



**AFCC 56th Annual Conference  
TORONTO, CANADA**

**The Future of Family Justice:  
International Innovations  
May 29-June 1, 2019  
Westin Harbour Castle**

## **Sponsorship, Advertising, and Exhibit Opportunities**

### **What is AFCC?**

AFCC is the Association of Family and Conciliation Courts, an interdisciplinary, international association of professionals dedicated to improving the lives of children and families through the resolution of family conflict. Founded in 1963, AFCC has more than 5,200 members in 34 countries. The annual conference is our hallmark event, offering participants unique access to an incredible interdisciplinary network of professionals.

### **AFCC 56th Annual Conference—Toronto, Ontario, Canada!**

*The Future of Family Justice: International Innovations*

The AFCC 56th Annual Conference will convene more than 1,100 family law and conflict resolution professionals. The conference will convene the best of our global partners to share pioneering efforts taking place world-wide and we want *you* to be a part of it.

### **Top five reasons to sponsor, exhibit, and advertise with AFCC:**

1. More than 1,100 participants are expected, including judges, lawyers, psychologists, mediators, therapists, academics, custody evaluators, parenting coordinators, dispute resolution professionals, court services personnel, students, and others working in the family justice system.
2. Conference attendees include decision-makers who are responsible for selecting programs and products for agencies, firms, and courts.
3. Conference faculty include leaders in the field, authors and researchers who conduct landmark studies, leading policy makers, trainers, and program directors.
4. AFCC publishes a 30-page conference program brochure, including complete workshop descriptions and presenter listings, mailed to 20,000 professionals. Conference information is also disseminated regularly to an electronic distribution list of 13,000 and exponentially via AFCC social media channels.
5. AFCC offers a variety of outreach opportunities, including sponsorship levels to suit your goals and budget, a vibrant exhibit forum, program brochure advertising, and tote bag inserts.

# Sponsorship Opportunities

**Sponsoring the AFCC annual conference promotes your organization *and* your support helps make the conference more accessible to others.** Sponsorship provides your organization with significant exposure to thousands of family law professionals at the premier interdisciplinary family law conference in the world. Sponsorships help AFCC offset increasing conference expenses, and keep registration fees among the lowest in the field. This creates a more affordable conference for those with limited resources.

There are sponsorship levels for every budget, from a practice or individual demonstrating support, to a business looking for maximum exposure. **Diamond, Sapphire, and Platinum are priced at par for organizations and individuals based in Canada.** To further discuss sponsorship, please contact AFCC Program Coordinator, Corinne Bennett, at [cbennett@afccnet.org](mailto:cbennett@afccnet.org) or 608-664-3750.

## Sapphire Sponsorship \$25,000 USD/CAD *(limited to one)*

As the AFCC Sapphire Sponsor, your organization will set itself apart with the highest level of visibility before, during, and after the conference. A representative of your organization will have the opportunity to briefly address all participants before a conference plenary session and your organization's contribution will be highlighted throughout. Included with Sapphire Sponsorship:

- Remarks by your representative before a conference plenary session (2-3 minutes)
- Two exhibit tables and your choice of placement
- Highest level of promotion via AFCC social media channels
- Custom vertical banner (32"x70") displayed in the exhibit area during the conference
- Sponsor logo and link on conference marketing emails
- The most prominent listing on the front inside cover of the program brochure\* (20,000+ printed, plus digital distribution)
- Logo, link, and acknowledgement on the annual conference page of the AFCC website\*
- Three conference registrations
- Marketing piece in conference tote bags
- Acknowledgement and link to your website in the *AFCC eNEWS* (circulation 13,000+)
- Logo in the monthly *AFCC eNEWS* for up to seven months, December 2017-June 2018\*
- Thank you and recognition on signage onsite
- Thank you and recognition in remarks by AFCC president at a plenary session

## Diamond Sponsorship \$10,000 USD/CAD

AFCC Diamond Sponsorship provides your organization with substantial visibility leading up to and during the conference. Diamond Sponsors receive two conference registrations, a custom vertical banner displayed in the pre-function area, additional digital exposure, and more! Diamond Sponsorship includes:

- Exhibit table and priority placement
- Priority placement for listing on the front inside cover of the program brochure\* (20,000+ printed, plus digital distribution)
- Priority promotion via AFCC social media channels
- Link and acknowledgement on the annual conference page of the AFCC website
- Two conference registrations
- Marketing piece in conference tote bags
- Acknowledgement and link to your website in the *AFCC eNEWS* (circulation 13,000+)
- Logo in the monthly *AFCC eNEWS* side bar for up to seven months, December 2018-June 2019\*
- Thank you and recognition on signage onsite
- Thank you and recognition in remarks by AFCC President at a plenary session

## Platinum Sponsorship \$5,000 USD/CAD

AFCC Platinum Sponsorship will provide your organization with high visibility before and during the conference and includes two conference registrations. Your organization will benefit from exposure on the AFCC website, in the monthly AFCC eNEWS, and in the program brochure. Platinum Sponsorship includes:

- Exhibit table and premium placement
- Premium placement for listing on the front inside cover of the program brochure\* (20,000+ printed, plus digital distribution)
- Premium promotion via AFCC social media channels
- Link and acknowledgement on the annual conference page of the AFCC website
- Two conference registrations
- Marketing piece in conference tote bags
- Acknowledgement and link to your website in the *AFCC eNEWS* (circulation 13,000+)
- Logo in the monthly *AFCC eNEWS* for up to seven months, December 2018-June 2019\*
- Thank you and recognition on signage onsite
- Thank you and recognition in remarks by AFCC president at a plenary session

## Gold Sponsorship \$2,500 USD / \$3,250 CAD

AFCC Gold Sponsors receive preferred exhibit table placement and one full conference registration, providing your representative the opportunity to attend sessions, earn continuing education, and network with leaders in the field while representing your organization at the exhibit table. Gold Sponsorship includes:

- Exhibit table and preferred placement
- Preferred placement for listing on the front inside cover of the program brochure\* (20,000+ printed, plus digital distribution)
- Preferred promotion via AFCC social media channels
- One conference registration
- Marketing piece in conference tote bags
- Acknowledgement and link to your website in the *AFCC eNEWS* (circulation 13,000+)
- Thank you and recognition on signage onsite

## Silver Sponsorship \$1,500 USD / \$1,950 CAD

AFCC Silver Sponsorship provides an opportunity to support the AFCC professional community and the AFCC annual conference while attending the conference. Silver Sponsorship includes:

- Listing on the front inside cover of the program brochure\* (20,000+ printed, plus digital distribution)
- One conference registration
- Marketing piece in conference tote bags
- Acknowledgement and link to your website in the *AFCC eNEWS* (circulation 13,000+)
- Thank you and recognition on signage onsite

## Bronze Sponsorship \$500 USD / \$650 CAD

AFCC Bronze Sponsorship provides an opportunity to support the AFCC annual conference and professional community, while reaching out to all conference participants, AFCC members, and *AFCC eNEWS* subscribers. Bronze Sponsorship includes:

- Listing on the front inside cover of the program brochure\* (20,000+ printed, plus digital distribution)
- Marketing piece in conference tote bags
- Acknowledgement and link to your website in the *AFCC eNEWS* (circulation 13,000+)
- Thank you and recognition on signage onsite

**\*In order to be listed in the print version of the conference program brochure, sponsorship must be confirmed (signed agreement and payment received by AFCC) by December 3, 2018.** Sapphire, Diamond, and Platinum levels of sponsorship include benefits that require a digital version of your organization's logo. To enjoy the full benefits of your sponsorship, your logo must be received (JPG or PDF) by December 3, 2018. **It is to your benefit to commit to sponsorship early.** There are opportunities for promotion prior to the completion of the conference brochure. Sponsorships will be listed in the program brochure in the order in which they are confirmed within each level of sponsorship. The confirmation date is also a factor in table placement for onsite exhibits.

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# Onsite Exhibit Opportunities

Exhibiting onsite at the AFCC annual conference is a great way to introduce your organization, products, and services to the interdisciplinary community of professionals who participate in AFCC conferences. AFCC exhibits for the 56th Annual Conference will be located in a ballroom along with conference registration and food and beverage breaks to encourage maximum traffic. You will have the chance to connect face-to-face with over 1,100 judges, court administrators, program directors, lawyers, psychologists, mediators, therapists, academics, custody evaluators, parenting coordinators, dispute resolution professionals, court services staff, and students.

**\$725 USD/\$950 CAD AFCC Member, \$925 USD/\$1,200 CAD Non-member, paid by March 29, 2019.**

Save on exhibit fees and ensure the best table location available by confirming your space early! Rates increase after March 29, 2019, and your commitment date is a factor in determining exhibit table assignment.<sup>+</sup>

## Onsite exhibits include:

- One six-foot table and two chairs in the exhibit area
- One conference registration (sessions, materials, meals, and networking functions)
- Admission to the AFCC hospitality suite for informal networking and socializing with conference participants, faculty and AFCC leadership
- Recognition and link to your website in the *AFCC eNEWS* (circulation 13,000+)
- Complimentary admission for one “exhibit only” staff person\*
- Promotion via AFCC social media channels
- Listing with description in conference materials
- Recognition in onsite signage

## Exhibit Hours (subject to change until the conference program is finalized in December 2018)

<b>Tuesday, May 28</b>	6:00pm-8:00pm	Registration Open, Exhibit Set Up
<b>Wednesday, May 29</b>	6:30am-8:00am	Exhibit Set Up; 8:00am-5:00pm Exhibit Forum
<b>Thursday, May 30</b>	7:30am-5:00pm	Exhibit Forum
<b>Friday, May 31</b>	7:30am-5:00pm	Exhibit Forum
<b>Saturday, June 1</b>	8:00am-12:30pm	Exhibit Forum; 12:30pm-1:15pm Tear Down

*+Exhibit table placement is determined by sponsorship level, advertising participation, and commitment dates. To the extent possible, placement will take into consideration competing organizations. Exhibit space has sold out in recent years so confirm early!*

*\*The exhibit fee includes conference registration for one person. Additional “exhibit only” staff does **not** include a name badge or attendance at conference functions. If more than one representative will attend the conference, an additional conference registration is required. With the exception of Sapphire, Diamond, and Platinum Sponsors, no more than two people total may staff an exhibit at any time.*

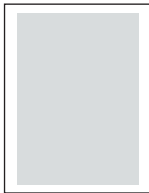
# Advertising Opportunities

## Conference Program Brochure Advertising

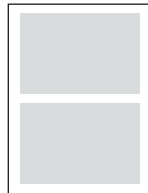
Most people learn about the AFCC conference through the print program brochure. Advertising in the conference program is an effective, budget-conscious way to reach tens of thousands of family law professionals. In January 2019, 20,000 brochures will be printed and hard copies mailed to AFCC members and an audience of professionals around the world. Digital distribution exponentially increases your audience. Ad prices start at just \$350 USD/\$450 CAD.

### Advertising Options and Pricing (listed AFCC Member/Non-Member pricing)

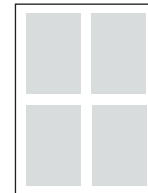
Full Page.....\$1,000/\$1,250 USD  
\$1,300/\$1,600 CAD  
7" width x 9.25" height



Half Page.....\$650/\$800 USD  
\$840/\$1,040 CAD  
7" width x 4.5" height



Quarter Page..... \$350/\$450 USD  
\$450/\$580 CAD  
3.25" width x 4.25" height



## Submission Guidelines and Deadline

- Ads must be submitted in print-ready format (grayscale, correct orientation, high resolution print-quality PDF file with embedded graphics and fonts).
- **Payment, sign-up form/agreement, and print-ready ad file must be received on or before December 3, 2018.** The conference brochure containing the ad is printed in December.
- Sign up early—advertising space is limited and pages are filled on a first-come, first-served basis.

## Onsite Advertising—Tote Bag Inserts

**\$250 USD/\$325 CAD AFCC Member, \$350 USD/\$420 CAD Non-Member**

A tote bag insert is an economical way to share your information with the 1,100+ conference participants. Your marketing piece is distributed with all conference tote bags. The marketing piece can be a flyer, pen, magnet, etc., as long as it is a single item and able to be shipped to the hotel in no more than two boxes. Items must be shipped to the conference hotel to arrive on May 24, 2019, for tote bag assembly. Complete shipping instructions will be provided by AFCC six weeks prior to the conference dates. **The deadline to register for a tote bag insert is May 13, 2019.**



# Exhibitor, Sponsor, and Advertising Sign-up Form

**AFCC 56th Annual Conference | May 29-June 1, 2019 | Westin Harbour Castle  
The Future of Family Justice: International Innovations**

*Please type or print clearly:*

Organization Name: \_\_\_\_\_

Onsite Exhibitor Name: \_\_\_\_\_ Exhibitor Email: \_\_\_\_\_

Coordinator (Main Contact) Name: \_\_\_\_\_ Coordinator Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Include contact information in conference materials? YES  NO  If YES, please fill out the following:

General Email: \_\_\_\_\_ Public Phone: \_\_\_\_\_

Website: \_\_\_\_\_

## Please note your selections:

**AFCC New Member Special**— Join AFCC for the first time for **\$150**—\$10 savings—and enjoy reduced member rates for exhibits and advertising. You will also receive one full year of AFCC member benefits!

## Sponsorships

- Sapphire Sponsor** \$25,000 USD/CAD
- Diamond Sponsor** \$10,000 USD/CAD
- Platinum Sponsor** \$5,000 USD/CAD
- Gold Sponsor** \$2,500USD / \$3,250CAD
- Silver Sponsor** \$1,500USD / \$1,950CAD
- Bronze Sponsor** \$500USD / \$650CAD

## Packet Inserts

- Packet Insert, AFCC Member**  
\$250 USD / \$325 CAD
- Packet Insert, Non-Member**  
\$325 USD / \$420 CAD

## Exhibits

- AFCC Member, paid by March 29, 2019** \$725 USD / \$950 CAD
- AFCC Member, paid after March 29, 2019** \$795 USD / \$1,050 CAD
- Non-Member, paid by March 29, 2019** \$925 USD / \$1,200 CAD
- Non-Member, paid after March 29, 2019** \$995 USD / \$1,300 CAD

## Print Advertising Program Brochure

- Full Page Ad, AFCC Member** \$1,000 USD / \$1,300 CAD
- Half Page Ad, AFCC Member** \$650 USD / \$840 CAD
- Quarter Page Ad, AFCC Member** \$350 USD / \$450 CAD
- Full Page Ad, Non-Member** \$1,250 USD / \$1,600 CAD
- Half Page Ad, Non-Member** \$800 USD / \$1,040 CAD
- Quarter Page Ad, Non-Member** \$450 USD / \$580 CAD

**TOTAL: \$** \_\_\_\_\_

*Sponsors and print advertisers must pay in full by December 3, 2018, for inclusion in the conference program brochure.*

## Method of Payment

- Visa  Mastercard  AMEX  Discover  Check Enclosed (US or Canadian Funds Only)

*Credit card transactions will be processed in US dollars; exchange rate on day of transaction will apply. Payment in full must be received before benefits of service are made available.*

Card Number \_\_\_\_\_ Expiry \_\_\_\_\_ Sec. Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_

**Exhibit Cancellation Policy:** All requests for refunds must be made in writing. Written notice of cancellation received by fax or postmarked by May 4, 2019, will be issued a full refund minus a \$100 service fee. Cancellations received by May 11, 2019, will have the \$100 service fee deducted and the balance issued as a credit. No refunds or credits will be issued for cancellations received after May 11, 2019.

# Association of Family and Conciliation Courts

**Conference Program Brochure Ads:** A PDF file of your print-ready ad must be sent to [cbennett@afccnet.org](mailto:cbennett@afccnet.org) by December 3, 2018. Advertising space is limited and is offered on a first-come, first-served basis. No refunds are given for sponsorships or advertising due to the nature of print deadlines and costs associated with layout changes.

**Packet Inserts:** Instructions for shipping your packet insert will be sent to the coordinator contact via email approximately six weeks prior to the conference. For those registering less than six weeks from the conference dates, instructions will be sent after your payment has been processed. Packet inserts are limited to TWO boxes shipped to the conference hotel. Materials must be shipped to arrive at the hotel by May 24, 2019. Shipping and storage fees incurred for packages arriving early, more than two, or that are incorrectly labeled, are the responsibility of the individual, not AFCC. No refunds will be provided for materials that do not arrive in time for packet assembly. Items arriving late will be set out at the take-one table. The deadline to register for a packet insert is May 13, 2019. If you wish to have items printed locally and delivered to AFCC at the hotel, arrange for delivery to the AFCC conference area of the hotel on May 24, 2019. Items delivered locally must have the complete address information provided by AFCC displayed on the outside of the box.

**Exhibit Agreement:** Exhibitors assume entire responsibility and agree to protect, defend, indemnify and hold harmless AFCC, the Westin Harbour Castle, its owners, and each of their respective parent organizations, subsidiaries, affiliates, employees, officers, directors, and agents against all claims, losses or damages to person or property, governmental charges or fines and attorney's fees arising out of or caused by the sole negligence of the exhibitor or its employees or agents. Exhibitors shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies or comprehensive general liability insurance and contractual liability insurance. Exhibitors acknowledge that neither AFCC, nor the hotel, nor its owners maintain insurance covering the exhibitor's property and that it is the sole responsibility of exhibitors to obtain business interruption and property damage insuring any losses by exhibitors.

AFCC will not be liable for the fulfillment of this agreement if exhibit space cannot be provided due to damage to the building or exhibit space by fire, water, smoke, accident, strikes, the authority of law, or any other cause beyond its control. AFCC will, in the event of cancellation due to one of those causes, reimburse exhibitors for the exhibit fees less all legitimate expenses incurred by AFCC in connection with the exhibits. Exhibitors are responsible for any charges incurred for any special services or requirements including, but not limited to, electrical service, power strips and extension cords, audio-visual equipment, internet or telephone lines.

Exhibitors must confine all demonstrations and promotional activities to their exhibit space. No signs or displays may be placed in common or conference areas. Exhibitors are responsible for obtaining any necessary state or local permits, licenses, or certificates. AFCC is not able to accommodate sharing of sponsorships or exhibit tables or conference registrations. Anyone attending a conference function must be registered for the conference and must wear their name badge at all times. Shipping instructions for exhibit materials will be provided approximately six weeks prior to the conference. All shipping and storage fees are the responsibility of the exhibitor.

A signed exhibit agreement and payment in full must be received before participation can be confirmed or a space is reserved. Specific table assignments will be made at the discretion of AFCC, taking into consideration sponsorship and advertising participation, order in which agreement and payment were received and other necessary conditions.

AFCC reserves the right to determine which exhibitors, sponsors, and advertising to accept based upon space limitations, relevance, appropriateness, timeliness, or other similar criteria. All accounts must be paid in full prior to the conference. Participation implies acceptance of the terms listed herein.

AFCC reserves the right to accept or decline any advertisement, exhibit or sponsorship it is offered. AFCC will decline advertising, exhibits or sponsors that, in AFCC's sole discretion are not in keeping with the mission, vision and values of AFCC

**○ I understand that AV costs, such as electrical, internet, and packaging handling, are not included and may require an additional fee paid to the hotel or an AV service provider. Such fees will be at the exhibitor's expense. AFCC is not responsible for any additional costs.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please return completed signed form and payment to:**

AFCC | 6525 Grand Teton Plaza | Madison, WI 53719 | [cbennett@afccnet.org](mailto:cbennett@afccnet.org) | Fax: 608-664-3751

**Questions?**

Contact AFCC Program Coordinator, Corinne Bennett, 608-664-3750, [cbennett@afccnet.org](mailto:cbennett@afccnet.org)