

**INVITATION TO BECOME A SPONSOR OF THE
2016 ANNUAL AFCPE® RESEARCH & TRAINING SYMPOSIUM**



2016 AFCPE Research & Training Symposium

November 16 - 18, 2016

Louisville, KY

“The AFCPE Symposium provides a unique opportunity for financial practitioners, academics, government/community program leaders and military support personnel to join together...it is invaluable.”

#AFCPE16

About the Association for Financial Counseling & Planning Education® (AFCPE®)

Association for Financial Counseling and Planning Education (AFCPE) is a non-profit, international, professional membership organization dedicated to improving personal financial management education, training and certification of financial counselors, educators and other related practitioners. Our mission is to provide professional development experiences for financial educators, practitioners and researchers to improve the economic wellbeing of individuals and families worldwide.

Symposium Overview

The Annual Research and Training Symposium provides sponsors with the unique opportunity to share resources, services and information with a wide variety of financial professionals in the field of financial counseling and education. Our audience consists of financial professionals spanning from University and Cooperative Extension educators, researchers, military financial counselors, private practitioners, interest organizations and government officials.

Attendees: The 2016 AFCPE Symposium is expected to attract more than 500 Financial Practitioners, Educators & Researchers in the field of Financial Counseling & Education

2015 Symposium Attendees represented:

- 47 States
- 5 Countries
- A wide range of professional designations, incl. AFC®, CHC®, CFP® and CPA
- Professional sectors: Education, Practice, Financial Services, Research, Government and Military

Each Sponsor level allows you to increase your exposure to a very important demographic. Sponsorships include a wide variety of marketing both pre, during and post Symposium and allow for face-to-face interaction with attendees, speaking opportunities and ample time to share your products and resources. Read on to learn more!

“The networking opportunities at this conference are second to none! It’s great to meet and talk with other Financial Counseling and Education professionals.”

All Sponsorship Packages Include:

(Platinum, Gold, Silver & Bronze)

- **Complimentary Exhibit Booth for Exceptional Networking Opportunities**

Our exhibitor space is located in a high traffic area and provides ample opportunity for networking and sharing resources and services. Throughout the 3-day event, we will have multiple networking events located amongst our exhibitor booths encouraging even more interaction and engagement with you – our key supporters.

“The exhibitor location was terrific! We had regular, quality traffic due in part to the visibility and dedicated time during the receptions.”

“One of the best exhibiting opportunities I’ve experienced!”

- **Symposium Registration & 2017 AFCPE Membership**

(# of registrations specific to level of sponsorship)

The AFCPE Symposium is unique because of its diverse and well-connected attendees. It allows you to network, connect and influence professionals from research, practice and education. Attendees represent private practice, nonprofit organizations, government, educational institutions and military. And with 2016 AFCPE Membership, you will remain connected long after the Symposium ends.

“AFCPE members are the people who really make things happen – they create policy, do the research, develop programs and work with people who need their expertise.”

- **Marketing Support & Recognition Before, During and After the Event**

- Logo on signage in exhibit hall and by registration desk
- Logo on big screen in general session hall
- Organization listed in Symposium Program and App
- Logo in Email & on Website
- Social Media Recognition
- Sponsor Ribbon on Name Badge

Our top 3 sponsorship levels – Platinum, Gold and Silver,

provide you with the opportunity to speak in a sponsored Breakout session. You'll work with the Executive Director and the Symposium Planning committee to determine the topic and will benefit from advance promotion of the session through email, bringing even more attention to your work in the field.

Platinum Sponsor: \$50,000+

In addition to the sponsorship benefits outlined above, our Platinum Sponsor will benefit from the added networking opportunities and exposure of being the premier sponsor of the AFCPE Symposium. Added benefits of the Platinum Level include:

- Complimentary Exhibit Booth with Prime Booth Location
**Sponsor confirmation by 10/10 to be included in print materials*
- 5-Complimentary Symposium Registrations
- 2017 AFCPE Membership
- Educational Breakout Session*
**Sponsor confirmation by Aug 30*
- Marketing Support & Recognition Before, During & After the Event (outlined on p. 3)
- Marketing Email Specific to your Breakout Session and/or Comparable Support
- Full page Symposium Program Ad*
**Print deadline is 10/2*
- Advertisement in our Symposium App
- Recognition on WiFi login

Gold Sponsor: \$30,000+

In addition to the great benefits all sponsors receive, Gold Sponsors will benefit from the added networking opportunities and exposure of this elevated sponsorship package. Added benefits of the Gold Level include:

- Complimentary Exhibit Booth with Primary Booth Location*
**Sponsor confirmation by 10/10 to be included in print materials*
- 4-Complimentary Symposium Registrations
- 2017 AFCPE Membership
- Educational Breakout Session*
**Sponsor confirmation by Aug 15*
- Marketing Support & Recognition Before, During & After the Event (outlined on p. 3)
- Marketing Email Specific to your Breakout Session and/or Comparable Support
- Half page Symposium Program Ad*
**Print deadline is 10/2*
- Advertisement in our Symposium App

2016 AFCPE SPONSOR OPPORTUNITIES

Silver Sponsor \$15,000+

In addition to the great benefits all sponsors receive, Silver Sponsors will benefit from the added networking opportunities and exposure of our third highest sponsorship package.

Added benefits of the Silver Level include:

- Complimentary Exhibit Booth*
**Sponsor confirmation by 10/10 to be included in print materials*
- 3-Complimentary Symposium Registrations
- 2017 AFCPE Membership
- Educational Breakout Session*
**Sponsor confirmation by Aug 15*
- Marketing Support & Recognition Before, During & After the Event (outlined on p. 3)
- Marketing Email Specific to your Breakout Session and/or Comparable Support
- ¼ page Symposium Program Ad*
**Print deadline is 10/2*
- Advertisement in our Symposium App
- Recognition through AFCPE Social Media

Bronze Sponsor \$6,000+

Bronze Sponsors receive:

- Complimentary Exhibit Booth*
**Sponsor confirmation by 10/10 to be included in print materials*
- 2-Complimentary Symposium Registrations
- 2017 AFCPE Membership
- Marketing Support & Recognition Before, During and After the Event
(as outlined on p. 3)

Scholarship Sponsor Opportunities:

Help support future leaders in our field, by customizing your support.

Student Scholarship Sponsor: Custom

Recognition and sponsor benefits of a Scholarship Sponsor are based upon the dollar amount of the scholarships donated. If a Scholarship donation reaches the Gold, Silver, or Bronze level above, they will be recognized, and benefit, at this level.

All AFCPE Members or organizations who donate a Student Scholarship will be recognized in the Symposium program for their support and receive name recognition on our website.

“This is one of the best places to meet people “in the know” in our field!”

2016 AFCPE SPONSOR OPPORTUNITIES

Military Registration Sponsor: Custom

Recognition and sponsor benefits of a Military Registration Sponsor are based upon the dollar amount of the scholarships donated. If a Scholarship donation reaches the Gold, Silver, or Bronze level above, they will be recognized at this level and receive the benefits noted above.

All AFCPE Members or organizations who donate a Military Registration will be recognized in the Symposium program for their support and receive name recognition on our website.

Customizable Sponsorships

If you have an idea for a sponsorship and don't see it listed, please let us know. We are open to customizing sponsorship to meet your needs!

Rachael DeLeon:
rdeleon@afcpe.org
703-684-4484 x7

Agreement Details

Sponsorships are available on a first-come/first-served basis and are non-refundable. Some sponsorship benefits are subject to program and print deadlines. Educational sessions must be arranged and finalized prior to 8/15/16. If sponsorship is confirmed past this date, AFCPE will work with the sponsoring organization on a comparable and agreed upon alternative benefit. Print deadlines are 10/2/16 for ads and logos and 10/10/16 for the sponsor to be listed in the Symposium Program exhibitor list.

Symposium Details

AFCPE® Annual Research and Training Symposium

November 16-18, 2016
Marriott Louisville Downtown
280 W. Jefferson St.,
Louisville, KY 40202

Sponsorship Agreement Form

Please submit the [AFCPE Symposium Sponsorship Agreement Form](#). Selections will be confirmed following receipt of payment.