

December 10, 2024
Hilton Long Beach | California



EXPO /AFP

ASSOCIATION FOR FINANCIAL PROFESSIONALS
SoCal AFP

*Exploring the latest trends, innovations,
and best practices in the field of treasury management.*

www.SoCalEXPO.com

Thank you for sponsoring the 2024 Southern California Association for Financial Professionals (#SoCalAFP EXPO). Saying this event wouldn't be possible without great sponsors isn't just hyperbole, it's absolute truth! We hope the below information will answer your questions related to your sponsorship of the conference.

#SoCalAFP EXPO is working with Rhino Consulting to ensure you have the best sponsorship experience possible. We will be your point of contact for all conference logistics and can help you with any questions or special requests you have. Our goal is to ensure you receive every sponsorship benefit. If further assistance is needed, please contact the Rhino Consulting Team at events@consultrhino.com.

All sponsor items are due November 4, 2024. Items submitted late may result in a loss of benefits.

SPONSOR BENEFIT DESCRIPTIONS

#SOCALAFP EXPO ATTENDEE LIST

- Eligible sponsors will receive the pre-conference attendee list 2 weeks prior to the conference (November 26, 2024).
- Eligible sponsors will receive the post-conference attendee list 48 business hours after the conference concludes (December 12, 2024).
- #SoCalAFP EXPO will send the list in excel format to one individual. #SoCalAFP EXPO requests that a sponsor coordinate distribution of the list to all internal recipients as needed.
- The list will contain the name, title, company, and email (for eligible sponsors) of all registered attendees. The speaker's contact information is not shared.
- To reduce excessive outreach to conference attendees prior to the conference, the pre-conference list will not include email addresses. We encourage sponsors to reach out to attendees via LinkedIn, etc.

PODIUM INTRODUCTION / COMMENTS

- Eligible sponsors receive the ability to introduce a networking event during the #SoCalAFP EXPO. The specificity of the introduction is based on sponsor item selected.
- For speaker introductions, introductions should be no more than 5 minutes in length. A maximum of 2 minutes should be dedicated to introducing yourself and your company (your sponsor commercial). A maximum of 3 minutes should be dedicated to introducing the speaker. Please be mindful of this allotment. Any time spent on introductions past the 5 minutes encroaches upon the speaker's presentation.
- [Click Here](#) for great tips on perfecting a speaker introduction.

WEBSITE CONTACT INFORMATION & HYPERLINK

- Based on your sponsorship level, organizations receive recognition on the #SoCalAFP EXPO website.
- Sponsors will receive placement of contact information, hyperlink, and logo on our conference website.

CONFERENCE ATTENDEES

- As a sponsor you are eligible for complimentary conference attendee(s).
 - Keynote = 2 free service providers and 2 free practitioner pass(es)
 - Sponsor = 2 free service providers and 2 free practitioner pass(es)
 - Networking = 2 free service providers and 2 free practitioner pass(es)
 - Supporting = 1 free service provider and 2 free practitioner pass(es)
- #SoCalAFP EXPO will register these attendees on your behalf to ensure they are not charged for registration. They will receive all-access and benefits as if they were a fully paid registrant. The following information is needed to process registration:
 - Name
 - Title
 - Company
 - Email
 - Mailing Address
 - Phone
 - Are CE credits needed for the conference.
 - Dietary Restrictions
- Once the conference registration is completed, the individual will receive a confirmation email.

ELECTRONIC BANNER DISPLAY

- Eligible sponsors receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played during all breaks, meals, and transition periods of the conference.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG, 1920 pixels X 1080 pixels.
- Images will transition on an automatic loop after 7 seconds.
- Examples of past electronic banners can be found on the resources page of our conference website <https://www.socalafp.net/resources>.

LINKEDIN ANNOUNCEMENT

- To promote our sponsors via social media, eligible sponsor levels will be provided LinkedIn posts to the #SoCalAFP EXPO account <https://www.socalexpo.net/>.
- Please utilize the current character/word/image restrictions for a standard company profile on LinkedIn. Roughly, LinkedIn can accommodate 1,500 characters and we recommend an aspect ratio between 3:1 and 2:3 and images with at least 552 x 368 pixels to avoid cropping. We can use the sponsors electronic banner display as the LinkedIn image, this ratio works well.
- For sponsors that receive multiple posts, these can be individual posts with different content or the same post multiple times. It is the discretion of the sponsor to utilize posts as they prefer.
- #SoCalAFP EXPO will only post four times per day, twice in the morning and twice in the afternoon. LinkedIn post dates are reserved on a first come first serve basis and can only be reserved once image and post verbiage has been received.
- Examples of LinkedIn posts can be located on our website resources center <https://www.SoCalAFP.net/resources>.

PROGRAM ADVERTISEMENT

- Eligible sponsors receive advertisements in the conference printed program. These are similar in style to advertisements you would see in a magazine.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG.
- Advertisements are sized 4.25 inches wide x 5.5 inches tall "quarter page" program advertisement
- Examples of past program advertisements posts can be located on our website resources center <https://www.SoCalAFP.net/resources>.

COMPANY RECOGNITION

- It is important to #SoCalAFP EXPO that we refer to your company within your organization's branding guidelines. Please provide the following specifics for your company.
 - Company name as you would like it to be read from the podium
 - Company name as you would like it printed in conference materials
 - Company #hashtag# used in social media posts
 - Company logo in JPEG and EPS format

SPONSOR DIRECTORY

- #SoCalAFP EXPO prints a sponsor directory which includes sponsor contact information for all attendees to reference.
- Space in the directory is limited to 7 lines, 30 characters per line (spaces are included as a character).
- Information is limited to the directory field types (i.e. you cannot omit an address but print a tagline instead). You can omit information and print two names or two phones in place of the lines omitted.
- Please provide the information below exactly as it should be listed in the directory. Sponsors may omit any information you would not like printed.
 1. Company
 2. Name
 3. Address
 4. City, State Zip
 5. Phone
 6. Email
 7. Website

CONFERENCE "SWAG" BAG OPPORTUNITIES & ATTENDEE RAFFLE

- Responding to attendee feedback and being environmentally conscious #SoCalAFP EXPO has eliminated conference swag bags and other branded sponsorship opportunities, i.e., water bottles, notepads, pens, etc.
- We are happy to allow high-end swag items to be gifted as an attendee raffle. Participation in an attendee raffle is optional and at the discretion of the sponsor organization. The time of the raffle will be coordinated in advance.
- Raffle items should hold a minimum value of \$100 and must be delivered before Monday, November 18, 2024.

Southern California Association for Financial Professionals
C/O Meredith Oldorf
2717 N. Buena Vista Street
Burbank, CA 91504
- We will select a winner based on attendance and make the following announcement "ABC Company has generously raffled a STANLEY Tumbler with \$50 Starbucks gift card; the winner is Jane Doe. Please visit the registration desk to claim your prize."
- Please include a business card or any sales materials desired with your raffle items, you will receive the contact information of the winner so you can reach out independently.