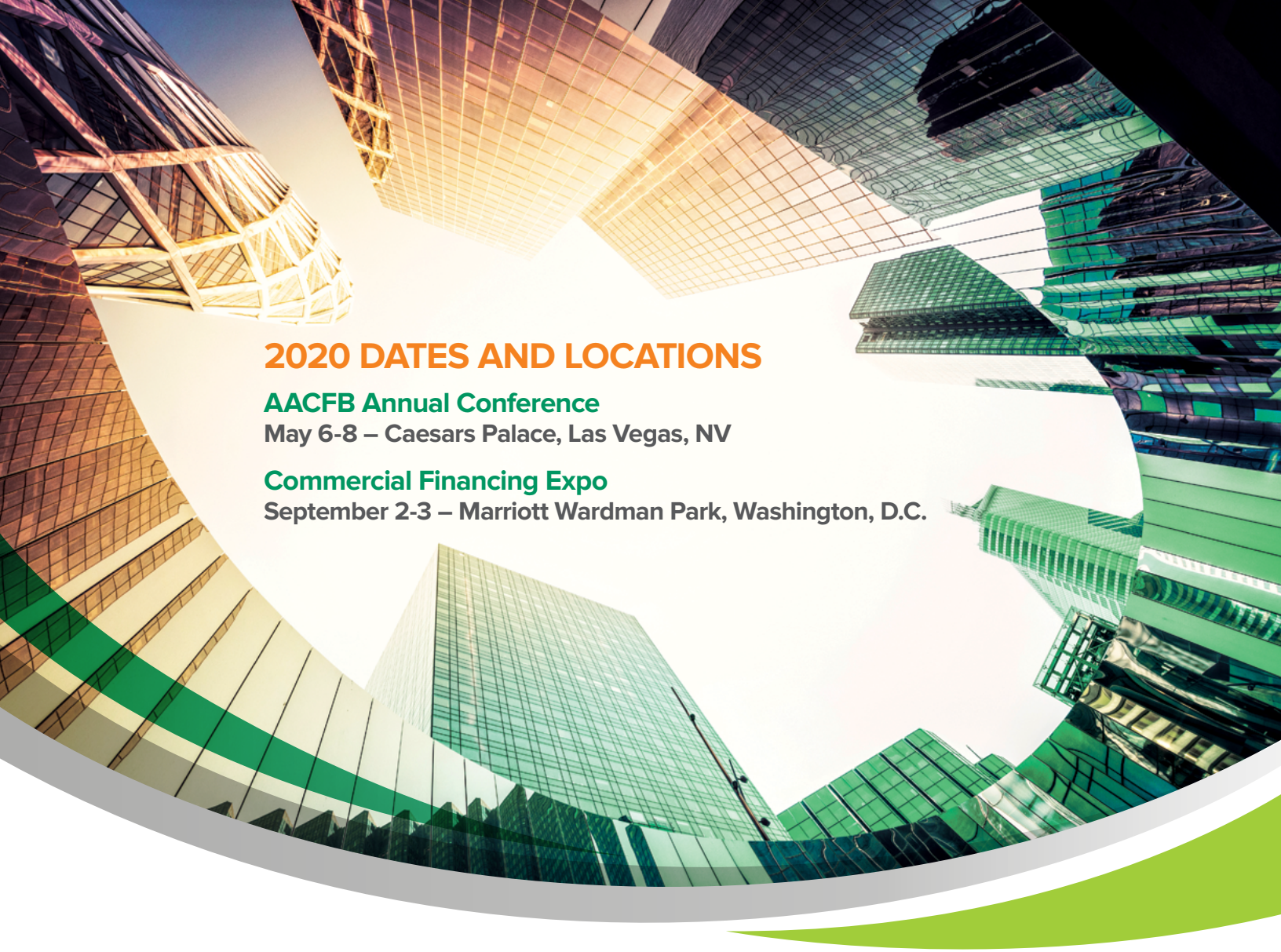
2020

AACFB

AMERICAN ASSOCIATION OF

COMMERCIAL FINANCE BROKERS

Sponsor/Exhibitor Prospectus



2020 DATES AND LOCATIONS

AACFB Annual Conference
May 6-8 – Caesars Palace, Las Vegas, NV

Commercial Financing Expo
September 2-3 – Marriott Wardman Park, Washington, D.C.

NEED TO CONNECT WITH BROKERS TO ACCELERATE YOUR GROWTH?

Position your company with the industry's leading and emerging brokers.
Your sponsorship of the AACFB provides a unique and valuable way to showcase your product or service. Aligning your brand with AACFB maximizes your reach within the industry and provides exclusive access to an engaged broker community.

- AACFB is the exclusive professional home for brokers and gives you immediate access to over 300 broker-member companies.
- Only the best and brightest brokers pass AACFB's rigorous application process: AACFB's members include more than 190 individual **CLFP members** and 24 members with the exclusive **Best Practices Broker**™ designation.
- Expand your reach through a network of AACFB Broker Members located throughout the US and Canada.

AACFB sponsorship provides the best benefits in the industry. Don't miss out on this opportunity – register online today!

REACHING NEW HEIGHTS WITH ANNUAL SPONSORSHIP

Each level of our Annual Sponsorship (Gold, Silver, and Bronze) is designed to provide the sponsoring company significant marketing advantages and/or exposure to members of the American Association of Commercial Finance Brokers. While several of the Annual Sponsor benefits are linked to the Annual Conference and the Commercial Financing Expo, sponsorship exposure extends far beyond these events, and throughout the year. Your enrollment as an AACFB Annual Sponsor should be considered an investment in your immediate and long-term business with the commercial finance community. Fully leverage your sponsorship dollars, simplify your sponsorship budget and make the most of your AACFB membership – **become a 2020 Annual Sponsor!**

Sponsor Policy: All agreed to sponsorships must be paid in full by March 1, 2020. There are no exceptions. Sponsorships are binding and are nonrefundable.

SPONSORSHIP BENEFITS	Gold $7,000	Silver $4,250	Bronze $1,750
ANNUAL CONFERENCE BENEFITS			
10' x 10' Exhibit Booth	Premium Position	✓	½ Price
Complimentary Company Attendees	3	2	1
Opening Reception Drink Tickets	12	8	4
Pre/Post Conference Attendee List	✓	✓	✓
Sponsor Ribbons for Company Attendees at Event	✓	✓	✓
Logo Recognition on Signage and Materials	✓	✓	✓
Logo with Link on Conference Broadcast Emails	✓	✓	✓
Discounted Broker Invitations	5	4	3
Free Broker Invitations	2	–	–
Participation in Speed Dating	✓	✓	–
Sponsorship Recognition on Booth Signage	✓	–	–
EXPO BENEFITS			
Tabletop Exhibit Space	Premium Position	✓	½ Price
Complimentary Company Attendees	4	1	–
Reception Drink Tickets	12	4	2
Pre/Post Expo Attendee List	✓	✓	✓
Sponsor Ribbons for Company Attendees at Event	✓	✓	✓
Logo Recognition on Signage and Materials	✓	✓	✓
Logo with Link on Expo Broadcast Emails	✓	✓	✓
Discounted Broker Invitations	5	4	3
Free Broker Invitations	4	–	–
ASSOCIATION BENEFITS			
Logo and Link on AACFB Website/ Event Web Pages	✓	✓	✓
Full Page Color Ad in the Printable Funding Source Directory	✓	✓	✓
Recognition in *Commercial Break*	Color Ad with Link	Logo with Link	Logo with Link
Meet the Funder – Live Webinar & Dedicated Email Blast	✓	–	–

2020 BROKER SPONSORSHIP PROGRAM

Become a broker sponsor and you'll stand out! Your investment gets your company recognition on the AACFB Website and throughout the 2020 Annual Conference and Commercial Financing Expo.

Sponsor Policy:
All sponsorships must be paid in full by March 1, 2020. There are no exceptions. Sponsorships are binding and are non-refundable.

ATTENTION BROKERS:

Where else can you achieve this much visibility and this kind of return on your investment of just $150?

"The question is why wouldn't one be a broker sponsor? Where else in your advertising budget will $150.00 pay for itself multiple times over? This benefit occurs in an indirect way as all Funding Source and Associate Members will see your company's name on the Association's website and all marketing literature at the Expo as well as the Annual Conference. There is no better way to "brand" your company within the industry. TCCG, LLC dba The Cambridge Capital Group has been a Broker Sponsor since 2004. We have reaped the benefits of being a Broker Sponsor as many Funding Sources have commented on our Broker Sponsorship status when evaluating our Broker/Discounter Applications. The annual cost is less than a documentation fee – so why are you waiting to become a Broker Sponsor?"

Jaime Kaneshina
The Cambridge Capital Group

EXCLUSIVE SPONSORSHIPS – GO THE EXTRA MILE!

Exclusively for both GOLD and SILVER SPONSORS!

Maximize your company's brand awareness to the AACFB membership. These a la carte options are available separately (choose as many as desired). Advertise on the AACFB's weekly broadcast emails sent to AACFB current and prospective members or the online community posts, which go to AACFB members almost every day.

Dedicated workshop slot at the AACFB Annual Conference on Wednesday, May 6, 2020 (30 minute presentation. 4 slots available)	$300 (Gold Sponsor Rate) $500 (Silver Sponsor Rate)
Annual Conference Broadcast Email Banner Ad (15 Weekly Email Opportunities – 1/10/20 – 4/24/20)	5 emails – $250 10 emails – $500 15 emails – $750
Expo Broadcast Email Banner Ad	5 emails – $250 10 emails – $500
Banner Ad on AACFB Online Member Community (4 available) (Year-long listing)	$300 (Gold Sponsor Rate) $500 (Silver Sponsor Rate)

Virtual Sponsor – Cost: $250
Have you wanted to get recognition for your company on the AACFB website and event emails but didn't have the budget for an annual sponsorship? Well, here is your chance to get year-long exposure that fits your budget. Virtual Sponsors will have their logo and link on the AACFB sponsor web page for one year and have their company name and a link on all AACFB event emails for the year, as well as event signage.

Social Media Advertising – Cost: $150
Get a shout out on AACFB social media channels (Facebook, LinkedIn and Twitter). For one low price, AACFB will post twice about your company on the association's social media channels. Come on and get social!

A LA CARTE SPONSORSHIP OPPORTUNITIES — ANNUAL CONFERENCE

Bloody Mary Bar Sponsor
Cost: $2,500 *(exclusive)*

With Friday morning exhibit floor hours, we need a good reason to get everyone out of bed! This is an opportunity to interact with attendees as they enjoy their Bloody Mary on the Exhibit Hall floor.

- Logo placed on cocktail napkins on Bloody Mary bar
- Opportunity to place promotional items/materials on tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign on the bar

Name Badge Lanyard Sponsor
Cost: $1,500 *(exclusive for both Annual Conference & Expo)*
$1,000 *(Annual Conference Only)*
$750 *(Expo Only)*

Your company name and logo will be on all attendees' lanyards. Your name will accompany everyone everywhere!

- Company name/logo on lanyards
- Recognition on sponsorship sign and in conference materials

Luncheon Sponsor
Cost: $1,000 *(exclusive)*

This is an opportunity to showcase your company to conference attendees during lunch on Friday of the Annual Conference.

- Opportunity to address attendees from the podium for 5 minutes
- Opportunity to place promotional items/materials on luncheon tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign outside of luncheon room

WiFi Sponsor
Cost: $500 *(exclusive)*

Get your company recognized as the WIFI sponsor throughout the conference on table tents placed in breakout rooms and the general session room. Your company will also receive recognition on the event web page, conference materials and signage.

Tote Bag Sponsor
Cost: $850 *(exclusive, AACFB prints bags)*
$250 *(exclusive, Sponsor prints bags)*

All attendees at the Annual Conference will receive a tote bag with your name/logo printed on it. Let everyone see your name being carried around all weekend instead of someone else's!

- Company name/logo on tote bags (one-color)
- Recognition on sponsorship sign and in conference materials
- Opportunity to place company promotional item/literature in bag

Bag Stuffer Sponsor
Cost: $150

This provides the ability to place your company's information or promotional item in each attendee's conference bag. (Sponsor is responsible for all costs associated with producing materials and all material must be pre-approved).

Room Drop Sponsor
Cost: $1,000 *(two opportunities available)*

This allows you the ability to have your company's information or promotional item placed in each attendee's room after a day of conference. (Sponsor is responsible for all costs associated with producing materials and all material must be pre-approved).

Ice Cream Break Sponsor
Cost: $150 *(exclusive)*

Help continue the tradition of the afternoon ice cream break! This is an opportunity to interact with attendees as they enjoy this delicious break between education sessions!

- Opportunity to place promotional items/materials on tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign during the break

Session Sponsor
Cost: $150 *(limited opportunities)*

Get in front of conference attendees by sponsoring a breakout session. Your company logo will appear in the conference program, event web page and session signage. Sponsor will introduce the presenter(s) of the session and may distribute company promotional materials to session attendees.

Opening Reception Sponsor
Cost: $1,500 *(exclusive)*

Be the center of attention at the opening reception! Get recognition on the event web page, conference materials and signage. Your company logo will be printed on reception napkins and drink tickets.

Women in Finance Luncheon Sponsor
Cost: $1,500 *(exclusive)*
$750 *(co-sponsor)*

Show your support for women in the commercial finance industry. Your company will receive recognition on the event web page, conference materials and signage. You will also have the opportunity to provide a promotional gift to all luncheon attendees and welcome the ladies at the luncheon.

Mobile App Sponsor
Cost: $700 *(exclusive)*

Keep your company top of mind by sponsoring the event mobile app. Your company logo will be featured prominently in the app for all to see as they use the app throughout the event. Your company will also receive recognition on the event web page, conference materials and signage.

NEW SPONSOR OPPORTUNITIES

Pocket Agenda Sponsor
Cost: $1,000 *(exclusive)*

Your company's logo will feature prominently on the pocket agenda which will be carried around by every attendee for the entire event. Attendees reference the pocket agenda frequently, which will make your company top of mind during the conference, from start to finish. The pocket agenda sponsor will also receive recognition on the event web page, conference materials and emails.

Massage Chair Sponsor

Cost: $1,000 *(exclusive)*

Everyone will be relaxed and ready for business thanks to this sponsorship. The massage chair sponsor will receive recognition on the event web page, conference materials and emails. There will also be a designated sponsor sign next to the massage station, which will be prominently located outside the exhibit hall on Thursday for everyone to see and enjoy.

Margarita Bar Sponsor
Cost: $2,500 *(exclusive)*

Everyone needs a little afternoon pick-me-up! This is an opportunity to interact with attendees as they enjoy their margarita on Thursday afternoon after lunch.

- Logo placed on cocktail napkins on Margarita bar
- Opportunity to place promotional items/ materials on a table near the bar
- Recognition on sponsorship sign and in conference materials, including individual recognition sign on the bar

Golf Tournament Sponsorships
(All golf sponsors receive recognition on sponsorship sign and in conference materials.)

Golf Tournament Luncheon Sponsor
Cost: $500 *(exclusive)*

Help our golfers refresh after a round of networking and golf!

Golf Drink Sponsor
Cost: Sponsor covers cost of drinks *(exclusive)*

Keep Golfers cool and hydrated during the tournament.

Golf Hole-in-One Sponsor
Cost: $1,000 *(2 available)*

Up the stakes at the golf tournament by sponsoring a luxury car as a hole-in-one prize.

A LA CARTE SPONSORSHIP OPPORTUNITIES — COMMERCIAL FINANCING EXPO

Tote Bag Sponsor

Cost: $650: AACFB prints bags *(exclusive)*
$250: Sponsor prints bags *(exclusive)*

All attendees at the event will receive a tote bag with your name/logo printed on it. Let everyone see your name being carried around the entire event instead of someone else's!

- Company name/logo on tote bags
- Recognition on sponsorship sign and in event materials
- Opportunity to place company promotional item/ literature in bag

Bag Stuffer Sponsor

Cost: $150

Place your company's information or promotional item in each attendee's conference bag. (Sponsor is responsible for all costs associated with producing materials and all material must be pre-approved.)

Breakfast Sponsor

Cost: $750 *(exclusive)*

This is an opportunity to showcase your company to attendees during breakfast.

- Opportunity to address attendees from the podium for 15 minutes
- Opportunity to place promotional items/materials on breakfast tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign outside of breakfast room

Luncheon Sponsor

Cost: $750 *(exclusive)*

This is an opportunity to showcase your company to attendees during lunch at the Commercial Financing Expo.

- Opportunity to address attendees from the podium for 5 minutes
- Opportunity to place promotional items/ materials on luncheon tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign outside of luncheon room

Session Sponsor

Cost: $150 *(limited opportunities)*

Get in front of Expo attendees by sponsoring a session. Your company logo will appear on the event web page, session signage, session opening PowerPoint slide, and event promotional emails. Sponsor may introduce the presenter(s) of the session and may distribute company promotional materials to session attendees.

Name Badge Lanyard Sponsor

Cost: $750 *(exclusive)*

Your company name and logo will be on all attendees' lanyards. Your name will accompany everyone everywhere!

- Company name/logo on name badge lanyards
- Recognition on sponsorship sign and in conference materials

Ice Cream Break Sponsor

Cost: $150 *(exclusive)*

Help continue the tradition of the afternoon ice cream break! This is an opportunity to interact with attendees as they enjoy this delicious break between education sessions!

- Opportunity to place promotional items/materials on tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign during the break

Room Drop Sponsor

Cost: $600 *(exclusive)*

This allows you the ability to have your company's information or promotional item placed in each attendee's room. (Sponsor is responsible for all costs associated with producing materials and all material must be pre-approved).

Women in Finance Breakfast Sponsor

Cost: $750 *(exclusive)*
$375 *(co-sponsor)*

Show your support for women in the commercial finance industry. Your company will receive recognition on the event web page, conference materials and signage. You will also have the opportunity to provide a promotional gift to all breakfast attendees and welcome the ladies at the breakfast.

Reception Sponsor

Cost: $750 *(exclusive)*

Be the center of attention at the opening reception! Get recognition on the event web page, conference materials, event promotional emails, and signage. Your company logo will be printed on reception napkins and drink tickets.

NEW COMMERCIAL FINANCING EXPO A LA CARTE SPONSORSHIP OPPORTUNITIES

Bloody Mary Bar Sponsor
Cost: $2,500 *(exclusive)*

With Thursday morning exhibit floor hours, we need a good reason to get everyone out of bed! This is an opportunity to interact with attendees as they enjoy their Bloody Mary on the Exhibit Hall floor.

- Logo placed on cocktail napkins on Bloody Mary bar
- Opportunity to place promotional items/ materials on tables
- Recognition on sponsorship sign and in conference materials, including individual recognition sign on the bar

Margarita Bar Sponsor
Cost: $2,500 *(exclusive)*

Everyone needs a little afternoon pick-me-up! This is an opportunity to interact with attendees as they enjoy their margarita on Wednesday before lunch.

- Logo placed on cocktail napkins on Margarita bar
- Opportunity to place promotional items/ materials on a table near the bar
- Recognition on sponsorship sign and in conference materials, including individual recognition sign on the bar

Pocket Agenda Sponsor
Cost: $750 *(exclusive)*

Your company's logo will feature prominently on the pocket agenda which will be carried around by every attendee for the entire event. Attendees reference the pocket agenda frequently, which will make your company top of mind during the Expo, from start to finish. The pocket agenda sponsor will also receive recognition on the event web page, event materials and emails.

Massage Chair Sponsor
Cost: $1,000 *(exclusive)*

Everyone will be relaxed and ready for business thanks to this sponsorship. The massage chair sponsor will receive recognition on the event web page, Expo materials and emails. There will also be a designated sponsor sign next to the massage station, which will be prominently located outside the exhibit hall on Wednesday for everyone to see and enjoy.

EXHIBITOR OPPORTUNITY – ANNUAL CONFERENCE

EXHIBIT BOOTH

Cost—$2,500*

(Annual Conference exhibit booths are included in Gold and Silver Annual Sponsorships.)

Includes:

- 10’ x 10’ draped space
- Six foot (6’) draped table with 4 chairs
- (2) Annual Conference Badges

** $1,250 for Bronze Sponsors and includes space, table and chairs only.*

Exhibit Hours

Wednesday, May 6	
12:00 pm – 5:00 pm	Set-Up
Thursday, May 7	
10:00 am – 2:30 pm	Exhibit Hall Open
Friday, May 8	
9:00 am – 11:00 am	Exhibit Hall Open
1:00 pm – 5:00 pm	Tear Down

Product/Services Description

Please provide a 50-word or fewer description of your products or services. This description should inform the attendee of what he or she may learn while visiting your booth. It is the responsibility of the exhibitor to provide this information and AACFB staff will not follow up to secure it. Only the company name and booth number will appear if the description is not received by Monday, April 6, 2020. Email your description to Monica Harper at mharper@hqtrs.com.

Payment and Space Information

Indicate your booth space preferences on the application form. AACFB will make every effort to accommodate preferences. Full payment is required with this application. If full payment is not received prior to the start of the Exhibition, AACFB reserves the right to deny entrance to the exhibitor. All exhibitor applications are due no later than Friday, March 27, 2020 to secure space. Applications received after Friday, March 27 will be accepted based on availability.

Cancellations and Refunds

Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50 percent of the net contract price, will be refunded. No refund or cancellation will be made after Friday, March 27, 2020.

CRITICAL DEADLINES:

Friday, March 20	Exhibitor Applications Due
Friday, March 27	Last Day to Cancel Exhibit Space
Monday, April 6	50-word Company Descriptions Due
	Exhibitor Badge Names Due

2020 AACFB SPONSORSHIP AND EXHIBIT REGISTRATION FORM

Institution/Company _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

E-Mail _____ Website/URL _____

Phone _____ Fax _____

Annual Sponsorships

- ☐ Gold Sponsor – $7,000
- ☐ Silver Sponsor – $4,250
- ☐ Bronze Sponsor – $1,750
- ☐ Broker Sponsor – $150
- ☐ Virtual Sponsor – $250
- ☐ Social Media Advertising – $150

Gold or Silver Exclusive Sponsor Options

	(5)	(10)	(15)
Annual Conference E-Blast Banner Ad	☐ $250	☐ $500	☐ $750
Expo E-Blast Banner Ad	☐ $250	☐ $500	
AACFB Online Community Banner Ad	☐ Gold – $300	☐ Silver – $500	
Annual Conference Workshop	☐ Gold – $300	☐ Silver – $500	

A la Carte Sponsorships – Annual Conference

- ☐ Bloody Mary Bar Sponsor – $2,500
- ☐ Name Badge Lanyard Sponsor (AC and Expo) – $1,500
- ☐ Name Badge Lanyard (AC Only) – $1,000
- ☐ Luncheon Sponsor – $1,000
- ☐ Room Drop Sponsor – $1,000
- Tote Bag Sponsor: ☐ $850 or ☐ $250
- ☐ Bag Stuffer Sponsor – $150
- ☐ Ice Cream Break Sponsor – $150
- ☐ Golf Drink Sponsor
- ☐ Golf Luncheon Sponsor – $500
- ☐ Golf Hole-in-One Sponsor – $1,000
- ☐ Session Sponsor – $150
- ☐ Massage Chair Sponsor – $1,000
- ☐ Opening Reception Sponsor – $1,500
- Women in Finance Luncheon Sponsor: ☐ $1,500 or ☐ $750
- ☐ Mobile App Sponsor – $700
- ☐ WiFi Sponsor – $500
- ☐ Margarita Bar Sponsor – $2,500
- ☐ Pocket Agenda Sponsor – $1,000

A la Carte Sponsorships – Commercial Financing Expo

- Tote Bag Sponsor: ☐ $650 or ☐ $250
- ☐ Luncheon Sponsor – $750
- ☐ Ice Cream Break Sponsor – $150
- ☐ Room Drop Sponsor – $600
- Women in Finance Breakfast Sponsor: ☐ $750 or ☐ $375
- ☐ Bag Stuffer Sponsor – $150
- ☐ Session Sponsor – $150
- ☐ Breakfast Sponsor – $750
- ☐ Reception Sponsor – $750
- ☐ Name Badge Lanyard Sponsor – $750
- ☐ Margarita Bar Sponsor – $2,500
- ☐ Bloody Mary Bar Sponsor – $2,500
- ☐ Massage Chair Sponsor – $1,000
- ☐ Pocket Agenda Sponsor – $750

Exhibit Space – Annual Conference

☐ $2,500 ☐ $1,250 (Bronze Sponsor half price only) ☐ Gold or Silver (no additional cost)

Space Location Request 1st Choice _____ 2nd Choice _____ 3rd Choice _____

If our requested space is not available:

☐ We will accept AACFB's alternate placement. ☐ Contact us for a new choice.

Competitors you do NOT wish to be near _____

Companies you would like to be near _____

SUMMARY OF PAYMENT

Total Payment Due: _____ ☐ Check payable to AACFB enclosed.

Please charge my credit card: ☐ American Express ☐ Visa ☐ MasterCard

Card Number _____ Exp. Date _____

Signature _____ Security Code _____

AACFB AMERICAN ASSOCIATION OF COMMERCIAL FINANCE BROKERS

SUBMIT COMPLETED FORM WITH PAYMENT TO:
American Association of Commercial Finance Brokers
326 E. Main Street Louisville, Kentucky 40202
E-Mail to: info@AACFB.org or FAX to: 877-875-4750

AACFB
AMERICAN ASSOCIATION OF
COMMERCIAL
FINANCE BROKERS

2019 – 2020 SPONSORSHIP COMMITTEE

For more information on how you can become involved as a AACFB sponsor, please contact a member of the Sponsorship committee:

LIAISON TO THE BOARD OF DIRECTORS

Laura Estrada, Preferred Capital Funding, Inc.

COMMITTEE CHAIR

John Igo, NewLane Finance

COMMITTEE MEMBERS

Stephanie Cruz	SLIM Capital, LLC
Jaime Kaneshina, CLFP, BPB	The Cambridge Capital Group
Wayne Moseley	General Equipment Leasing
Spencer Richman, CLFP, BPB	American Financial Network, Inc.

QUESTIONS? CONTACT

Monica Harper, Executive Director
mharper@hqtrs.com