

EXHIBITOR PROSPECTUS



AAFCS

KANSAS CITY, MO
JUNE 25-28, 2025

ANNUAL CONFERENCE



www.aafcs.org

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AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES

The AAFCS is the only professional association dedicated to Family and Consumer Sciences students and professionals who represent multiple practice settings and content areas and are committed to positively impacting the lives of individuals, families, and communities. AAFCS advances the profession of Family and Consumer Sciences through its many resources.

Through research, experiential education, and technology, our professionals help people develop the essential knowledge and skills to: lead better lives; be work and career ready; build strong families; and make meaningful contributions to our communities.



Our primary areas of focus include:

- Culinary Arts, Hospitality, and Tourism
- Education and Training
- Food Science and Nutrition
- Health Management and Wellness
- Housing and Interior Design
- Human/Child Development and Family Relations
- Personal and Family Finance
- Textiles, Apparel, and Retailing

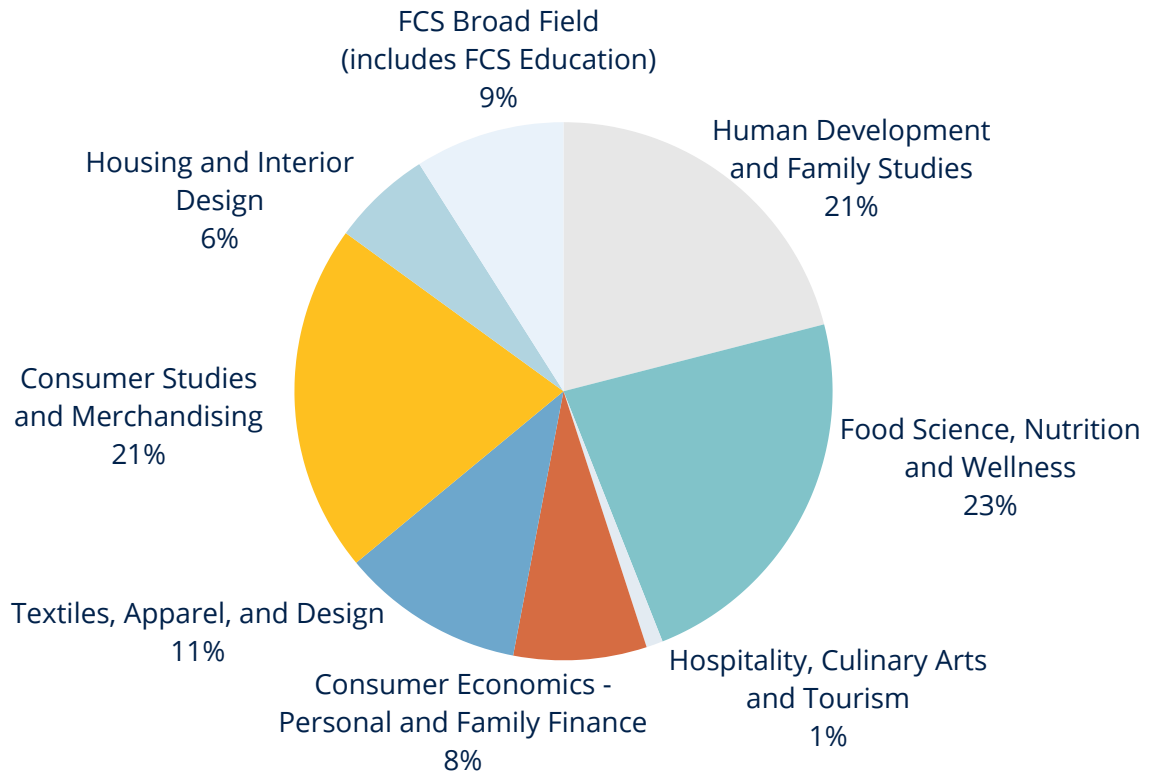


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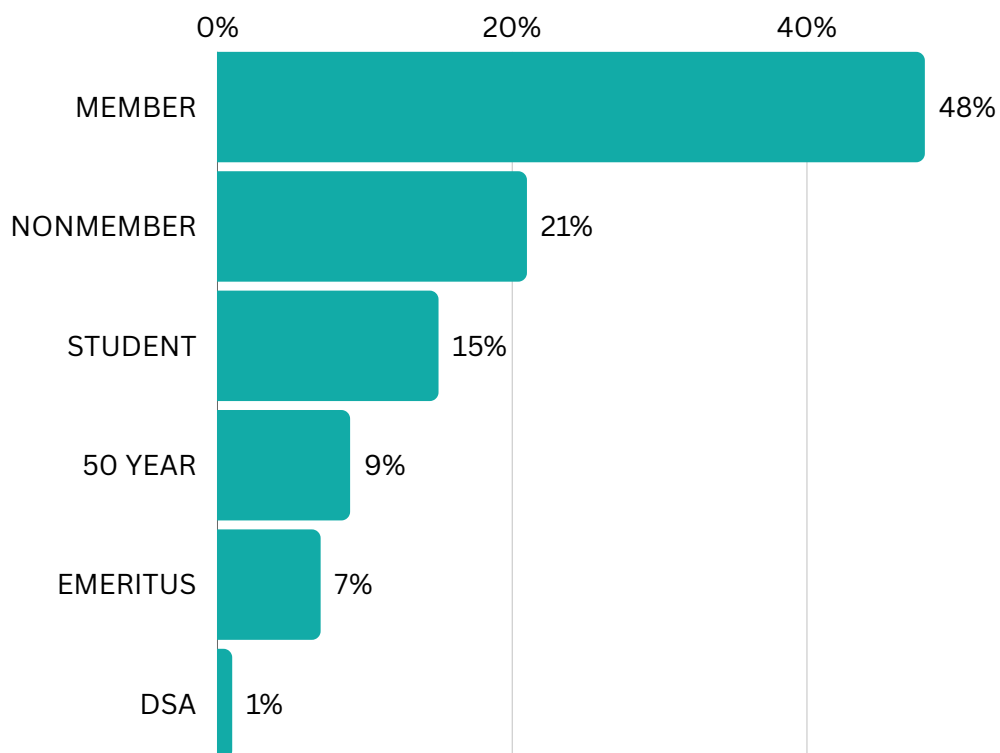
Attending the 2025 AAFCS Annual Conference as an exhibitor will put you front and center with those who are positioned to positively impact individuals, families, and communities. An estimated 450 attendees are expected from around the United States to interact collaboratively throughout the conference sessions and events.

It is critical that FCS professionals have access to educational materials, supplies, and expertise to support their work. Through your participation in the annual conference, your organization can play a key role in supporting the FCS profession.

Member Content Settings



2024 Annual Conference Attendees



CONFERENCE ATTENDEES



Who Attends the Conference?

For more than a century, AAFCS has assembled educators, entrepreneurs, researchers, and business persons at the annual conference to achieve remarkable societal transformation through integrative approaches to fulfilling human needs.

Meet the professionals who educate and influence generations of American consumers in our classrooms, our companies, and our communities:

- FCS Teachers
- College and University Faculty
- Extension Educators
- Entrepreneurs
- Executives
- Public Officials

During our three-day event, you will reach not only the 450 attendees expected at the event, but the thousands of individuals, families, and communities that they impact each year. This is the perfect opportunity to reach your target market and the markets they impact through their education and outreach, allowing you to amplify your impact and showcase your brand, all in one place.

Connect with Decision Makers

Connect with family and consumer sciences leaders who have the authority to make final decisions for their organization. The 2025 AAFCS Annual Conference is your direct link to being seen by the people who are most interested in your products and services.

BENEFITS OF EXHIBITING

Exhibiting at the 2025 AAFCS Annual Conference will allow you to:

- Connect with local, state, and federal decision makers and leaders, educators, and industry practitioners.
- Generate qualified new leads and sales.
- Survey current and potential customers on their needs and purchasing processes.
- Launch new products and services.
- Conduct user-group meetings about your products and services.
- Identify what your competition is offering.
- Network with industry peers, champions, leaders, and more.

An Exhibitor, Sponsor, and Attendee!

Each exhibitor will receive one full conference registration and can purchase additional exhibit hall only or full conference registrations. This means that in addition to exhibiting and attending the opening and closing sessions – which are great times to network! – you will be able to learn more about the FCS industry and the latest in Family and Consumer Sciences alongside our attendees. What better way to connect with prospective customers and partners than to learn alongside them throughout the day?



EXHIBIT BOOTH RATES



EARLY BIRD

Early Bird vendor booth registration rates expire on March 15, 2025

Regular Booth* (6 foot table)	\$1,100
Tabletop Exhibit	Allied Only**

REGULAR

Registration vendor booth rates begin on March 16, 2025

Regular Booth* (6 foot table)	\$ 1,300
Tabletop Exhibit	Allied Only**

Two or more booths are priced by adding the prices of each booth being purchased.

**Available to AAFCS Affiliates and Professionals Communities only. Allied groups are prohibited from selling products or services from the Allied tables. If a group wishes to sell a product or services (this includes sales that are fundraisers) that group must purchase a regular or premiere booth. Limit of one tabletop per Allied group. However, two Allied groups may share a tabletop.

EXHIBIT BOOTH RATES

Regular Booth Space Includes:

- Conference attendee registration badge (1 per booth).
- Company listing in the 2025 Annual Conference guide.
- Company listing and logo in the Mobile App.
- Company listing on the AAFCS 2025 Annual Conference webpage.
- Company included in the slides shown at the opening General Session.
- Opportunity to participate in the Exhibit Hall activities designed to drive attendee traffic to participating booths.



Allied Table Space Includes:

- Affiliate and/or Community listing in 2025 Annual Conference guide.
- Affiliate and/or Community listing on the AAFCS 2025 Annual Conference webpage.
- Affiliate and/or Community included in the slides shown at the opening General Session.
- Opportunity to participate in the Exhibit Hall activities designed to drive attendee traffic to participating booths.



AMPLIFY YOUR IMPACT | SPONSOR LEVELS

The American Association of Family and Consumer Sciences offers multiple opportunities at the Annual Conference and year-round for you to amplify your outreach to the Family and Consumer Sciences. Lock-in savings by packaging your exhibitor registration with the following sponsorship opportunities:

SPONSOR LEVELS	COST
<p>Platinum (Limited to 3 Sponsors):</p> <ul style="list-style-type: none"> • Signage recognition (Logo displayed on AAFCS signs at event). • Full page advertisement in AAFCS conference brochure.* • Website recognition (Logo to be displayed on aafcs.org front page for all of 2025 (Payment Date – May 15, 2025)). • Included in pre-conference attendee email notices. • Bag insert. • 3 Push notifications on the AAFCS Conference app – your organization will be recognized as a Conference Mobile App sponsor. 	\$5,000
<p>Gold:</p> <ul style="list-style-type: none"> • Signage recognition (Logo displayed on AAFCS signs at event) • Half page advertisement area in AAFCS conference brochure. * • Website recognition (Logo to be displayed on aafcs.org front page for all of 2025 (Payment Date – May 15, 2025)). • In one pre-conference attendee email notice. • Bag insert. 	\$3,000
<p>Silver:</p> <ul style="list-style-type: none"> • Signage recognition (Logo displayed on AAFCS signs at event) • In one pre-conference attendee email notice. • Half page advertisement area in AAFCS conference brochure* 	\$2,000
<p>Bronze:</p> <p>Help emerging professionals attend the conference by sponsoring their registration. The Student Sponsor may designate the student(s) to receive the sponsorship or in the absence of a selection, AAFCS will select the candidates.</p> <ul style="list-style-type: none"> • Sponsorship bundle for 5 individual student conference bundles • Signage recognition (Logo displayed on AAFCS signs at event) 	\$1,000

ADDITIONAL OPTIONS	COST
<p>Welcome Reception Sponsor: (Limited to 1 Sponsor): Signage at high top tables, opportunity to introduce the President at opening ceremonies.</p>	\$4,000
<p>The Expo - Evening Mixer Sponsor (Limited to 6 Sponsors): Signage at high-top tables and at bar(s), opportunity to thank attendees during the event.</p>	\$3,000
<p>General Session Sponsor (Limited to 5 Sponsors): Sponsor will introduce the general session speaker and be acknowledged during the opening remarks.</p>	\$2,500
<p>Exhibit Hall Breakfast Sponsor (Limited to 3 Sponsors): Acknowledged during breakfast in the exhibit hall for all attendees.</p>	\$2,500
<p>Food/Beverage Sponsor: Signage at the coffee/beverage area nearest to your booth (if applicable) for 2-hour block of time</p>	\$600
<p>Video Content Spotlight: Advertisement videos from the company played in between sessions.</p>	\$400
<p>Attendee Badge Sponsor (Limited to 4 Sponsors)</p>	\$300
<p>Bag Insert Sponsor: Share information on your products and services through this unique opportunity. See page 16 for specifics and deadlines to submit your items for insertion in the attendee bags.</p>	\$225

EXHIBIT HALL DETAILS

LOCATION



Mariott in Kansas City

200 West 12th Street, Kansas City, MO 64105

Join us at the Exhibit Hall, where your participation as an exhibitor can make a real impact! This vibrant space is designed for engagement and connection, offering a fantastic opportunity to showcase your innovations and services to a diverse audience. With features like 'Fast Talks,' and the AAFCS Annual Conference Raffle, you'll have ample chances to interact with attendees. Don't miss this chance to elevate your brand, share your expertise, and build valuable relationships in a dynamic and welcoming environment.

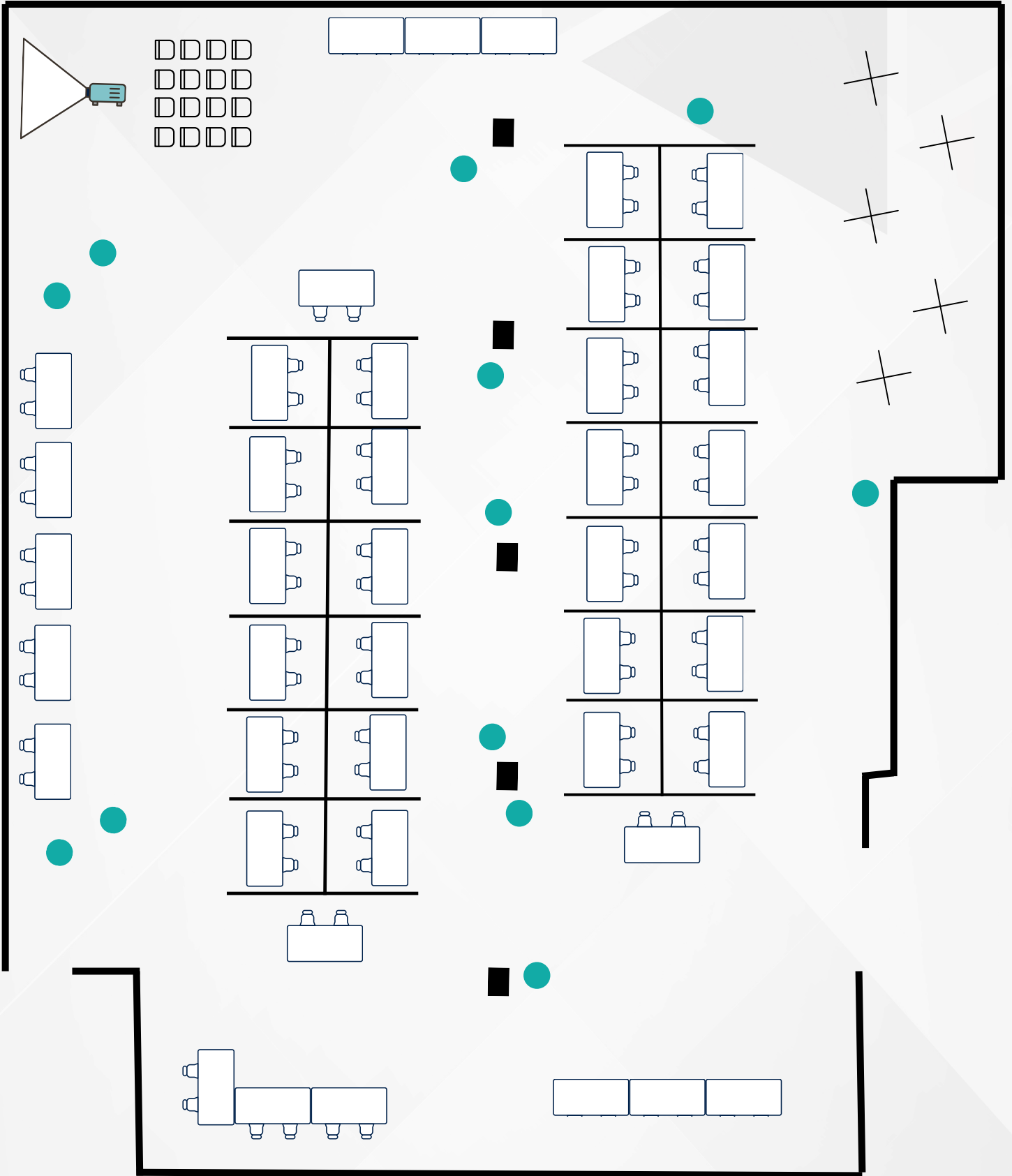
We can't wait to see you there!

Early Installation	Wednesday, June 25	12:00 to 4:00 p.m.
Installation	Thursday, June 26	8:00 to 11:00 a.m.
The Exhibit Hall Opens	Thursday, June 26	11:00 a.m. - 6:00 p.m.
The Exhibit Hall Breakfast	Friday, June 27	8:00 a.m. - 9:00 a.m.
The Exhibit Hall Hours	Friday, June 27	8:00 a.m. - 1:00 p.m.
Dismantle	Friday, June 27	1:00 to 3:00 p.m.

*Early Installation: All exhibitors are invited to set up early and/or join us for our Wednesday night 'fun night in the Expo hall.' Secure your spot by April 15th.

Note: The schedule is subject to change.

THE EXHIBIT HALL - FLOOR PLAN



DEADLINES AND SUBMISSION DETAILS

The AAFCS will be accepting sponsorship forms and payments up until **May 1, 2025**.

Sponsor and vendor logos will not be included on AAFCS website, social media, or other branded announcements until full payment is received.

All bag inserts (to ensure inclusion in conference bags). Anything received after this date cannot be guaranteed inclusion in the conference bags.

All advertising graphics must be provided by **April 1, 2025**.
Logos should be high-resolution in PNG format.

*Ad Specifications:	
Two-page Center Spread	Submit in high-resolution PDF to connect@aafcs.org . 11x17 horizontal page size.
Inside Front and Back Cover	Submit in high-resolution PDF to connect@aafcs.org . 8 ½ x11 vertical page size.
Full Page	Submit in high-resolution PDF to connect@aafcs.org . 8 ½ x11 vertical page size.
Half Page (Silver Sponsors only)	Submit in high-resolution jpg, or eps to connect@aafcs.org . 7in. wide by 4.5in. tall, horizontal.



CONTACT US

703-706-4600
annualconf@aafcs.org
www.aafcs.org/ac2025