

SPONSORSHIP PROSPECTUS

American Academy of Forensic Sciences

75th Anniversary Conference



Science Works

February 13-18, 2023
Orlando, Florida
Rosen Shingle Creek Resort

AAFS SPONSOR INFORMATION

Maximize your company’s presence at the AAFS 75th Anniversary Conference 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 conference 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 3,500 attendees, in-person, from around the globe to attend the 75th AAFS Anniversary Conference.

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 Conference event website	X	X	X	X	X
Company logo in Annual Conference 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 conference	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 Conference 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



AAFS SPONSOR INFORMATION

Custom Sponsorship Information

EBlast to attendees | \$1000 (5 available)

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

- ⇒ Sponsor logo on website
- ⇒ Sponsor logo on mobile app

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

- ⇒ Sponsor logo on website
- ⇒ Sponsor logo on mobile app

Hotel Key Cards | \$10,000 (Exclusive)

- ⇒ The best way to present sponsor brand to all hotel guests attending the conference
- ⇒ Specifically designed for the AAFS Conference featuring sponsor logo or product

Super Bowl Party Reception | \$15,000 (Exclusive)

- ⇒ Exclusive support of the Super Bowl Party
- ⇒ Logo branding options available throughout the reception

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

This lounge located in the exhibit hall at Rosen Shingle Creek Resort 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 Lounge | \$3,000 (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 conference website

Section Receptions | \$2,500 (per section)

Choose from one of the 12 AAFS Sections: Anthropology, Criminalistics, Digital & Multimedia Sciences, Engineering & Applied Sciences, Forensic Nursing Science, 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 conference website
- ⇒ Sponsor logo on the digital program book
- ⇒ Sponsor would receive an invitation to attend the section reception

AAFS SPONSOR INFORMATION

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 | \$5,000 (Exclusive)

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

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

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

Coffee Breaks at the Cyber Cafe | \$5,000 (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 75th Anniversary Conference 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

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

- ⇒ Sponsor logo on ASB web page
- ⇒ Sponsor logo on signage at the reception
- ⇒ Sponsor verbally recognized at the reception

Welcome Reception | \$5,000 (4 available)

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

Wine and Cheese Reception | \$5,000 (4 available)

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

AAFS SPONSOR INFORMATION

Mobile App | \$15,000 (Exclusive)

Smart phone users worldwide will download the annual conference 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 conference website

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.*

Conference Pens/Pads | \$12,000 (Exclusive)

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

75th Anniversary Celebration | \$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 conference website
- ⇒ Sponsor logo on the digital program book
- ⇒ Sponsor would receive an invitation for 2 people to attend the 7th Anniversary Celebration

Attendee Badge Holder | \$20,000 (Exclusive)

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

AAFS Networking Lounge | \$20,000 (Exclusive)

Your company would be the exclusive sponsor of this designated area for attendees to connect and network with their peers and mentors

- ⇒ 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 Conference
- ⇒ Company logo featured on aafs.org and event registration page, program, and daily event bulletin

Registration | \$20,000 (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

AAFS SPONSOR INFORMATION

Delegate Bags | \$20,000 (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

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 conference website

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

For more information, contact AAFS Senior Events Manager Trisha DeLozier (918.998.6038; tdelozier@aafs.org).

Thank you to last years sponsors! We are successful because of you.

⇒ Verogen	Platinum Sponsor
⇒ Cellebrite	Silver Sponsor
⇒ Visit Orlando	Silver Sponsor
⇒ Abacus Diagnostics	Bronze Sponsor
⇒ Agilent Technologies	Bronze Sponsor
⇒ CSAFE	Bronze Sponsor
⇒ Foster & Freeman	Bronze Sponsor
⇒ KDX Forensic Consulting	Bronze Sponsor
⇒ NMS Labs	Bronze Sponsor
⇒ RTI International	Bronze Sponsor
⇒ ThermoFisher Scientific	Bronze Sponsor
⇒ CFSRE	General Sponsor
⇒ Forensic Toxicology Consulting (FTC Inc.)	General Sponsor
⇒ KUBTEC Scientific	General Sponsor
⇒ Unitted Chemical (UTC)	General Sponsor
⇒ University of Pennsylvania	General Sponsor
⇒ Waters Corporation	General Sponsor
⇒ Queen Mary University Of London – Barts & The London School of Medicine & Dentistry	General Sponsor