



SYSTEMIC FAMILY THERAPY **CONFERENCE 2025**

VIRTUAL | OCTOBER 28-30, 2025

Sponsorship and Exhibition Prospectus

Who We Are

The American Association for Marriage and Family Therapy (AAMFT) is the professional association for the field of marriage and family therapy. Founded in 1942, we represent the professional interests of more than 81,000 marriage and family therapists throughout the United States, Canada and abroad.

About the Systemic Family Therapy Conference

The Systemic Family Therapy Conference (SFTC), sponsored by the American Association for Marriage and Family Therapy, is a comprehensive event providing systemic thinkers with personal and professional development, and cutting-edge clinical skills and training. This event will examine the role of systemic therapy in various workplace settings, across communities and the globe.



The three-day conference features workshops based on these key topics:

- ✓ Enhancing the systemic thinker as an individual focusing on personal and professional growth.
- ✓ Developing cutting edge clinical skills and training to propel the MFT profession forward.
- ✓ Integrating MFT values into vital community and institutional systems that shape global society.



This flagship event will be virtual in 2025, bringing together attendees from all over the world. We look forward to building our community and strengthening the profession to make a worldwide impact!



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Sponsored by the American Association for Marriage and Family Therapy

Annual Impact Sponsor (\$50,000)

One-year sponsorship of all AAMFT major events: Systemic Family Therapy Conference, Global Systemic Therapy Summit, and Leadership Symposium.

Benefits:



Quarterly email to members.



Inclusion in event marketing (logo + URL).



Social media marketing spot (quarterly).



Banner advertising (year-round, updatable quarterly) AAMFT+, Internal landing page advertisement.



Event presentation options.



Keynote call out.



Two free registrations per event (Systemic Family Therapy Conference, Global Systemic Therapy Summit, Leadership Symposium).



Branded premiums (In person events only).



Monthly ad in eNews.



Exclusive sponsorship of 6 webinars.



Banner on AAMFT+.



Opportunity for Commercial Spot prior to Keynote.



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Gold Level (\$10,000)

Gold Level Sponsorship includes:



Verbal recognition at each keynote.



Landing page Website advertising for 3 months.



Conference communication inclusion.



Social Media shout outs leading up to event.



2 direct emails to conference attendees.



Front page conference platform advertising.



3 full conference registrations (can use as giveaways).



Premier (virtual) booth placement.



Logo on SFTC webpage.



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Silver Level (\$7,000)

Silver Level Sponsorship includes:



Verbal recognition as Silver Level sponsor at each keynote address.



Logo included in event webpage, and 2 email communications regarding the event.



2-full conference registrations.



1 direct email to conference attendees.



Premier (virtual) booth selection.



Social media mentions.



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Bronze Level (\$5,000)

Gold Level Sponsorship includes:



Recognition as Bronze Level sponsor.



Logo included in website prior to the event.



Conference communication inclusion.



1 full conference registration.



1 month advertising spot on AAMFT platform of choice.



High visibility booth (virtual).



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Digital Exhibitor Opportunities

Program Booth (Universities, Interest Networks, AAMFT internal programs) - \$500



Tier one booth.



1 free registration.



Conference webpage inclusion.

Spotlight Booth (Private/Group Practices, Clinical professionals, Businesses) - \$700



High visibility booth.



1 conference communication inclusion.



SFTC webpage inclusion.



1 free SFTC registration.

Premier Spotlight Booth - \$1,000 (Open to all, highest visibility)



Premier booth



2 conference communications inclusion.



Advertisement on internal SFTC platform page of choice.



2 free SFTC registrations.



Social media mention.



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Digital Advertising Opportunities

Commercial spot (Pre-recorded Mp4, 60 sec max)

Prior to keynote 1 - \$2,000

Prior to keynote 2 - \$1,700

Prior to standard session - \$1,500

Conference Platform

Main page large banner - \$1,500

Main page small banner - \$1,300

Schedule page - \$1,200

Platform Advertising

AAMFT Webpage - 220 x 220 jpg format.

- Landing Page advertising - \$1,500
- Internal Page advertising - \$1,000

AAMFT+ - 220 x 220 jpg format.

- Front Page advertising - \$1,000
- Internal Page advertising - \$800

AAMFT App - 1000 x 500 jpg format.

- Main Page - \$1,200

Family Therap-E News

- 1 AD - \$650
- 3 ADS - \$1,800
- 6 ADS - \$3,500

Custom Sponsorships

Want to maximize your presence and really stand out from the crowd? Double your impact and inquire about custom packages. Contact oleg.burdo@naylor.com for further information.