



Association for
**FINANCIAL
PROFESSIONALS**
Southern California

2026 Southern California AFP Treasury and Finance EXPO

L.A. Memorial Coliseum, Los Angeles, CA, October 8, 2026, 8 AM to 6 PM PDT

Sponsorship Prospectus

Partnering with SoCal AFP

The Southern California Association for Financial Professionals (SoCal AFP) invites passionate treasury and finance professionals to join us at our Annual EXPO. As a sponsor, aligned with our mission, you will be recognized through multimedia promotions, gain direct access to regional industry leaders at our event, and enjoy opportunities for thought leadership and exhibition.

Mission

Our goal is simple, but robust: Educating and connecting treasury and finance professionals while advocating for the treasury and finance industry and profession.

Who We Are

Established in 1975, the Southern California Association for Financial Professionals (SoCal AFP) is a 501(c)(6) nonprofit, industry organization and a proud regional affiliate of the Association for Financial Professionals (AFP), committed to promoting the professional growth and advancement of finance and treasury professionals throughout the region and beyond. Our Board members are local and diverse: serving the industry from various perspectives, functions and at different levels.

Who We Serve

Membership is made up of Corporate Treasurers, Cash Managers, Commercial Bankers, Consultants, Providers of Treasury Management Products and Services, Government and Municipalities, and Not for Profit organizations across the following well-represented Southern California industry sectors: Entertainment, aerospace, technology, financial services, tourism and healthcare.





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About Our Conference

Our Annual EXPO has been the choice for education, connections, professional development re-certification credits for treasury and finance professionals across Southern California and beyond, for over 40 years. Known for our unbiased, high-quality content, delivered by regional and national industry thought leaders and subject matter experts – our annual Treasury and Finance EXPO provides actionable insights for attendees.

2026 Topics

- Economic Update: Global trends to lead by
- Cyber Threats: What keeps Practitioners Up at Night – Focus Group Report out
- IRL: Opening New Global Bank Relationships in a Geopolitically Charged World
- Relationships are KEY! Rationale for and Benefits of In-House Card Programs
- Foreign Exchange – Swaps, Risks, Hedging in today's economy
- SoCal Live Interview with a Treasurer
- Stablecoin in an economy that's anything but!
- Focus on Integrated Payables
- Wines Around the World and Chocolate Pairings Social

2026 Special Partnerships / Focus

- Educational and Municipal Treasury and Finance Leaders
- SoCal AFP's Practitioner-Only Cybersecurity Focus Group
- East Coast / West Coast Partnership: Regional Associations for Financial Professionals
- Women in Treasury and Finance
- Summer Olympic Games
- Community Bank Partnerships





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2026 Sponsorship Opportunities

GOLD: \$5000 | SILVER: \$2500 | BRONZE: \$1500

LEVEL	Educational Contribution	Complimentary Registration	Merchandising	Brand Promotion (Pre/Post, During Conference)
GOLD	Thought Leadership Contribution to Conference (Co-Presenter, Panelist, Moderator) as part of established program session	6 Complimentary Conference Registrations for Team or Clients.	Option to include branded giveaway or marketing material in registration bag or on tables	Multimedia Acknowledgement as Platinum Sponsor at Conference, on Program, Emails, via Social Media and Logo with Dynamic Link on Website
SILVER	Consideration for thought leadership contribution (Co-Presenter, Panelist, Moderator) as part of established program session	3 Complimentary Conference Registrations for Team or Clients	Option to include branded giveaway or marketing material in registration bag or on tables	Acknowledgement as Gold Sponsor at Conference, on Program and Website
BRONZE	X	1 Complimentary Conference Registration for Team Member or Client.	Option to include branded giveaway or marketing material in registration bag or on tables	Acknowledgement as Silver Sponsor at Conference, on Program and Website
Exhibit Space Available → Please add \$500 to any Sponsorship Level to cover costs.				

Let's collaborate to design a sponsorship that maximizes promotion of your brand, thought leadership, and solutions.



Please contact: admin@SoCalAFP.net for more information.



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(A Room with) A View from SoCal AFP EXPO 2025:

