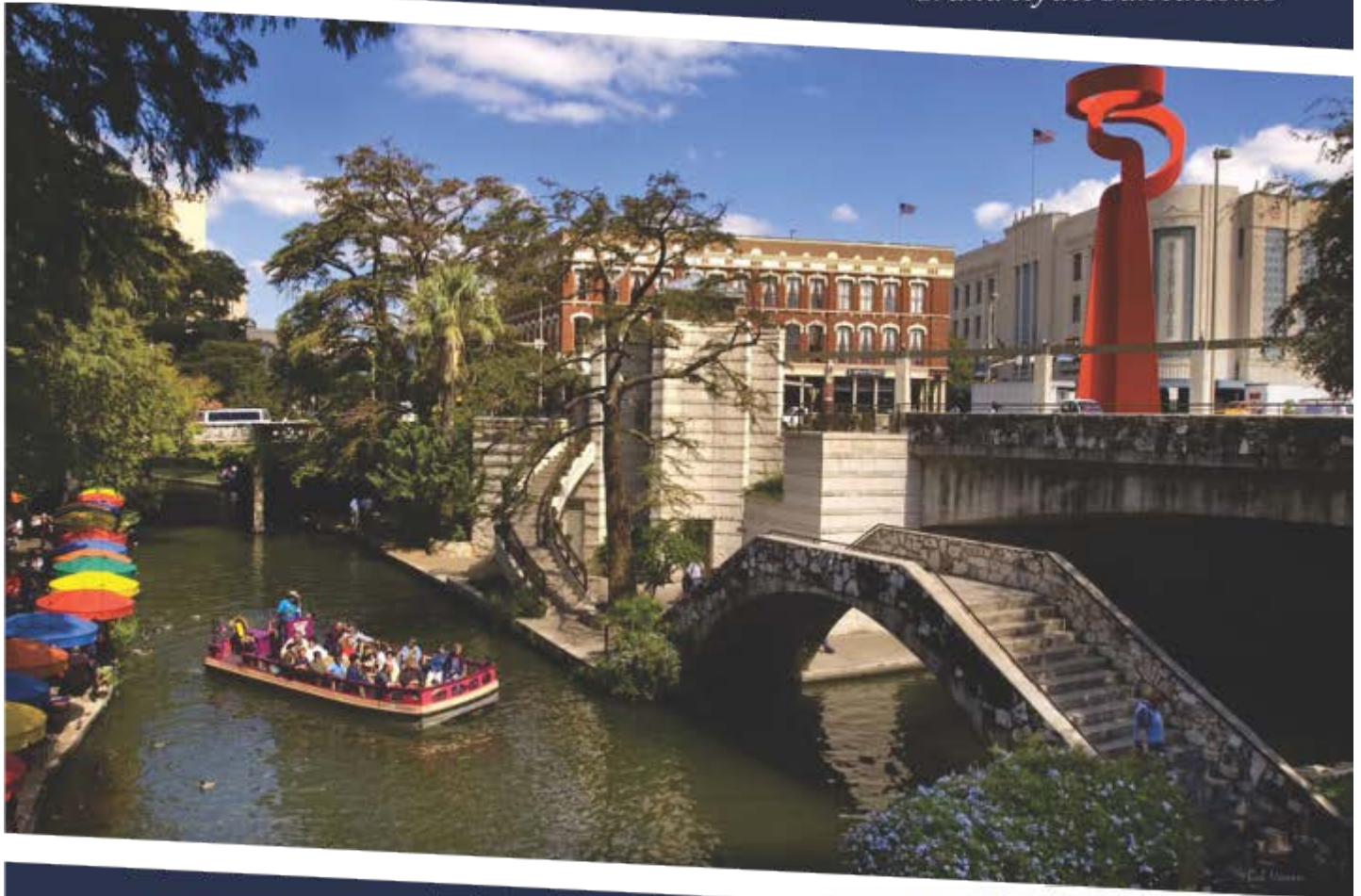


AFSA



INTERNATIONAL CONVENTION & PROFESSIONAL AIRMEN'S CONFERENCE

August 20 - 24 | San Antonio Texas
Grand Hyatt San Antonio



InfoExpo
EXHIBITOR, SPONSOR
& PARTNERSHIP
OPPORTUNITIES



Working together in support of the Total Military Enlisted Corps & Their Families

AFSA INTERNATIONAL CONVENTION & PROFESSIONAL AIRMEN'S CONFERENCE
STRONGER TOGETHER | 55TH ANNIVERSARY CELEBRATION
August 20-24 – San Antonio, Texas – Grand Hyatt San Antonio

You're invited to join us at our main event... in San Antonio, Texas

This is where it all begins for the Air Force Enlisted Corps and their basic military training, and we are honored to present the 2016 AFSA International Convention & Professional Airmen's Conference -- where everything is bigger and better -- join us in the great state of Texas, August 20th through the 24th.

STAY WITH US AT THE GRAND HYATT: Exhibitors, sponsors and guests are encouraged to stay with us at the Grand Hyatt, San Antonio Texas starting at \$120 per person, plus tax. Hotel rate is offered three days pre and post event for you to enjoy your stay. Hotel deadline for reservations is August 3, 2016.

Gain access to the people within the Association who really make a difference

During the AFSA Annual International Convention, the International and Executive Councils, Division and Chapters Delegates along with our active members come together to share valuable information, discuss and ratify bylaws, review the Legislative Platform, set goals and objectives for the coming year, and celebrate all the past year's amazing success.

In addition to AFSA's general membership business, we have the unique pleasure to introduce you to past and present military and congressional senior leaders as part of our professional development forums, and prestigious awards ceremonies. These forums consist of keynote addresses from Senior Congressional leaders and decision makers, Department of Defense and Air Force Senior & Enlisted Leadership, War Historians, Award recipients, Professional & Guest Speakers, and of

course our AFSA membership and special guests. Each speaker & Honored Guest provides a rich insight to the Air Force's past, present and future. Moreover, these forums continue to build on the strong, solid foundation of activism, education and support for our Total Enlisted Corps and their families.

Reach the Military Educators, Trainers and Leaders

Within our International Convention, the Air Force Sergeant's Association hosts the *Professional Airman's Conference* to support and educate service members on the issues affecting the US Air Force and our national security. The Professional Airmen's Conferences feature participants from Military Educational Centers, supporting Military Branches and Joint Services Trainers, as well as Enlisted Leadership groups -- totaling over 1,000 active duty attendees. The Conferences feature general sessions, professional development forums, formal banquets, the Convention InfoExpo, and the AFSA M.A.S.S.C (Marines, Airmen, Soldiers, Sailors and Coasties) Transitioning Workshop and Hiring Event.

Let's partner together for success

Exhibiting at the AFSA International National Convention & Professional Airmen's Conference is an excellent way to gain in-person access to the leaders in the Total Enlisted Military Force, our varied membership, and potential customers, client and partners. Attendance will help continue to build your brand recognition, generate leads and connect you with the leaders in the field. Participating in our annual convention is the perfect way to meet and greet and network to share your services and expertise, and promote your support of military members and their families.



Become an InfoEXPO EXHIBITOR - \$400 Single Booth/\$800 Double

The **InfoExpo** is located in a high-traffic area, the site of the opening reception, conference meals and coffee breaks, and topic specific meetings, offering an unparalleled opportunity to connect with conference attendees to maximize networking opportunities, leads and business partnerships

InfoExhibit booth reservations are open to previous exhibitors beginning April 15, and for new exhibitors May 15. A great value at only \$400 a booth, your AFSA International Convention registration includes:

- One (1) complimentary convention registration (see special event opportunities for more impact)
- One 8' x 10' booth space with identification signs, draped back and side walls
- One 6" skirted exhibit table, two chairs and wastebasket
- Acknowledgement and recognition in both event signage
- Recognition and business listing in the official Convention Program book
- Electricity \$150 additional/per booth

REGISTRATION FORM – PAGE 10: Must be received by June 30.

CONTACT: Email: AFSAComm@hqafsa.org, website: www.hqafsa.org

Exhibit Booth Schedule

Move in: Saturday, August 20 – 12:00 pm to 4 pm

Opens: Saturday, August 20 – 5:00 pm to 8:00 pm

Exhibit Hall Opens with Theme Party & Concert: See NEW interactive partnerships available!

Sunday, August 21: 8:00 am to 11:00 am AND 6:00 pm to 8:00 pm

Monday, August 22: 11:00 am to 2:15 pm AND 5:00 pm to 7:00 pm

Tuesday, August 23: 8:00 am to 12:00 noon

Move out: Tuesday, August 23 – begins at 12 noon

People are drawn to your exhibit

Several events and amenities throughout the conference attract and drive attendees to your booth, including:

- Opening Ceremony and Theme Party Event (ask about Interactive Theme Party Partnerships)
- Flash Networking Presentations
- AFSA Promotional Store
- Prize Giveaways -- *and new this year*, Scavenger Hunts
- Social Media Promotions and Drives
- Photo Booth Sponsorship Opportunities
- Transition Workshop & Hiring event (ask about partnerships opportunities)

Door Prizes and Scavenger Hunts

Along with items for display, we encourage you to provide informational brochures and promotional items. Our attendees enjoy receiving this information to take home. **It is highly encouraged that you provide a special door prize and scavenger hunt item to create excitement and track the visitors to your booth.** All special door prize drawings will be held by the individual exhibitors. **Scavenger hunts will be coordinated through event social media outlets and by the AFSA Conference team.**



SPONSORSHIP/PARTNERSHIP/ADVERTISER OPPORTUNITIES

Looking for a greater impact and ROI?

➤ CORPORATE SPONSORSHIPS – *page 5 and 6*

We'll put the spotlight on your company and extend your reach to over 1,400 active duty, retired, veteran military members, industry leaders and professionals attending the AFSA International Convention. Identify the level of support that best suits your budget and let the AFSA Event Team customize one of the following sponsorship packages for you. Take advantage of the opportunity to share your devotion and support of the military members we serve and their families.

➤ INTERACTIVE PARTNERSHIPS – *page 7 and 8*

This year, exhibitors will have a unique opportunity to take their exhibit and promotional opportunity further by sponsoring our special events, or joining in the fun with an interactive partnership. We have listed within this program several ways to highlight your company and services on a personal one-on-one basis.

➤ SPECIAL EVENT & SOCIAL EVENT PARTICIPATION – *page 7*

As an exhibitor, you are invited to register for the special and social events during the conference; however, you are not required to do so. Many exhibitors choose to attend and enjoy the programs, food, and entertainment. Registration for these events are also included within.

Exhibitors may register to attend the Conference Special Events.

Corporate sponsorships include registration and participation. Cost are as follow:

- All 3 Special Events (as listed below) - \$250
- President's Luncheon - \$60, President's Dinner - \$90, Air Force Honor's Banquet - \$100

➤ DOOR PRIZES & SCAVENGER HUNTS – *page 3*

Along with items for display, we encourage you to provide informational brochures and promotional items. Our attendees enjoy receiving this information to take home. **It is highly encouraged that you provide a special door prize and scavenger hunt items to create excitement and track the visitors to your booth.** All special door prize drawings will be held by the individual exhibitors. Scavenger hunts will be coordinated by the AFSA Conference team.

➤ ADVERTISE IN THE CONFERENCE PROGRAM BOOK – *page 9*

More than 1,400 attendees will use the official Convention Program Book, referring to its schedule and content throughout the conference. Following the conference, the program book becomes a valuable reference tool used frequently and passed among colleagues, extending its shelf-life well beyond the close of the conference. Linking exhibiting and advertising increases your brand recognition and awareness, which affects the consumers' decisions when they are ready to make a purchase or utilize your services and expertise. Contact AFSAComm@hqafsa.org for additional information.

➤ OFFICIAL REGISTRATION FORM – *page 10*



CORPORATE SPONSORSHIP OPTIONS

We'll put the spotlight on your company and extend your reach to over 1,400 active duty, retired, veteran military members, industry leaders and professionals attending the AFSA International Convention. Identify the level of support that best suits your budget and let the AFSA Event Team customize one of the following sponsorship packages for you. Take advantage of the opportunity to share your devotion and support of the military members we serve and their families.

\$1,500: InfoExpo Luncheon

Sponsorship of Luncheon served at InfoExp Exhibitor Floor (3 available)

Benefits include:

- QUARTER page print advertisement space in the Convention Program Guide
- Luncheon sponsor acknowledgement and recognition signage
- Sponsorship highlighted on the AFSA website and through social media platforms
- Opportunity to provide giveaways during luncheon

\$4,000: Daily General Session

Conference Breaks

Sponsorship of one (1) FULL-DAY General Session Breaks (4 available)

Benefits include:

- HALF page print advertisement space in the Convention Program Guide
- Break sponsor acknowledgement and recognition signage
- Sponsorship highlighted on the event slides
- Sponsorship included on the AFSA website and through social media platforms
- Opportunity to provide giveaways during luncheon

\$10,000: InfoExpo Grand Opening and Texas Round-Up Theme Party

Exclusive sponsorship of the opening and overall Theme Party Sponsor for approx. 800 guests (One individual sponsorship or two individual \$5,000)

Benefits include:

- Theme Party table sponsorship and acknowledgement
- Saloon Sponsorship: includes custom "Most Wanted" signs
- Opportunity to provide giveaways during Theme Party which may include:
 - Cowboy Hats, Bandannas, Sheriff's Badges, etc. (also see interactive partnerships)
- One complimentary booth space
- HALF page print advertisement space in the Convention Program Guide
- VIP Registration and attendance at ALL social events
- TOP level special event sponsor acknowledgement and recognition signage
- Sponsorship highlighted on the AFSA website and through social media platforms



\$15,000: AFSA International

President's Luncheon

Exclusive sponsorship of the AFSA International President's Brunch – only 1 available!

Benefits include:

- President's Brunch table sponsorship and acknowledgement
- Opportunity to provide additional Scholarship in your Company's name
- Opportunity to provide giveaways during the President's Lunch
 - Commemorative Coin, Awards, Promotional Items, etc.
- One complimentary booth space
- HALF page print advertisement space in the Convention Program Guide
- VIP Registration and attendance at ALL social events
- Top level special event sponsor acknowledgement and recognition signage
- Sponsorship highlighted on the AFSA website and through social media platforms

\$20,000: International President's Dinner & Awards Ceremony

Exclusive sponsorship of the AFSA International President's Dinner & Awards Ceremony

Benefits include:

- President's Dinner table sponsorship and acknowledgement
- Opportunity to provide additional Scholarship in your Company's name
- Opportunity to provide giveaways during the President's Dinner

- Commemorative Coin, Awards, Promotional Items, etc.
- One complimentary booth space
- FULL page print advertisement space in the Convention Program Guide
- VIP Registration and attendance at ALL social events
- TOP level event sponsor acknowledgement and recognition signage
- Sponsorship highlighted on the AFSA website and through social media platforms

\$50,000: AF Honors Banquet & CMSAF Awards Ceremony

Exclusive sponsorship/partnership of the Air Force Honors Banquet Chief Master Sergeants of the Air Force Awards Ceremony

- AF Honors Banquet table sponsorship and acknowledgement
- Opportunity to provide Scholarship in your Company's name
- Opportunity to provide giveaways during the Banquet
 - Commemorative Coin, Awards, Promotional Items, etc.
- One complimentary booth space
- FULL page print advertisement space in the Convention Program Guide
- VIP Registration and attendance at ALL social events
- TOP level event sponsor acknowledgement and recognition signage
- Sponsorship highlighted on the AFSA website and through social media platforms



UNIQUE INTERACTIVE PARTNERSHIPS

This year, exhibitors will have a unique opportunity to take their exhibit and promotional opportunity further by sponsoring our special events, or joining in the fun with an interactive partnership. We have listed within this program several ways to highlight your company and services on a personal one-on-one basis.

\$250: 55th Anniversary Commemorative T-Shirt Sponsor

Every Convention guest will receive a 55th Anniversary Stronger Together T-shirt. Here is your opportunity to have their backs (literally) for many years to come. Attendees wear past years commemorative shirts at conferences, local Division and Chapter community events and more.



Texas Round Up – “Most Wanted” theme party support

Yes, we’re in Texas... so everyone’s expected to dress the part and join in the fun!

We’re excited to provide sponsors with the opportunity to provide 800 guests with your Company Branded cowboy hats, bandannas, sheriff’s pins and more. Or, you may wish to highlight your company and support by sponsoring the Saloon and joining our Most Wanted list! Note, you may select the Theme Party Corporate Sponsorship package on page 5, or choose these individual support items to take advantage of this unique opportunity to highlight your company by co-branding promotional materials for all of our conference guests by sponsoring or providing the following:

- **Branded Cowboy Hats – sponsor orders/pays**
You buy them, brand them, and personally hand them out to each guest. Note, sponsor must provide art proof to before print/manufacture.
- **Branded Bandanas – sponsor orders/pays**
You buy them brand them, and personally hand them out to each guest. Note, sponsor must provide art proof before print/manufacture.
- **Saloon Swagger Sponsors - \$1,000 (4 opportunities)**
Create a buzz about your business and share in the fun! We’ll create the MOST WANTED signs to highlight your business and support.
- **Live Entertainment & Concert - \$1,000 (2 opportunities)**
Let’s partner together on the dancefloor. Sponsors receive special announcements, recognition and interaction during the concert.
- **Round Up Table Sponsors - \$500**
Sponsors receive table signage with your Company Logo, and the ability to share company information and gifts with guests.



\$1,000: Coffee Break - Mugs & Coffee (\$1,000 Plus Mugs)
(4 opportunities available – 1 per day)

By golly Partner.... we drink hundreds of gallons of coffee each day during these Conventions and especially during educational and training forums and seminars! Help keep our attendees awake and refreshed by sponsoring our actual coffee costs AND you'll have the unique opportunity to:



- **Display and provide participants and guests with your own co-branded travel or standard coffee mugs – but be careful let's keep them smaller in size so we don't waste a single drop!**

\$500: 1st Time Attendee Orientation

(1 opportunity available)

AFSA hosts the Professional Airmen's Conference where attendees participate in educational seminars and training workshops. This first time attendee orientation helps guide new participants (approximately 500) through the process and specific convention and conference events.

- **Sponsorships are provided with a special opportunity to share your company information, services, educational incentives and materials to attendees – gift bags are encouraged.**

\$2,500: First Sergeants Worldwide Conference Educational Support Materials

AFSA as the unique opportunity to host the Professional Airmen's Conference which provides a venue and supportive activities for the 1st Sergeants Conference, the Barnes' Educational Center, USAF Reserves, and Career Assistance Advisors. Sponsors are provided with the unique opportunity to provide the following necessary items:

- Notepads branded with your company logo/message
- Writing Pens, pencils w/your logo/message
- Water bottles w/your logo/message
- Educational materials
- Conference tote/backpack : co-branded



----- ADVERTISING CONFERENCE PROGRAM BOOK

INTERNATIONAL CONFERENCE PROGRAM BOOK ADVERTISING

Page | 9

More than 1,400 attendees will use the official Convention Program Book, referring to its schedule and content throughout the conference. Following the conference, the program book becomes a valuable reference tool used frequently and passed among colleagues, extending its shelf-life well beyond the close of the conference. Linking exhibiting and advertising increases your brand recognition and awareness, which affects the consumers' decisions when they are ready to make a purchase or utilize your services and expertise.

Available Ad Sizes, Dimensions, Special Exhibitor/Sponsor Rates

FULL PAGE **\$500**

Size: 7.5" w x 10" h

HALF PAGE **\$300**

Size: 7.5" w x 4.75" h

1/3 PAGE **\$200**

Size: 7.5" w x 3" h

¼ PAGE **\$150**

Size: 3.5" x 4.75" h



Ad resolution must be at least 300dpi, magazine quality. Press ready PDF is the preferred format for all submissions. AFSA Comm Team cannot adjust or change text and will not accept poor quality or low resolution ads.

Artwork must be emailed directly to: AFSAComm@hqafsa.org no later than June 22, 2016

Ad design services are available at an additional costs. Please contact us for details.

Conference Program Guides will be distributed to all CONVENTION/CONFERENCE attendees and will also be supplied to all exhibitors and sponsors.

Thank you for sponsoring the AFSA International Convention and the Professional Airmen's Conference. Your support helps our Association provide attendees and guests with an exceptional conference experience, educational and personal growth opportunities, award celebrations and programs to support our mission to defend the Total Enlisted Corps and the Families.



Reserve your AFSA Convention Sponsorship today: www.hqafsa.org/sponsor Email: AFSAComm@hqafsa.org

EVENT REGISTRATION FORM

2016 AFSA INTERNATIONAL CONVENTION & PROFESSIONAL AIRMEN'S CONFERENCE

August 20 – 24, 2016 | Deadline for Registration: July 20, 2016; Print Ads June 20, 2016.

Thank you for joining us at the 2016 AFSA Convention. We truly appreciate your partnership and support of our mission to serve the TOTAL Military Enlisted Corps and their Families.



I/we wish to Attend and Support the AFSA 55th Annual International Convention

Company _____

Contact _____

Address _____

Office Phone _____ Cell _____

Email _____

EXHIBITOR/SPONSOR SELECTION

EXHIBITOR – Registration Information Form – page 11/12

- \$ 400 Single Booth Registration
- \$ 800 Double Booth Registration
- \$ 150 Electrical Outlet
- \$ 250 Reservations to attend all 3 Special Events OR,
- \$ 60 *President's Lunch Reservation*
- \$ 90 *International President's Dinner Reservation*
- \$ 100 *Air Force Honors Banquet Reservation*

SPONSOR

- \$ 1,500 InfoExpo Luncheon
- \$ 4,000 Daily General Session Conference Breaks
- \$10,000 InfoExpo Grand Opening/Texas Round-Up Party
- \$15,000 AFSA International President's Luncheon
- \$20,000 International President's Dinner & Awards Ceremony
- \$50,000 AF Honors Banquet & CMSAF Awards Ceremony
- \$ 1,000 Coffee Break - Mugs & Coffee - Plus Mugs
- \$ 500 1st Time Attendee Orientation
- \$ 2,500 First Sergeants Conference Education/Training

PRINT ADVERTISING – Art submission Form page 13

- \$ 500 Full Page Print Advertisement (Due June 20, 2016)
- \$ 300 Half Page Print Advertisement (Due June 20, 2016)
- \$ 200 1/3 Page Print Advertisement (Due June 20, 2016)
- \$ 150 ¼ Page Print Advertisement (Due June 20, 2016)

\$ _____ **TOTAL COMMITMENT**

PAYMENT INFORMATION

Company _____

Contact _____

Total Amount \$ _____

Check Visa MC Discover

Credit Card # _____

Expiration Date ____/____/____

Security Code _____

Billing address is different from above

Name of Card Holder

Signature/Date

Conference Manager Signature



----- EXHIBITORS REGISTRATION FORM

~ EXHIBITOR INFORMATION FORM ~

2016 AFSA INTERNATIONAL CONVENTION & PROFESSIONAL AIRMEN'S CONFERENCE

August 20 – 24, 2016 | Exhibitors: Saturday, August 20 through Tuesday, August 23

Deadline for Registration: July 20, 2016; Print Ads June 20, 2016.

Exhibitor information MUST be completed for EACH PERSON who will work the booth

See List on Next Page -- Security name badges will be created from this list.

Extra fees apply for Social Event Registration and additional interactive sponsorships/partnerships.

EXHIBIT BOOTH SIGN TITLE

(35 characters max including spaces – please print legibly)

MAIN CONTACT

Name _____

Company _____

Billing Address _____

Company Phone _____ Cell _____

Email _____

SPECIAL REQUIREMENTS

(i.e. Internet connectivity, TV/Video, booth set-up labor, carpet, etc.)

Your exhibit space is (1) one 8" x 10" piped and draped booth with a 6" shirted table, two chairs and a waste basket. Please indicate by checking below if you have any additional special requirements.

No, we do NOT have any special requirements YES, we DO have special requirements

List any special requirements below. These must be ordered and coordinated through our contracted exposition company. A service kit containing order forms for all rates and services will be sent to each registered exhibitor. Please send this completed for to HQAFSACOMM@hqafsa.org, and to dmather@mrvica.com to ensure both AFSA and our contracted Expo Company have the necessary information.

Special requirements:



-----INDIVIDUAL EXHIBITORS REGISTRATION INFO

EXHIBITOR #1 INFORMATION

Name _____

Company _____

Address _____

City/State/Zip _____

Cell phone # _____

Email _____

SOCIAL EVENT REGISTRATION:
 All 3 Special Events (as listed below) - \$250
 President's Luncheon - \$60
 President's Dinner - \$90
 Air Force Honor's Banquet - \$100

TOTAL PAYMENT \$ _____

PAYMENT: Check Visa MC Discover

Credit Card # _____

Exp Date: _____ Security Code _____

Name of Cardholder (PRINT)

Authorized Signature _____

EXHIBITOR #2 INFORMATION

Name _____

Company _____

Address _____

City/State/Zip _____

Cell phone # _____

Email _____

SOCIAL EVENT REGISTRATION:
 All 3 Special Events (as listed below) - \$250
 President's Luncheon - \$60
 President's Dinner - \$90
 Air Force Honor's Banquet - \$100

TOTAL PAYMENT \$ _____

PAYMENT: Check Visa MC Discover

Credit Card # _____

Exp Date: _____ Security Code _____

Name of Cardholder (PRINT)

Authorized Signature _____

EXHIBITOR #3 INFORMATION

Name _____

Company _____

Address _____

City/State/Zip _____

Cell phone # _____

Email _____

SOCIAL EVENT REGISTRATION:
 All 3 Special Events (as listed below) - \$250
 President's Luncheon - \$60
 President's Dinner - \$90
 Air Force Honor's Banquet - \$100

TOTAL PAYMENT \$ _____

PAYMENT: Check Visa MC Discover

Credit Card # _____

Exp Date: _____ Security Code _____

Name of Cardholder (PRINT)

Authorized Signature _____

EXHIBITOR #4 INFORMATION

Name _____

Company _____

Address _____

City/State/Zip _____

Cell phone # _____

Email _____

SOCIAL EVENT REGISTRATION:
 All 3 Special Events (as listed below) - \$250
 President's Luncheon - \$60
 President's Dinner - \$90
 Air Force Honor's Banquet - \$100

TOTAL PAYMENT \$ _____

PAYMENT: Check Visa MC Discover

Credit Card # _____

Exp Date: _____ Security Code _____

Name of Cardholder (PRINT)

Authorized Signature _____



----- CONFERENCE PROGRAM BOOK ADVERTISING

2016 AFSA CONVENTION & PROFESSIONAL AIRMEN’S CONFERENCE

Reserve your ad now for the Air Force Sergeants Association’s Professional Airmen’s Conference.

August 20-24, Grand Hyatt San Antonio, Texas. Thank you in advance for your support!

AD RESERVATIONS DEADLINE: EXHIBITORS/CORPORATE SPONSORS: June 20, 2016

Return this completed form along with payment and ad copy to the COMM Department at afsacomm@hqafsa.org. For additional information, contact Marketing Manager, Andrea Sanford 800-638-0594 x297.

YES Please reserve the following ad space in the 2016 AFSA Convention Magazine.

Business Name _____

Point of Contact _____

Address _____

City/State/Zip _____

Email _____ Phone _____

CORPORATE SPONSOR – AD INCLUDED IN OVERALL SPONSORSHIP (LEVEL) _____

\$ 500 Full Page (7.5”w x 10” h) *Space reservations and art due 6/20/16*

\$ 300 Half Page (7.5”w x 4.75” h)

\$ 200 1/3 Page (7.5”w x 3”h)

\$ 150 1/4 Page (3.5”w x 4.75”h)

\$ 65 Business Card (3.5”w x 2.125”h)

Your ad MUST be submitted with the EXACT Dimensions listed below. All ads are Full Color.

Ad resolution must be at least 300 dpi. PDF is the preferred format. AFSA cannot adjust or change text and will not accept photo copies or low resolution ads. Ad design services are available at an additional cost. Please contact us for details. **Artwork must be emailed to afsacomm@hqafsa.org by June 20, 2016.**

PAYMENT INFORMATION: Submitted with event registration form (page 10)

PURCHASING PRINT AD ONLY – PAYMENT HERE

Check Visa MC AmEx Discover Total Amount Due \$ _____

Credit Card # _____ Exp Date _____ Code _____

Name of Card Holder (print) _____ Zip Code _____

Signature _____ Date _____

