

THE AMERICAN ACADEMY OF FORENSIC SCIENCES

SPONSORSHIP PROSPECTUS

A RESPONSIVE ACADEMY

MEETING AND SURPASSING THE CHALLENGES OF A
MODERN FORENSIC SCIENCE WORLD



AAFS
2022

FEBRUARY 21-25
SEATTLE, WASHINGTON

AAFS SPONSOR INFORMATION

Maximize your company's presence at the AAFS 74th Annual Scientific Meeting by investing in a sponsorship package designed to provide high-visibility branding and exposure opportunities before and during the event. With a variety of options and investment levels available, high-impact sponsorship packages are available to fit every budget and every need. Whether you're interested in announcing a new product or technology, or increasing your company's brand awareness, becoming a sponsor at the AAFS annual meeting provides tangible, profit-driving results, beyond the benefits of exhibiting alone. Be a part of this world-class event that brings the best of forensic sciences together! We anticipate over 4,000 attendees, both in-person and virtually, from around the globe to attend the 74th AAFS Annual Scientific Meeting.

Get started with a customized opportunity to compliment your unique audience-engagement strategy.

SPONSORSHIP LEVELS	TITANIUM USD \$35,000 OR MORE	PLATINUM \$20,000- \$34,999	GOLD \$10,000- \$19,999	SILVER \$5,000- \$9,999	BRONZE \$2,000- \$4,999
BASED ON LEVEL OF INVESTMENT, SPONSORS RECEIVE A RANGE OF BENEFITS:					
10 free passes to guests to the exhibition floor	X	X	X		
Company logo on Annual Meeting event website	X	X	X	X	X
Company logo in Annual Meeting Mobile App	X	X	X	X	X
Company logo on signage at event ¹	X	X	X	X	X
Company logo in "Thank You" ad on the AAFS Newsfeed after the meeting	X	X	X	X	X
Company logo in following year (2023) Sponsorship Prospectus	X	X	X	X	X
Company logo in Official Digital Program	X	X	X	X	X
Opportunity to place approved item in delegate bag ²	X	X	X	X	
Link from your logo to your company website from AAFS Annual Meeting Website	X	X			
Increased exposure on signage and/or clings in Exposition Hall and on Entrance Unit	X				

¹ Must meet required deadlines per signed contract

² Literature may not have product names and/or pricing listed and must be approved by AAFS Show Management



CUSTOM SPONSORSHIP OPPORTUNITIES

General Sponsorship | \$1,000-\$5,000 (Multiple available)

- ★ Sponsor logo on website
- ★ Sponsor logo on mobile app

AAFS Standards Board (ASB) Reception | \$2,000 (Multiple available)

- ★ Sponsor logo on ASB website
- ★ Sponsor logo on signage at the reception
- ★ Sponsor verbally recognized at the reception

Delegate Bag Insert | \$2,000 (Multiple available)

- ★ Sponsor logo on website
- ★ Sponsor logo on mobile app

Program Advertising | \$2,000 (Multiple available)

- ★ Feature your Company's products in a full-page, color ad to be included in the online meeting program

AAFS Hospitality Lounge | \$2,500 (Multiple available)

This lounge located in the convention center will be designed and created to provide an interactive meeting place for networking and career advancement for the world's forensic students providing a significant opportunity for sponsoring companies to promote themselves to the best talent available.

- ★ Sponsor logo on signage at event
- ★ Literature racks provided in the Lounge for Sponsor handouts
- ★ Sponsor verbal recognition at events in the Lounge

Charging Stations | \$5,000 (3 available)

- ★ USB and electrical outlets for attendees to charge their phones and laptops
- ★ Sponsor logo on signage
- ★ Sponsor logo on the charging station
- ★ Sponsor logo on the digital program book with a link to your company
- ★ Sponsor logo on the AAFS annual meeting website

Daily Bulletin | \$5,000 (4 days available; per day charge)

Sponsor this communication provided to attendees with updates on meeting events and a look ahead to each day's agenda.

- ★ Company logo displayed on each issue

Headquarter Hotel Key Cards | \$5,000 (Exclusive)

- ★ An opportunity to have your branding on the HQ hotel room key cards
- ★ Sponsor logo on signage at the HQ hotel

Social Media | \$5,000 (Multiple, limit 3 per platform, dates TBA)

*Be featured on **one** of the official AAFS social media platforms: AAFS LinkedIn, AAFS Facebook, or AAFS Twitter. Two posts with sponsor logo per day (Mon., Tues., & Wed.) with final approval by AAFS Executive Director. All sponsored posts will be preceded by a disclaimer that the post is sponsored.*

CUSTOM SPONSORSHIP OPPORTUNITIES

Section Receptions | \$5,000 (per section)

Choose from one of the 11 AAFS Sections: Anthropology, Criminalistics, Digital & Multimedia Sciences, Engineering & Applied Sciences, General, Jurisprudence, Odontology, Pathology/Biology, Psychiatry & Behavioral Science, Questioned Documents, Toxicology.

- ★ Sponsor logo on signage at the reception
- ★ Sponsor would be verbally recognized at the reception
- ★ Sponsor logo on the AAFS annual meeting website
- ★ Sponsor logo on the digital program book
- ★ Sponsor would receive an invitation to attend the section reception

Speaker Ready Room | \$5,000 (Exclusive)

The purpose of the Speaker Ready Room is to provide technical program speakers with a designated room to upload, review, and finalize their presentation.

- ★ Sponsor logo on background of each computer
- ★ Sponsor logo on screen saver of each computer
- ★ Sponsor logo on signage at entrance of Speaker Ready Room

Poster Sessions | \$6,000 (4 available)

- ★ Sponsor logo on signage at Poster Session entrance
- ★ Sponsor logo on 2 clings in Poster Session area

Water Cooler Cups | \$7,000 (Exclusive)

- ★ Sponsor branding on all water cooler cups placed on exhibit floor & technical area

Directional Signage in the Convention Center | \$7,500 (Exclusive)

- ★ Sponsor logo on Meter Board directional signage in registration and scientific program session area

Coffee Breaks at the Cyber Cafe | \$10,000 (4 available)

- ★ Coffee and tea provided Monday and Tuesday
- ★ Sponsor logo on signage at each beverage station both days

Student Academy | \$10,000 (Exclusive)

Support this learning experience for high school students interested in a career in forensic science.

- ★ Opportunity for an executive with Company to make opening remarks to Student Academy participants
- ★ Opportunity to distribute giveaways to Student Academy attendees
- ★ Your company logo on email communication to all meeting attendees
- ★ Two social media posts to our audience to share our partnership in coordination with your social marketing team
- ★ Admittance for 2 to the 74th Annual Scientific Meeting Exhibit Hall
- ★ Company logo featured on aafs.org and event registration page, program, and daily event bulletin
- ★ Company listing in pre- and post-event press release and social media

CUSTOM SPONSORSHIP OPPORTUNITIES

Opening Session and Presidential Address | \$10,000 (2 available)

The AAFS Opening Session and Presidential Address brings together leaders in forensic sciences to discuss current issues that influence our industry.

- ★ Sponsor logo on signage at event
- ★ Sponsor logo on presentation screens before and after the event
- ★ Sponsor recognition from stage at event

Welcome Reception | \$10,000 (4 available)

- ★ Sponsor logo on signage at the reception
- ★ Sponsor would be verbally recognized at the reception
- ★ Sponsor logo on the AAFS annual meeting website
- ★ Sponsor logo on the digital program book

Wine and Cheese Reception | \$10,000 (4 available)

- ★ Sponsor logo on signage at the reception
- ★ Sponsor would be verbally recognized at the reception
- ★ Sponsor logo on the AAFS annual meeting website
- ★ Sponsor logo on the digital program book

Water Cooler | \$12,000 (Exclusive)

- ★ Sponsor branding on all water coolers placed on exhibit floor & technical area

Mobile App | \$15,000 (Exclusive)

Smart phone users worldwide will download the annual meeting mobile app to peruse events, create their own personalized schedules, network with other attendees, and determine which exhibitors and sponsors they want to visit.

- ★ Full-screen app landing page with buttons that can lead the user to exhibitor listing within mobile app or webpage URL
- ★ One-push message alert on Monday, Tuesday, and Wednesday (message approval required by AAFS Show Management)
- ★ One rotating recognition banner throughout the app
- ★ Sponsor logo on the digital program book with a link to the company
- ★ Sponsor logo on the AAFS annual meeting website

President's Reception | \$20,000 (4 available)

- ★ Sponsor logo on signage at the reception
- ★ Sponsor would be verbally recognized at the reception
- ★ Sponsor logo on the AAFS annual meeting website
- ★ Sponsor logo on the digital program book
- ★ Sponsor would receive an invitation for 2 people to attend the President's Reception

Conference Pens/Pads | \$20,000 (Exclusive)

- ★ Pens and Pads to be put into delegate bags
- ★ Sponsor logo on signage

CUSTOM SPONSORSHIP OPPORTUNITIES

Exposition Floor Plan Guide | \$20,000 (Exclusive)

- ★ Sponsor logo with link to website on the live floor plan on AAFS website
- ★ Sponsor logo on map inserted into the Official Program
- ★ Sponsor recognition on the printed exposition floor plan guide

Attendee Badge Holder | \$25,000 (Exclusive)

- ★ Sponsor logo printed on front of official badge holder
- ★ Sponsor logo displayed on signs in the registration area

AAFS Attendee Lounge | \$25,000 (Exclusive)

- ★ Be the exclusive sponsor of this designated area for attendees to connect and network
- ★ Prominent placement of company logo on signage in and around the lounge
- ★ Your company name mentioned on stage during breaks directing people to the lounge
- ★ Admittance for 4 to the Annual Scientific Meeting
- ★ Company logo featured on aafs.org and event registration page, program, and daily event bulletin

Registration | \$25,000 (Exclusive)

Present your company's logo to delegates upon arrival at the Convention Center.

- ★ Sponsor logo on kick panels of all onsite main registration counters
- ★ Sponsor logo on PDF registration form
- ★ Sponsor logo on signage at the registration area
- ★ Sponsor logo on badge printing kiosks

Delegate Bags | \$32,000 (4 available)

- ★ Your company's logo will be prominently displayed on the outside of the AAFS delegate bags
- ★ Sponsor logo on delegate bags
- ★ Opportunity to provide literature* for attendee bags

Virtual Platform Sponsorship | \$50,000 (Exclusive)

An opportunity to showcase your company on the virtual platform for the AAFS annual meeting.

- ★ Sponsor logo on various landing pages on the virtual platform
- ★ Sponsor logo on the digital program book with a link to your company
- ★ Sponsor logo on the AAFS annual meeting website
- ★ You would be considered a Titanium sponsor and receive that package

Wi-Fi | \$50,000 (Exclusive)

The Exposition Hall will include wireless access, allowing attendees to connect to the internet through their laptops and mobile devices.

- ★ Sponsor logo on redirect screen for Wi-Fi access
- ★ Sponsor logo on signage
- ★ Sponsor verbal recognition in the exhibition hall each day
- ★ Sponsor logo on the digital program book with a link to your company
- ★ Sponsor logo on the AAFS annual meeting website

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