



SPONSORSHIP OPPORTUNITIES GUIDE



Community Connections Forum & Reception

Demonstrate your organization's commitment to diversity, inclusion, and the future of forensic science by sponsoring the Community Connections Forum & Reception. This signature event is dedicated to cultivating collaborative partnerships, advancing educational initiatives, and elevating underrepresented voices throughout the forensic science community. As the exclusive sponsor, your organization will receive prominent branding throughout the event, including logo recognition on cocktail napkins and event signage. Sponsors may also provide an optional table drop or approved promotional item, creating meaningful engagement with attendees while aligning your brand with one of the conference's most impactful initiatives.

Community Connections Forum & Reception Sponsorship | Exclusive | \$10,000

- Exclusive sponsorship recognition
- Logo on event signage
- Option for Logo-branded cocktail napkins
- Opportunity to provide an approved table drop
- Recognition in conference marketing materials and mobile app
- Opportunity to engage with attendees supporting diversity and inclusion initiatives

Why Sponsor this Package?

Today's organizations are looking for opportunities that extend beyond traditional brand exposure. Sponsoring the Community Connections Forum & Reception demonstrates your company's commitment to supporting diversity, education, and the advancement of forensic science while positioning your brand alongside meaningful conversations that shape the future of the profession. This exclusive opportunity creates authentic connections with attendees who value organizations that actively invest in the forensic science community.



Keynote and Plenary Sponsorship Package

Maximize your visibility by aligning your brand with two of the event's most highly attended and impactful sessions. This bundled opportunity places your company at the center of both the premier keynote presentation and a featured plenary session, providing unmatched exposure to attendees during key moments of the conference program.

As the **Keynote Sponsor**, your organization will be associated with one of the event's most anticipated sessions, positioning your brand alongside distinguished speakers and in front of a broad audience of attendees.

As the **Plenary Sponsor**, your company will also support one of the conference's highest-attended educational sessions, demonstrating your commitment to industry knowledge, collaboration, and thought leadership. Plenary sessions bring attendees together for timely discussions, expert panels, and important topics shaping the profession.

Keynote and Plenary Bundle Sponsorship | Exclusive | \$9,500

- Sponsor logo on the AAFS annual conference website
- Premium visibility
- Option for Sponsor-provided seat drop in ballroom*
- Social media recognition
- Sponsor logo in the official digital program book
- Sponsor logo in signage promoting the keynote/plenary outside the ballroom
- Verbal acknowledgment from the podium prior to session start
- Reserved seating for both sessions
- Sponsor-provided promo video or logo to be displayed on screen as attendees enter and depart keynote presentation *
- Two (2) complimentary passes to the keynote presentation

*Messaging to be pre-approved by AAFS Management

Why Sponsor This Package?

Gain continuous branding presence across two major sessions, increase audience reach, and position your organization as a leader supporting both inspiration and education at the event.



Forensic After-Hours Reception

Extend your visibility beyond exhibit hours by sponsoring the Forensics After Hours Reception. Held within the Forensic Exchange|Exhibit Hall, this evening networking event combines refreshments, activations, and exhibitor engagement in a relaxed atmosphere that encourages meaningful conversations between attendees and industry partners.

Forensics After-Hours Reception Sponsorship | Multiple | \$7,500

- Logo recognition throughout the reception
- Branding on event signage
- Option for sponsor logo cocktail napkins
- Option to provide sponsor logo t-shirts for bartender staff
- Recognition in conference mobile app
- Exposure during one of the Forensic Exchange|Exhibit Hall premier networking events

Why Sponsor This Package?

The Forensics After-Hours Reception provides a unique opportunity to connect with attendees in a relaxed, social environment outside the traditional conference schedule. As one of the most engaging networking events of the conference, this sponsorship places your brand alongside meaningful conversations, relationship-building, and attendee experiences. By supporting this event, your organization demonstrates its commitment to fostering connections within the forensic science community while gaining valuable visibility among professionals, industry partners, and decision-makers.



Welcome Reception

Support the attendee Welcome Reception! This reception serves as the official opening celebration of the AAFS Annual Scientific Conference and provides attendees with their first opportunity to reconnect with colleagues, meet new industry professionals, and begin networking.

Welcome Reception Sponsorship | Multiple | \$5,000

- Logo recognition throughout the reception
- Branding on event signage
- Option for sponsor logo cocktail napkins
- Option to provide sponsor logo t-shirts for bartender staff
- Recognition in conference mobile app
- Association with one of the conference's largest networking events

Why Sponsor This Package?

The Welcome Reception is one of the conference's highest attended networking events, making it an ideal opportunity to introduce your brand as attendees begin their conference experience. Sponsoring this event positions your company as a welcoming partner of the forensic science community while generating strong visibility during one of the week's most energetic gatherings.



International Attendee Reception Sponsorship

Show your organization's commitment to global collaboration by sponsoring the **International Attendee Reception**, a special networking event designed to welcome and connect attendees from around the world. This reception provides a unique opportunity to engage with international delegates, industry leaders, and professionals in a relaxed and social setting while positioning your brand as a supporter of worldwide partnerships and knowledge exchange.

As sponsor, your company will receive prominent recognition throughout the reception and direct visibility among a highly valued audience of global participants and industry leaders representing more than 50 countries. This event offers an ideal platform to build relationships, strengthen international awareness, and demonstrate your organization's commitment to the broader professional community.

International Attendee Reception Sponsorship | Exclusive | \$10,000

- Sponsor logo on the AAFS annual conference website
- Sponsor logo on digital Invitation
- Sponsor logo in the official digital program book
- Opportunity to provide branded cocktail napkins or approved giveaway items
- Verbal acknowledgment from the podium prior to reception start
- Company logo featured on reception signage

Why Sponsor This Package?

The International Attendee Reception offers meaningful face-to-face engagement with attendees from across the globe while associating your brand with a premium hospitality experience centered on inclusion, connection, and international partnership.



Section Reception Sponsorship

Support one of AAFS's 12 scientific disciplines by sponsoring a Section Reception. These intimate networking events allow attendees with shared professional interests to connect while providing sponsors with targeted exposure to a highly relevant audience.

Section Reception Sponsorship | Multiple | \$2,500

- Logo recognition at the selected reception
- Invitation to attend the reception
- Table in room to display materials
- Sponsor logo in the official digital program book

Why Sponsor This Package?

Section Receptions offer a targeted opportunity to connect with professionals who share specific scientific and professional interests within the forensic science community. By sponsoring a Section Reception, your organization can align its brand with a discipline that reflects its areas of focus while building meaningful relationships with attendees in a more intimate networking environment. This sponsorship demonstrates your support for the specialized fields that advance forensic science and provides valuable visibility among engaged professionals, leaders, and potential collaborators.



Academy Standards Board Reception Sponsorship

Support the advancement of forensic science standards by sponsoring the Academy Standards Board (ASB) Reception. This networking event brings together professionals dedicated to the development and implementation of forensic standards.

ASB Reception Sponsorship | Multiple | \$2,000

- Logo recognition at the selected reception
- Invitation to attend the reception
- Table in room to display materials
- Sponsor logo in the official digital program book
- Opportunity to support forensic science standardization efforts

Why Sponsor This Package?

The ASB Reception provides a unique opportunity to align your organization with the advancement of quality, consistency, and excellence within forensic science standards. Sponsoring this event demonstrates your commitment to supporting the development and implementation of industry best practices while connecting your brand with professionals who influence the future of forensic science. This exclusive networking opportunity allows sponsors to engage with standards leaders, technical experts, and attendees dedicated to improving the field.



Meeting Space Wi-Fi Sponsorship

In today's connected conference environment, reliable internet access is essential to the attendee experience. The Meeting Space Wi-Fi Sponsorship provides your organization with a high-visibility opportunity to support seamless connectivity throughout the AAFS annual conference while placing your brand directly in front of attendees every time they access the venue's wireless network.

As the exclusive Wi-Fi sponsor, your organization will be recognized as the company helping attendees stay connected, engaged, and productive throughout the conference. From checking schedules and accessing the mobile app to networking with colleagues and participating in educational sessions, attendees will interact with your brand each time they connect.

Meeting Space Wi-Fi Reception Sponsorship | Exclusive | \$10,000

- Sponsor logo in the official digital program book
- Opportunity to support forensic science standardization efforts
- Exclusive recognition as the official Meeting Space Wi-Fi Sponsor
- Sponsor logo featured on the Wi-Fi login landing page
- Brand visibility each time attendees access the conference wireless network

Why Sponsor This Package?

By sponsoring Meeting Space Wi-Fi, your organization helps create a seamless conference experience while gaining valuable exposure at one of the most frequently accessed attendee touchpoints. This opportunity goes beyond branding—it demonstrates your commitment to supporting communication, collaboration, and the continued advancement of the forensic science community.



Conference Bag Sponsorship

The official AAFS annual conference bag is one of the most visible and practical resources attendees receive throughout the event. As the exclusive Conference Bag Sponsor, your organization's logo will be prominently displayed on a reusable attendee bag distributed to conference participants at registration, creating lasting brand exposure throughout the week and beyond.

Every attendee will carry this branded item throughout the conference as they move between educational sessions, networking events, the Forensic Exchange | Exhibit Hall, and scientific sessions, providing your organization with repeated visibility among forensic science professionals, industry partners, and decision-makers.

Conference Bag Sponsorship | Exclusive | \$10,000

- Sponsor logo in the official digital program book
- Exclusive recognition as the official Conference Bag Sponsor
- Company logo prominently displayed on one side of the reusable conference bag
- High visibility throughout the conference as attendees carry bags between sessions, events, and exhibits
- Ability to place your brand directly in the hands of conference attendees

Why Sponsor This Package?

The Conference Bag Sponsorship provides a powerful combination of visibility, utility, and brand recognition. By supporting a resource attendees use throughout their conference experience, your organization creates meaningful connections while demonstrating its commitment to supporting the forensic science community and the success of the AAFS annual conference.



Conference Lanyard Sponsorship

The Conference Lanyard Sponsorship provides unparalleled visibility by placing your organization's brand with attendees throughout the entire conference. As the exclusive lanyard sponsor, your company logo will be prominently featured on the official conference lanyards distributed to all attendees, ensuring consistent brand exposure from registration through the final session.

Every attendee, exhibitor, speaker, and volunteer will wear your branded lanyard as they participate in educational sessions, networking opportunities, exhibits, and special events, creating thousands of impressions throughout the conference.

Conference Lanyard Sponsorship | Exclusive | \$7,500

- Sponsor logo featured on official conference lanyards distributed to all attendees
- Sponsor logo in the official digital program book
- Exclusive recognition as the official Conference Lanyard Sponsor

Why Sponsor This Package?

The conference lanyard is one of the most visible and frequently used items at the event. This sponsorship offers a unique opportunity to extend your brand presence beyond a single session or event and become part of the attendee experience from the moment they arrive.



Mobile App Sponsorship

The AAFS Annual Conference Mobile App is an essential resource for attendees to access schedules, educational sessions, exhibitor information, networking tools, and conference updates. As the exclusive Mobile App Sponsor, your organization will receive premium visibility throughout the digital conference experience.

Mobile App Sponsorship | Exclusive | \$7,500

- Exclusive Mobile App Sponsorship recognition
- Full-screen app landing page branding
- Sponsor logo placement within the mobile app
- Buttons linking users to your exhibitor listing or company website
- One approved push notification on Wednesday, Thursday, and Friday
- Recognition in applicable conference materials
- Sponsor logo in the official digital program book

Why Sponsor This Package?

The mobile app is one of the most frequently accessed tools during the conference, making this sponsorship a powerful way to maintain consistent brand exposure before and throughout the event. Your organization will be positioned as a technology partner supporting attendee engagement, communication, and the overall conference experience.



Attendee Badge Sponsorship

Every registered attendee is required to wear an official conference badge, making this sponsorship one of the most visible branding opportunities available. Your organization's logo will be prominently displayed on attendee badges worn throughout the conference.

Attendee Badge Sponsorship | Exclusive | \$5,000

- Sponsor logo featured on official conference badges distributed to all attendees
- Sponsor logo in the official digital program book
- Exclusive attendee badge sponsorship recognition
- Visibility throughout educational sessions, networking events, and exhibit hall activities

Why Sponsor This Package?

The Attendee Badge Sponsorship offers one of the most consistent and highly visible branding opportunities available throughout the AAFS annual conference. Every attendee, exhibitor, speaker, and industry partner is required to display their badge throughout the event, ensuring your organization's brand is seen repeatedly during educational sessions, networking opportunities, exhibit hall interactions, and conference activities.

By sponsoring attendee badges, your organization becomes a visible part of the attendee experience from the moment participants arrive.



Year-Long Brand Sponsorship

Increase your brand visibility with prominent logo placement on the conference website for one full year. Your organization will be recognized as a valued supporter, reaching thousands of visitors seeking conference information, registration details, and event resources throughout the year.

Year-Long Brand Sponsorship | Multiple | \$3,000

- Priority placement on the conference website
- Hyperlink to the Sponsors company page
- Company description of (50–75 words) on the AAFS website
- Featured as a “Sponsor Spotlight” once during the year

Why Sponsor This Package?

The Year-Long Brand Exposure Sponsorship extends your visibility far beyond the annual conference, providing continuous recognition to the forensic science community throughout the year. Rather than limiting your exposure to a single week, this opportunity keeps your organization in front of AAFS members, conference attendees, researchers, educators, and industry professionals through ongoing digital and marketing touchpoints.



Sponsored Meter Board Sponsorship

Promote your organization with strategically placed two-sided meter board signage located along heavily traveled attendee pathways between meeting spaces, plenary session, and the Forensic Exchange | Exhibit Hall areas.

Sponsored Meter Board Sponsorship | Multiple | \$900

- Two-sided branded signage opportunity
- Placement in high-traffic attendee areas
- Sponsor-provided design with AAFS managed production
- Increased brand awareness throughout the conference
- Sponsor logo in the official digital program book

Why Sponsor This Package?

Meter boards provide a cost-effective way to increase brand visibility throughout the conference venue. Positioned in areas where attendees naturally gather and move between activities, this opportunity creates repeated impressions and reinforces your organization's presence throughout the event



Hotel Keycard Sponsorship

The Hotel Key Card Sponsorship places your organization's brand directly into the hands of attendees staying at the conference headquarters hotel. Unlock premium brand visibility by becoming the exclusive Hotel Key Card Sponsor for the AAFS Annual Scientific Conference. As attendees check in to the headquarters hotel, they will receive a custom-branded room key featuring your company's logo creating an immediate and lasting first impression.

Hotel Keycard Sponsorship | Exclusive | [Call for Pricing](#)

- Custom-branded hotel room key cards
- Exclusive hotel key card sponsorship recognition
- Sponsor recognition throughout the conference
- Sponsor logo in the official digital program book

Why Sponsor This Package?

Hotel key cards are an everyday item attendees use repeatedly during their stay, creating frequent brand impressions in a personal and memorable setting. This sponsorship extends your visibility beyond the conference venue and into the attendee experience.



Bark Park Sponsorship

Become the exclusive sponsor of one of the AAFS Annual Scientific Conference's most beloved and memorable attendee experiences, the Bark Park. This unique attraction offers attendees a chance to step away from the busy conference schedule, de-stress, and interact with friendly therapy or adoptable dogs in a welcoming and relaxed environment.

Bark Park Sponsorship | Exclusive | \$7,500

- Exclusive Bark Park Sponsorship
- Prominent logo recognition on all Bark Park signage
- Opportunity to provide approved promotional materials or giveaways
- Opportunity to host an approved interactive activation within the space
- Recognition in the conference mobile app
- Recognition on the AAFS website and conference materials
- Association with one of the conference's most popular and highly visited attendee experiences

Why Sponsor This Package?

The Bark Park provides a unique opportunity to connect with attendees in an authentic, memorable, and highly engaging setting. Unlike traditional sponsorships, this experience naturally encourages attendees to linger, interact, take photos, and share their experiences with colleagues and on social media, creating organic exposure for your brand.

By sponsoring the Bark Park, your organization becomes associated with one of the conference's most anticipated attractions while demonstrating a commitment to attendee wellness and creating meaningful moments throughout the event.



Student Academy Sponsorship

The AAFS Student Academy introduces high school students to the exciting world of forensic science through an immersive educational experience designed to spark curiosity, encourage exploration, and inspire future careers. Participants engage with forensic science professionals, learn about the many disciplines within the field, and gain firsthand insight into the science, technology, and innovation that drive the profession.

Student Academy Sponsorship | Multiple | \$5,000

- Prominent logo recognition on all Student Academy signage
- Opportunity to distribute approved educational materials or promotional handouts
- Recognition in the conference mobile app
- Recognition on the AAFS website and conference materials
- Association with one of the conference's most popular and highly visited attendee experiences
- Company recognition in Student Academy-related press releases and promotional materials

Why Sponsor This Package?

Supporting the Student Academy demonstrates your organization's commitment to workforce development and the future of forensic science. This sponsorship allows your brand to connect with emerging professionals while supporting education, awareness, and career exploration.



Speaker Ready Room Sponsorship

The Speaker Ready Room provides presenters with a dedicated space to upload, review, and finalize their presentations before taking the stage.

Speaker Ready Room Sponsorship | Exclusive | \$5,000

- Exclusive Speaker Ready Room sponsorship recognition
- Logo displayed on computer backgrounds and screensavers
- Signage at the room entrance
- Recognition on the AAFS website and conference materials
- Sponsor logo in the digital program guide

Why Sponsor This Package?

This sponsorship aligns your organization with the educational excellence of the conference by supporting the speakers who share knowledge and advance the forensic science profession. Your brand receives visibility among presenters, faculty, and conference leadership.



Attendee Re-Charge Lounge Sponsorship

The Attendee Re-Charge Lounge provides a welcoming retreat where conference participants can relax, recharge their devices, catch up on email, and connect with colleagues between educational sessions. Conveniently located within a high-traffic area of the conference, this popular destination offers your organization continuous brand visibility while enhancing the overall attendee experience.

Attendee Re-Charge Lounge Sponsorship | Multiple | \$5,000

- Sponsor signage throughout the lounge
- Opportunity to place literature in the lounge
- Recognition on the AAFP website and conference materials
- One (1) monitor with sponsor rotating logo or ad located in the lounge

Why Sponsor This Package?

The Re-Charge Lounge is a high-value attendee amenity that encourages repeat visits and extended engagement. Sponsoring this area allows your organization to create positive brand interactions while supporting attendee comfort and productivity.



Exhibitor Showcase Sponsorship

The Exhibitor Showcase provides exhibitors with a dedicated stage opportunity to demonstrate products, services, and innovations through a 20-minute presentation.

Exhibitor Showcase Sponsorship | Multiple | \$1,500

- 20-minute presentation opportunity
- Recognition on the AAFS website and conference materials
- AAFS-hosted raffle following the presentation
- Exposure to conference attendees
- Attendee lead scans

Why Sponsor This Package?

This opportunity allows your organization to move beyond traditional booth engagement by presenting directly to an interested audience. Sponsors can increase awareness, educate attendees, and drive traffic back to their exhibit space.



Passport to Prizes Sponsorship

The Passport to Prizes program encourages attendees to visit participating exhibitors throughout the Forensic Exchange|Exhibit Hall. Each attendee will have a bag insert of participating companies and will visit each booth to get a stamp, which will enter them into the Friday closing raffle.

Passport to Prizes Sponsorship | Multiple | \$500

- Sponsor logo throughout conference advertising Passport to Prizes
- Recognition on the AAFS website and conference materials
- AAFS-hosted raffle during the closing of the Forensic Exchange|Exhibit Hall on Friday
- Exposure to conference attendees

Why Sponsor This Package?

This interactive opportunity increases attendee engagement while helping exhibitors generate booth traffic and meaningful conversations. Sponsors benefit from a fun, gamified experience that encourages exploration of the Forensic Exchange|Exhibit Hall.



Coffee Break Sponsorship

Forensic Exchange|Exhibit Hall-sponsored coffee breaks provide attendees with valuable moments to refresh, network, and continue conversations between educational sessions.

Coffee Break Sponsorship | [Multiple](#) | [Call for Pricing](#)

- Sponsor logo throughout conference and near break areas
- Recognition on the AAFS website and conference materials
- One (1) conference app push notification announcing sponsored break

Why Sponsor This Package?

Coffee breaks are natural gathering points where attendees connect with colleagues and industry professionals. Sponsoring these moments places your brand in front of engaged attendees while demonstrating support for the attendee experience.



Conference Guide Back Cover Ad Sponsorship

The Conference Guide Back Cover Advertisement provides premium visibility in one of the conference's key attendee resources.

Conference Guide Back Cover Ad Sponsorship | Exclusive | \$3,500

- Full-page color advertisement placement
- Recognition on the AAFS website and conference materials
- Exclusive back cover positioning
- Recognition as a premium conference advertiser

Why Sponsor This Package?

The back cover is one of the most valuable advertising placements available, ensuring your organization receives high-impact visibility as attendees reference conference information throughout the event.



E-Blast Sponsorship

Connect directly with registered attendees through a dedicated email highlighting your organization, products, services, or conference presence.

E-Blast Sponsorship | Limited | \$2,500

- Dedicated email distribution to attendees
- Recognition on the AAFS website and conference materials
- Customized sponsor messaging
- Increased pre-conference visibility

Why Sponsor This Package?

An attendee e-blast provides direct access to a targeted audience before they arrive, helping build awareness, increase booth traffic, and encourage engagement with your organization.



Know Before You Go Email Sponsorship

The Know Before You Go email provides important final conference details to attendees one week before arrival and includes your company logo front and center.

Know Before You Go Email | Exclusive | \$2,500

- Dedicated email distribution to attendees
- Recognition on the AAFS website and conference materials
- Banner placement in attendee email
- Hyperlink to sponsor website
- Increased pre-conference visibility

Why Sponsor This Package?

This email reaches attendees when they are actively preparing for the conference, making it an ideal opportunity to create awareness and encourage engagement before the event begins.



Bag Insert Sponsorship

Place an approved marketing insert inside official conference bags distributed to all AAFS attendees at registration.

Bag Insert | Multiple | \$2,500

- Inclusion in all distributed conference bags
- Recognition on the AAFS website and conference materials
- Direct attendee reach

Why Sponsor This Package?

Bag inserts provide a direct connection with attendees at the beginning of their conference experience. This opportunity allows organizations to share information, promote engagement, and increase awareness among participants.



Newsletter Sponsorship

Feature your organization in the AAFS newsletter distributed to all AAFS contacts, 14,000+ contacts.

Newsletter Sponsorship | Multiple | \$1,500

- Custom banner advertisement
- Hyperlink to sponsor website
- Recognition on the AAFS website and conference materials
- Exposure to all AAFS contacts

Why Sponsor This Package?

The newsletter sponsorship provides valuable exposure before and beyond the annual conference, allowing your organization to reach a broad forensic science audience through a trusted communication channel.



Hotel Room Drops Sponsorship

Place an approved promotional item directly in attendee guest rooms at the headquarters hotel.

Hotel Room Drops Sponsorship | Limited | [Call for Pricing](#)

- Distribution of sponsor-provided branded item
- Visibility within attendee hotel experience
- Recognition on the AAFS website and conference materials

Why Sponsor This Package?

Hotel room drops create a memorable and personalized touchpoint that reaches attendees in a relaxed environment. This unique opportunity allows sponsors to make a lasting impression beyond traditional conference branding.



Digital Conference Program Ad Sponsorship

Feature your organization with a full-page color advertisement in the online conference program.

Digital Conference Program Ad Sponsorship | Multiple | \$1,500

- Full-page digital advertisement
- Exposure to all conference attendees
- Recognition on the AAFS website and conference materials

Why Sponsor This Package?

The digital program is a key attendee resource used throughout the conference. Advertising provides consistent visibility while attendees plan schedules, explore exhibitors, and reference conference information.

Custom Sponsorship Opportunities

Looking for something unique?

AAFS welcomes the opportunity to collaborate on custom sponsorships designed to meet your organization's marketing objectives.

Whether you're interested in sponsoring a new attendee experience, networking activation, branded giveaway, wellness activity, or digital engagement opportunity, our team will work with you to develop a customized partnership that delivers meaningful value.