH

Let attendees bring home a snapshot of their time at AFFI-CON. The photobooth will be in The Hub where all the action takes place. You'll be able to brand the photo box and put your company logo on the photo keepsakes that attendees are sure to proudly display and see your logo every day.

- Company logo on the photo prints
- Company logo on the photo box



WELCOME RECEPTION

Help start AFFI-CON off with a bang and sponsor the first reception of the conference! Here is your chance to WOW potential customers and welcome everyone to AFFI-CON 2018.

(2) TWO SPONSORSHIPS AVAILABLE

- Company branded beverage napkins
 - Dedicated signage at the event
 - Signature cocktail
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RIBBON WALL

Put your company touch on the registration area ribbon wall. The one stop shop for all AFFI-CON attendees to pick up their specific identifying ribbons, along with a handful of fun ones! Who is going to have the most ribbons hanging from their badge?!

- Company logo on ribbon wall signage
- 50 custom designed ribbons for you and your guests



**INSERT YOUR
LOGO HERE!**

PROGRAM & DIRECTORY BACK COVER

Place your company advertising on the back cover of the hottest item at AFFI-CON – the Program & Directory. Every registered attendee will receive a coil bound Program & Directory filled with attendee contact and conference information with your company advertisement splashed all over the back cover.

CUSTOM LIGHTED COLUMNS

Bring your company name or brand to light! These freestanding lighted columns are 3ft wide and almost 8ft tall. The columns will be located throughout The Hub for all attendees to see!

SILVER

\$3,500

SILVER SPONSORSHIPS INCLUDE:

- Company logo displayed on AFFI-CON 2018 website
- Sponsor designation in AFFI-CON Program & Directory
- 10% discount on ads within the AFFI-CON Program & Directory
- Company logo on general sponsorship signage throughout AFFI-CON

BAG INSERTS

Get your company name and brand directly into the hands of all registered AFFI-CON attendees. Place a flyer, branded item, etc. in the AFFI-CON registration bag.

Bag inserts will only be available if registration bags are a selected sponsorship. All items to be stuffed in the registration bag must be approved by AFFI staff and shipped to the hotel at the cost of the sponsor. Each \$3,500 sponsorship is limited to one item. Multiple sponsorships may be purchased.



TOPGOLF BAY

Your company's brand is sure to stick out on the golf balls provided to each TopGolf participant.

- Reserved TopGolf Bay for up to 8 players (registration included in sponsorship)
- Designated signage at event

MORNING BUZZ EDUCATION SESSION

Serve as the host for the morning buzz education session at AFFI-CON 2018 Sunday, March 4th. The morning buzz session is a great way to attendees to start their day. Grab a cup of coffee, hear from a relevant speaker and be inspired for a day full of business meetings.

PROGRAM & DIRECTORY FULL PAGE AD

Show off your company advertising on a full-page ad in the hottest item at AFFI-CON. All registered attendees will receive a coil bound program & directory filled with conference and contact information. These programs are used all year round and your ad will never be missed



VERTICAL DIGITAL SCREEN

Digital screens can be seen throughout The Cosmopolitan of Las Vegas. Want some extra recognition? Secure your spot and you pick the day you want your company to be featured

BRONZE

\$2,500

BRONZE SPONSORSHIPS INCLUDE:

- Company logo displayed on the 2018 AFFI-CON website
- Sponsor designation in AFFI-CON Program & Directory
- Company logo on general sponsorship signage throughout AFFI-CON



PROGRAM & DIRECTORY ½ PAGE AD

Show off your company advertising on a ½ page ad in the hottest item at AFFI-CON. All registered attendees will receive a coil bound program & directory filled with conference and contact information. These programs are used all year round and your ad will never be missed!

DIGITAL MONITORS

Put your company brand on 55" LED Monitors during AFFI-CON! Feel free to have either your company logo or (3) three additional rotating slides to advertise throughout The Hub. *
(5) FIVE SPONSORSHIPS AVAILABLE.

- (1) 55" LED Monitor placed in The Hub
- 1 logo slide plus 3 additional rotating slides

**Slides or advertisement subject to approval by AFFI.*



MOBILE APP BANNER

Want a dynamic way to reach AFFI-CON 2018 attendees? Then sign up for a mobile app banner ad. These banner ads are front and center on the app and will help drive your company's website traffic, increase brand visibility and boost sales. Put your company logo on a rotating banner within the mobile app for continual visibility.

(5) FIVE SPONSORSHIPS AVAILABLE.

GENERAL CONFERENCE SPONSOR

Can't decide on what to sponsor, but still want to enhance your priority points or show your support to AFFI-CON 2018? Consider becoming a General Sponsor and support the overall conference.

MULTIPLE SPONSORSHIPS AVAILABLE.

DESIGN YOUR OWN

Don't see something here you want to do or have a favorite sponsorship from another conference? Bring it to us and we can make it happen!

PROGRAM & DIRECTORY ADVERTISING

All AFFI-CON 2018 attendees will be receiving the Program & Directory at registration. Get your company branding in one of the hottest items at AFFI-CON!

- **\$5,000** – Full Spread Color Ad
- **\$2,500** – 1 Page Color Ad
- **\$1,500** – ½ Page Color Ad
- **\$750** – ¼ Page Ad

Program & Directory Advertising **DOES NOT qualify for a leveled sponsorship.*