



Connect With the Decision Makers Shaping the Future of Family & Consumer Sciences

2027 AAFCS ANNUAL CONFERENCE EXHIBITOR & SPONSORSHIP PROSPECTUS

**Reach 450+ educators, administrators, extension
professionals, researchers, and industry leaders**

June 9-13, 2027

www.aafcs.org/conferences



The Wyndam Grand Pittsburgh
600 Commonwealth Pl
Pittsburgh, PA 15222



Contact Us Today
annualconf@aafcs.org

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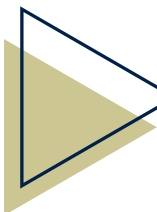
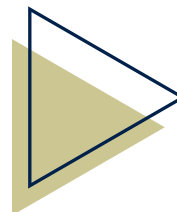
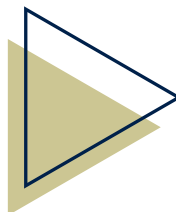
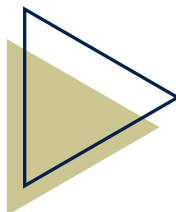
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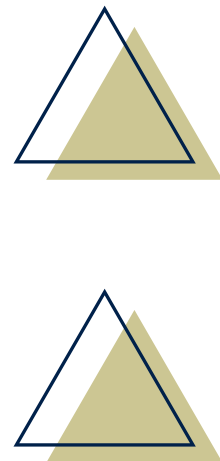
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Exhibitor Prospectus

FAMILY & CONSUMER SCIENCES



Family & Consumer Sciences is the People-Centered Science.

A research based discipline that contributes more than **\$753 billion** to the U.S. economy and **spans over 350 occupations across 215 industries** nationwide.

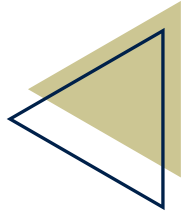
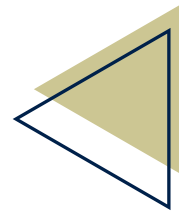
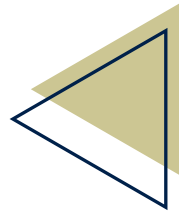
AAFCS members represent the **professionals preparing future workforces** and influencing consumer choices in classrooms, universities, extension systems, healthcare, hospitality, and community organizations.



Our Professionals work in:

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

ABOUT THE AAFCS



The AAFCS connects Family and Consumer Sciences students and professionals across all practice settings and content areas to positively impact the lives of individuals, families, and communities.

AAFCS

- Supports FCS through awards and grants
- Conducts & publishes research on FCS
- Provides professional development
- Publishes two journals
- Accredits College & University Programs
- Assesses and Certifies Students and Adults as experts in FCS
- And more!



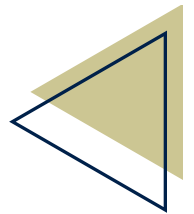
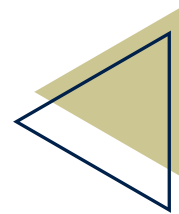
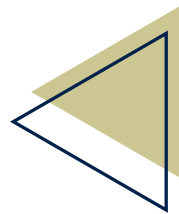
CONFERENCE ATTENDEES



Who You'll Meet at the AAFCS Annual Conference:

- Secondary FCS Teachers
- Career and Technical Education Leaders
- College and University Faculty
- Extension Educators
- State Education Administrators
- Researchers
- Workforce Development Leaders
- Culinary and Hospitality Professionals and Educators
- Nutrition and Health Professionals

Benefits of Engaging with Our Attendees:

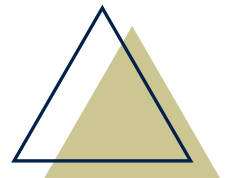
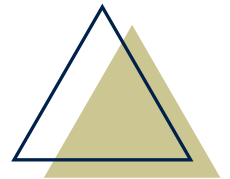
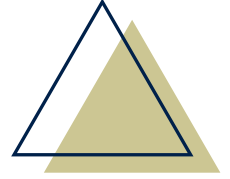


36% Make purchasing decisions
52% Influence curriculum selection
68% Recommend products to purchasers
19% Control program budgets

Why Leading Organizations Exhibit at AAFCS

AAFCS attendees influence purchasing decisions in:

- Curriculum and instructional materials
- Culinary and foodservice equipment
- Consumer education products
- Workforce development programs
- Hospitality education
- Child development resources
- Family financial education tools
- Nutrition and wellness resources
- Interior design and housing programs

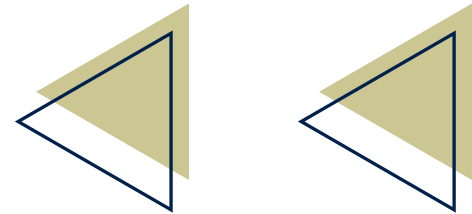


AAFCS offers opportunities for partners to engage with FCS students and professionals year-round.

Opportunities include:

- Inclusion in the *Collaborative Network*
- Eblasts and newsletter advertising
- Journal advertising
- Co-hosted webinars
- Invited articles in the AAFCS Journal of FCS
- Sponsorships of special programs and activities

PREVIOUS AAFCS EXHIBITORS & SPONSORS



Hospitality and Culinary



Nonprofits & Associations



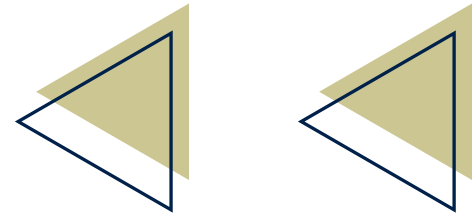
Textile & Apparel



Service Providers



PREVIOUS AAFCS EXHIBITORS & SPONSORS



Education & Curriculum

Realityworks®
Live it. Learn it.™



KANSAS STATE
UNIVERSITY

College of Health
and Human Sciences
School of Human Sciences



and



ADOPTED
REDEFINING ADOPTION EDUCATION



Human Development
and Family Science
University of Missouri



BENEFITS OF EXHIBITING



Exhibiting at Annual Conference will allow you to:

- Connect with local, state, and federal decision makers and leaders, educators, and industry practitioners
- Build relationships with influencers who reach thousands of consumers and students each year
- Survey current and potential customers on their needs and purchasing processes
- Introduce new solutions to educators and program leaders
- Conduct user-group meetings about your products and services
- Identify what your competition is offering
- Network with industry peers, champions, leaders, and more



EXHIBIT BOOTH RATES



EARLY BIRD

Early Bird vendor booth registration rates expire on April 15, 2027.

Premier Booth (10 x 10ft)(3 available)	\$1,375
Regular Booth (10 x 10ft)	\$1,175
Tabletop Exhibit	Allied Only*

REGULAR

Regular vendor booth rates begin on April 17, 2027.

Premier Booth (10 x 10ft)(3 available)	\$1,575
Regular Booth (10 x 10ft)	\$1,375
Tabletop Exhibit	Allied Only*

Purchase a second table for \$500, while supplies last.

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

EXHIBIT AND ALLIED BOOTHS INCLUDE:



Regular and Premier Booth Spaces Include:

- Conference attendee registration badge (one per booth)
- Lead retrieval access
- Company listing and logo in the mobile conference app
- Company listing on the AAFCS 2027 Annual Conference webpage
- Company mention 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

Note: Exhibitors who choose the premiere booth option may select their preferred placement from one of our premiere booth locations.

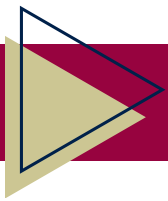


Allied Table Space Includes:

- Affiliate and/or Community listing on the AAFCS 2027 Annual Conference webpage
- Affiliate and/or Community mention 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



Each booth includes 1 6ft table and 2 chairs.
Premier booths and double booths may
request a second table.

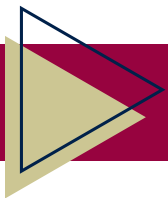


AMPLIFY YOUR IMPACT | SPONSOR LEVELS

AAFCS offers multiple opportunities to amplify your outreach to the Family and Consumer Sciences community. Lock in savings by packaging your exhibitor registration with the following sponsorship opportunities:

Sponsor Levels	Cost
Platinum (Limited to 2 Sponsors): • Dedicated conference app banner and three Push notifications during the Annual Conference • Invitation to introduce a general session and provide a 1-2 minute introduction. • Signage/Logo recognition (Event signage and Website). • Sponsored education session • Inclusion in pre-conference attendee email notices. • Bag insert opportunity	\$5,000
Gold: • Refreshment break sponsor • Invitation to introduce a general session and provide 1-2 minute introduction • Two Push notification mentions on the AAFCS Conference app • Signage/Logo recognition (Event signage and Website) • Inclusion in one pre-conference attendee email notice	\$3,000



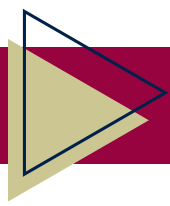


AMPLIFY YOUR IMPACT | SPONSOR LEVELS

AAFCS offers multiple opportunities at the Annual Conference for you to amplify your outreach to the Family and Consumer Sciences community. Lock in savings by packaging your exhibitor registration with the following sponsorship opportunities:

Sponsor Levels	Cost
Silver: (Limited to 2 Sponsors): • Recognition as a badge sponsor • One push notification mention on the AAFCS Conference app • Signage recognition (Logo displayed on AAFCS signs at event) • Inclusion in one pre-conference attendee email notice • Bag insert opportunity	\$2,000
Bronze: Help emerging professionals attend the conference by sponsoring their registration and one year of membership. The Student Sponsor may designate the student(s) to receive the sponsorship, or, in the absence of a selection, AAFCS will select recipients. This level includes: • Sponsorship bundle for 5 individual student conference attendees • Signage recognition (Logo displayed on AAFCS signs at event)	\$1,450



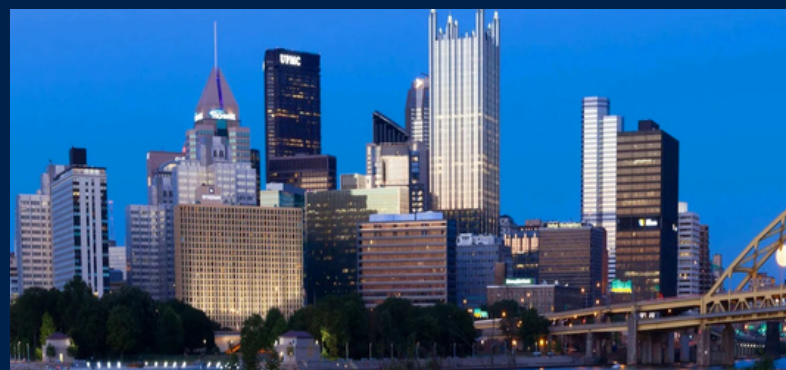


AMPLIFY YOUR IMPACT | OTHER OPTIONS

ADDITIONAL OPTIONS	COST
Welcome Reception Sponsor: (Limited to 1 Sponsor): Signage at high top tables, opportunity to introduce the President at opening ceremonies. Sponsored education session.	\$4,000
Exhibit Hall Breakfast Sponsor (Limited to 3 Sponsors): Acknowledgment during breakfast in the exhibit hall for all attendees	\$2,500
Sponsored Conference Email: Amplify your impact by connecting with attendees before or after the conference.	\$1,250
Food/Beverage Sponsor: Signage at the coffee/beverage area nearest your booth (if applicable) for 2-hour block of time	\$600
Push Notification: Connect with attendees with a call to action pushed on the day and time of your choosing.	\$500
Attendee Badge Sponsor (Limited to 2 Sponsors): Sponsor logo inclusion on all attendee badges	\$350
Bag Insert Sponsor: Share information on your products and services through this unique opportunity. See page 12 for specifics and deadlines to submit your items for insertion in the attendee bags.	\$250
Award or Grant Sponsor: Contact annualconf@aafcs.org for options.	

EXHIBIT HALL DETAILS

**The Wyndam Grand
600 Commonwealth Pl
Pittsburgh, PA 15222**



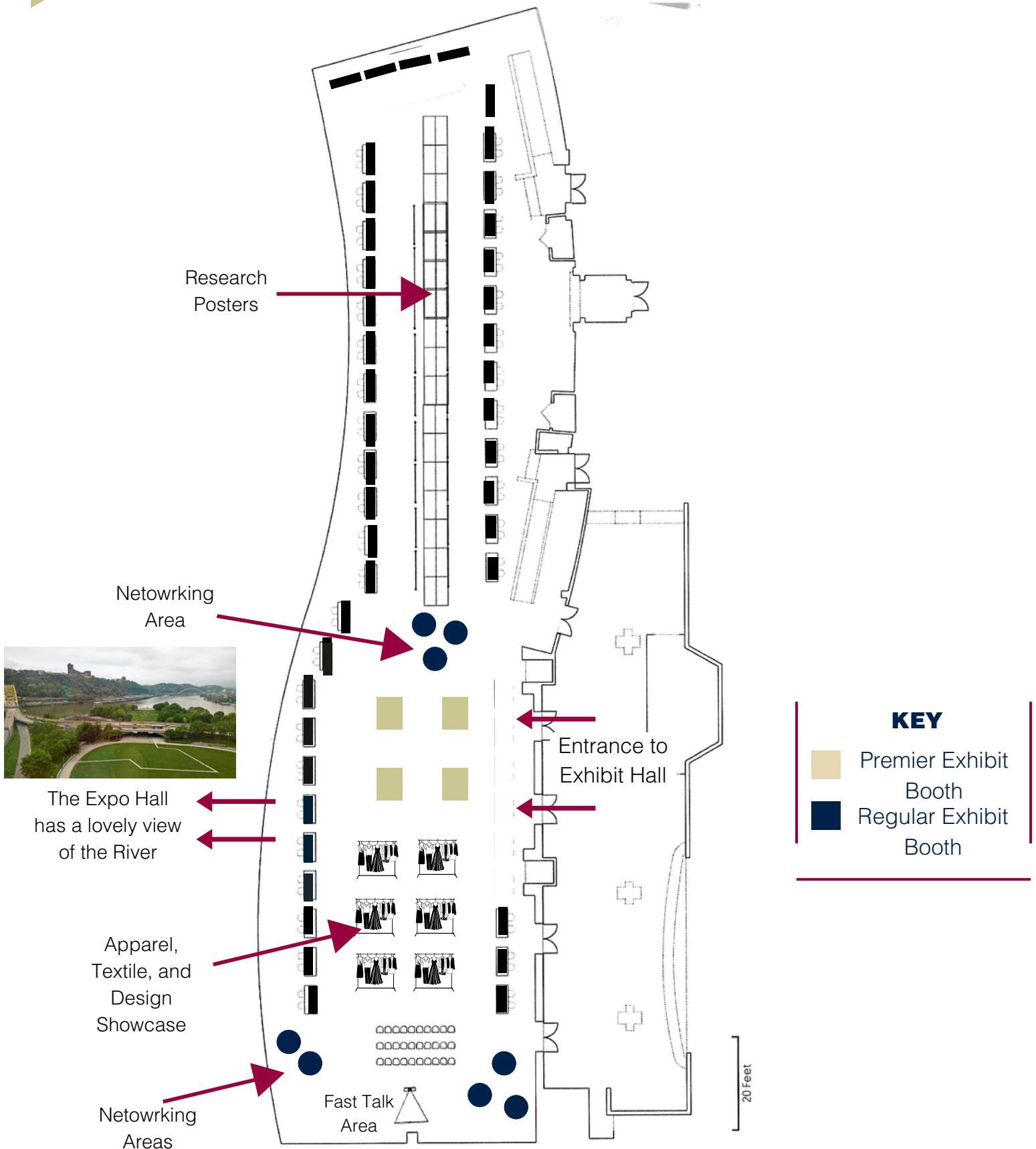
The exhibit hall is intentionally integrated into conference programming and networking activities to maximize attendee engagement and exhibitor visibility.

Don't miss this chance to elevate your brand, share your expertise, and build valuable relationships in a dynamic and welcoming setting.

Installation	Friday, June 11	3:00 – 5:00 p.m.
Installation	Saturday, June 12	8:00 – 10:00 a.m.
The Exhibit Hall Opens	Saturday, June 12	12:00 – 6:00 p.m.
Sweet Treats in the Expo	Saturday, June 12	1:00 – 2:00 p.m.
Breakfast in the Expo	Sunday, June 13	8:00 – 9:00 a.m.
The Exhibit Hall Hours	Sunday, June 13	8:00 a.m. – 1:00 p.m.
Dismantle	Sunday, June 13	1:00 to 3:00 p.m.

Please note: This schedule is subject to change.

THE EXHIBIT HALL | FLOOR PLAN



DEADLINES AND SUBMISSION DETAILS

Reserve Your Booth Today

Space is limited and premier locations are assigned on a first-come, first-served basis.

AAFCS will accept sponsorship forms and payments until **May 20, 2027**.

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

All bag inserts must arrive at the AAFCS office by **May 1, 2027**. Items received after this date cannot be guaranteed inclusion in the conference bags.

All advertising graphics must be provided by **April 1, 2027**.

Logos should be high-resolution in PNG or SVG format.

CONTACT US

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www.aafcs.org/ac-27

