

20
22

April 3 - 8

A/E Emerging Professionals Week

In-person + Virtual

Lead ... Learn ... Influence

Shaping the Future of the Built Environment Everyday

CONTACT

Elizabeth Curtis

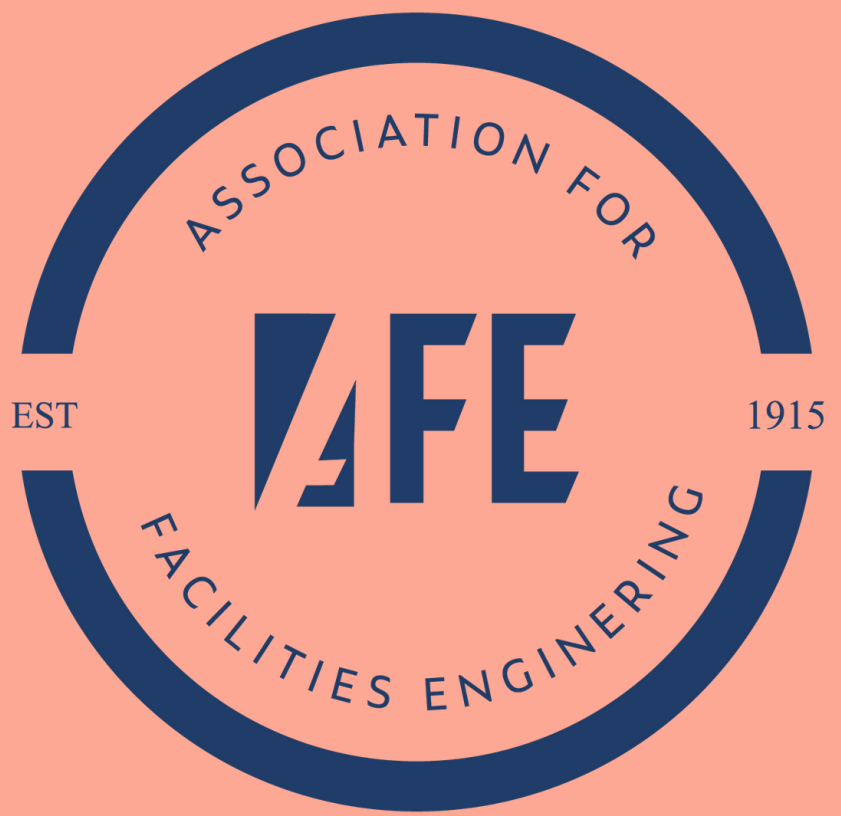
(571) 395-8778 (phone)

partnerships@afe.org (email)



SPONSORSHIP PROSPECTUS

CONTENTS



1

▶ 1 Introduction

2

▶ 2 Event Profile

3

▶ 3 Why Invest?

4

▶ 7 Sponsorship Opportunities

8

▶ 8 Exhibitor Opportunities

9

▶ 9 Terms & Conditions





INTRODUCTION

STATEMENT OF PURPOSE

The Association for Facilities Engineering (AFE) brings together professionals who ensure the optimal operation of high-rise commercial real estate, industrial plants, classified and non-classified government facilities, academic campuses, and medical centers around the world. Established in 1915, AFE remains one of the leading professional education and credentialing resources for facilities management professionals (FMs) across the globe.

AFE EMERGING PROS WEEK

For more than 55 years, the AFE 39 – Silicon Valley Professional Chapter has connected industry leaders and students through its Day with a Facilities Professional (DWFP) program. AFE intends to grow DWFP into an international program, facilitating association-wide participation in the annual DWFP program. To that end, the first annual AFE Emerging Professionals Week (Emerging Pros Week) will kick-off with a virtual opening plenary on Sunday, April 3rd followed by the local DWFP events and culminate with a one-day conference for young professionals together with the DWFP Twin Cities program on Friday, April 8th. Attendees can participate in Emerging Pros Week 2022 either in-person or remotely through the AFE virtual conference platform, AFE Ask the Experts.

EVENT PROFILE

WHAT HAPPENS

350+ attendees in-person and via the AFE virtual conference bridge, representing several colleges and university plus all segments of the global FM community.

1-Day program featuring remarks by organizational development subject matter experts.

Topics include but not limited to career planning and professional development.

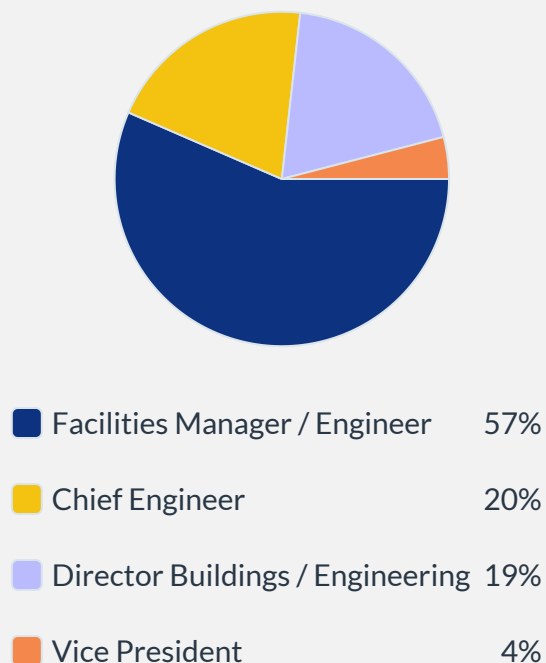
LOEWS MINNEAPOLIS HOTEL

601 North 1st Avenue
Minneapolis, Minnesota 55403



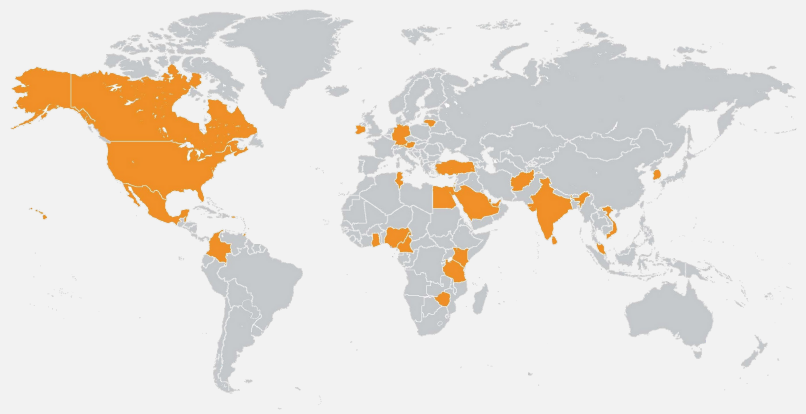
Membership Profile

Most Common Job Titles of Our 5000+ Members



OUR REACH

WHERE AFE MEMBERS LIVE



WHY INVEST?

A/E SPONSORSHIPS HELP
CREATE CONNECTIONS



TALENT SOURCING

The 2022 A/E Emerging Professionals Week is the place to be when it comes to finding new talent! For more than 55 years, A/E has been connecting students to the profession through the DWFP program. In fact, the facilities management arena is brimming with fresh and exciting opportunities for emerging professionals. Leveraging a partnership with A/E provides a great opportunity to network and engage with some of the most sought-after talent in the job market today.



LEAD GENERATION

Ultimately, all roads lead to the bottom line, and generating quality leads to help drive business growth and revenue becomes an essential task. Lead generation is one of the main metrics our sponsors define as a goal and why they invest. Whether your organization is a new corporate member or sponsor to A/E or an established strategic partner, we provide a platform where you can showcase your business.



FACE-TO-FACE ENGAGEMENT

A/E meetings and events provide a unique opportunity to network with some of the most respected experts anywhere in the built environment. We help you connect with prospects and customers in our sessions, through our virtual expo online and live exhibit hall (where available), and at the Welcome Reception. We deliver a multi-platform experience that helps you engage with your target audience and meets your business needs. Grow your brand and expand your business by harnessing the power of face-to-face engagement at an A/E event.



SPONSORSHIP OPPORTUNITIES

SPONSOR PACKAGE GRID <i>Branding Exposure Across All Activities / Events</i>	BRANDING SPONSOR \$25,000	PLATINUM \$18,000	GOLD \$15,000	COPPER \$10,000
<i>Sponsor Access & Benefit Descriptions</i>				
BEFORE EVENT				
Recognition in the monthly AFE Newsletter – March 2022 + April 2022 + May 2022	■	■	■	■
Sponsor Highlight in E-Blast Promos	■	■	■	■
Insertion of Promotional Item in Conference Backpack	■	■	■	■
Pre-Event Attendee List with contact info (<i>not to be used for marketing purposes</i>)	■	■	■	■
DURING EVENT				
Sponsor Recognition: Branding on Event Website, Materials and Signage	■	■	■	■
Complimentary Virtual Job Fair Booth – Large	■	■	■	■
Complimentary Full Conference (ALL Access) Registration	2	1	1	1
Complimentary Online-Only Conference (Ed Access) Registration	4	3	2	1
Program Guide Advertising	Full Page, Full Color	½ Page	¼ Page	¼ Page
Opportunity to host education track session	■	■	■	
Opportunity to introduce speaker (<i>i.e. either breakfast or luncheon</i>)	■	■		
Opportunity to give remarks in the official pre-recorded conference welcome message	■			

SPONSORSHIP OPPORTUNITIES

ELEVATE YOUR BRAND BY TAKING STEPS BEYOND THE TRADITIONAL BOOTH

Our sponsorship packages provide a plethora of opportunities to raise brand awareness and connect with your target audience.

SPONSOR PACKAGE GRID		BRANDING SPONSOR \$25,000	PLATINUM \$18,000	GOLD \$15,000	COPPER \$10,000
Branding Exposure Across All Activities / Events					
Sponsor Access & Benefit Descriptions					
After Event					
Sponsor Highlight in E-Blast Promos		■	■	■	■
Post-Event Attendee List with contact info (<i>not to be used for marketing purposes</i>)		■	■	■	■

01

Emerging Leaders Reception *Exclusive | \$20,000*

The Emerging Leaders Reception is the premier social event of the 2022 AFE Emerging Professionals Week. Don't miss being in the spotlight at this exciting networking and branding opportunity taking place opening night at the Loews Minneapolis Hotel. This exclusive sponsorship will include branded cocktail napkins and bar signage with company logo, PLUS all Platinum Sponsor benefits as described in the package grid featured on Page 4.

01

Brown Bag Lunch & Learn *Exclusive | \$17,500*

This is an ideal opportunity for a sponsor to provide hospitality to all conference attendees along with up to seventy-five additional guests. During lunch, attendees and guests will be treated to an engaging presentation by our keynote speaker. This sponsorship includes all the benefits in the Gold Sponsor package as described in the package grid featured on Page 4.

SPONSORSHIP OPPORTUNITIES

ELEVATE YOUR BRAND BY TAKING STEPS BEYOND THE TRADITIONAL BOOTH

01

Charging Station

Exclusive | **\$12,000**

This sponsorship helps to keep attendees at the Loews Minneapolis Hotel plugged in with a Charging Station featuring the sponsor's logo and video messaging played on a loop, placed in a high traffic area of conference. This sponsorship includes all Gold Sponsor benefits as described in the package grid featured on Page 4.

01

Branded Cinch Backpack

Exclusive | **\$7,500**

This opportunity allows a sponsor to put its brand in the hands of all conference and DWFP attendees! All conference attendees will receive a 18.5" x 12.5" drawstring cinch backpack featuring sponsor and AFE co-branding. This exclusive sponsorship is not only a great way to show support for AFE, but also makes a great keepsake for the conference and DWFP attendees.

01

Coffee Break

Exclusive | **\$4,500**

This sponsor will keep conference attendees going between the educational and strategic planning sessions by providing coffee, sodas, tea, water and snacks.

SPONSORSHIP OPPORTUNITIES

ELEVATE YOUR BRAND BY TAKING STEPS BEYOND THE
TRADITIONAL BOOTH

01

Lanyards

Exclusive | **\$4,000**

This sponsorship ensures that every conference and DWFP attendees sees the sponsor's name through this exclusive sponsorship opportunity. Lanyards will feature sponsor branding printed on attendee name badges alongside the AFE logo.



EXHIBITOR OPPORTUNITIES

GAIN BRAND EXPOSURE AND BUILD YOUR NETWORK

Virtual Booth	A/E Member Rate	Non-Member Rate
Virtual Booth - Large Format	\$600	\$900
Virtual Booth - Medium Format	\$450	\$750
Virtual Booth - Small Format	\$250	\$500

Our virtual expo booths will be seen by all attendees regardless if they attend in-person or remotely. Securing a virtual expo booth qualifies the exhibitor for:

- Recognition on the Emerging Pros Week 2022 event website - i.e. corporate logo / link
- Listing in the expo directory
- Final event attendee list, distributed as an Excel spreadsheet (*not to be used for marketing purposes*)
- Ability to connect with attendees



TERMS & CONDITIONS

Exhibit Eligibility

All products and services exhibited must be germane to the study and practice of facilities engineering and management. AFE retains the sole authority to determine the eligibility of any organization and / or its product. AFE reserves the right to refuse applications from organizations not meeting standard requirements or expectations. AFE reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

Terms of Payment

Potential exhibitors and sponsors agree to submit full payment pursuant to these terms along with submission of online sponsorship form (*see link below*). Payments should be made payable to AFE and paid via credit card or ACH Transfer. If mailed, payments should be forwarded to AFE, Attention: Lesly Gutierrez, PO Box 8257, Woodbridge, Virginia 22195. To be included in initial space assignments, the sponsorship form and full payment must be received. Space will not be assigned or held without the completed form and all appropriate fees. Similarly, sponsorship benefits will not begin until the full payment is received.

Assignment of Space

Priority for space assignment will be made on a first-come, first-served basis. Taking space configurations under consideration, management reserves the right to make any revisions necessary to the floor plan. AFE reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in Emerging Pros Week 2022, the payment for exhibitor space will be fully refunded.

Cancellation Policy

Cancellations must be submitted to AFE in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. Exhibitors who cancel on or before 26 March 2022 will receive a full refund less a \$225 processing fee. Sponsors who cancel on or before 26 March 2022 will receive a refund equal to 85% of the total sponsorship fee. Exhibitor and sponsorship fees are nonrefundable after 26 March 2022.

Claim A Sponsorship

Visit <https://bit.ly/AFEInsightSponsorships> to claim a 2022 AFE Emerging Professionals Week sponsorship opportunity.